



November 2020

Barkley Impact Report 2019



Barkley Add Good Plan

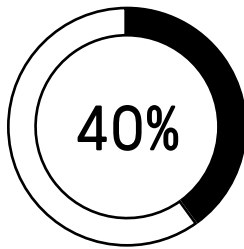
Our Purpose

Our purpose is to prove creativity can solve any problem. We strive to ADD GOOD to our partners, planet, clients and communities.

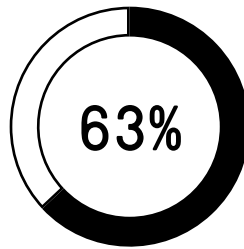
Partners	Planet	Clients	Communities
Create the conditions for our people to thrive.	Operate within planetary limits.	Help brands meet the needs of our changing world.	Share our talent to advance social justice via youth and education initiatives.
Benefits	Energy Efficiency	Sustainable Living Behaviors	Brand Lab
Rocket Science	Renewable Energy	People Impact	Pro-Bono Work
Health & Well-being	Waste Reduction	Planet Impact	Good Days & Volunteering
Diversity, Equity, Inclusion & Belonging			
Increase employee engagement and diversity.	Halve our environmental impact with science-based targets.	Increase % of revenue that comes from Impact work.	Increase pro-bono and volunteering hours.

01 Barkley Impact – Partners

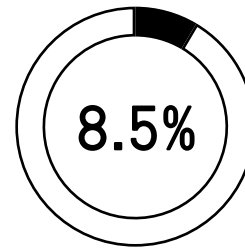
353 partners in 2019 EOY



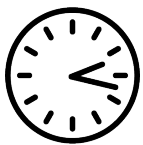
40%
of our board is female.
48% of Directors & Above
are female.



63%
of our total workforce is female.
164 males, 224 females,
1 non-binary.

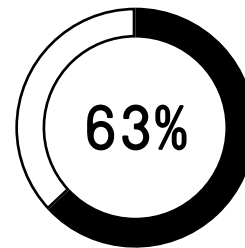


8.5%
of our total workforce identify
as ethnically diverse, 2.5% at
Director & Above.



4 paid days of professional
development per employee
in 2019.

995.5 total volunteer
hours in 2019.

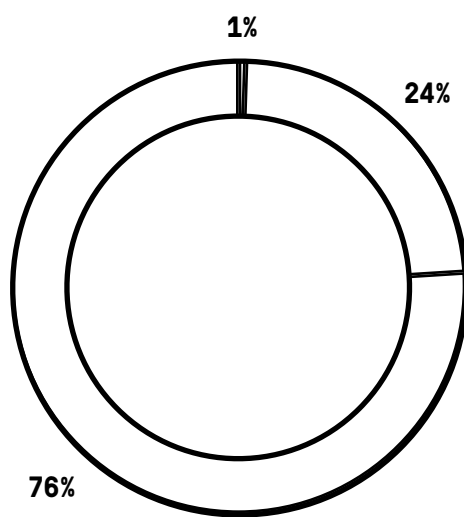


63%
of employees participated in
Employee Engagement
Survey. Average score of 78%.

02 Barkley Impact – Planet

Our 2019 Footprint

Measured the environmental footprint of **KC, Pittsburgh, Boulder and New York** offices for Scope 1 and 2 and five relevant Scope 3 categories (2019 footprint).



Scope 1 – 1%

- Company sites
- Fleet vehicles

Scope 2 – 24%

- Purchased electricity

Scope 3 – 76%

- Purchased goods and services
- Capital goods
- Fuel- and energy-related
- Business travel
- Employee commuting

	Tons of CO ₂ E
Scope 1	52
Scope 2	2,293
Scope 3	7,397

Science Based Target Initiative

We have set a science based carbon emissions reduction target to keep a global rise in temperature to 1.5°C by 2030. The Science Based Targets initiative champions science based target setting as a powerful way of boosting companies' competitive advantage in the transition to the low-carbon economy. It is a collaboration between CDP, World Resources Institute (WRI), the World Wide Fund for Nature (WWF) and the United Nations Global Compact (UNGC).

03 Barkley Impact – Clients

Client Mission

Our purpose is to prove creativity can solve any problem. We strive to ADD GOOD to our clients and the world with our Whole Brand approach that takes into account all aspects of a brand's impact on people and planet. We advise our clients on strategic and creative solutions to help better meet the needs of modern consumers in our changing world.

Our Commitment

We believe one of the most important ways we can bring about a more inclusive and sustainable world is by supporting clients who share our vision. Clients who are just as committed as we are to products, services and communications that ADD GOOD.

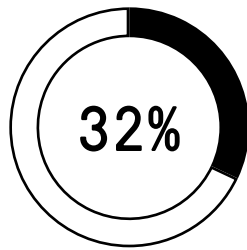
Our Client Impact Criteria

We have developed our criteria on these three principles

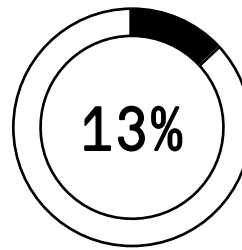
- **Mission:** Does the client have a strong purpose committed to meeting social and environmental needs?
- **Model:** Does the client have a business model that drives action against the UN Sustainable Development goals?
- **Action:** Is the agency actively engaged in actions/programs/campaigns that move the business model and action on the SDGs forward?

Clients that meet two out of three of this criteria are included in our impact metrics. Nonprofits are automatically included.

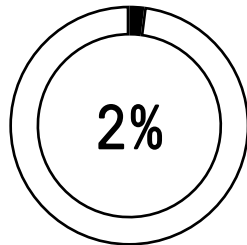
03 Barkley Impact – Client 2019 Results



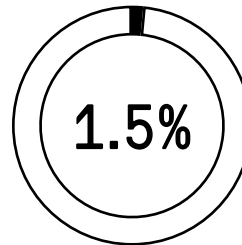
of our revenue came from
business that met our
ADD GOOD Impact Criteria.



of our revenue from
campaigns and projects
that support SDG Goals.



of our revenue came from
nonprofit organizations.



of our Total Revenue we
donated to good causes.













2.4 billion campaign audience reach.

\$3.3+ million raised across four campaigns to support
children's health in low-income communities.

03 Barkley Impact – Client SDGs

We use the framework of the United Nations Sustainable Development goals to shape our guiding principles. The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030. There are 17 integrated goals — meaning action in one area will affect outcomes in others. These goals require government, businesses and nonprofits to work together to solve the biggest issues facing our world.

We distilled the 17 SDGs into 10 actions our clients can help their consumers take to meet the SDGs. Our commitment is to continue to support clients in both action and reporting of progress against SDG goals.

People		Planet	
Health	Health & Wellness Clean & Safe Ingredients		Food
			Waste No Food Eat More Plant-Based Buy Sustainable Ag
			
Equality	Inclusive Work Fair Communities		Waste
			Recycle More Avoid Single-Use Plastic Buy Less Stuff
			
Women	Better Representation Less Discrimination More Education		Travel
			Drive Less Drive Hybrid/Electric Car Fly Less
			
Finance	Invest in Sustainable Innovation & Pre-Poor Business Models		Energy
			Reduce Energy Less Water More Efficient Products
			
			
Citizen	Volunteer Vote		Lifecycle
			Protect Ecosystems Buy Forest-Friendly Buy Humanely Raised
			
			

03 Barkley Impact – Client SDGs



Dairy Farmers of America
Riceland
Valent
Harvesters



Fruit of the Loom
Del Taco
People's Gas



Planet Fitness,
Blue Cross Blue Shield
Blue Cross Blue Shield Kansas City
Children's Health
Valley Hope
New Directions
Crohn's & Colitis Foundation
United Way of Kansas City
Rimidi Inc.
Lustgarten Foundation
BCBS Carefirst



Fruit of the Loom
First Student



Texas State Aquarium



UMB Bank
National Bank Holding
Kauffman
Andrews Federal Credit Union
Home Credit



KC Zoo



Braunability
Children's Health
Northern Virginia Community College
Big Brothers Big Sisters
KC Scholars
Spirit Halloween
United Way of Kansas City
The Whole Person

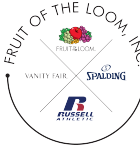


Spirit Airlines

03 Barkley Impact – Client Examples



Planet Fitness’s mission is to enhance people’s lives by providing a high-quality fitness experience in a Judgement Free Zone in which anyone and everyone can be comfortable. Their standard membership fee of \$10 a month was established to democratize gym membership. Their Teen Summer Challenge and Judgement Free Generation program aimed at underprivileged youth has engaged almost 1 million young people, with 5.5 million workouts logged and has raised over \$5 million since it launched in 2015.

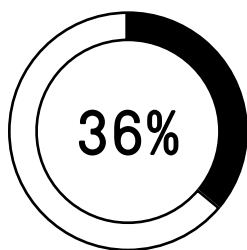


Fruit of the Loom, Inc.’s mission is to make great products accessible to enrich their consumers every day. Fruitful Futures is their sustainability strategy that outlines their commitment to reduce their environmental impact of its global supply chain with science-based targets as well as a plan to enhance the lives and communities of its global workforce. Their plan aligns with 5 Sustainable Development Goals: and they are working to publish their first Sustainability report on 2019 performance.

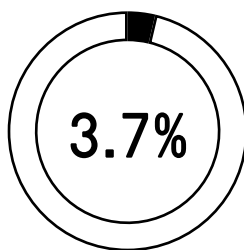


Dairy Farmers of America (DFA) is the largest dairy farmer cooperative in the United States. The company has aligned with the U.S. Dairy Industry’s goal of achieving Net-Zero emissions by 2050 and has set a science based target to reduce emissions by 30% by 2030. In 2019, DFA supported World Milk Day with a national day of action, donating \$400,000 worth of milk donated to Feeding America food bank, and reaching 36 million consumers.

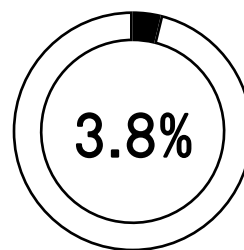
04 Barkley Impact – Community 2019 Results



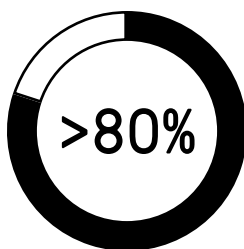
of our procurement spend was with suppliers local to our offices.



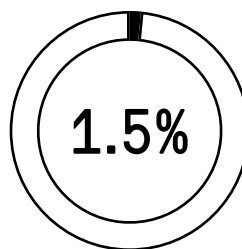
of our procurement spend was with women-owned businesses.



of our procurement spend was with minority-owned businesses.



of our employees volunteered as part of our Good Day annual volunteer day.



of our Total Revenue we donated to good causes.



About Barkley

Barkley is an independent, creative idea company committed to knowing the modern consumer better than anyone because that's the only way to build a whole brand. We do this through three idea centers: strategy, design and activation.

1740 Main Street, Kansas City, MO 64108

barkleyus.com