PATAGONIA'S PATH TOWARD ENERGY EFFICIENCY

What we do every day—to build our products and operate as a business—burns nonrenewable energy and draws down groundwater that took centuries to accumulate. Everything we do as a company generates greenhouse gases, waste and pollution. Even renewable energy sources we think of as relatively clean, like solar, wind and hydro, come with their own set of problems. Patagonia does follow three general guidelines to help us choose as wisely as possible from available or innovate new practices and to minimize the environmental harm we cause and mitigate the effects.

Practice conservation and improve resource efficiency first. The less energy (and water) we use, the less we have to clean up (and the less society has to clean up after us, as no business is yet charged for the resources we drain or for as yet untraceable forms of pollution). We make things to last. We apply best environmental practices in construction and store remodeling. We encourage bicycle, rideshare and public transportation. We invite customers to consume less, buy what lasts, repair what breaks, and recirculate what is no longer in use. We accept any worn-out Patagonia product to be recycled or repurposed. And we work as a partner with bluesign® technologies to improve resource efficiency and avoid toxicity in the supply chain.

Pay a voluntary earth tax. Government doesn't require it but we believe business should offset some of the harm we cause the planet. Since the 1980s Patagonia has donated 1% of annual sales, in good years and bad, to grassroots environmental organizations working to save or restore habitat, watersheds and ecosystems. We're founding members of 1% for the Planet, a group of businesses that have adopted this policy.

Favor renewables. We believe in disinvestment from fossil-fuel-derived energy, including gas and coal, as rapidly as possible, in favor of renewables as the only hope to minimize the catastrophic effects of accelerating climate change. That said, each renewable energy source poses its own set of problems (passive solar the least) and no mix of renewables will meet the world's energy needs in the near future without a strong, effective parallel conservation effort. We do not think nuclear energy or fracked natural gas offer either a safe harbor or a bridge to a future renewables-driven economy.