

BarkleyOKRP



THE STATE OF MATTER.®

2025

PEOPLE

BRANDS

COMMUNITIES

PLANET

03	ABOUT US
05	LEADERSHIP
07	SCORECARD
08	PEOPLE
16	BRANDS
19	COMMUNITIES
22	PLANET
25	CREDITS
30	APPENDIX

**FOUNDED
IN 1964**

**100%
INDEPENDENT**

**\$1.1B IN MEDIA
BILLINGS**

Certified



Corporation

**600+ EMPLOYEES
NATIONWIDE**

**OFFICES IN KC,
CHICAGO,
DENVER, AUSTIN,
NYC & REMOTE**

AT BARKLEYOKRP, WE CREATE MATTER.

NOT JUST WORK THAT LOOKS GOOD ON PAPER.
BUT WORK THAT'S HONEST, AUDACIOUS, AND A LITTLE OFF.

WE ARE THE IDEA-MAKERS, IMPACT-PUSHERS, AND
AUTHENTIC SOULS. WORKING AS AGENTS OF CHANGE FOR
BUSINESSES, WE HOPE TO BUILD A WORLD WHERE BRANDS
CAN BE USED FOR GOOD.

EACH CHALLENGE COMES WITH ITS TRUTHS, TENSIONS,
AND HUMAN EMOTIONS. AND THAT'S BECAUSE IT'S REAL.

WE MAKE WORK THAT MATTERS FOR OUR:



WHEN THOSE FOUR ELEMENTS ALIGN, OUR IMPACT
TURNS INTO MOMENTUM. INTO ENERGY TO CREATE
A GREATER FUTURE FOR ALL.

OUR WORK ISN'T JUST SUBSTANCE, IT'S MATTER.

MATTER®

A BARKLEYOKRP INITIATIVE



**BRANDS SHAPE
CULTURE. CULTURE
SHAPES THE WORLD
AROUND US.**

THE HUMAN ADVANTAGE

2025 was a year of building BIG. We fully stepped into our identity as a Big Indie: independent enough to care deeply, yet integrated enough to compete at scale. We invested heavily in our people, our technology, and the infrastructure needed to make sure our creativity travels farther and lands harder.

As we push for growth, we are unapologetic about our ambition to scale with soul. In an industry obsessed with rapid transformation, we asked an important question: What are humans for in an AI-driven world?

My answer is simple. Humans are for connection. For empathy. For imagination. Empathy isn't a soft skill; it is a lethal business tool and our true competitive advantage. It sharpens our ideas, strengthens our partnerships, and makes our leadership durable.

Technology will scale us. But humanity will define us. We aren't just growing. We are growing up. We are building forward with purpose, integration, and responsibility to the people and brands we serve.

A stylized, handwritten signature in white ink, consisting of a large 'K' and 'H' intertwined.

KATY HORNADAY, CHIEF EXECUTIVE OFFICER



**AS A CERTIFIED
B CORP, WE THINK
ABOUT SUCCESS A
LITTLE DIFFERENTLY.**

OUR PURPOSE IS SIMPLE: BE AGENTS OF CHANGE FOR BUSINESSES. BOTH OUR OWN, AND THOSE WE HAVE THE PRIVILEGE TO WORK WITH.

We believe businesses should be a force for good.

Not perfect, but continuously improving. That's why, as we scale with soul, our commitment to being a Certified B Corporation™ is unwavering.

For us, living out our purpose means embedding it into every business decision and improving our impact across our people, brands, communities, and planet. We are clear about where we lead, but equally honest about where we're still growing.

In 2025 we continued to prove that sustainability, social and environmental efforts, are not accessories to brand strategies; they are central to building resilient businesses.

We firmly believe that impact is an accelerant that helps attract passionate talent, build smarter ideas, and create work that resonates in a world expecting more from brands.

A stylized, handwritten-style logo consisting of the letters 'LD' in a dark blue color.

LINDSEY DEWITTE, CHIEF IMPACT OFFICER

IMPACT SCORECARD

 = ACHIEVED

 = IMPROVED

 = NOT ACHIEVED

The 2025 Scorecard marks our first full year of reporting as a combined agency. Because our original impact metrics were established in 2020, prior to our 2024 merger and acquisition, tracking doesn't perfectly align with our expanded footprint. As we finalize our 2026 Double Materiality Assessment, we are re-baselining our data to establish a more accurate foundation against our future goals.

GOAL	YEAR	STATUS	2025 PROGRESS
PEOPLE			
ACHIEVE 25% BIPOC REPRESENTATION AMONG BARKLEYOKRP EMPLOYEES	2025		We ended 2025 with 25% BIPOC representation across the agency, maintaining the same level of overall representation compared to the prior year.
PARITY OF WOMEN AT LEADERSHIP LEVELS, COMPARED TO TOTAL ORGANIZATION	2025		On average, over the last two years, employees who identified as women represented 54% of management at the Director level or above, compared to our overall female representation of 61%.
ACHIEVE 20% ANNUAL INCREASE OF BIPOC REPRESENTATION AT THE DIRECTOR+ LEVEL	2025		Year over year BIPOC representation at the Director level and above decreased from 23% to 16% in 2025.
ACHIEVE A PARTNER WELL-BEING SATISFACTION SCORE OF AT LEAST 65%	ANNUAL		Over the last two years, employees provided an average well-being and satisfaction score of 62%. Based on shifting employee sentiment, we introduced a wellness initiative, including a virtual mental health program (available to all employees and dependents) in 2025.
100% PARTICIPATION IN MANAGEMENT DEVELOPMENT AND EFFECTIVENESS TRAINING ANNUALLY	ANNUAL	N/A	Given the significant growth and changes of our company over the last year, we paused to evaluate and build additional programming, resources and software to support managers and leadership starting in 2026.
100% OF EMPLOYEES COMPLETE AGENCY-WIDE TRAINING AND CURRICULUM	ANNUAL		As a fully integrated agency, invested in providing learning opportunities for new tools, capabilities and ways of working that were offered to all employees. We also developed and shared new AI-based tools across the agency and through our department AI Champions.

GOAL	YEAR	STATUS	2025 PROGRESS
BRANDS			
50% OF REVENUE MEETS OUR CLIENT IMPACT CRITERIA	2025		Since 2023, our impact-client-revenue has risen from 37% to 45% of our total revenue, bringing us one point shy of our goal. While clients have fluctuated on average, 40% of our clients have met our Client Impact Criteria.
75% OF CLIENTS CONTRIBUTE TO OUR CLIENT IMPACT CRITERIA	2025		The number of clients meeting our Client Impact Criteria decreased by 2% year over year, resulting in a decline for the third consecutive year and a two-year average of 37%. In 2026, we are implementing a new integrated way of working to ensure impact-based contributions are embedded across our end-to-end process.
COMMUNITIES			
100% OF EMPLOYEES VOLUNTEER ANNUALLY	ANNUAL		58% of employees volunteered resulting in almost 2,600 hours logged throughout 2025. And more than 10,000 hours contributed towards pro bono work for local and national non-profits.
INCREASE SPEND WITH LOCAL, WOMEN-OWNED AND MINORITY-OWNED VENDORS TO 25%	2025		13% of our vendor spend came from local, minority-owned, LGBTQ+ -owned, veteran-owned, and/or women-owned vendors, a 3% increase compared to the prior year.
INCREASE SPEND WITH MINORITY-OWNED MEDIA VENDORS TO 2%, AND MAINTAIN ANNUALLY	2025		Consistent with prior years, 14% of total media spend was directed towards local, minority-owned, LGBTQ+ -owned, veteran-owned, and/or women-owned vendors. <1% of total media spend specifically came from minority-owned vendors, maintaining the same level of spending compared to the prior year.
PLANET			
REDUCE GHG EMISSIONS BY 50%	2030	N/A	Given the significant growth of our company over the last year, we are reevaluating our GHG emissions and establishing FY2024 as our baseline year. Once we better understand our historical and current data as a fully integrated agency, we will be better equipped to make meaningful reductions toward our FY2030 goal.
ZERO WASTE TO LANDFILL	2025		With the addition of multiple new office locations lacking zero-waste protocols, our overall waste diversion rate decreased to 62%. We are currently assessing our spaces to implement zero-waste practices moving forward.
100% RENEWABLE ENERGY	2025		We continued to base 100% of our business operations on renewable electricity in 2025, the 4th consecutive year, through RECs.



PEOPLE

POWER CREATIVELY BRILLIANT MINDS, TOGETHER

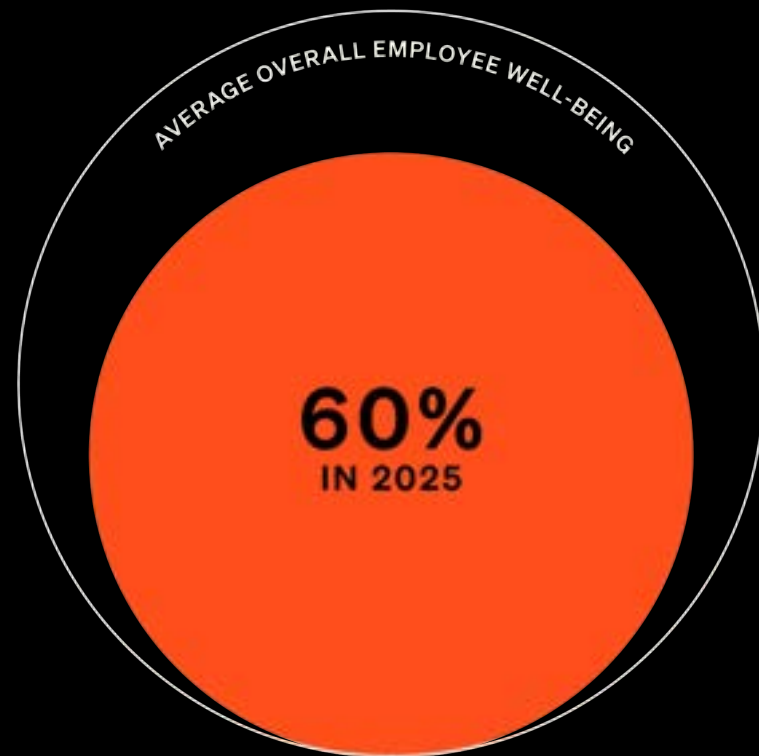
COMMON MATTER

AS ONE OF THE LARGEST FULL-SERVICE INDEPENDENT ADVERTISING AGENCIES, WE VIEW OUR AUTONOMY AS A POWERFUL, GUIDING FORCE.

We believe culture is something you build together. So we checked in with our people, looked at our workforce data, and acted on potential risks to our people in our fast-paced industry.

Our average overall employee well-being was 60%. We launched our “BWell” program, designed to get ahead of burnout and support employee well-being, in and out of work. We also expanded free access to First Stop Health for all employees, introduced “Work Where You Wanna” weeks, and got a whole lot clearer about what career growth and good management look like.

We also established an Inclusion Council to drive representation and systems-level change, and we launched seven employee-led Business Resource Groups (BRGs) and one affinity group supported by executive sponsors.



OUR COMMITMENT TO J.E.D.I.

WE ARE COMMITTED TO ADVANCING JUSTICE, EQUITY, DIVERSITY & INCLUSION (JEDI) AS A CORE PART OF HOW WE CREATE MATTER FOR OUR PEOPLE, OUR PARTNERS, AND IN OUR COMMUNITIES.

At BarkleyOKRP, we believe creativity thrives where every voice is heard, valued, and celebrated. Our commitment to diversity, equity, inclusion and belonging is public, backed by our executive leadership, and integrated into how we operate and show up in our business.

Because we know when you put minds with different backgrounds, disciplines, perspectives in the room, something special happens. The ideas get sharper, the conversations more honest, and the work a whole lot better. We invest in representation, create pathways into our industry, and support our people to create systems that help reduce bias and increase belonging all the way from hiring to leadership.

We bring that same responsibility to our clients by partnering to create work that reflects culture, shapes it responsibly, and drives impact beyond the brief. But we don't stop at our walls. We put time and resources where they can make a difference through community partnerships, investing in diverse suppliers, and agency-wide volunteering.

We're not chasing perfection. We're building progress consistently, intentionally, and together. Because when inclusion leads, the work matters more.



WHO WE'RE MADE OF MATTERS

IN 2025, WE ACHIEVED OUR GOAL OF 25% OF OUR AGENCY REPRESENTING EMPLOYEES WHO IDENTIFY AS BIPOC.

In 2025, we maintained year-over-year representation and kept building better entry points into advertising.

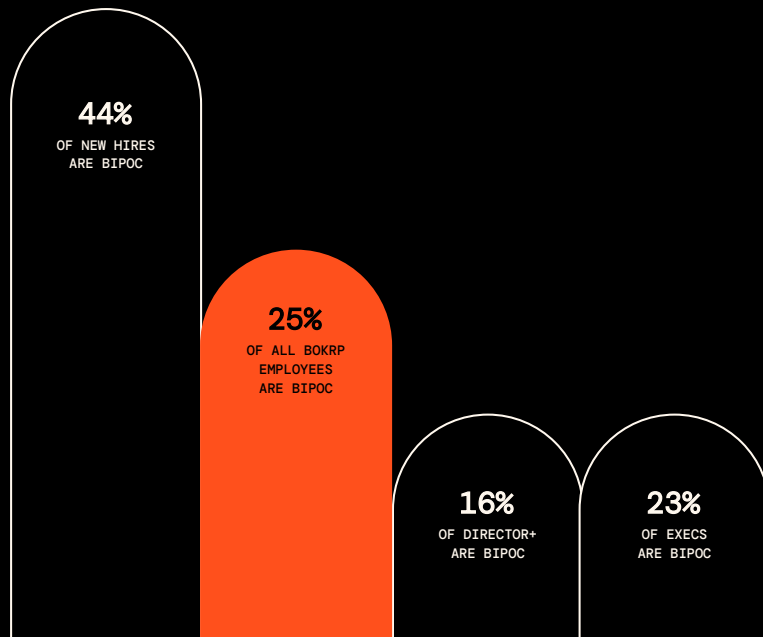
Partnerships with programs like the 4A's Multicultural Advertising Intern Program (MAIP) and the Black Advertising & Marketing Coalition (BLAC) help create paid internships, mentorships, and real career opportunities for students from historically underrepresented communities.



DIFFERENT INPUTS. STRONGER OUTPUT.

LAST YEAR, BIPOC REPRESENTATION INCREASED ACROSS THE AGENCY, FROM NEW HIRES TO SENIOR LEADERSHIP.

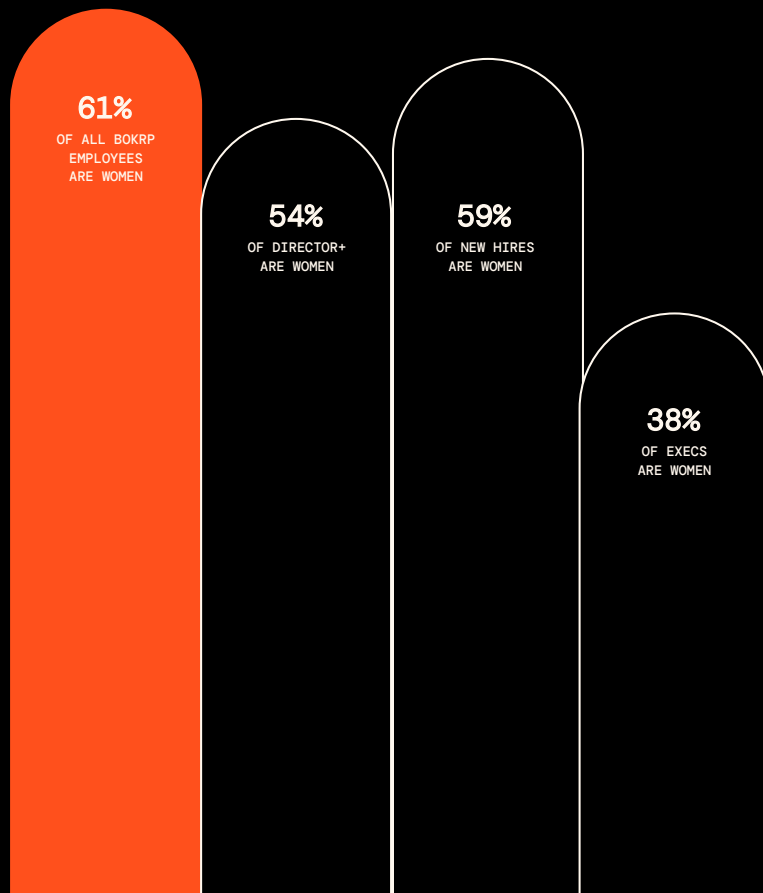
It's building across teams, roles, and levels, not just in isolated areas. At the same time, representation still narrows at more senior levels. That tells us where we need to focus next.



MORE WOMEN AT THE TABLE

2025 MARKED AN IMPORTANT MOMENT FOR WOMEN IN LEADERSHIP, WITH KATY HORNADAY STEPPING INTO THE ROLE OF CEO AT BARKLEYOKRP.

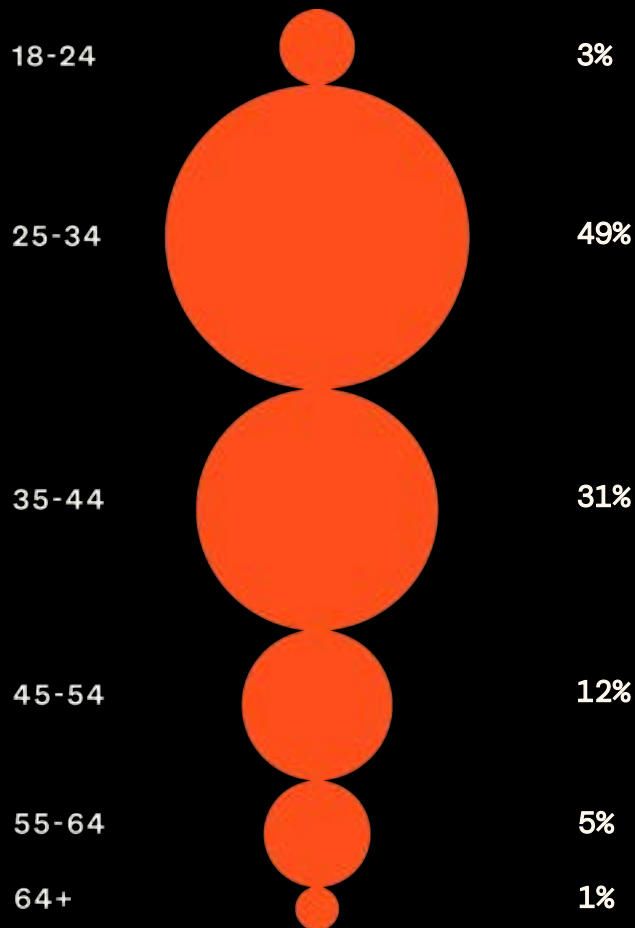
Across the agency, women make up more than half of our team and more than half of our VP-level leadership. That's not by accident. It reflects the respect, opportunity, and inclusion that shape how we hire, support growth, and lead together.



ENERGY FROM EVERY GENERATION

WE'VE GOT PEOPLE JUST GETTING STARTED, PEOPLE WHO'VE BEEN DOING THIS A WHILE, AND EVERYTHING IN BETWEEN—THOUGH WE SKEW A BIT EARLIER IN CAREER OVERALL.

That mix of perspectives is where the exciting stuff happens. Different generations see things differently, approach things differently, and push each other in ways you can't fake. Those generational lenses also shape how culture evolves and how new technologies are understood, adopted, and applied, bringing both fresh curiosity and hard-earned skepticism into the same room. We're continuing to monitor age representation and look for ways to support a more balanced mix over time.



EVERY VOICE MATTERS

Our employee-led BarkleyOKRP Resource Groups and Affinity Groups are designed to build inclusion, fuel professional growth, and spark ideas that move the business forward. Each group is open to both those who identify and allies alike to inspire conversation and bring our DEI+B philosophy to life.

IN 2025, WE LAUNCHED EIGHT GROUPS:

SOMOS BARCLI OKEY ARPÍ: LATINX COMMUNITY + CULTURE

THE HUB: BLACK COMMUNITY + CULTURE

SHESUITE: WOMEN + FEMME EMPOWERMENT

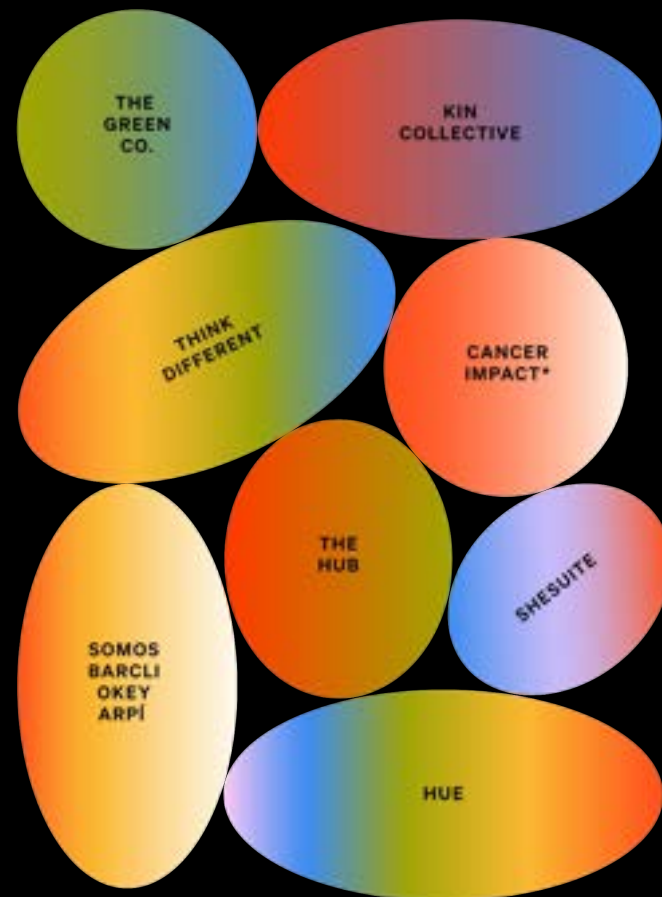
THINK DIFFERENT: NEURODIVERSE MINDS + PERSPECTIVES

KIN COLLECTIVE: ASIAN COMMUNITY + CULTURE

HUE: LGBTQIA+ IDENTITY + PRIDE

THE GREEN CO.: ENVIRONMENTAL ACTION + ADVOCACY

CANCER IMPACT: COMMUNITY FOR THOSE AFFECTED BY CANCER*





BRANDS

TURN CREATIVELY BRILLIANT IDEAS INTO IMPACT

BRANDS WORTH GROWING

WE MEASURE CLIENTS THROUGH THREE CRITERIA*: PURPOSE, MODEL, WORK. CLIENTS THAT MEET TWO OR MORE OF THESE CRITERIA ARE INCLUDED IN OUR IMPACT METRICS, AND NONPROFITS ARE AUTOMATICALLY INCLUDED.

Our commitment to impact grows as we do. The bigger we get, the more responsibility we have to make that growth count. Being a Certified B Corporation isn't just something we point to, it's part of who we are and what makes our Big Indie model work. And it only works if everyone plays a role in, especially our business partners.

We also know that impact can't just live inside our walls. Operating as a purpose-driven agency means making impact part of the value we create. So we're intentional about the clients we partner with, and honest about where we can actually make a difference.



PURPOSE

THE BRAND HAS A STRONG PURPOSE COMMITTED TO MEETING SOCIAL AND ENVIRONMENTAL NEEDS - INCLUDING ALIGNMENT TO THE UNITED NATIONS SDGS.



MODEL

THE BRAND IS INTENTIONALLY DESIGNED TO CREATE SOCIAL AND ENVIRONMENTAL IMPACT, SUCH AS CERTIFIED B CORPORATIONS, NONPROFITS, OR COOPERATIVES.



WORK

THE BRAND IS ACTIVELY WORKING ON PROGRAMS AND/OR CAMPAIGNS WITH OUR AGENCY THAT CREATE SOCIAL AND ENVIRONMENTAL IMPACT.

UNRULY IDEAS, UNCONTAINED IMPACT

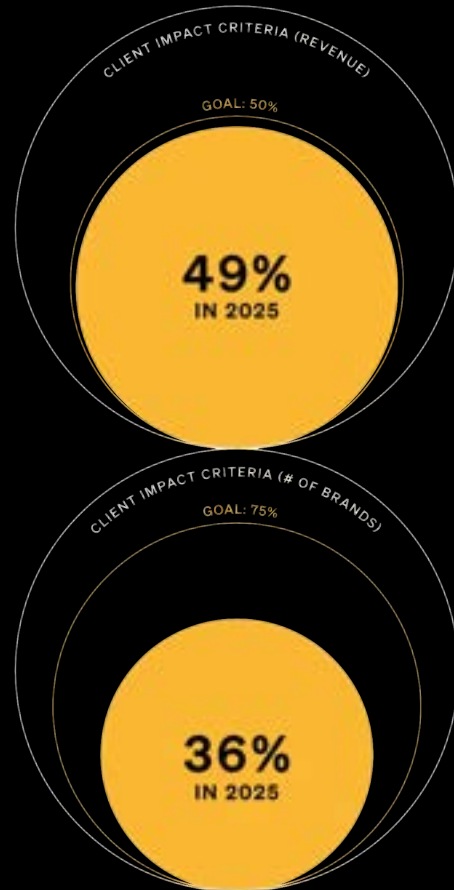
NEARLY HALF OF OUR REVENUE MET OUR CLIENT IMPACT CRITERIA- A 9% INCREASE, DRIVEN BY EXPANDED WORK WITH PURPOSE-LED CLIENTS.

At the same time, the number of qualifying clients declined by 2% for the third year in a row. We're doing more impactful work, but want to increase our impact across more of our portfolio. In 2025, we also formalized our company-wide Ethical AI policy, launched tools like M1 Refinery, and established our AI Task Force.

So, our focus going into 2026 is pretty simple: make impact part of more of the work. Purpose and sustainability are not just a separate offering or tack on at the end of our work. It's how we aspire to build brands with impact, from strategy all the way to media.

That includes conducting responsible client engagement reviews, assessing social and environmental impact, approaching emerging technology and collaborating with our employee-led Business Resource Groups.

MORE STORIES OF SUCCESS AT [BARKLEYOKRP.COM](https://barkleyokrp.com)





COMMUNITIES

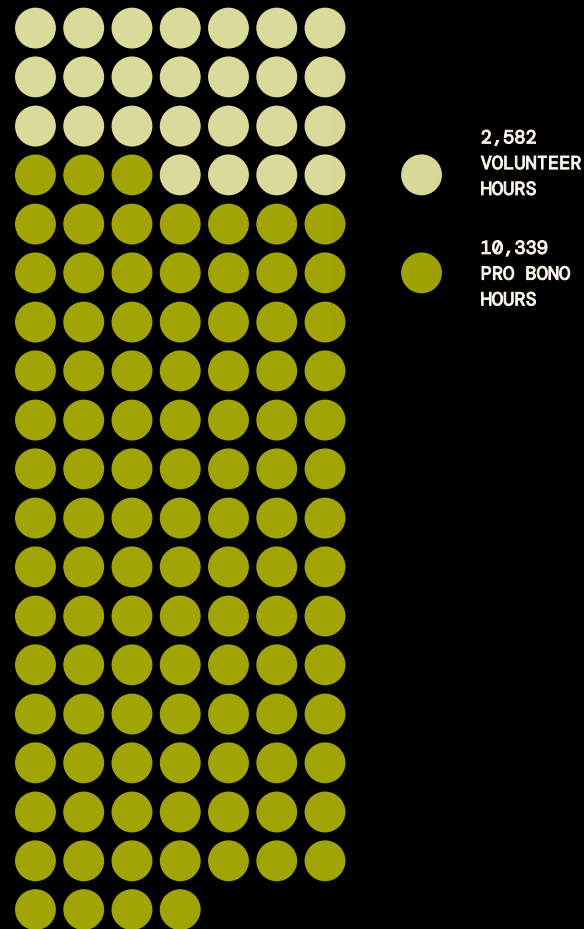
CREATE POSITIVE MOMENTUM IN THE COMMUNITIES WE LIVE & WORK

TIME WELL SPENT

THROUGH PRO BONO AND HANDS-ON VOLUNTEER DAYS, OUR EMPLOYEES BROUGHT SOLUTIONS TO NONPROFIT PARTNERS AND COMMUNITIES ACROSS THE COUNTRY.

We believe what you put into a community is what you get back. Through employee volunteering, pro bono and diverse vendor partnerships, we invest time and resources where they can make a big difference in the communities where we live and work.

Every employee gets two paid volunteer days each year to support causes they care about. In 2025, we went all out with our annual agency-wide volunteer day, connecting hundreds of employees to 65 nonprofits across 21 states. It's one of the ways we stay connected to the communities around us, and a reminder of the real impact our work has.



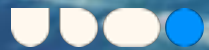
WHERE WE SPEND MATTERS

13% OF OUR VENDOR SPEND WENT TO LOCAL, MINORITY-OWNED, WOMEN-OWNED, LGBTQIA+ AND VETERAN-OWNED BUSINESSES.

Since improving our vendor engagement process in 2024, we've gained more clarity around who we're working with. Better visibility into vendor and supplier ownership helps us grow partnerships more intentionally based on our specific business needs.

Overall spend across local, minority-owned and women-owned, LGBTQIA+ and veteran-owned businesses increased due to our spend across corporate and production partners. At the same time, spending with women-owned business declined. Not dramatically, but enough to matter—and something we're continuing to work on improving.





PLANET

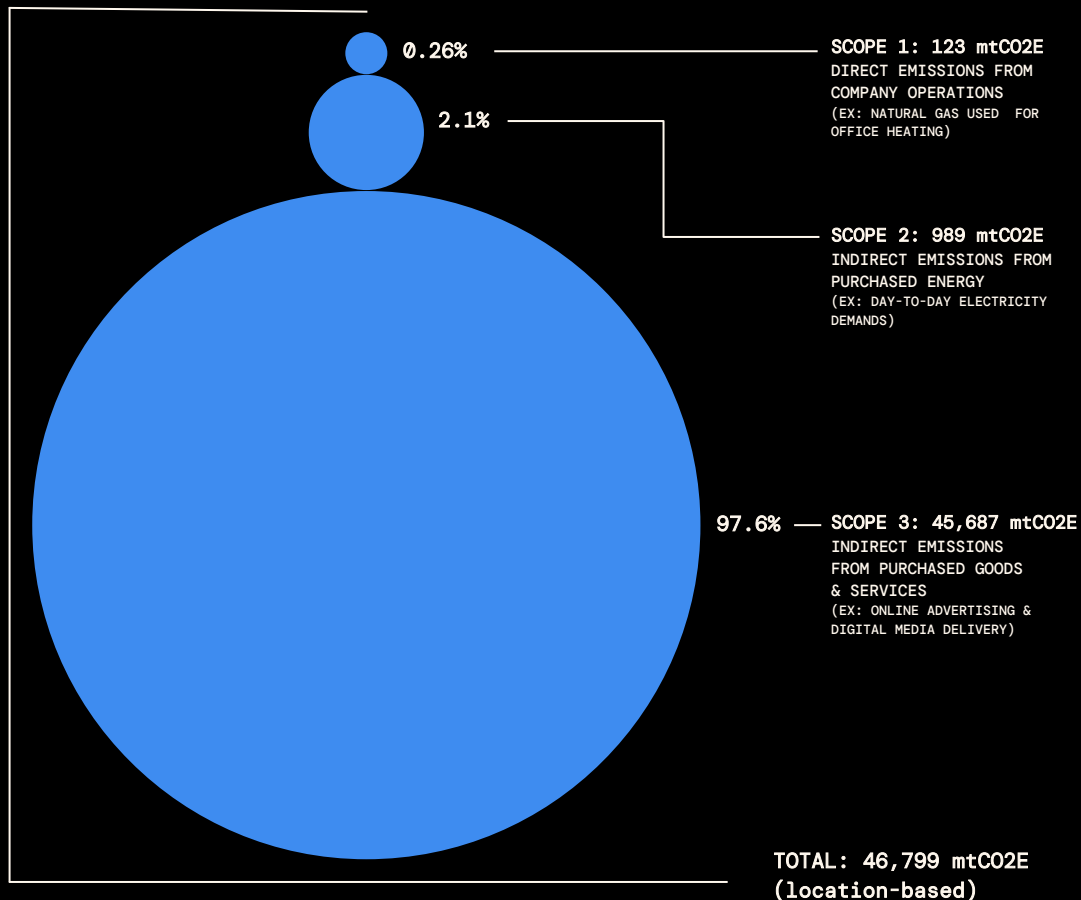
BALANCE WHAT WE CREATE WITH WHAT THE PLANET CAN SUSTAIN

IT ALL ADDS UP

100% OF OUR OWN OPERATIONS WERE POWERED WITH RENEWABLE ELECTRICITY THROUGH RENEWABLE ENERGY CERTIFICATES (RECs).

In 2025, we focused on making our climate strategy more accurate and more ambitious. As digital advertising has grown, so has our footprint. In alignment with the GHG Protocol, we're conducting our first full data inventory and carbon accounting process as a fully-integrated agency to better capture our total emissions.

Operationally, things stayed steady last year. We made no major changes that increased electricity or heating use, and our Scope 1 and 2 emissions remained flat year over year.

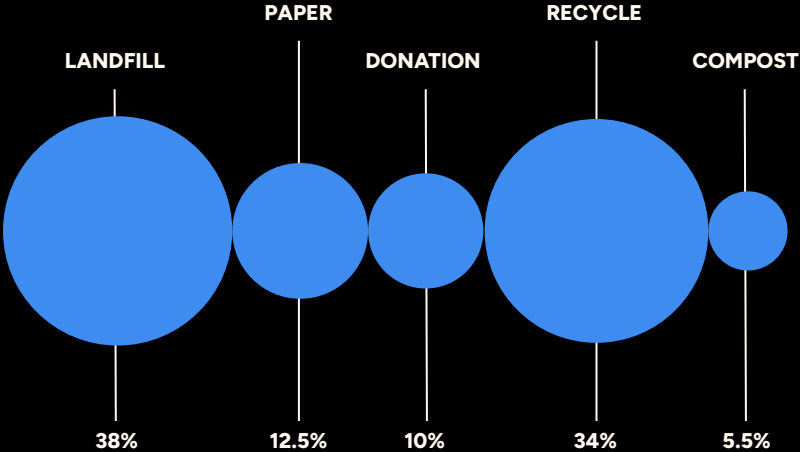


MAKING LESS GO TO WASTE

IN 2025 WE DIVERTED 62% OF OUR TOTAL WASTE FROM LANDFILL THROUGH COMPOSTING, RECYCLING, AND DONATIONS.

With the addition of multiple new office locations that require more established zero-waste protocols, our overall waste diversion rate decreased to 62%.

We are currently assessing our office spaces to implement zero-waste practices moving forward. In 2025, as part of this effort, we expanded composting in our Chicago office and improved signage and education across all other locations to help reduce landfill waste. We remain committed to our ultimate goal of zero waste to landfill and continuing to build more sustainable habits across our offices and within our production workflows.



OFFICE	POUNDS OF WASTE	% OF BOKRP WASTE
KANSAS CITY	74,408.00	52.19%
CHICAGO	31,234.58	21.91%
AUSTIN	15,256.32	10.70%
DENVER	14,303.82	10.30%
PITTSBURGH	7,360.50	5.16%



WHAT SHAPES US

THE STAFF, PARTNERSHIPS, AND WORK THAT BINDS US

IMPACT & REPORT TEAM

IMPACT

Lindsey DeWitte: Chief Impact Officer
Emily Sullivan: Impact, VP
Cameron Steagall: Impact, Director
Brittany Terry-Bryant: DEI+B Program Manager
Pip Cross: Sustainability Lead

STORYTELLING & DESIGN

Laura Russell: Internal Communications & Culture, VP
Michael Levine: Marketing, VP
Eden Pierson: Sr. Marketing Manager
Victoria Flores: Marketing Operations Manager
Arthur Cherry: Design, VP
Sierra Hunter: Designer
Greg Mills: Associate Creative Director, Copy
Elias Tate: Art Director
Owen O'Keefe: Associate Copywriter
Christopher Kasper: Sr. Producer
Mari Bligh: Producer
Carly Snowdon: Motion Designer

OPERATIONS

Zoe Branco: Project Management
Demian Brink: Chief Analytics & Data Officer
Madeline Juneau: SVP Analytics
Karen Angus: VP Analytics
Scott Mitchell: SVP Production
Daniel Chuang: IT Data Analyst
Henry VanDeBerghe: Infrastructure Engineer
Sarah Elam: Director, Accounting & Controller
Jennifer Adams: Finance, Director
Anna Meacham: Sr. Payroll Specialist
Andy Pitts: EVP, Client Experience
Mia Rhodes: HR, Director



BRG & INCLUSION TEAM

BRG LEADERS

Julietta Sandy: Somos Barcli Okey Arpi
Richard Garcia: Somos Barcli Okey Arpi
Patricia Sanchez: Somos Barcli Okey Arpi
Karie Le: Kin Collective
Rigel Kim: Kin Collective
Jasmine Do: Kin Collective
Anita Ngo: Kin Collective
Kristin Grandberry: The Hub
George Chapman: The Hub
Maggie Avram: Think Different
Rachel Pieshefski: Think Different
Michael Rysavy: HUE
Rona Rumski: HUE
Laura Russell: SheSuite
Cozetta Smith: SheSuite
Kelly Weeks: SheSuite
Jennifer Root: The Green Co.
Paige Vanderleest: The Green Co.
Jenny Thayer: The Green Co.

EXEC SPONSORS

Andy Pitts, Somos Barcli Okey Arpi
Demian Brink, Think Different
Ernest Meadows, The Hub
Natasha Kesaji, Kin Collective
Sara Buck, The Green Co.
Stephanie Parker, SheSuite

INCLUSION COUNCIL

Cassie Taylor: Co-lead
Melanie Lopez: Co-lead
Brittany Terry-Bryant
Chuck LeGros
Dana Satterwhite
Dani Stine
Ernest Meadows
Emily Sullivan
Jen Sheu
Julietta Sandy
Liliana Zambrano
Reshma Karnik
Trent Fechtmeister
Vince Pugh



BarkleyOKRP

BarkleyOKRP is one of the largest independent ad agencies in the U.S., bringing together both scale and soul to help build brands like Burger King, Metro by T-Mobile, Frontier Airlines, and Jiffy Lube.

With a truly integrated approach to strategy, creative, and media, BarkleyOKRP is a five-time Ad Age A-List honoree and Certified B Corp—built to help brands thrive in the modern media landscape.

Our dedicated Impact Team helps brands define their unique purpose and develop transformational strategies that create gravity-defying change inside and outside of their organizations.



MissionOne Media powered by Adlucent is BarkleyOKRP's independent media, analytics, and CRM powerhouse—built to scale with soul. We fight to bring back clarity, control, and creativity to media, rejecting the inefficiencies of the media machines.

As premium partners with Google (Cloud, Ads Premier, Marketing Platform Certified), Microsoft (Elite Technology + Advertising Partner), and Meta (Preferred Partner), we combine cutting-edge technology with bold creativity to deliver real business impact. Our mission? To attract, convert, and keep customers for life—maximizing every media dollar with transparent, integrated solutions that put brands back in the driver's seat.

PARTNERSHIPS

FIRST MICROSOFT DOUBLE-BADGED ELITE PARTNER (TECH + ADVERTISING)

GOOGLE PREMIER PARTNER

GOOGLE CLOUD PARTNER

GOOGLE MARKETING PLATFORM CERTIFIED

META PREFERRED BUSINESS PARTNER

TIKTOK PARTNER

DAWN MARKETING NETWORK

THE NETWORK ONE

COLLECTIVE ACTION & COLLABORATIONS



Ad Net Zero: a global initiative to help the entire advertising industry reduce its carbon emissions across the value chain.



Food system collaboration with food and agriculture clients across the value chain to address systemic challenges impacting society and the environment.

CHECK OUT SNACKABLE TRUTHS AT [BARKLEYOKRP.COM](https://barkleyokrp.com)



ANA provides advertisers with the key pathways for a stronger, more sustainable economic future for all brands and the people they serve. Our Impact team serves on 5 committees.



Circulo Creativo is a nonprofit supporting Latino talent through events, mentorship, and awards. We partner with them to expand representation and growth in the industry.



The 4A's supports ad agencies in effective and responsible growth. Through its advocacy, training, and resources, the 4A's promotes stronger business practices and a sustainable, inclusive advertising industry.



We partner with BLAC (Building Leaders and Creators) to expand opportunities, support diverse talent pipelines, and strengthen industry representation through internships for entry-level talent.



AutonomyWorks employs a neurodiverse workforce to deliver accurate, scalable business operations. We partner with AutonomyWorks to help enable employees on the autism spectrum build independent lives while delivering quality work for our brands.



Through partnerships with universities and high schools, BarkleyOKRP engages with students to upskill them around ethical advertising and business. We invest in pipeline development via class lectures, individual engagements, student tours and other local activities.



APPENDIX: BLab Standards (V2.1)

This appendix provides a quick reference guide for disclosing information aligned with B Lab Standards (V2). It supports transparency, comparability, and completeness by mapping standards to the updated Certified B Corporation framework.

STANDARD	CONTENT	REQUIREMENT	PAGE
Environmental Stewardship & Circularity	As a professional services company, BarkleyOKRP does not own, raise, transport, slaughter, or otherwise handle animals in its operations, and therefore animals are not within our direct sphere of control. We do not conduct activities that require animal welfare monitoring in our operations; however, we seek to consider animal welfare risks in client selection and impact-related decision-making where relevant.	ESC1.6	N/A
Fair Work	The company is transparent about its performance against the B Lab Standard.	FR1.5	N/A
Government Affairs & Collective Action	BarkleyOKRP is committed to ethical and transparent business practices. As a nonpartisan organization, we do not directly engage in lobbying activities or make political contributions to influence legislation or public policy. Where we participate in industry groups or associations, we do not direct or fund lobbying efforts. Our focus is on using our business as a force for good through our work, partnerships, and community impact.	GACA1.1 GACA1.2	N/A
Purpose & Stakeholder Governance	We are currently conducting a double materiality assessment to identify and prioritize the social and environmental topics most material to BarkleyOKRP and our stakeholders. This work is underway now, and the final results — including the methodology used, the material topics identified, and a summary of stakeholder engagement — will be published on our website and/or in our annual impact reporting by Q4 2026.	PSG2.3	N/A
	BarkleyOKRP is developing a Responsible Marketing & PR Policy that aligns with our standards as a Certified B Corporation that is expected to be published by Q4 2026. Responsible Marketing & PR is overseen by our executive team to ensure transparent, and accountable communications across all audiences and markets where we operate. Our policy will guide both the company's own communications and the marketing and public relations services provided to clients, setting expectations for responsible social and environmental claims, and ensuring language is clear and accurate. We are also establishing ethical guidelines, leadership accountability and internal training to support how sensitive channels, audiences, and techniques are considered – or avoided – in our process, including safeguards against deceptive practices, harmful stereotypes, or exploitation of vulnerable populations. Our policy will be accessible publicly for all stakeholders.	PSG4.2	N/A

BarkleyOKRP

WE

CREATE

MATTER.

Certified



Corporation