



AGILite

Developing the digital and entrepreneurial competences
of VET trainers to support agile entrepreneurship training



Co-funded by the
Erasmus+ Programme
of the European Union

AGILite

- TOC \o "1-2" \h \z \u Patagoina
- Worldwide
- WHEN
- To protect the world's resources

Patagonia
company vision

The initiative

Vision statement: To use all of its resources to defend life on Earth.

Patagonia's vision statement shows it's in it for the long haul in protecting the Earth. It even commits "all of its resources" to the cause. Patagonia makes it clear our well-being is directly connected to that of the planet.

You can see Patagonia's commitment to this vision statement by the 1% tax it imposes on itself. The brand takes 1% of all sales and donates it to environmental nonprofits. It also actively supports environmental activists. In fact, it even shut down all its stores and offices in September of 2019 so employees could strike alongside youth climate activists.

Time frame

From 2022. – for the 50th anniversary of the Company Patagoina

Areas of Focus

- Quality
- Integrity
- Environmentalism
- Justice
- Not bound by convention

People Behind the Case Study

Patagonia company's workers and consumers of the Patagoina brand

THE JOURNEY

Finance

Patagonia

Outcomes to date

Build the best product, provide the best service and constantly improve everything we do. The best product is useful, versatile, long-lasting, repairable and recyclable. Our ideal is to make products that give back to the Earth as much as they take. **Protect our home planet.** We're all part of nature, and every decision we make is in the context of the environmental crisis challenging humanity. We work to reduce our impact, share solutions and embrace regenerative practices. We partner with grassroots organizations and frontline communities to restore lands, air and waters to a state of health; to arrest our addiction to fossil fuels; and to address the deep connections between environmental destruction and social justice.

Origins

In 2022—on the eve of Patagonia's 50th anniversary—they updated Patagonia's core values to reflect the company we want to be as we embark on the next 50 years

Why it's relevant to AGILiTe

It is relevant to AGILiTe project because it shows that Vision of the company can be changed and updated according to the new politics and new approaches.

REFLECTION & DISCUSSION POINTS

- Think about the concept of the VISION and its importance – in many contexts – in the context of a company, in a context of your life, project, product...
- Examine more deeply the Vision that Patagonia has; what impact can it bring?
- Do you think it is only for attraction of customers or is for bigger purpose?
- Explore more Visions of well-known companies and try to see the pattern in which entrepreneurial visions are formed

MORE INFORMATION

Website: <https://eu.patagonia.com/gb/en/activism/>

Contacts:

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