

Profile of Patagonia: a Pioneer in Corporate Social Responsibility (CSR)

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Abstracts

Patagonia is a leading USA-based supplier of rugged technical apparel and accessories for a variety of outdoor pursuits, including mountain climbing, skiing, surfing and fishing. The company offers a broad assortment of garments which are made from high quality fabrics and incorporate technologies that enhance performance characteristics such as moisture management, thermal insulation, waterproofness and breathability. Since the 1980s, Patagonia has become well known for its progressive environmental and social initiatives. It also acts as a confident role model on corporate social responsibility (CSR) for the outdoor wear industry and businesses as a whole. The company has a unique corporate culture and an unconventional business model -- in which more emphasis is put on environmentally sustainable practices than on generating profits. Nonetheless, sales and profits have increased at impressive annual rates since the start of the global economic crisis as consumer awareness of the ethical credentials of businesses continues to grow. The report highlights the company's development, corporate structure, mission, products, technologies, product design and development, collaborative ventures, product sourcing, distribution, sales, marketing and corporate social responsibility (CSR), and provides an outlook for the future.

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