

PEOPLE

Patagonia leaders to receive achievement award

Jeremy P. Jacobs, E&E News reporter

Published: Tuesday, July 9, 2019



Yvon Chouinard. Patagonia

Outdoor gear maker Patagonia Inc. will receive the Environmental Law Institute's top award this year, the nonpartisan legal group said today.

ELI will honor the Ventura, Calif.-based company's founder, Yvon Chouinard, and CEO Rose Marcario with its "Environmental Achievement Award" at its annual banquet in Washington, D.C., on Oct. 22.

"Patagonia has become a manifestation of the vision of business as a vehicle for not just making excellent products and achieving financial success, but also for doing good in terms of protecting nature, avoiding harm, and advancing sustainability," ELI President and former EPA General Counsel Scott Fulton said in a statement.

The company, which specializes in climbing, surfing and fishing gear, has become a political lightning rod. It has sued the Trump administration over its public lands policies and has become more overtly political, endorsing two Democrats in the 2018 midterm elections

([Greenwire](#), Oct. 19, 2018).

Patagonia also recently hired Avi Garbow, President Obama's top EPA lawyer, to help its efforts ([Greenwire](#), March 8).

Those moves have made it a frequent target for Republicans, including former Interior Secretary Ryan Zinke and House Natural Resources Chairman Rob Bishop (R-Utah) ([E&E 8 Uj m](#) Feb. 14). "Patagonia is a company that has become a political lightning rod. It has sued the Trump administration over its public lands policies and has become more overtly political, endorsing two Democrats in the 2018 midterm elections" ([Greenwire](#), Oct. 19, 2018).

Patagonia's success is a result of its commitment to environmental responsibility, activism and business success go hand-in-hand."