

# **Wild Awards**

**Title: "PATAGONIA:  
THE NATURE OF BUSINESS"**

**Date: 1-9-02**

**Graphic: "The Nature of Business"**

**What is the "nature of business" as we blaze a trail into the new millennium? Is it business as usual?**

**Stellar montage**

**As business becomes increasingly global in reach, some business leaders have honestly embraced the reality that a shrinking planet requires expanding concepts. These visionaries seek a coexistence of economy, ecology and sociology.**

**logo over stream footage**

**One company is boldly crossing a stream of business conscience, laying stepping stones to a better tomorrow. Patagonia is a company defining commitment to sustainable use of... and acknowledged reliance on... limited natural resources. Patagonia catalogs, their website and advertising shows concerns far beyond window dressing. With an in-your-face honesty, Patagonia tackles environmental issues.**

**CATALOG/WEBSITE GFX**

**footage from retail outlet**

**Far too many companies wear claims of being Earth-friendly like the Emperor's New Clothes, weaving a fabric of deceit merely for profit. Not Patagonia!**

**gfx/pics from numerous catalogs highlighting 'touchy' issues**

**Patagonia acknowledges every business activity - from lighting their stores to dyeing their clothes - creates pollution as its by-product.**

## logo over nature shots

This company's leaders felt that to inspire solutions to the environmental crisis, they had to go public with their own. Early on they began to prominently feature nature in ads and catalogs, while at the same time supporting grass roots environmental causes. To the people of Patagonia, what started as a passion developed into an enterprise. Patagonia's foresight dedicated significant resources to reducing their environmental impact. They work tirelessly to reduce those harms.

## Store shots of product

They fearlessly analyzed and took into account the impact their company's decisions had on the land, the people and in a way the very sustainability of our lifestyles. For if we expect our way of life to become a model suited for the rest of the world... we have to face realities often denied.

Selling clothing, Patagonia first scrutinized fabric fibers to determine their impact. They've made significant progress in two areas: polyester and cotton. They use recycled polyester where possible. They use only organic rather than conventional cotton.

•The amount of petroleum saved by using post-consumer recycled bottles instead of virgin materials in the manufacturing process is enough to power a city the size of Atlanta for a year

•Approximately 40 billion plastic bottles are produced annually in the

U.S., two-thirds of which end up in landfills.

•Since '93, Patagonia has diverted roughly 40 million 2-liter plastic soda bottles from landfills, saving enough oil to fill a 40-gallon gas tank 10,000 times

In 1993, Patagonia became the first company to adopt post-consumer recycled or PCR fleece into its product line. Recycled and spun in an innovative technique, the 2-liter plastic soda bottle becomes Synchronia, a signature Patagonia fleece. From 3,700 recycled 2-liter bottles they can make more than 150 Synchronia garments. And they've steadily increased their reliance on recycled fibers. It provided an opportunity to merge their environmental goals with their standard for unassailable quality.

**Fully 10 percent of all agricultural chemicals in the United States are used to produce cotton, grown on just one percent of all agricultural land**

**Conventional cotton crops in six California counties alone are dusted every year with 57 million pounds of chemicals.**

- Reduced their use of formaldehyde
- Eliminated the use of azo dyestuffs, which breakdown into carcinogenic compounds
- Eliminated polyvinyl chloride, PVC, in their luggage fabrics, plastic compounds and clothing labels. PVC's are a source of the known carcinogenic dioxin

**T-shirt graphic: Beneficial T's is now North America's largest distributor of 100% organic cotton T-shirt blanks**

**Reno Service Center  
(shot of in catalog)**

**While synthetic fibers start as petroleum, cotton, "a natural fiber," uses more pesticides and fertilizers than any other crop in the world. Very little is pure or natural about cotton grown conventionally. Synthetic fertilizers, soil additives, defoliants and other substances have long-term negative impact on soil, water, air and thus many living things.**

**Farmers have been growing cotton without harmful chemicals for years with high yields and quality equal to or better than conventionally grown cotton. Their methods boost biodiversity and healthy ecosystems, improve the quality of soil and often use less water. For now it takes more time, requires more knowledge and skill and costs more but Patagonia feels it is worth it.**

**In 1996, Patagonia converted its entire sportswear line to 100% organically grown cotton. The move didn't compromise quality, in fact it improved the feel of their fabric and provoked a fundamental change in their attitudes about agriculture. To help generate greater demand for organic cotton, Patagonia created an organic cotton t-shirts supply company.**

**In their own office buildings, they've made significant changes in their sources for energy and their use of building materials. They choose less harmful catalog stock and when possible print catalogs and other materials on processed chlorine-free post-consumer recycled paper, tree-free paper, and soy-based inks.**

**GFC: Since 1985, Patagonia has donated \$11 million in cash and several million more in gear to more than 1,000 organizations.**

**Patagonia also developed an idea of an "Earth tax". Each year they pledge 1 % of sales or 10% of pre-profit, whichever is greater, to the protection and restoration of the natural environment. They give at the grassroots level to innovative groups overlooked or rejected by other corporate donors. They fund activists who take radical and strategic steps to protect habitat, wilderness and biodiversity.**

**Conference/training stills and/or video**

**Every 18 months, Patagonia hosts a conference to teach organizing skills as a way to boost the effectiveness of grassroots groups. They also host an international conference for every company involved in making Patagonia products - from zipper manufacturers to fabric processors - to focus on how those companies can reduce their impact. And Patagonia created an Internship Program - where their employees can work for an environmental nonprofit organization for 2 full months - and Patagonia still pays their salaries**

**GMO and biohazard gfc**

**Recently Patagonia began a campaign to explore and confront the dangers of genetically modified organisms that could be a serious threat to global biological diversity. They seek changes in legislation to slow the continued creation of modified organisms.**

**logo over store shot**

**Patagonia... a company with vision, integrity and courage... putting its money and its message where its mind is... it's minding the store and the nature of business.**