

The background of the entire page is a photograph of a large, brown, textured T-Rex dinosaur standing against a clear blue sky. The dinosaur's head is turned to the right, showing its mouth with sharp white teeth. A small human figure in a yellow shirt and dark shorts is standing on the ground near the dinosaur's front legs, providing a sense of scale. The Patagonia logo is at the top center.

patagonia

Patagonia started of as Chouinard Equipment in 1953, founded by Yvon Chouinard in partnership with Tom Frost. They sold pitons and gear for climbing. In 1973 they began selling clothes as "PATAGONIA", inspired by a rugby shirt that would keep the hardware slings from cutting into Yvon Chouinard's neck while climbing. They are the first company to teach the concept of layering to the outdoor community. Early on, they began researching about textiles. The production of their products uses the least water, the least dangerous chemistries and dyes, least carbon in the production.

1st Enviromental step of the company

Patagonia has supported enviornmental causes since the beggining. The earliest example of this happened in 1970, the pitons they were building were damaging the rocks, so they decided to minimize the piton business. Fortunately, there was an alternative: aluminum chocks that could be wedged by hand rather than hammered in and out of cracks.

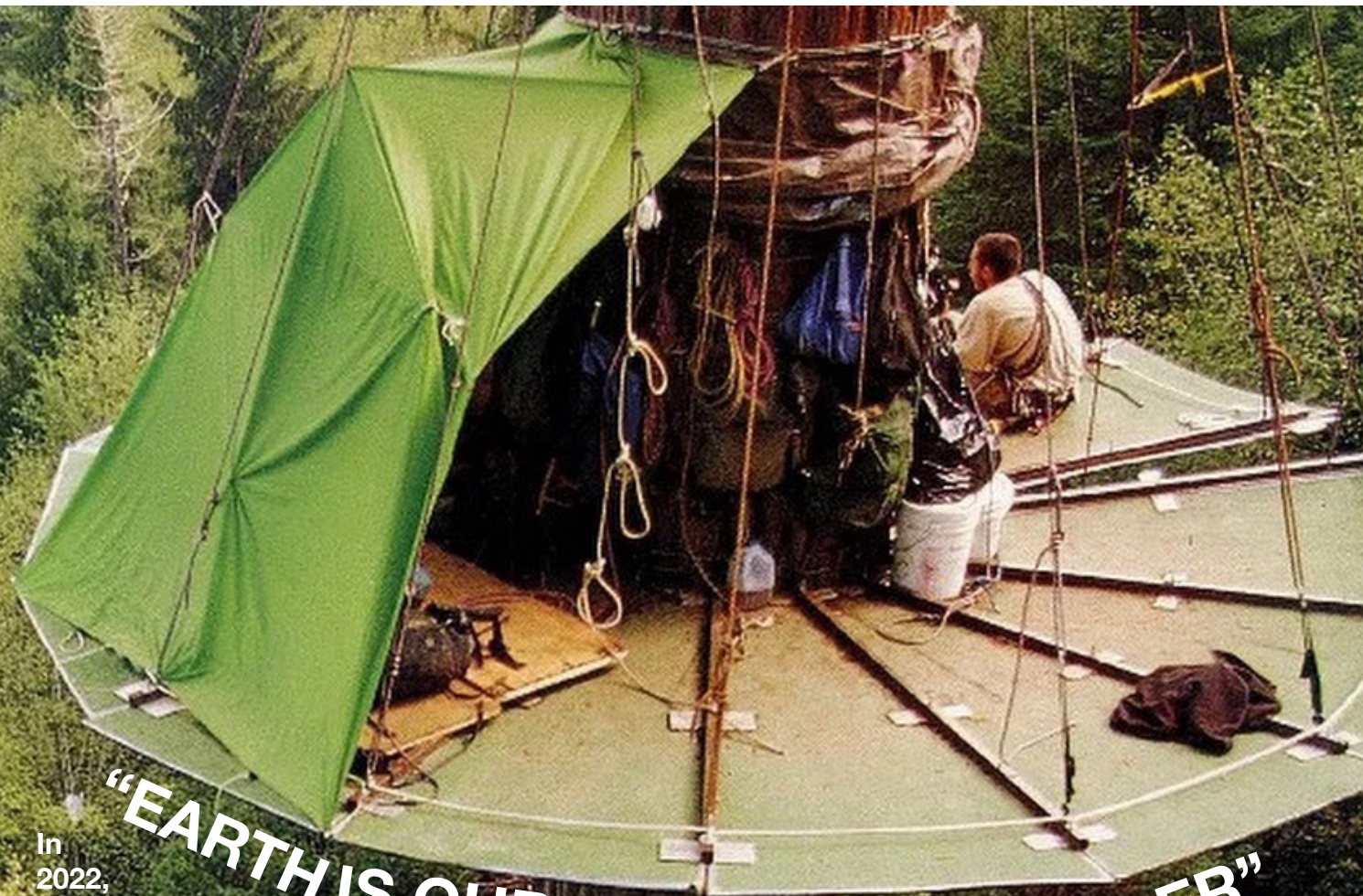
1990's

Work Enviornment

Patagonia had a Fun Work environment. On lunch breaks workers would be playing volleyball in the sandpit, running or surfing. Workers where barefoot in the office. The company sponsored ski and climbing trips for employees.

No private offices, an architectural arrangement that sometimes creates distractions but also helps keep communication open. That same year we opened a cafeteria that serves healthy, mostly organic food. They built an on-site childcare center-atmosphere more familial than corporate

patagonia®



"EARTH IS OUR ONLY SHARE HOLDER"

In 2022, Yvon Chouinard, his wife and two adult children have transferred their ownership of Patagonia, valued at about \$3 billion, to a specially designed trust and a nonprofit organization. In August, the family irrevocably transferred all the company's voting stock, equivalent to 2 percent of the overall shares, into a newly established entity known as the Patagonia Purpose Trust.

The Chouinards then donated the other 98 percent of Patagonia, its common shares, to a newly established nonprofit organization called the Holdfast Collective, which will now be the recipient of all the company's profits and use the funds to combat climate change. The Holdfast Collective (Collective for short) will use every dollar received to fight the environmental crisis, protect nature and biodiversity, and support thriving communities

patagonia
SPRING 1998

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1986

Ventura River: Patagonia began to make regular donations to smaller groups working to save or restore habitat rather than give the money to NGOs with big staffs, overheads and corporate connections. In 1986, we committed to donating 10 percent of profits each year to these groups.

1988

Patagonia initiated our first national environmental campaign - master plan to deurbanize the Yosemite Valley. Each year since, they have undertaken a major education campaign on an environmental issue.

1996

Every Patagonia garment made of cotton is organic and has been ever since. They used recycled content for everything.

1986

In 1986, we committed to donating 10 percent of profits each year to smaller groups such as Ventura River.

2002

In 2002 they upped the ante to one percent of sales, profit or not. We have kept that commitment every year since. The formation of **1% for the Planet** in 2002 made it easy for other companies to do the same.

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Fall 1986

2012

Benefit corporation In 2012 Patagonia became the first Californian company to become a benefit corporation—a legal framework that enables mission-driven companies like Patagonia to stay that way as they grow and change. They are also a Certified B Corporation. To qualify as a B Corp, a business must have an explicit social or environmental mission and a legally binding fiduciary responsibility to take into account the interests of workers, the community and the environment, as well as its shareholders.

Worn Wear used clothing and repair program—They inspired the company to expand its humble repair service into the largest garment repair facility in North America. construct a mobile repair truck out of reclaimed materials—so a small team could travel the country and repair people's clothing for free—and start a full-scale used clothing business.

2011

The Footprint Chronicles-website Patagonia has used its platform to raise awareness and advocacy for environmental issues.

2018

Patagonia Action Works to connect their customers with the environmental action groups we support.