



patagonia®



Background

Founded by Yvon Chouinard in 1973, Patagonia is an outdoor apparel company based in Ventura, California. A certified B-Corporation, Patagonia's mission is to build the best product, cause no unnecessary harm and use business to inspire and implement solutions to the environmental crisis. Since 1985, Patagonia has dedicated one percent of sales each year to environmental causes. More information is available at www.patagonia.com/us/environmentalism

This year, the Honolulu store has awarded environmental grants to three non-profit groups located in the He'eia Ahupua'a; Papahana Kua'aoia, Kako'o Oiwi and Paepae o He'eia. The Honolulu team will also be getting their hands dirty in the field by participating in an internship with the three groups.

Waste Reduction and Recycling:

- All files and forms are available digitally
- Duplex printing is the printing default
- At least 30% recycled content paper is used
- Marketing materials require no envelope
- Styrofoam is not used for packaging; all packing products are recycled or reused
- Worn Wear® is a clothing repair program
- Trade-in program
- Patagonia clothing recycling program where customers can send in their worn out clothes that will be repurposed or recycled for new Patagonia products
- Employees recycle bottles and cans

Energy Conservation:

- LED track lighting throughout retail space
- Shades and reflective membranes cover all store windows

Community Involvement and Outreach:

- Employees are encouraged and paid to volunteer
- Patagonia provide grant opportunities (see above) for local organizations with an environmental focus