



## Patagonia: For the Environment

### Listening Questions 1:

1. When did Yvon Chouinard start selling clothing?
2. Why did Yvon Chouinard buy a rugby shirt for rock climbing?
3. What 3 countries did he buy rugby shirts from?
4. Other than rugby shirts, what did Patagonia sell?

### Listening Questions 2:

1. What is a B-corporation?
2. Why does Patagonia donate 1% of its net revenue to environmental charities?
3. In FY13, how much money did Patagonia donate to those charities?
4. How does Patagonia try to create an enjoyable work environment?

## Transcript 1:

Outdoor clothing company Patagonia was founded in 1973 by Yvon Chouinard, who is an American rock climbing and surfing enthusiast.

He started selling rock climbing equipment in 1957 and eventually formed a company called Chouinard Equipment. He sold clothing for the first time in 1970. While in Scotland that year, he bought a rugby shirt because it was durable and it had a collar that could protect his neck from his hardware slings.

When Chouinard returned to California, he wore his rugby shirt while climbing with his friends and they were interested in buying the same kind of shirt. He bought rugby shirts from the English sportswear maker Umbro. They sold well and he started ordering rugby shirts from New Zealand and Argentina as well. He wanted the Chouinard Equipment brand to remain focused on hardware so he started Patagonia as a clothing company.

In addition to rugby shirts, Patagonia sold rainproof ponchos, sleeping bags, gloves, and knit hats.



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## Transcript 2:

The modern Patagonia Inc. is organized as a B-corporation, or Benefit corporation, and it is headquartered in Ventura, California, USA. A B-corporation focuses on earning profit and providing an additional positive impact on society. In Patagonia's case, the focus is on the environment.

Each year, Patagonia donates 1% of its annual net revenue to non-profit organizations that focus on environmental conservation and sustainability. The company's products are meant to be used to enjoy the natural beauty of our planet and Patagonia understands that its business activities create pollution. Therefore, it contributes a lot of money each year to reducing environmental harm. In FY13, the total was slightly over \$5.6 million. Additionally, the company uses recycled polyester for many of its products and it uses only organic cotton.

The company tries to create an enjoyable environment for its employees. There is no dress code and employees can go surfing during lunch breaks. There is an on-site daycare center for children and employees can have lunch with their children in the company cafeteria.