ABSTRACT

Patagonia’s mission is to build the best product, cause no unnecessary harm, and use business to inspire and implement solutions to the environmental crisis. Founded by Yvon Chouinard in 1973, Patagonia, a certified B Corp since 2011, grew out of a small company that made tools for climbers. For Patagonia, a love of wild and beautiful places demands participation in the fight to save them, and to help reverse the steep decline in the environmental health of the planet. The company is recognized internationally for its commitment to authentic product quality and environmental activism, and has contributed nearly $90 million in grants and in-kind donations to support environmental causes to date. Patagonia also knows that business activity by its nature impacts the environment. Patagonia’s Social and Environmental Responsibility Team works steadily to reduce both the social and environmental impacts of the business to create a responsible supply chain for all stakeholders.

Come learn from Dawnielle Tellez (MESM 2017) and Rachel Kanter Kepnes about the exciting work of making Patagonia a responsible business. As members of Patagonia’s Social & Environmental Responsibility Team, they will speak about how Patagonia implements its values at the company itself and throughout its supply chain.

BIOS

Rachel Kanter Kepnes is the Manager of Supply Chain Social Responsibility, Farms & Special Programs at Patagonia. She manages Patagonia’s Fair Trade certification program and the new Regenerative Organic Certification program for apparel. Rachel’s background is in international labor rights. She has her BA from Brown University and her MIA from Columbia’s School of International and Public Affairs.

Dawnielle Tellez is an Environmental Analyst with a background in corporate sustainability. At Patagonia, she focuses on reporting and environmental impact programs for operations and supply chain. She has her BS from University of Southern California and her MESM from UCSB’s Bren School.

"Patagonia is a brand synonymous with sustainable environmental practices. The environmental and social sustainability of Patagonia’s apparel supply chain is at the core of Patagonia’s mission, and Rachel and Dawnielle are sure to provide fascinating insight on their work in this field."
— Julia Lawson, Bren School PhD Student

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BREN SEMINAR

A LOOK INSIDE PATAGONIA’S SOCIAL & ENVIRONMENTAL RESPONSIBILITY PROGRAMS

RACHEL KANTER KEPNES
DAWNIELLE TELLEZ
Social & Environmental Responsibility Team
Patagonia

Monday, November 5, 2018 11:00 – 12:00
Bren Hall 1414

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