



SUSTRAINY

Sustainable action Training for Youth



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SUSTRAINY PROJECT



PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

SUPPLY CHAIN
ENVIRONMENTAL
RESPONSIBILITY
PROGRAM
PATAGONIA BRAND

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Supply Chain Environmental Responsibility Program - Patagonia brand



Source: <https://eu.patagonia.com/fr/fr/our-footprint/supply-chain-environmental-responsibility-program.html>

Category – Key words	Green resources, eco-friendly, green supply chain, sustainable production, green supply chain management
Who?	Patagonia (sport brand)
Location	Worldwide and online
Years of implementation	1985 - ongoing
Website	https://eu.patagonia.com/fr/fr/our-footprint/supply-chain-environmental-responsibility-program.html



Abstract

Reason for the initiative

Half of the carbon emitted from the burning of fossil fuels has taken place in the last three decades. The release of carbon dioxide into the air traps heat in the atmosphere and contributes to climate change. Fast fashion is designed to be disposable and wasteful. Consumers are buying 60% more clothes and keeping them about half as long as they did 15 years ago. The textile industry contributes 10% of the pollution that is exacerbating the climate crisis. And textile workers are among the lowest paid employees in the world. Finally, the world's biggest clothing brands hide dirty and irresponsible practices behind words like 'sustainable', 'green' and 'responsible'.

Process of design and implementation

This season (2021), 68% of our fabrics are made from recycled materials. By using recycled materials, in one year Patagonia reduced its emissions by 20,000 tons of CO₂e, enough to power 2,300 homes for an entire year. Since 1996, all the virgin cotton in our range has been organically grown, without the use of harmful chemicals (and we also make clothes from recycled cotton). By using organic cotton, we save water and reduce CO₂ emissions by 45% compared to conventional cotton. We are dedicated to improving the living conditions of our workers. This season, two-thirds of our collection is made in Fair Trade™ factories, impacting 49,000 workers in 10 countries. The RWS (Responsible Wool Standard) has established a strong standard that recognises best practice in animal welfare and land management by livestock farmers. This global standard covers husbandry practices including handling, nutrition, shearing, medical care and sustainable grazing methods.

We are testing and investing in new ways to improve soil health and reduce greenhouse gas emissions into the atmosphere through organic and regenerative practices. Informed buyers can force the textile industry to stop environmentally unfriendly practices. Demand best practice: what you buy will determine the future of this sector.

Concept Addressed

Green supply chain management is the set of supply chain management policies held, actions taken and relationships formed in response to concerns related to the natural environment with regard to the design, acquisition, production, distribution, use, reuse and disposal of the firm's goods and services



Relevance

Added value:

Since 1985, Patagonia has dedicated 1% of its sales to environmental protection and restoration. To date, we have donated more than \$89 million in cash and in-kind donations to U.S. and international environmental groups conducting on-the-ground activism. In 2002, Patagonia founder Yvon Chouinard and Craig Mathews, owner of Blue Ribbon Flies, a fishing shop in Yellowstone, created a non-profit organization to encourage businesses to make a commitment to the environment.

1% for the Planet® is a federation of businesses that understand the need to protect the environment, know that their profits or losses are directly related to the health of our planet, and are concerned about the social and environmental impact of their activities.

More than 70K of the employees benefit from Fair Trade programme of Patagonia

Accreditation

Partner with Fair Trade USA giving primes to all clothes labelled 'Fair trade'

Tips to implement

Tips to implement this action in a business idea.

- Create synergies with sustainable famous brands ready to invest
- Go for strong marketing campaign
- Make research on where raw materials/ services for your business come from; if the fair-trade principles are respected and finally, be crystal clear to your customers and buyers about how the goods are being produced
- Target other small business in order to promote their production and do mutual promotional campaigns

If you own a business (or have influence over the management of your business), consider joining us and becoming a member of this socially and environmentally progressive organisation. By committing to donate 1% of their annual turnover to environmental activists, 1% for the Planet members are making a real difference. They also have the satisfaction of leading the way towards greater social responsibility in the business world and the recognition and support of consumers who value environmental commitment.



Bibliography

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