

The image features the Patagonia logo in the top left corner. The background is a scenic landscape with a dirt road leading towards a range of jagged, snow-capped mountains under a clear blue sky. A car is driving away on the road, and a herd of sheep is visible in the distance.

patagonia[®]

“Managing sustainable change in a major retail organisation and across the supply chain: Communicating this change to consumers.”



Mission Statement

Make the best product

Cause no unnecessary harm

**Use business to inspire and
implement solutions to the
environmental crisis**

Influence Other Companies

Lead an Examined Life

Clean Up Our Own Act

Communication Methods

- Catalog campaigns
- Retail stores
- Website
- Conferences, presentations
- Other advertising
- *Let My People Go Surfing*
- Annual Environmental Initiatives booklet
- Television commercial
- Social media
- Documentaries/Movies



GOHO





Gold LEED Certification



- Energy supplemented with onsite solar generation
- Specialized water technologies results in a reduction of 42% potable water and 52% of irrigation water
- 93% of construction waste was recycled
- 95% of all in-house waste is recycled
- Over 50% of all wood materials are certified by the Forest Stewardship Council (FSC)



Fair Labor Association (FLA) & Fair Factories Clearinghouse (FFC)



Early Campaigns

1990's - 2000

Organic Cotton



CHOOSING ORGANIC

Twenty years ago, I changed my eating habits after I read how much harm cattle grazing inflicts on the earth. That was an easy choice for me – especially when I realized I did not need a steady diet of red meat to sustain my health.

As a company, we face a similar choice. In the course of our ongoing environmental assessment, we discovered that the most damaging fiber used to make our clothing may actually be conventionally grown, 100% “pure” cotton. That’s because the process of growing conventional cotton involves the heavy use of chemicals that toxify the soil, air and ground water. And since many of these chemicals were originally formulated as nerve gases for warfare, it is no surprise that where spraying occurs, health problems follow, including higher rates of cancer and birth defects in

humans and wildlife. These are outrageous costs to pay for the battle against bugs. And it’s a battle we’ll never win: while the bugs adapt to the chemicals, the rest of us sustain the long-term damage.

Meanwhile, in our own backyard, a handful of farmers have been growing cotton without chemicals for years. Their yields are just as high, or nearly as high, as those of their “conventional” counterparts and the quality of their fibers is equal or sometimes better. The environmental difference? Of all the potential fibers for clothing, organically-grown cotton may be the least damaging and the most sustainable.

Knowing how destructive conventionally-grown cotton is, and that there’s a viable alternative, Patagonia has to choose organic. Now that we know, it would be unconscionable for us to do anything less. That is why, as of this spring, we no longer use conventional cotton in any part of the line.

To change to organic cotton has its price. Organic farming is labor-intensive, and so it is more costly. And after the cotton leaves the field, nearly every step in production – ginning, spinning, and knit-

ting or weaving – incurs added costs for our relatively small runs.

These higher costs also create new risks for our business. We’ve had to drop some products that no longer make economic sense to produce. And we have to be prepared for a loss in revenue should higher prices translate to fewer sales. We undertake another risk, too: we can’t go back. To do so would violate our basic principles; to make a quality product and to reduce our environmental harms. Making clothes out of conventional cotton is something our company can no longer afford to do.

Cotton sportswear makes up a small part of our product line. As we look ahead, we see immense challenges in making our other products in ways less harmful to the landscape. Those challenges prove that our organic cotton project is a single step in a very long process – but an important step nonetheless.



GREGORY MANSUELL

We are betting that we have enough loyal customers who will make the same choice we have made here at Patagonia: to pay more now for organics rather than the hidden environmental costs later. It’s a simple, personal choice, of course, to act on what we learn. We’ve all made such choices: to give up or cut down on red meat, to pay more for an energy-efficient appliance, or forego a purchase entirely because it’s not needed.

If these choices are simple and individual, their ripple effects are profound. The market is laserlike in its response to changes in what people want. Together we can create a significant business base for the organic cotton movement. We should. Organic farmers are returning to the only model we have for sustainable commerce, one that gives back to the planet as much as it takes out. Their success will be a quiet revolution in modern life. Let’s follow their lead.

Yvon Chouinard

ONE MAN'S TRASH IS ANOTHER MAN'S TREASURE.

committed to the core

Recycled Polyester from Plastic Bottles

FORTREL
EcoSpun
The Recycled Polyester™

800 336 9090 www.patagonia.com

It takes about 25 recycled plastic soda bottles to make a Patagonia PCR™ Synchronia™ Snap-T™.
Photo: Rick Ridgeway © 2001 Patagonia, Inc.
Fortrel EcoSpun The Recycled Polyester™ is a trademark of Wollman, Inc. for recycled polyester.
PCR™, Synchronia™ and Snap-T™ are registered trademarks of Patagonia, Inc.

patagonia

Tagua Nut Buttons

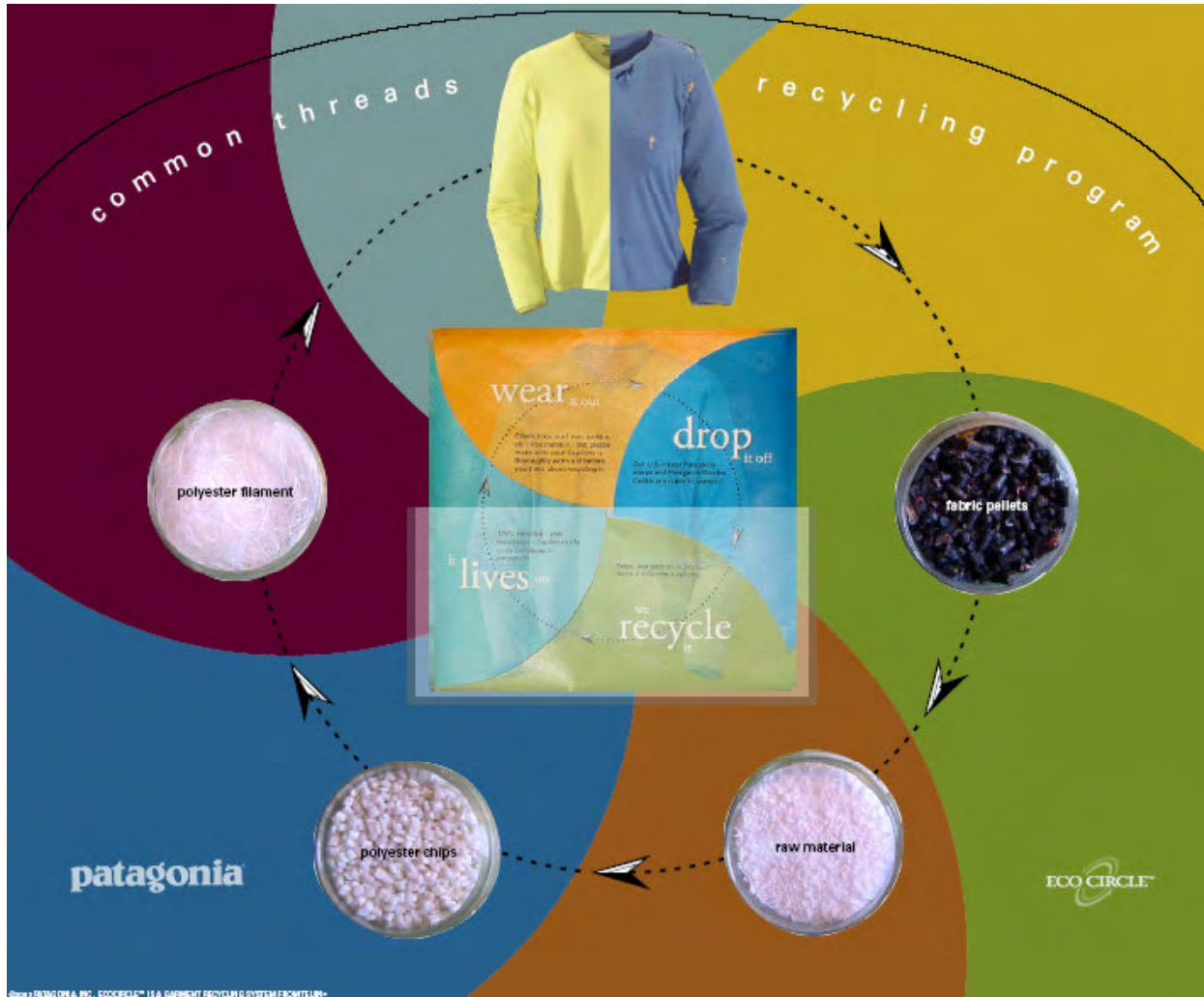








Common Threads Recycling Program



The Common Threads Recycling Program takes used and worn out Capilene Polyester garments and recycles them into new polyester fiber.





Eco Rain Shell Jacket

Designing with the end of a garment's life in mind

Shell: 100% recycled polyester

Lining: 100% recycled polyester

**Waterproof/Breathable barrier:
100% polyester**

bluesign®

The
independent
industry
textile
standard



Current Communication

2001 to Present

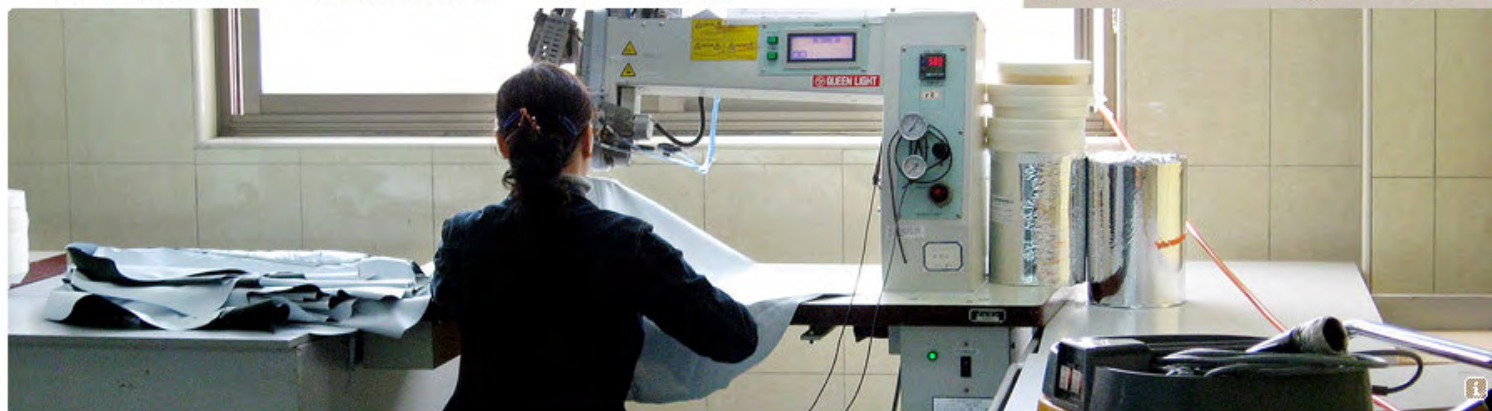


SHOP CLOTHING & GEAR ENVIRONMENTALISM BLOG TIN SHED

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site search - keyword or style # search

my gear Sign In or Sign Up



Company Info: Corporate Social Responsibility

Company Info

- [Press & Media](#)
- [Contacts](#)
- [Field Reports](#)
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- [Company History](#)
- [Jobs](#)
- [Sponsorship & Affiliates](#)
- [Contact Us](#)
- [Tin Shed](#)
- [Corporate Social Responsibility](#)**

Corporate Social Responsibility

Dedicated to promoting Fair Labor and Environmental protection where Patagonia products are made.

At its core, Patagonia's effort toward corporate social responsibility is about this company's relationship with the people who work in the factories that make our clothing and gear, and what we have done, and are trying to do, to ensure that Patagonia products are produced under safe, fair, legal and humane working conditions.

What Is Corporate Social Responsibility?

Corporate Social Responsibility (CSR) is a broad-based movement in business that encourages companies to take responsibility for the impact their activities have on customers, employees, communities and the environment. It's an obligation to include international labor and human rights standards. CSR means different things to different people. At Patagonia, it's guided by our Mission Statement, our Core

Change text size: A A A A

Frequently Asked Questions

- [Fair Labor Association](#)
- [Factory Stories](#)
- [Recommended Books](#)
- [Recommended Websites](#)

Frequently Asked Questions

- [How do you select your factories?](#)
- [How much contact do you have with your factories?](#)
- [Where does Patagonia manufacture its products?](#)
- [Why don't you make more of your products in the U.S.?](#)
- [Does Patagonia work in countries, like China, that have poor human-rights and environmental records?](#)
- [Will you continue to chase lower-cost labor as it moves from country to country?](#)
- [Do children make your clothes?](#)



Build the best products and cause no unnecessary harm.

This is our mission. Yet we're keenly aware that everything we do as a business – or have done in our name – leaves its mark on the environment. There is still no such thing as sustainable business but every day we take steps to lighten our footprint and do less harm.

The Footprint Chronicles allows you to track the impact of a specific Patagonia product from design through delivery.

[CHOOSE A PRODUCT](#)

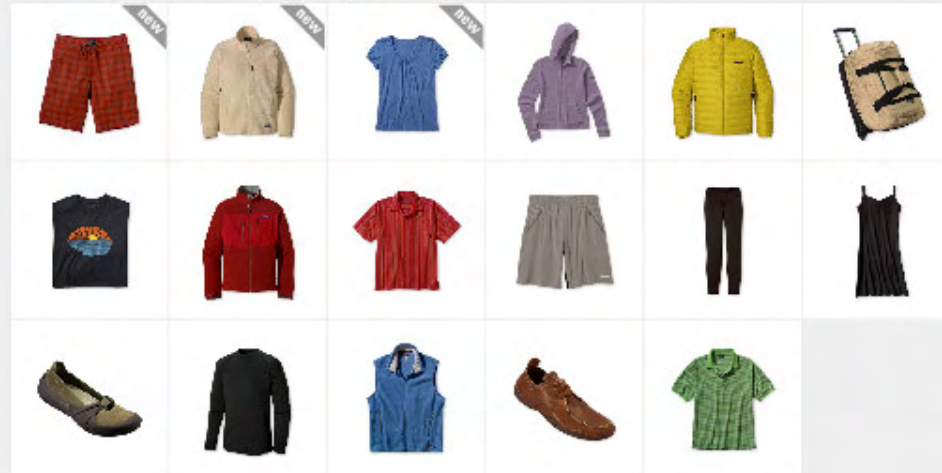
[DIGGING DEEPER](#)

[JOIN THE DISCUSSION](#)





Choose a product whose footprint you'd like to track



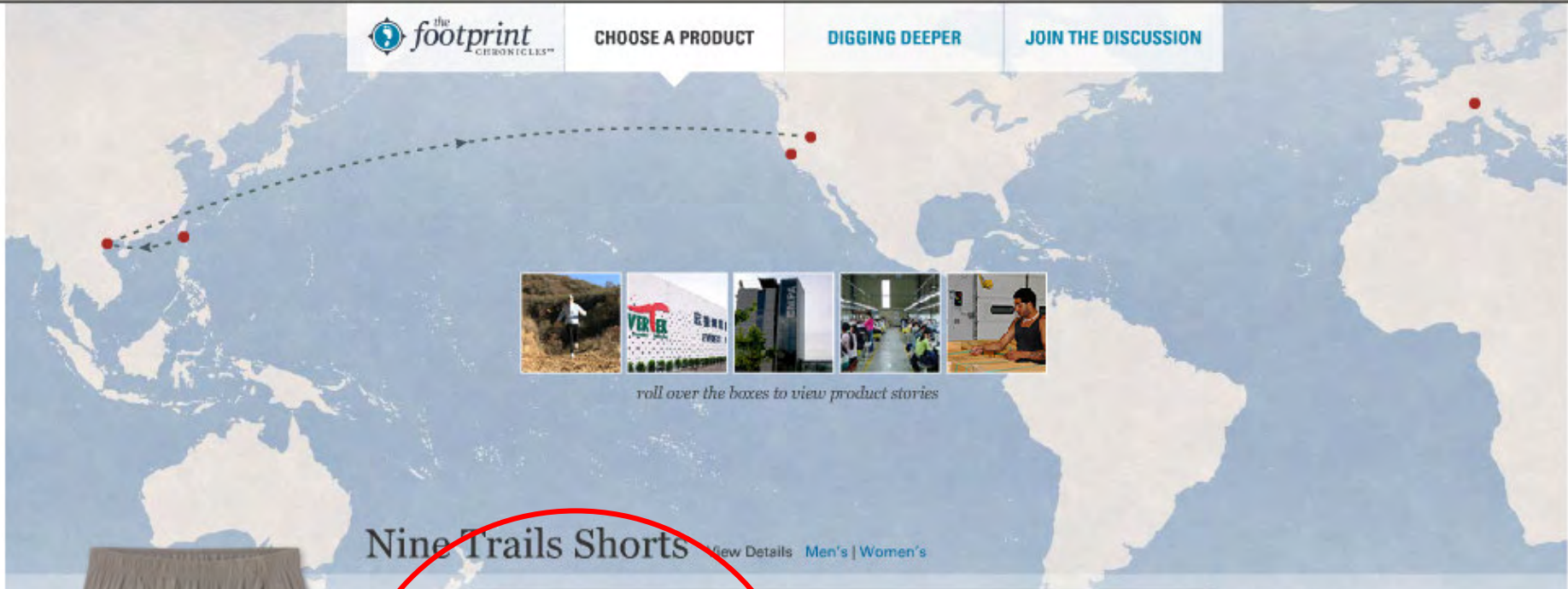
[Learn the environmental impact of other Patagonia products](#)



CHOOSE A PRODUCT

DIGGING DEEPER

JOIN THE DISCUSSION



roll over the boxes to view product stories

Nine Trails Shorts



CARBON DIOXIDE EMISSIONS

Total CO₂ emissions generated by the garment's production, from origin as fiber through garment delivery to Patagonia's Reno Distribution Center, is 3.2 pounds (1.4 kg).

The amount of CO₂ is equal to the weight of approximately 8.5 pairs of Men's Nine Trails Shorts.

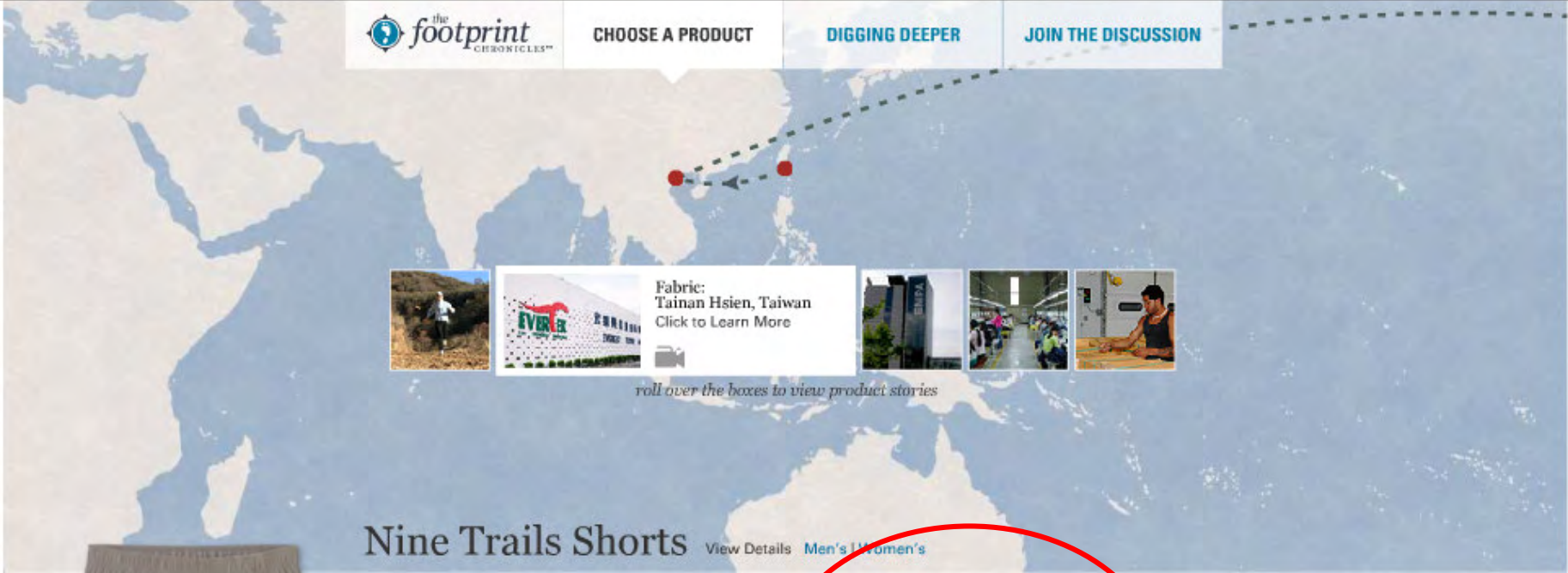
What We Think
The spandex prevents us from being able to recycle it in the same process as our 100% polyester garments. And is this finish critical to performance?



CHOOSE A PRODUCT

DIGGING DEEPER

JOIN THE DISCUSSION



Fabric:
Tainan Hsien, Taiwan
Click to Learn More



roll over the boxes to view product stories

Nine Trails Shorts

[View Details](#) [Men's](#) [Women's](#)



The Good

The fabric is technically excellent and now developed to include 91% recycled polyester and 9% spandex. And Everest Textile, the supplier, has achieved certification from bluesign® for environmental health and safety for this fabric.



The Bad

The water-repellent finish contains perfluorooctanoic acid (PFOA), a synthetic chemical that is now persistent in the environment. We're researching alternatives, but for the present this finish is being used.

What We Think

The spandex prevents us from being able to recycle it in the same process as our 100% polyester garments. And is this finish critical to performance?



CHOOSE A PRODUCT

DIGGING DEEPER

JOIN THE DISCUSSION

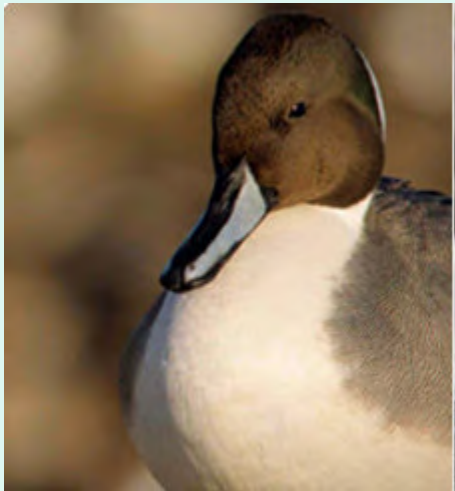


Episode 1, What's Done in Our Name? (15:58)



Environmental Initiatives Booklet

FREEDOM
TO **ROAM**
CONNECT, PROTECT, ACCESS



WHAT CAN YOU DO TO HELP WILDLIFE SURVIVE IN A WARMING WORLD?



FOR THE PLANET | MEMBER


Facebook | Patagonia - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites



Address <http://www.facebook.com/home.php?#!/group.php?gid=2217666482> Go Links >>

facebook

Patagonia 

Wall Info Photos Discussions

Write something

Attach:  

Invite People to Join
Leave Group

If you can imagine, can do it

Information

Category:
Common Interest - Beliefs & Causes

Description:
If you love patagonia outdoor products, this is the group for you.


Privacy Type:
Open: All content is public.


Admins


- Mariana Lopez Plez
- Thomas Florian (Tennessee) (creator)


Members


6 of 577 members [See All](#)



 Alex Ubbelohde


 Aurélien Dumont


 Arnold Hæhner


 Christine


 Armando


 Bret

Patagonia (patagonia) on Twitter - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites

Address <http://twitter.com/patagonia> Go Links >>

Home Profile Find People Settings Help Sign out

twitter

patagonia

Following 

Yvon Chouinard and the American Express Members Project Commercial <http://bit.ly/bex6fA>
about 10 hours ago via TypePad

The Plane Can Wait - Keith Malloy at Pipeline <http://bit.ly/d0LLMo>
9:09 PM Mar 4th via TypePad

After a 20-year call for a ban on Blue Fin Tuna fishing, Carl Safina finally sees a chance for success <http://tinyurl.com/y1s45ek>
3:46 PM Mar 4th via web

Steve House interviewed about his book "Beyond the Mountain" on Banff's Park Radio podcast <http://tinyurl.com/yzsgt8p>
3:41 PM Mar 4th via web

Patagonia Running Ambassador Krissy Moehl takes top women's spot in Mount Mitchell Challenge: <http://bit.ly/doknQk>
11:46 AM Mar 4th via web

Name Patagonia
Location Ventura, California
Web <http://www.thecle...>
Bio Tweets from the outdoor clothing company Patagonia. Get company news, links to great stories and alerts about new products, sales and special offers.

1,889 **9,397** **550**
following followers listed

Tweets 810

Favorites

Lists

- @patagonia/
- patagonia/retailstores
- @patagonia/allpatagonia

[View all](#)

Actions

- block patagonia
- report for spam

Following



[« The Plane Can Wait - Keith Malloy at Pipeline | Main | Rios Libres: The Journey Begins »](#)

Yvon Chouinard and the American Express Members Project Commercial

If you watched the Academy Awards last night you may have seen Patagonia's founder, Yvon Chouinard, appear on a commercial for the [American Express Members Project](#), a new partnership with social-action network [Takepart.com](#). The piece was filmed in and around Ventura County by [Robert Richardson](#) – himself an Oscar-winning cinematographer – and directed by [Scott Hicks](#) of [Shine](#) fame. Read the [official press release](#) (Word doc).



[["Yvon Chouinard and the American Express Members Project Commercial"](#) on YouTube. Video: Robert Richardson and Scott Hicks]

The dam that's featured is [Matilija Dam](#), an outdated monstrosity that sits

What We've Learned

- Get your own house in order first
- Be genuine, be honest
- Don't be afraid to be collaborative
- Conduct research to avoid costly mistakes
- Become more transparent – tell the good and the bad
- Be careful with “negative” campaigning – you want people to read your message
- Find passionate people in all levels of your organization to implement environmental and social programs
- Use social media to build loyalty to your company and causes
- Make it personal, tell your stories, put a face to the cause in your marketing

Resource Slide

- bluesign.com
- organicexchange.org
- patagonia.com
- fairlabor.org
- fairfactories.org
- fsc.org

patagonia[®]

Thank you!

