

**MINIMALISTS AT  
WORK AND PLAY**

Everyday heroes.



**THREAT OF  
EXTINCTION**

Ordinary world.



**NEGATIVE HUMAN  
IMPACT**

Compelling villain.



**UNNECESSARY  
HARM**

Call to adventure.



**DO THE RIGHT  
THING**

Crossing the threshold.



**PATAGONIA –  
WALK THE TALK**

Mentor, allies and gifts.



**BUILDING THE  
BEST PRODUCT**

Challenge.



**FRONT-LINE  
ACTIVISM**

Challenge.



**LIVING THEIR  
VALUES**

Challenge.



**VALUES-LED  
SOLUTIONS**

Better world.

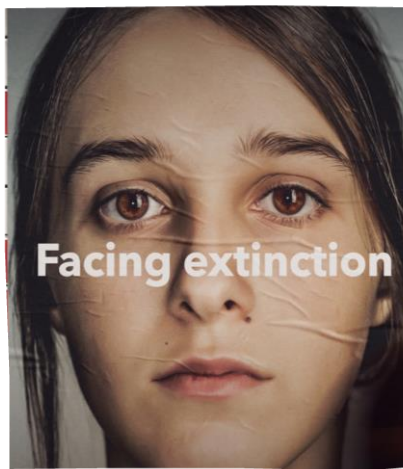




Everyday heroes.



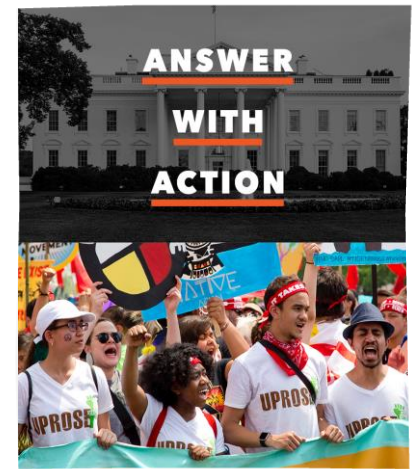
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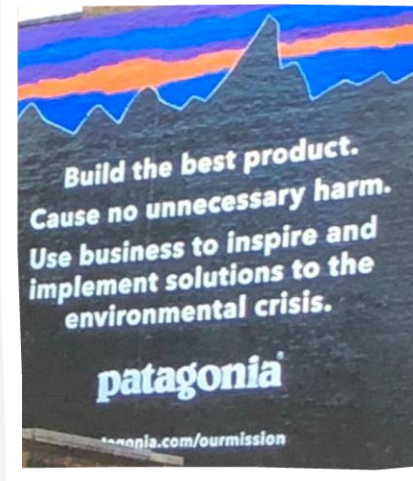
Challenge.



Challenge.



Challenge.



Better world.





## EVERYDAY HERO

The group or individual to be inspired to do things differently

Relationships are built around shared values about protecting the environment and enjoying what it has to offer and is anchored in the story of Patagonia's founder Yvon. As a young climber Yvon was determined to climb without leaving a trace. To do this, he taught himself the blacksmith skills to make reusable pitons that he also sold to fund his adventures. Today's customers - from climbers to surfers - are attracted to the minimalist style in their lives as well as their sports. Like Yvon, they "like climbing rocks, not corporate ladders" and wear their weathered 10-year-old fleece with pride.



## ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

Today's ordinary world for Patagonia and its customers is the reality that all life on Earth is under threat of extinction.



## CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

The message of 'cause no unnecessary harm' is at the core of Patagonia's activity, from the Please Don't Buy This Jacket anti-consumerism Black Friday campaign to initiatives to create industry leading supply chain transparency.



## BETTER WORLD

The positive change to the hero and the difference the hero has made

As a values led organisation, their better world is beautifully captured with a mission statement that has powerful simplicity and honesty. Build the best product. Cause no unnecessary harm. Use business to inspire and implement solutions to the environmental crisis. It's a better world that can be lived everyday. And the vision of the future is more values-led businesses, looking after society and the environment.



## CROSSING THE THRESHOLD

The first step and point of no return

Patagonia is continually looking to encourage activism but while the opportunities to get involved are provided, they trust their customers to do the right thing for them, rather than overtly 'sell' the first step.



## ALLIES AND GIFTS

The people and help that is needed for change to happen

Patagonia's community is huge and multi-layered. At its heart are its ambassadors who test their products in the field and give them feedback.



## MENTORS AND GIFTS

Giver of wisdom and support

Patagonia says "we'll use the resources we have, our business and our investments, our voice and our imaginations". Their impact comes from the fact they walk the talk. The story of founder Yvon and the origins of Patagonia are important today as demonstration of the longevity of a values-led business. But what they continue to do in pursuit of their mission and living their values is what counts; from product and service innovation with initiatives like the Iron Clad Guarantee and Worn Wear, to spending over \$100m on environmental activism and launching 1% of For the Planet.



## COMPELLING VILLAIN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

Human activity that damages the environment.

From the old steel climbing pitons that damaged the rock face in Yosemite Park the 1960s to the US Government and Donald Trump reducing the Bears Ears National Monument by 85% in 2017.



## THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

1. Building the best product. The philosophy at Patagonia is to see clothes as tools and this means a rigorous process of looking at functionality. Also important is reparability and durability.
2. How to engage and support its community in front-line environmental activism. Patagonia has done this for over 40 years and has committed over \$100m.
3. Living up to its values. They have built the largest garment repair facility in North America.