

Barkley Impact Report



2022





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We call ourselves rocket people,
but as a creative idea company,
our mission is to stay grounded.

Helping to create whole brands
that act as a force for good.

Because it may be inspiring to
dream of other worlds, but we're
here to Add Good to this one.

We are Barkley.
On our way to even better.

Barkley at a glance.

Barkley is an independent creative idea company that builds whole brands for modern consumers, employees and all stakeholders. We do this through three idea centers: transformation + strategy, design + experience, and communications + activation. As a Certified B Corporation™, we believe all brands, including ours, can be a force for good in the world.



550+
partners



1964
established



Awards

Adweek: Agency of
the Year Shortlist

AdAge A-List
Agency Standout

AAF Mosaic
Awards: Workforce
Inclusion Winner

4A's Foundation:
Independent Agency
of the Year

Chief Marketer
200 Top Marketing
Agencies



4
offices:
Kansas City,
Pittsburgh,
Denver,
New York City



100%
independent

A message from our CEO + President:

Sustainable growth, maximum momentum.

Brands aren't built in isolation; they grow when every single thing a brand does is working toward the same central idea.

We've built our entire company in service of this idea — we call it Whole Brand Thinking™ — and it guides how we pitch, how we win, how we build and impact brands and the world, and how we build our organization.

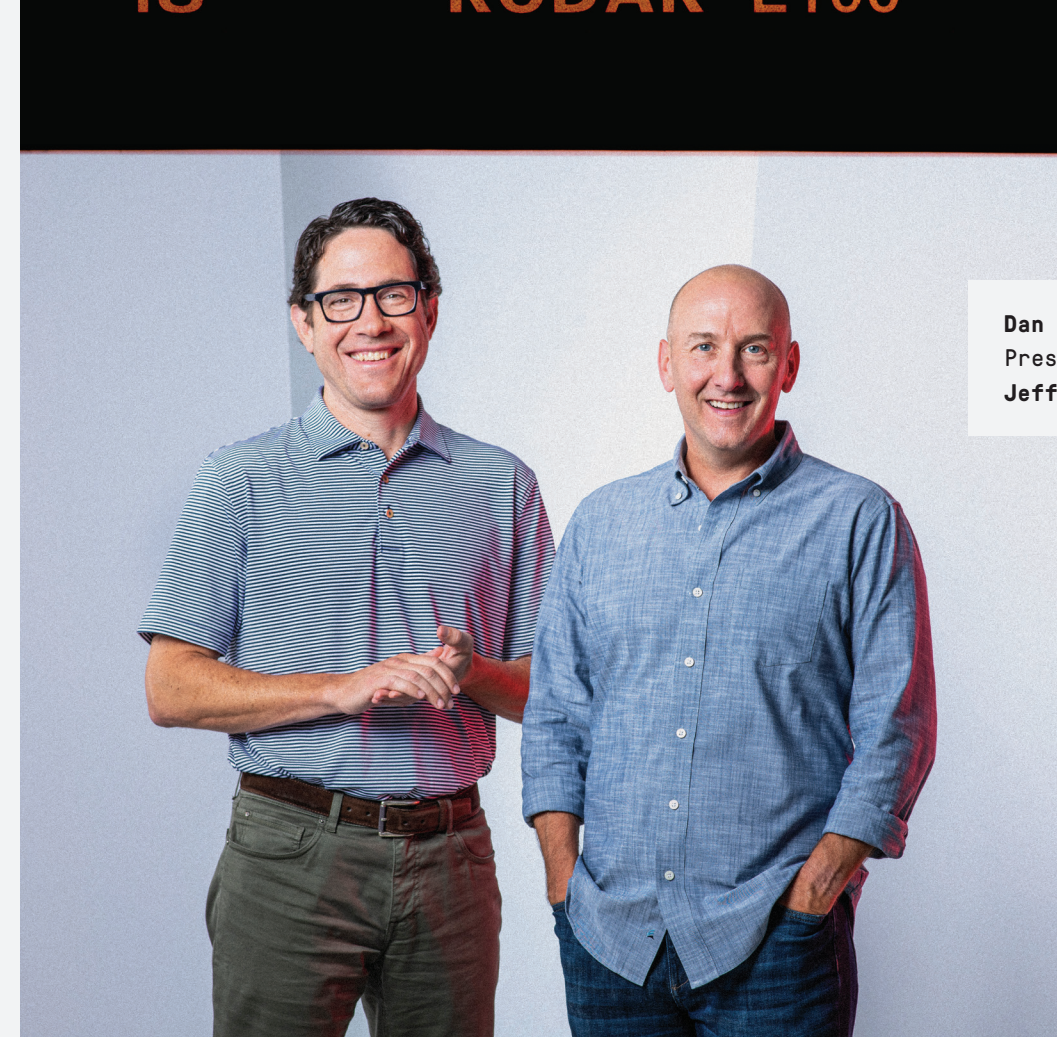
This focus has fueled our fourth consecutive year of record-setting revenue, with a 70% new business win rate, sustained organic growth and new project work in everything from sustainability and brand culture to experience design and innovation.

It also dictates how we grow and nurture Barkley's own brand. From investing in our monthly knowledge training program "Rocket Science," to founding the Barkley Creative Accelerator, a program geared to help minority creatives nurture their

careers in advertising, we prove that Barkley is as much the campaigns we send out into the world as the investment we put into our own culture.

We also prioritize our status as a Certified B Corporation™, a rare distinction that provides a necessary framework to empower our partners around our core purpose: Add Good. The process it takes to maintain our certification enables us to constantly monitor environmental, social and governance issues (ESG) that impact our business and its capability to improve financial performance, meet stakeholder expectations and drive growth. And our own research shows a consistent increase from all stakeholders demanding transparency.

Through our latest State of Purpose research report, we have firmly planted our stake in the ground as an organization that now is



Dan Fromm,
President +
Jeff King, CEO

the time to double down on our own ESG efforts — and we advise client brands to do the same. It is how we have built resiliency within our own organization, analyzing our risks and opportunities as we measure progress against our goals. As a result, we are continually adjusting our own behaviors that impact climate change, nurture our

company culture and recruit and retain talented partners — with urgency.

This is momentum, and we look forward to measuring it with you, for you, every step of the way.

— Jeff King + Dan Fromm

A roadmap for the future:

Our plan to add good.



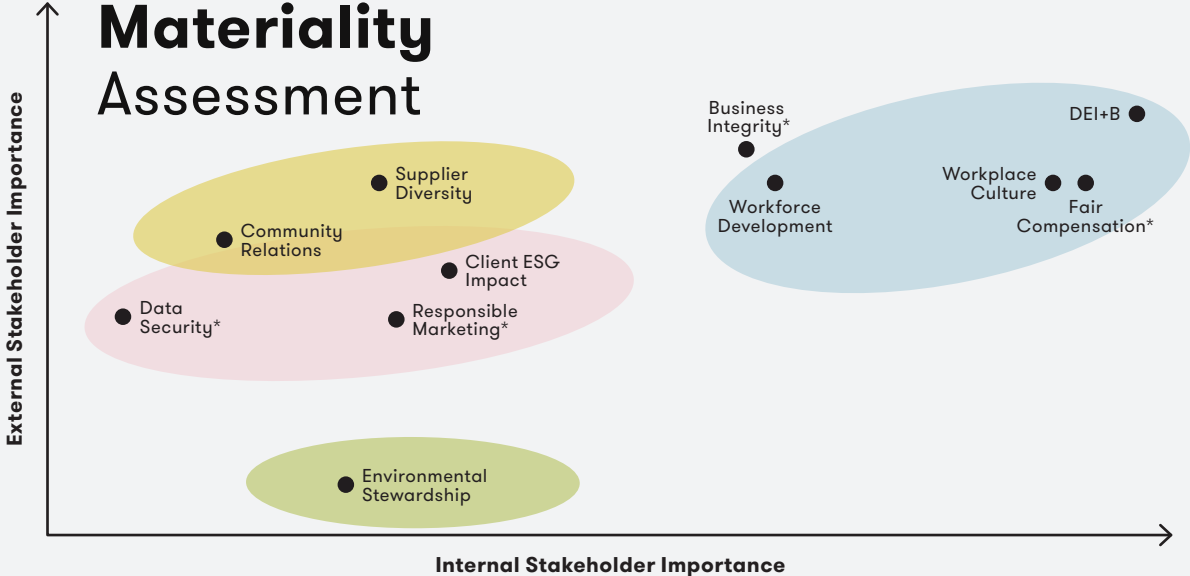
Lindsey DeWitte,
President, PR
and EVP, Purpose +
Sustainability

If purpose is why our brand exists, then sustainability is how we prove it — from how we treat our employees to how we interact with clients and consumers, other stakeholders and the world.

Three years ago, we set out on a journey to become a more sustainable brand. In 2022, we identified (and continue to monitor) material issues to our business, which helped us set a clear focus around where we wanted to go. Going forward, these material issues drive our sustainability strategy and help us to prioritize where we introduce new baselines and goals in 2023.

This report maps our progress throughout four key pillars: Partners, Planet, Clients and Community. It also sets a trajectory for the years ahead — because the more our purpose powers our commitments to people, planet and community, the more inspired our brand culture is to deliver profit and continuous impact.

— Lindsey DeWitte



Partners

Create a culture where our people can thrive.

- BIPOC representation and gender parity at all levels of our organization
- Partner well-being and satisfaction
- Professional development and growth
- Fair compensation*



Planet

Operate within our planetary limits.

- Reduce greenhouse gas emissions
- Invest in renewable electricity
- Zero waste to landfill



Clients

Build a world with more whole brands.

- Increase the number of clients with a strong purpose committing their mission and actions to social and environmental impact
- Increase the percentage of revenue meeting our Client Impact Criteria
- Share our talents through pro bono work with nonprofit organizations
- Responsible marketing*
- Data security*



Community

Use our talents to advance diversity and equity.

- Increase the amount of company volunteering
- Donate to nonprofit organizations that align with our community vision
- Increase spending with local, women-owned and minority-owned vendors

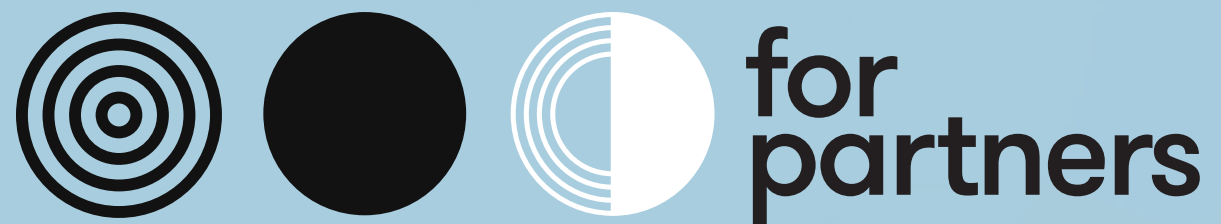
*Add Good baselines and goals coming in 2023.

Add Good Scorecard

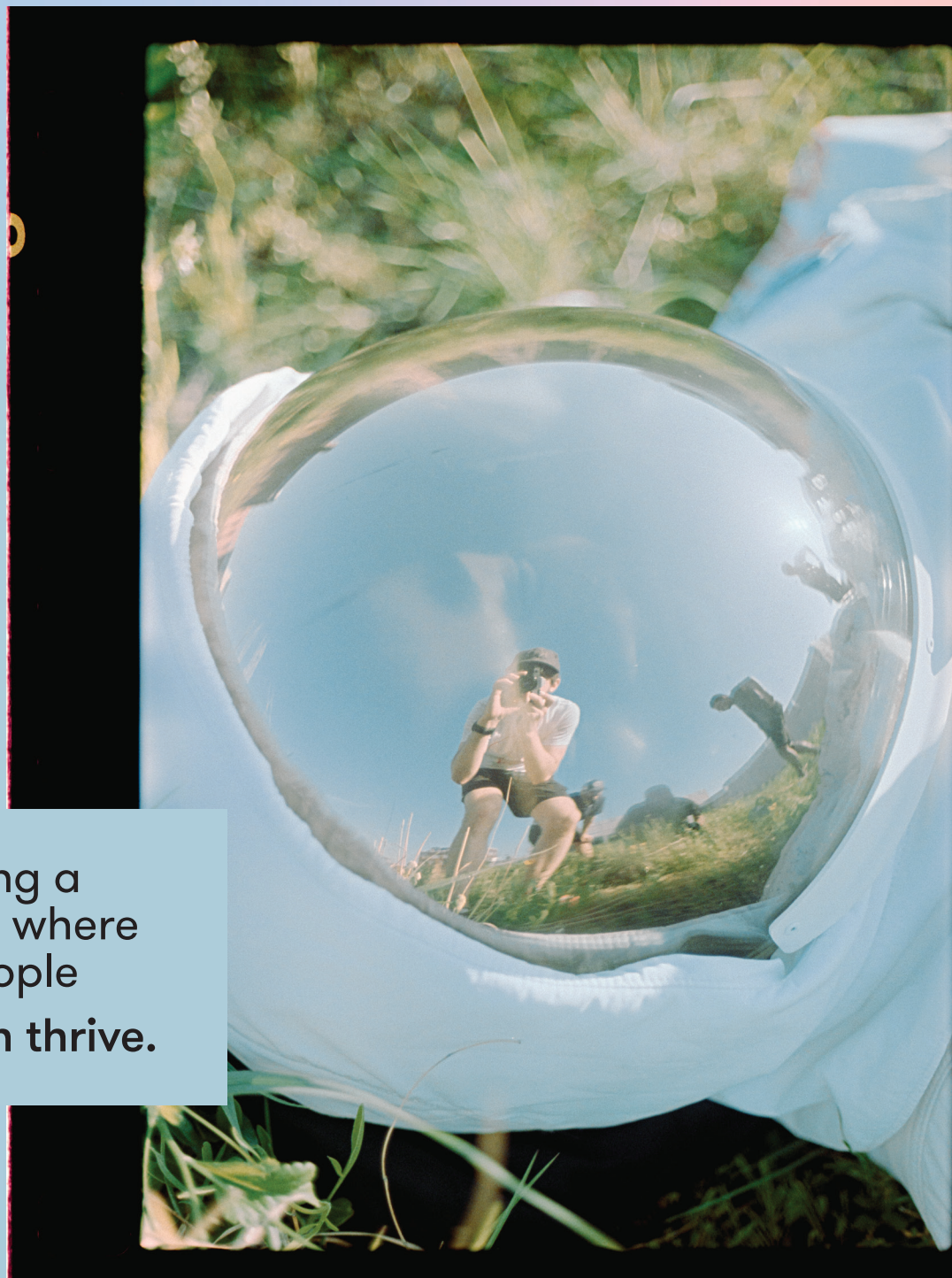
★ = achieved ● = in progress ☆ = evaluating

Goal	Year	Status	2022 Progress
Partners			
Achieve 25% BIPOC representation among Barkley partners	2025	●	21% of Barkley’s partners were BIPOC by the end of 2022.
Parity of women partners at the Director+ level, compared to total organization	2025	●	Female partners represented 54% of management at the Director level or above, compared to Barkley’s overall female representation of 61%.
Achieve 20% annual increase of BIPOC representation at the Director+ level	2025	★	Representation of BIPOC partners at the Director level or above increased by 33% from 2021 to 2022.
Achieve a partner well-being satisfaction score of at least 65%	Annual	★	At the end of 2022, 95% of our partners shared that they were satisfied working at Barkley.
100% participation in management development and effectiveness training annually	Annual	●	47% of managers completed specific training offered quarterly; additional development and training is offered throughout the year to every manager at Barkley.
100% of partners complete Rocket Science training and curriculum	Annual	●	In 2021, we increased partners’ professional development to five days. In addition, Rocket Science is our intentional programming offered to all partners for educational and professional development relevant to our industry.

Goal	Year	Status	2022 Progress
Clients			
50% of revenue meets Barkley’s Client Impact Criteria	2025	●	41% of our revenue aligned to the Client Impact Criteria. Impact-driven revenue grew in conjunction with overall client revenue growth in 2022.
75% of clients contribute to Barkley’s Client Impact Criteria	2025	☆	The number of clients that we attributed to our Client Impact Criteria based on their model, mission and actions decreased from 53% to 50%.
Communities			
100% of partners volunteer eight “Goodworks” hours annually	Annual	●	70% of Barkley partners volunteered, resulting in over 2,760 hours logged throughout 2022. As well as an additional 2,923 contributed toward pro bono work for local nonprofits.
Increase spend with local, women-owned and minority-owned vendors to 25%	2025	☆	10% of our vendor spend came from local, minority-owned and/or women-owned vendors, a 1% increase from 2021.
Increase spend with minority-owned media vendors to 2%, and maintain annually	2025	☆	1.4% of total media spend was directed toward local, women-owned and minority-owned vendors; <1% of total media spend specifically came from minority-owned vendors.
Planet			
Reduce GHG emissions by 50% in own operations	2030	★	Compared to our 2019 base year, we reduced our greenhouse gas emissions in our Scope 1 and 2 by 97%, but our Scope 3 increased by 67%.
Zero waste to landfill	2025	●	We created baselines and absolute measurements for all waste streams in our own facilities based off of our largest footprint, Kansas City headquarters.
100% Renewable Energy	2025	★	We accelerated our goal from basing 17% of our business operations on renewable electricity in 2021 to 100% in 2022.



Creating a
culture where
our people
can thrive.



Win Inside to Win Outside™:

Growing culture in a growing business.

We're out to prove creativity can solve any problem, so in service of creative ideas, we intentionally invest in creating conditions where our partners can thrive — and create the best work of their careers.

As our greatest asset, our partners energize our brand and live out our purpose. They are the heartbeat of our organization.

Last year, we introduced core values to the organization that guide our work and deliver on our belief to “Add Good”: Demand Diversity, We over Me, and Act Like an Entrepreneur. Our organization is not your typical top-down — we're all in, and we stand by our rally cry that in order to win outside our organization, we must first win inside. At the end of 2022, 95% of our partners shared with us that they were satisfied working here. And our partner well-being participation and overall index steadily increased throughout the year — indicating overall employee engagement and a healthy culture.

In 2022, we welcomed 100 new partners to our practice and are now more

geographically spread out across the country. And we acquired a 45-person agency focused on food and beverage brands. As we scale in size and partnership, so does the need to nurture our internal culture and continue to innovate on new ways of working together.

Empowering our management-level employees was a key initiative in 2022. We created a new director-and-above manager training program to better foster employees' growth and clarity on their purpose inside our organization. In 2023, we plan to have 100% participation in this program.

We also believe creativity demands diversity, and our partners agree: 96% of our partners agree that Barkley “enables a culture of diversity,” according to our results from the 2022 AdAge survey. Last



year, we continued our walk-the-walk approach to Diversity, Equity, Inclusion and Belonging by keeping successful programs going strong: The BrandLab partnership, Multicultural Advertising Internship Program, Junior Achievement BizTown and Barkley Mentorship Summer Series. We also continued to support two of our newest initiatives:

Barkley Creative Accelerator (BCA) — This year-long program provides a platform for young, promising BIPOC creatives to skip the constraints of traditional portfolio school and jump straight into the ad industry. Our BCA

creatives finished the inaugural year of the program with a 100% portfolio completion rate and a 100% hire rate.

Barkley Fellowship — Diversity also means attracting BIPOC talent from outside the advertising industry. We developed a fellowship program to attract talented leaders in other industries and equip them with the knowledge and skills they need to succeed at Barkley. The inaugural year resulted in hiring two-thirds of our participants, one-third of whom matriculated at the Director level.

Keeping diverse talent is equally, if not more, important than bringing in new talent.

The pandemic underscored challenges that already impacted diverse communities. To stem this, we launched Shaping The Workforce Culture Workshops. This was a three-month listening tour to unearth

challenges to progress for all of our partners, and particularly, partners of color. We also moved beyond BIPOC parity to achieve an annual increase of 20% BIPOC representation at the Director+ level by 2025.



Two partners received recognition for exceptional contributions to Barkley in 2022. Director of Operations **LaRon McKinnis** received our Add Good award, given to the person who inspires everyone around them and makes everything they touch better – culture, community and our work. And Strategy SVP **Andy Wooldard** received the Bill Award, an annual honor given to those entrepreneurs who are brave enough to know that creating the new often means discarding the old and that progress is something you literally make.



“We want to set working conditions that empower each of our partners to do the best work of their career.”
Sara Buck, EVP, Partner Experience

Finally, per our commitment to be fully transparent about our goals and progress in creating more diversity at Barkley, our current statistics are as follows:

2022
By the
numbers

30%	21%	12%	
of new hires were BIPOC	BIPOC partners	BIPOC partners in leadership	
61%	54%	5	95%
women partners	women in leadership	professional development days per partner	partner satisfaction

» **Looking ahead:** we will continue to improve cross-department collaboration, nurturing our partners’ long-term journeys at Barkley, and increasing communication about key aspects of the business.

Spotlight:

Barkley DEI+B Strategy + Design System

Diversity and inclusion are crucial factors in a brand's success, both with its internal culture and with external stakeholders.

However, integrating diversity and inclusion initiatives are not easy tasks: They require a significant shift in a brand's culture, policies and practices to effectively integrate changes within an organization.

With this in mind, we launched 2022 with an internal audit of our diversity and inclusion progress to build upon the foundation established in 2020. We recognized new

leadership for our DEI+B initiatives. Jesse Pedraza, a charter member of our DEI+B Fellowship Program, was named Director of DEI+B. And we evolved the structure of our DEI+B council, which doubled in size as we added DEI+B Advisors and Allies to the mix. The council itself is charged with ensuring measurable impact and continued ROI, while Advisors and Allies will provide support to the council on an ad-hoc basis, enabling the council to scale its personnel to meet agency and client needs.



“Different viewpoints and perspectives fuel creative thinking and solutions, which lead to better business outcomes both inside and out.”

Jesse Pedraza, Director DEI+B



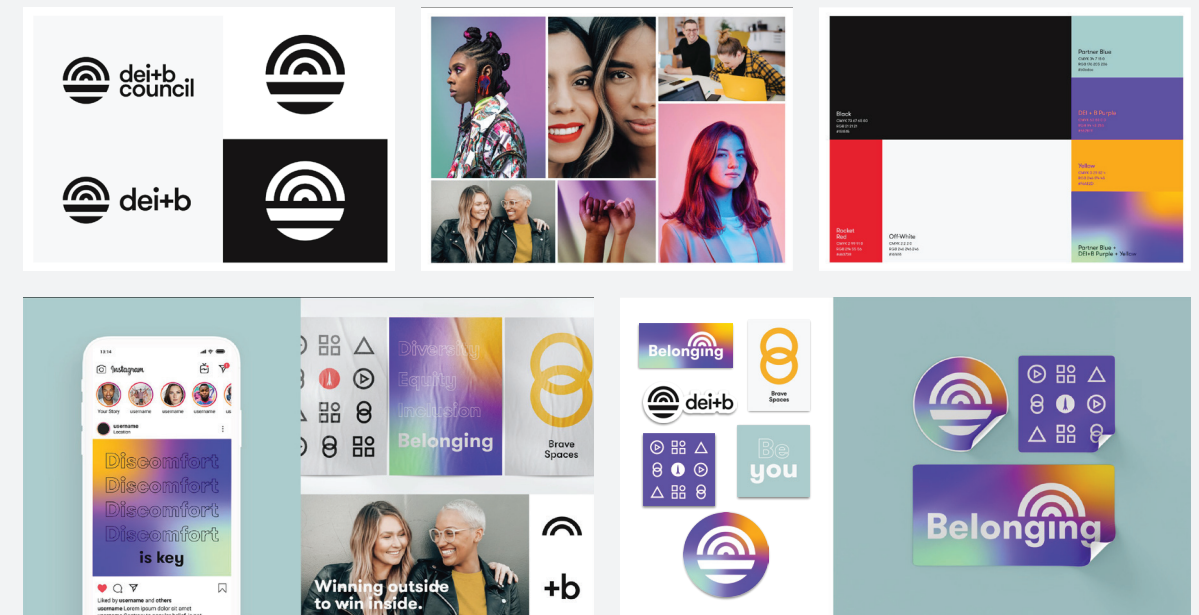
“The new design system incorporates the use of vibrant colors, an ownable logo, unique icons and bold photography to symbolize the diverse experiences represented at Barkley. The gradient represents the intersection between partners and the DEI + B council. Not only does this system remind us that Barkley is a safe house, but it inspires us to be bold and outgoing.”

Esti Vasquez, Designer

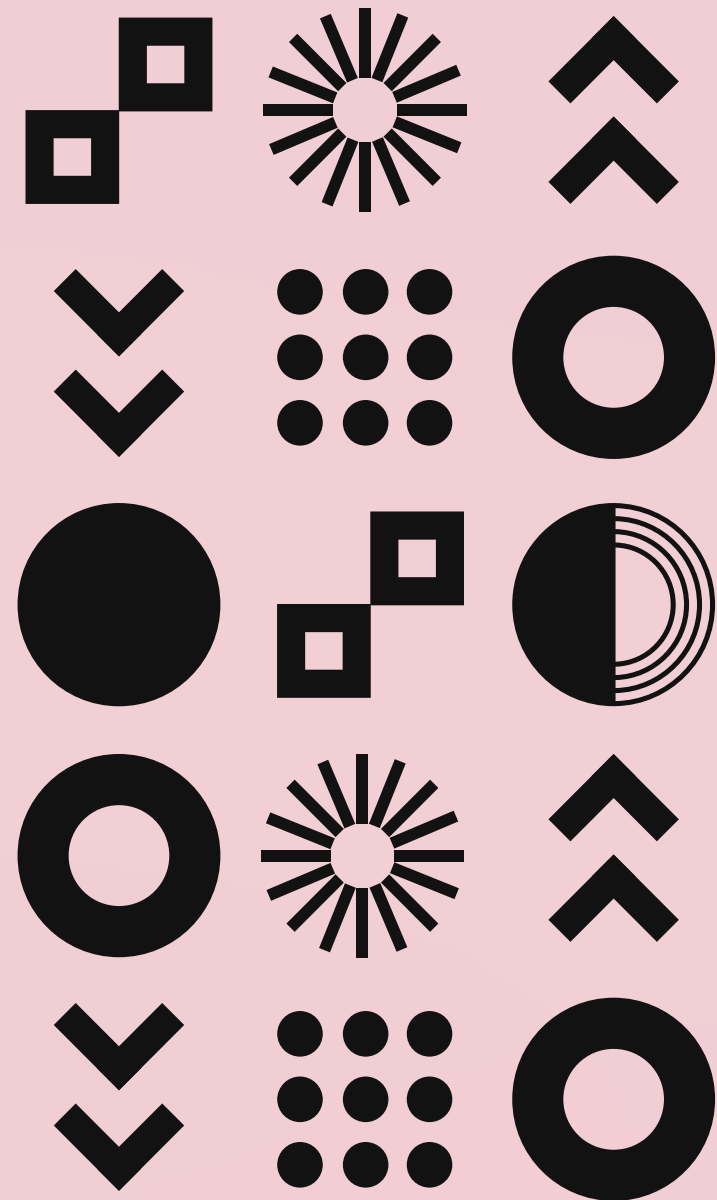
An evolving identity

To help create additional energy around the continued enhancements, the DEI+B Council also launched a new internal design system that ensured a more inclusive feel and signaled a revived energy around our internal work.

Diversity and inclusion initiatives are not a one-time event but an ever-evolving process. These changes helped to establish a continuous improvement process by monitoring and evaluating the initiatives, identifying areas for improvement, and celebrating successes every step of the way.



for clients



Build a world
with more
whole brands.



Partnerships with impact:

Doubling down on purpose.

The most powerful way we can bring about a more inclusive and sustainable world is through the work we do for our clients.

Through our whole brand approach, we account for how a brand impacts people and the planet. Expectations of accountability and transparency for brands continue to

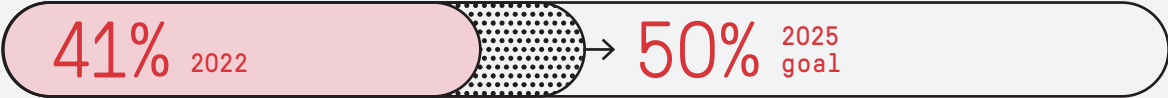
grow with all stakeholders. And we don't merely see ourselves as service providers but strategic partners for our clients. We treat our client brands with the intention we give to our own.



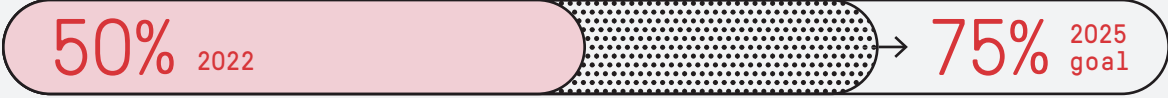
“We’re encouraged by how many of our clients not only realize that purpose and sustainability are important, but are actively making decisions based on that belief. For many, when they feel how positively their consumers and employees react, it’s fuel to keep going. We’re honored to be next to them as their business partner adding more good to the world.”

Stephanie Parker, Chief Client Experience Officer

Total revenue from impact-driven clients (includes nonprofits)



% of clients contributing to impact-driven revenue (includes nonprofits)



Our Client Impact Criteria

Sustainable growth means measuring the impact of our clients as well as our own. The following principles provide a framework for measurement.

Mission: Does the client have a strong purpose committed to meeting social and environmental needs?

Model: Does the client have a business model that drives action against the United Nation’s Sustainable Development Goals?

Action: Is the agency actively engaged in actions, programs or campaigns that move the business model and action on the SDGs forward?

Clients that meet two or more of these criteria are included in our impact metrics.

In 2022, we saw another year of record growth as an agency both with clients and acquiring an agency and their food and beverage portfolio. Our impact-driven revenue grew in proportion to our overall revenue. The number of clients contributing toward impact revenue lagged slightly

compared to our overall client population. Some brands that stand out as major contributors to these metrics:



We continue to work toward two long-term goals with our client-partners to help us better understand how we make progress across different business dynamics — one focused on the amount of good work we can measure through our revenue, and the other through the number of clients we work with to advance key social and environmental challenges.

Spotlight:

Purpose-driven clients in action.



As a regional convenience retail chain with more than 950 convenience retail stores, Wawa has a strong purpose and is on a mission to prove it: Fulfilling lives every day. This purpose is based on the belief that all companies have an obligation to do more than sell or serve – they should somehow make the world a little bit better.

In order to live out its Good to Choose food policy — accessible, convenient nutritional options — Wawa needed a customer-centric brand message around the quality of their food and beverages that specifically

supports their Food Policy and Trusted Products strategy.

Our goal was to bring together the purpose and personality of the brand’s core idea, Life’s Daily Wingmate, to create the right language, vision and framework for how to share its positive food story with consumers and stakeholders in a consistent way. We integrated this strategy through campaigns, consumer touch points (in-store), product packaging and digital content that can be used across product categories and marketing channels for years to come.



PreZero is the only worldwide recycler that specializes in both hard-to-handle food waste and black soldier fly technology. The organization is at the forefront of creating a resilient food system thanks to its industry-leading technology. PreZero uses nature’s best recycler — the black soldier fly — to transform hard-to-handle food waste into sustainable animal feed and fertilizer. Its purpose? To reduce its customers’ environmental footprints — and

protect our planet for future generations. To help PreZero share its capabilities with potential customers, we created a design system that centers the black soldier fly as a superhero for the future and reframes waste as a valuable part of the food system. We also imagined a physical experience for PreZero’s new visitor center, and we developed a saleable story to attract attention from a wide range of stakeholders.



For over 100 years, United Way of Greater Kansas City has played a unique role in the philanthropic community by bringing people and resources together to tackle the most pressing and persistent challenges facing our community today and tomorrow. The organization came to us to build out the design and experience of its brand presence, as well as PR opportunities, content creation and advertising. Together,

we aligned around an evolved purpose: To creatively deploy Greater Kansas City's resources toward community betterment. We created a brand map around how they prove this idea to the world — which drove the elements behind a new design system, actionable and inspiring messaging, and new ways to reach the people they serve as well as partners and donors to bring their mission to life.



With more than 2,400 fitness clubs globally, Planet Fitness is a brand living its purpose: To democratize fitness by creating a Judgement Free Zone®, with emphasis on access and inclusion. As agency of record, we lead strategy, design, creative development and national production around its mission — fueled by Planet Fitness insights and research.

“Our purpose doesn’t just create brand love, it’s a business imperative: we provide

access to fitness. Anyone can work out at Planet Fitness and feel like they fit in and they have a sense of community or people to lean on,” says McCall Gosselin, SVP of Communications and Social Impact, Planet Fitness.

From the end of 2018 to the end of 2022, Planet Fitness grew its membership by 36%, with a 38% increase in the number of gyms.





Use our talents
to advance
diversity + equity.



Community-building creativity:

Good works prove our purpose.

Our purpose is to prove that creativity can solve any problem — and that doesn't only apply to the work we do inside Barkley and with our clients. It also impacts how we choose to solve problems in our community.

Enter Goodworks: our program for community volunteering that enhances our gratitude, empathy and creativity as people and partners.



Launched in 2012, Goodworks allowed us to contribute 5,683 hours through volunteer and pro bono work last year — on par with our pre-pandemic numbers! More than 70% of our partners volunteered 2,760 hours, a significant increase over the hours donated in 2021. We also produced more than 11 pro bono projects and continued to financially contribute to long-time community partners like The BrandLab, Big Brothers Big Sisters, and Junior Achievement.

We acknowledge the impact our business investments within production, media

and the agency can have on members in our communities. That's why we invest in minority-owned, women-owned and local vendors to drive impact where we live and work. We strive to support local business development, diverse perspectives and increased representation by partnering with vendors to deliver valuable services and experiences to our clients and employees in the markets we operate. Our total spend across local, women-owned and minority-owned vendors increased by 5% over the last year and equated to 9.8% of our total spend across production, media and across the agency in 2022. The overall increase was driven by clients' strategies shifting media spend year-over-year, as well as rent and utility expenses across our organization that are owned locally.*

*Because we are assessing diversity factors that encompass proximity to a certain location, gender and minority representation, it is possible for some vendors to be included in multiple categories.



2022 By the numbers

5,683

hours spent on
volunteer +
pro bono work

8%

vendor spend
with businesses
local to our
office locations*

2.7%

vendor spend
with women-owned
businesses*

1.7%

vendor
spend with
minority-owned
businesses*



Looking ahead: we are continuing to improve our process to support more local, women- and minority-owned businesses through our relationships with vendors. We also are harnessing the power that focused, strategic giving can have in advancing diversity and equity in our communities.

Spotlight:

Welcome back, Good Day.

Every action and idea is an opportunity to add good — and when we can tap our partners’ amazing talents and energy, we amplify our impact.

That’s why we align our volunteer projects with Barkley’s brand purpose so we can use our talents to advance diversity and equity through creative and educational initiatives with nonprofit partners.

In 2022, we resumed our company-wide day of service, Good Day, where every Barkley partner takes time to step away from their work and focus on pouring positivity and change back into the community. Good Day helps foster deeper connections across the agency, as well as in the communities we

live. More than 300 partners donated over 1,400 hours and completed projects for 15 nonprofits across five states ... in just one (good) day.

We didn’t stop there. We also launched “mini” Goodworks throughout 2022, identifying opportunities for partners to connect with local communities all year long. This provided balance in living out small acts of kindness in between our larger Good Day volunteer initiative.



Impact Snapshot



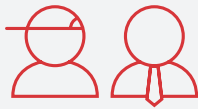
84

lives saved through blood donation to the American Red Cross



1,367

meals provided for local food banks and families



90

students mentored



\$3,860

raised for local nonprofits focused on creating equitable opportunities for children and families



Restored wildlands and planted 55 trees to support canopy development



Improved housing for refugee family resettlement



Encouraged children's literacy by reading and distributing books



Created costumes and decorations for local cultural arts centers

Spotlight:

Pro Bono Initiatives

In addition to each partner having 16 hours of paid volunteer time annually, we also strategically provide support to nonprofit partners in our communities through pro bono work. In 2022, we invested an estimated 3,000 hours to support various ventures in our local communities.



BIG *Slick*

Beating pediatric cancer

Big Slick is a Kansas City charity hosted by five local big-name celebrities to raise money for Children’s Mercy Hospital. Every year, Barkley has the privilege of creating the annual big idea, design system and event marketing materials for the event, which helped raise \$3.5 million in 2022. More importantly, the event is a valuable branded recruiting tool for the hospital in their fight against pediatric cancer.

KC REP:

TRANSFORMATIVE THEATRE FOR ALL.



KANSAS CITY
REPERTORY
THEATRE

Expanded access to performing arts

Kansas City Repertory Theatre aims to break down economic and geographic barriers and make theatre more accessible across the community. It truly believes and practices the idea of theatre for all. Barkley eagerly volunteered to create the KC Rep Gala design system, event experience and media needed to raise funds at their annual Gala to expand the number of community members that are able to enjoy the theatre, regardless of their ability to pay. The 2023 Gala raised over \$465,000 for their vital artistic cause.



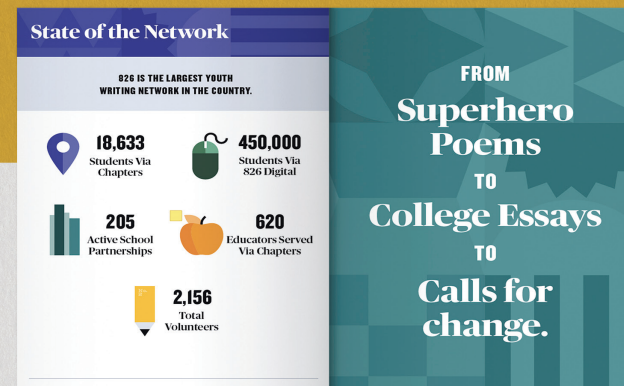
Fostering creative expression

Charlotte Street Foundation provides artists of all backgrounds the ability to focus on expressing their creativity by eliminating financial and physical barriers that can limit creative expression. We created visual communication assets for its 25th anniversary gala, from overall core logo branding down to event entrance signage. Our volunteers also created dozens of physical elements for the live event. As the most successful fundraising event in Charlotte Street's history, it raised \$131,952 and was the best attended fundraiser the organization has ever hosted.



Equal access to writing education

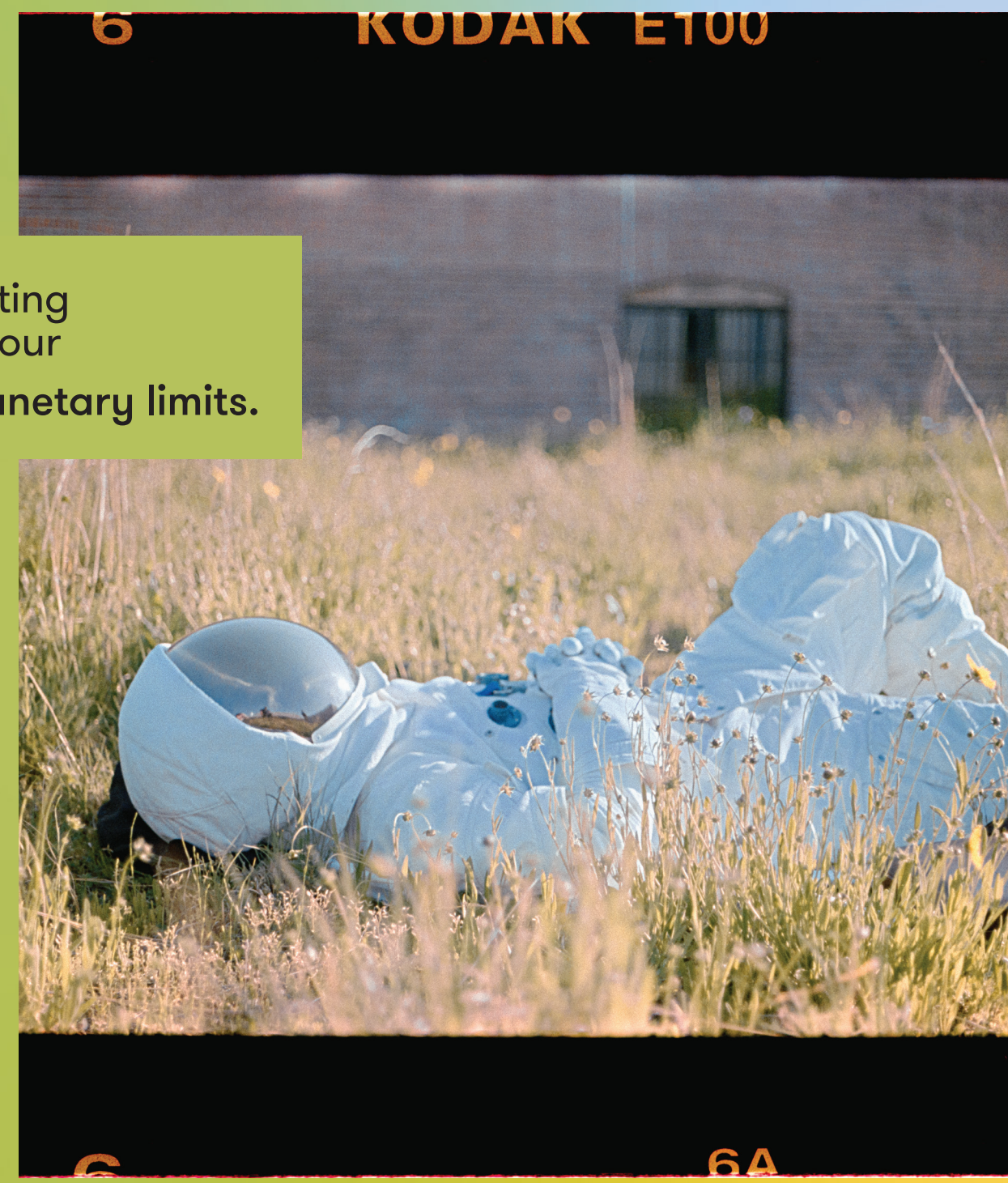
Since 2019, Barkley has partnered with 826 National Inc., the nation's largest youth writing organization. In 2022, this work specifically focused on rebranding the organization and developing a new strategic plan — all in hope of creating equal access to quality writing education, a longstanding challenge in the United States.



for
planet



Operating
within our
planetary limits.



Sustainable changes:

Progressing toward climate goals.

We made a commitment to the planet back in 2019, to lower our emissions in line with the Paris Agreement in line with a 1.5°C pathway. In real terms, that means we are on a journey to reduce emissions by 50% in our offices (known in the GHG protocol as Scopes 1 and 2) by 2030.

We live out our commitment to people and the planet through every action we take, every day. And we continue to find ways to lower our environmental footprint as we balance these efforts with other priorities focused on social and governance topics — all of which are informed by stakeholder input. We remain committed to the ongoing

measurement of our own impact on the Planet — including continued progress in line with the Paris Agreement to reduce emissions by 50% in our offices for Scope 1 and 2 by 2030.

Lowering Our Emissions

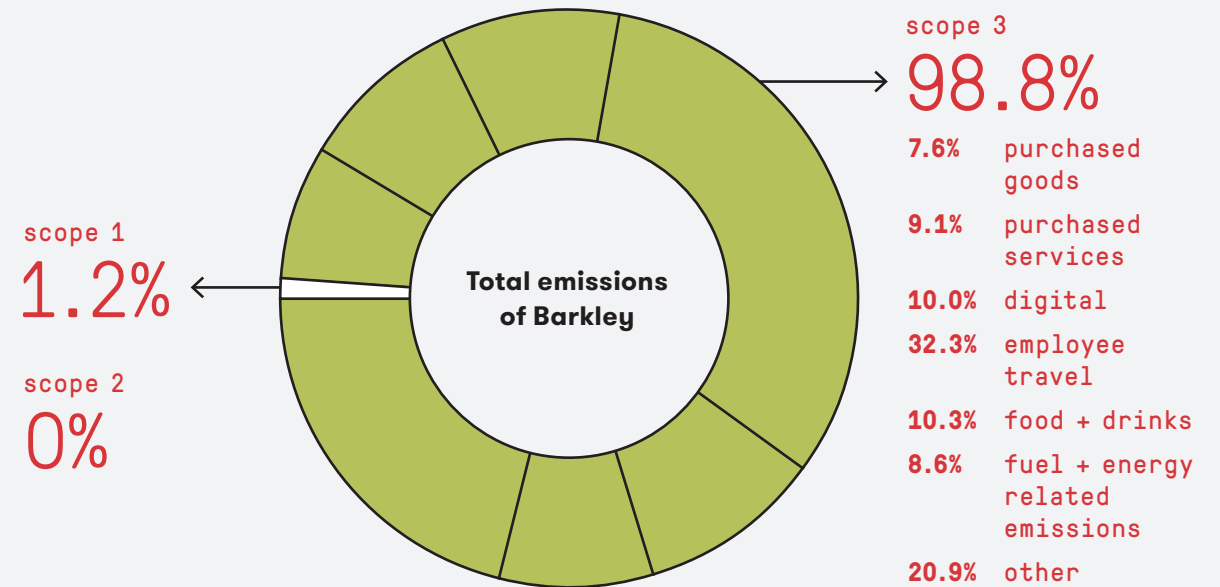
We started our commitment to the planet by measuring our impact on it back in 2019, with our first greenhouse gas inventory. Conducted in-house, it was a collaborative effort across our offices and teams to take stock of every kWh of energy used, every mile traveled on business and every dollar spent running our business.

After three years of making progress toward our Planet goals, we were able to reduce our

97%
reduction in
Scope 1 and 2

[compared to 2019 baseline]

2022 By the numbers



emissions in scope 1 and 2 by 97% compared to our 2019 baseline. This was achieved by converting all the kWh used to power our offices into renewables.

Reducing emissions in our other activities has been more challenging. Most notably because our business has seen significant growth over the past few years, increasing our overall partner headcount and our office operations with the acquisition of another agency. The increased personnel and activity required to operate our growing business caused our Scope 3 emissions, the largest portion of our environmental footprint, to increase by 67% compared to our baseline

2019.

Improving our carbon footprint

We take operating within our planetary limits seriously. Going forward, we are centralizing our data into a carbon accounting tool to drill deeper into metrics that can fuel insights that reduce our footprint. We will use AI-based technology to help us pull more specific supplier emission factors that will enable us to understand our environmental impact at a more granular level. Part of our new approach will include restating our 2019 baseline to have a consistent and



comparable starting point to measure our progress over time. We are excited to leverage improved AI-based data to inform our priorities, engage partners on how they can help reduce our footprint and future-proof dimensions of our business.

Accelerating Renewable Electricity

We accelerated our goal to operate our business entirely through renewable electricity by 2025 — achieving our goal three years early!

In 2022, we sourced Renewable Energy Certificates (RECs) from the Bonneville Environmental Foundation — the equivalent amount of electricity used to power 297 average U.S. homes for one year. This also allowed us to support the development of renewable energy projects where clean energy is delivered to the North American power grid, avoiding carbon emissions from fossil fuel-based electricity.

Reducing Waste to Landfill

Another way we continue to operate within our planetary limits is through our ambition to be zero waste to landfill in each Barkley office. Eliminating and diverting waste continues to be a front-and-center priority. We are continuously evaluating our consumption across our vendors and how our daily decisions impact our footprint to find creative solutions for the items that we use in our offices.

In 2022, we diverted more than 14,000

pounds of organic waste. In addition, the Barkley Green Team rolled up their sleeves (literally!) and conducted quarterly waste audits in Kansas City, the location of our largest office, to understand where we can prevent more items from ending up in the landfill through improved recycling and composting. The Green Team discovered that the small amount of waste going to landfill was often recyclable and worked to improve educational opportunities for all Barkley employees — including new recycling signs and engaging presentations during company meetings.

2022 was also a unique year with desk renovations in our offices, increasing our total waste and the percentage that went to landfill by about 35%. Barkley's building facilities team worked diligently to find solutions to repurpose or donate the majority of items, but some pieces were unable to be reused. From what we've been able to measure, we divert more than 90% of our waste from the landfill annually in our Kansas City office.

We continue to have centralized compost-recycle-trash stations throughout our offices, removing all deskside trash cans. And Barkley's Green Team helps educate partners about the nuances and importance of each waste stream so our recycling and composting does not get contaminated.

Credits + resources

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Research

[State of Purpose 2023: Start here — A field guide for creating sustainability actions with purpose](#)

[State of Purpose 2023: Research + Insights](#)

[State of the Whole Brand 2022: How to build a whole brand — right now](#)

[Purpose Up: Doubling down in tough times](#)

[The Purpose Action Gap: The Business Imperative of ESG](#)

[State of the Whole Brand 2021: The Big Rethink](#)

Books

[The Purpose Advantage 2.0: How to unlock new ways of doing business](#)
by Phillippa Cross and Jeff Fromm

[Scratch: How to build a potent modern brand from the inside out](#) by Tim Galles

Articles

[WARC: The whole brand: Ending the divide between brand marketing and performance marketing](#)

[MUSE: An open letter to whole brand thinkers — Let’s take over the world](#)

[Barkley Impact Report 2021](#)

[Our first year as a Certified B Corp™: Four learnings from our journey to #AddGood](#)

[The Big Rethink: How to be a brand the world needs](#)

[How to build a Whole Brand — and why you want to](#)

[Profit, Performance and Impact: The success criteria of a Whole Brand](#)



About Barkley

Barkley is an independent creative idea company that builds whole brands for modern consumers, employees and all stakeholders. We do this through three idea centers: strategy, design and activation. As a Certified B Corporation™, we believe all brands, including ours, can be a force for good in the world.

Our dedicated Impact Team helps brands define their unique purpose, and develops transformational strategies that ignite behavioral change inside and outside. This approach creates an authentic connection with people in a way that fuels profit and growth, and leaves a positive impact on the world.

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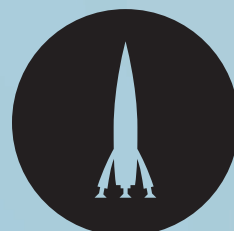
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