

**We're in business
to save our home planet**









CHOUINARD EQUIPMENT CO.

235W.



CHOUINARD EQUIPMENT CO.
235W.

GMR
NEW YORK
LIVE NETWORK'S
MADE IN JAPAN
GMR

S















A man with white hair, wearing a blue plaid shirt, a dark apron, and blue jeans, stands in a workshop. He is leaning against a blue-painted pillar on the left. The workshop is filled with various tools and equipment, including a workbench and a green machine. The lighting is dramatic, with strong shadows.

**We're in business
to save our home planet.**

**우리는 우리의 터전,
지구를 되살리기 위해 사업을 합니다.**

Patagonia Core Value

Quality (품질)

Integrity (진정성)

Environmentalism (환경 보호)

Not Bound Convention (탈관습)

Environmentalism

환경 보호

파타고니아 환경팀 업무

환경 캠페인

기업의 자원을 활용하여
특정 환경 문제에 대해
인식을 증진하고
실질적인 변화 견인

환경 단체 지원

전국의 긴급한 환경 문제 해결을
위해 앞장서 헌신하는
소규모 환경 단체 지원

기업 협업

특정 환경 문제 해결을 위한
기업간 협업 모색

환경 단체 연대 - 커뮤니티 활성화

1% For The Planet

파타고니아 코리아 1% for the Planet 기금

- ▶ 2013~현재 누적 연대 단체 수: 206 단체
- ▶ 2013~현재 국내 누적 지원금: 약 26억 8천만 원

단체 지원 기준

- ▶ 지역성
- ▶ 현장성
- ▶ 긴급성

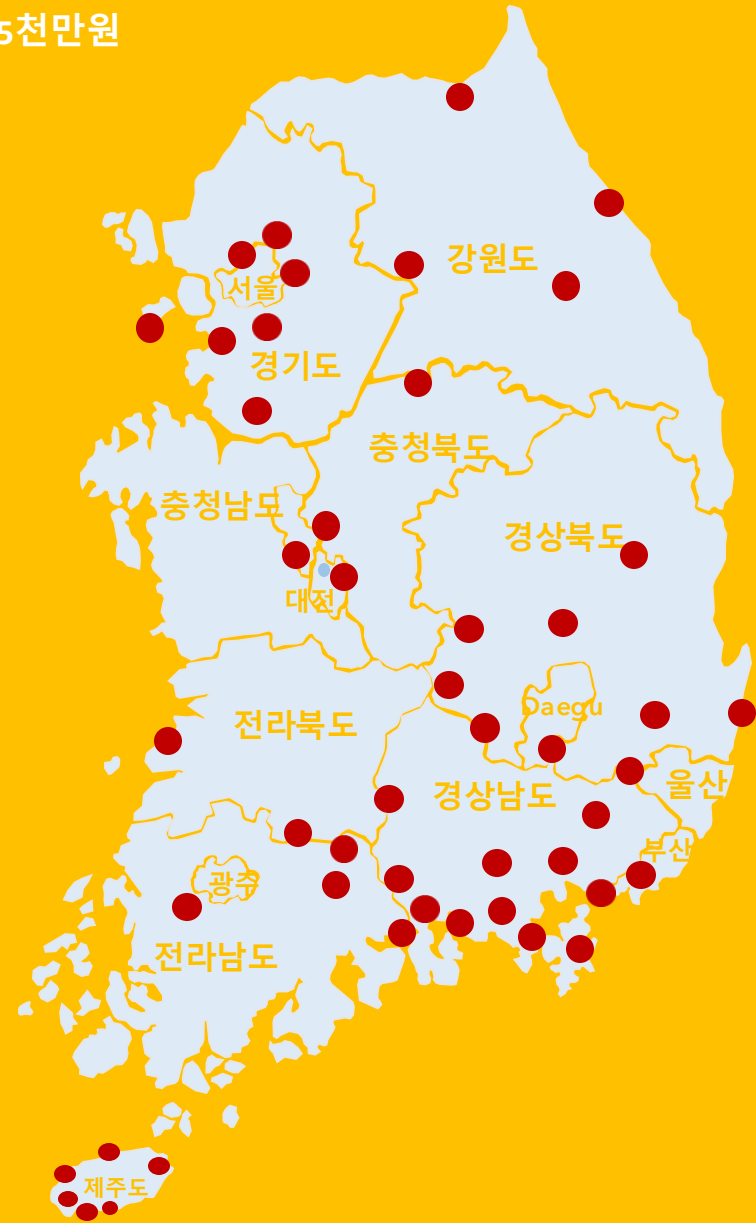
특징

- ▶ 중요 환경 이슈에 대한 지속 지원
- ▶ 지원금 대비 성과 측정 하지 않음
- ▶ 활동 자율성 최대 보장

patagonia 50▶

2024년 지원 단체: 45개

예산: 8억 5천만원



환경단체 연대 - 긴급지원

세종보 농성 지원



환경단체 연대 - 긴급지원

설악산 케이블카 반대 시위 지원



재생유기농업 활성화

농부시장 마르쉐



기업과의 협업

삼성전자 - 가정용 세탁기의 미세 섬유 저감 기술 개발



기업 내 파타고니아 철학 확산

파타고니아 비즈니스 스쿨



파타고니아 기업 문화의 비결

최고 품질의 비즈니스를
위한 노력



확고한 미션과 핵심 가치



Climate Crisis
"I really want us to face up to the fact that we're destroying the planet. It could very well end up uninhabitable in 80 years, at least for humankind and wild animals."
-YVES CALZADAZO, PATAGONIA FOUNDER/OWNER

**We're in
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planet.**

patagonia

2018 environmental + social initiatives



일관성 + 지속성 + 역동성 = 진정성



- 1957 Yvon Chouinard begins making climbing hardware in his parents' backyard in Burbank, California.
- 1966 Yvon moves operations to Ventura, California, to be near So Cal surf breaks and partners with Tom Frost to form Chouinard Equipment.
- 1970 Great Pacific Iron Works store opens in Ventura.
- 1972 First Chouinard Equipment catalog, which includes industry-changing essay on "Clean Climbing" by Doug Robinson.
- 1979 Patagonia introduces the "layering concept" with polypropylene baselayers, bunting fleece midlayers and Foamback shells.
- 1985 We begin donating 10% of annual profits toward preserving and restoring the natural environment.
- 1986 First Patagonia-only store opens in San Francisco and serves as prototype for retail development.
- 1991 We commission a life-cycle analysis of cotton, wool, polyester and nylon.
- 1992 In-house environmental assessment program begins.
- 1993 We introduce PCR Synchronilla® fleece made from recycled soda bottles; company aids activists working to remove obsolete dams; first Tools for Grassroots Activists Conference.
- 1994 Company issues first internal environmental assessment report.
- 1996 We stop using conventionally grown cotton, adopting 100% organic cotton for all cotton products.
- 1999 Time magazine names Yvon a "Hero for the Planet"; Patagonia and Malden Mills launch Polartec® Regulator® insulation.
- 2000 Patagonia teams with bluesign® Technologies to begin reducing environmental harm, improve consumer and occupational health and safety and optimize the efficient use of resources in making our fabrics.
- 2001 Yvon and Craig Mathews 1% for the Planet®, a nonprofit organization; company-wide environmental campaign focuses on the dangers of genetic engineering.
- 2005 We begin taking back Capilene® products for recycling through our Common Threads Recycling Program.
- 2007 Our Reno service center receives a Gold-level LEED certification for environmental responsibility, resource efficiency, occupant comfort and community sensitivity; Fortune magazine calls Patagonia "The coolest company on the planet."
- 2011 Common Threads Initiative is launched; "Don't Buy This Jacket" full-page ad appears on Black Friday in the New York Times.
- 2012 Patagonia becomes California's first B Corp; Patagonia publishes The Responsible Company by Yvon Chouinard and Vincent Stanley; Patagonia Provisions launches its first product: wild salmon.
- 2013 We create \$20 Million & Change, relaunch Capilene® baselayers with fabrics that are certified as bluesign® approved, and introduce Yulex® wetsuits made in part with natural rubber.
- 2014 To improve animal welfare, all our down styles are insulated only with Traceable Down. We start to offer styles made in Fair Trade Certified™ factories and introduce products made with recycled wool, recycled cotton and undyed cashmere. On our website product pages, The Footprint Chronicles show our customers where every one of our products is made.

Company History (continued)



- 2015 We introduce a new line of denim dyed with an innovative process that uses 84% less water, 30% less energy and emits 25% less CO₂ than conventional denim dyeing. Our Worn Wear® program hits the road offering free garment repair to lengthen the useful life of our clothing. Our DamNation film and tour go global, educating and activating audiences to support the removal of deadbeat dams.
- 2016 We add Recycled Down to our recycled offerings, keeping even more discards from the landfill and useful materials in play. We convert our Nano Puff® line to PrimaLoft® Gold Insulation Eco, which has 55% recycled content and is the most thermally efficient synthetic insulation on the market. We also unleash the world's first neoprene-free wetsuits, made with natural rubber derived from sources that are Forest Stewardship Council® certified by Preferred by Nature™.
- 2017 We launch a new Worn Wear® website, WornWear.com, making it simple to buy, sell and repair used Patagonia clothing.
- 2018 Patagonia Action Works goes live, making it easy for our audience to connect with grassroots organizations and take action on many of the most pressing environmental issues facing the world. Patagonia.com/actionworks
- 2019 To respond to the dire state of environmental affairs, we change our mission statement to: We're in business to save our home planet. We offer a \$10 million match for all individual donations made to nonprofit environmental groups, which was spent in just 17 days.
- 2020 After the murder of George Floyd, we make a commitment to become an antiracist company. As part of that commitment, we form internal groups like the BIPOC Community Group and the LGBTQIA+ Community Group so that our work to defend the planet includes the voices of those most vulnerable to environmental degradation and those with the least access to outdoor recreation.
- 2021 Our CEO, Ryan Gellert, proudly signs the Outdoor CEO Diversity Pledge. Signatories actively engage with the In Solidarity Project to advance greater representation of people of color in outdoor spaces and sports, building a stronger support for our shared vision of equity in wild places.

In response to Georgia Governor Brian Kemp's 2021 restrictive voting access law, Patagonia donates \$1 million to be split equally between Black Voters Matter and New Georgia Project. In our statement on the Patagonia Works site, we said, "Opting to stay silent while the constitutional rights of voters in Georgia and across our country are being threatened is tantamount to supporting these unjust laws."
- 2022 Earth is now our only shareholder. Each year, the money we make after reinvesting in the business will be distributed as a dividend to help fight the climate and extinction crisis. While Patagonia remains a for-profit business, it is now owned by the nonprofit Holdfast Collective and the Patagonia Purpose Trust. The trust protects the company's values. The Collective distributes its wealth to saving our home planet.



리더쉽의 일관된 방향성

patagonia

A Letter from Yvon Chouinard

Earth is now our
only shareholder.



직원의 행복: 일의 보람과 의미



직원의 행복: 공동체적 조직



파타고니아만의 문화



says **NO** DAMS
in Patagonia

Thank you
감사합니다