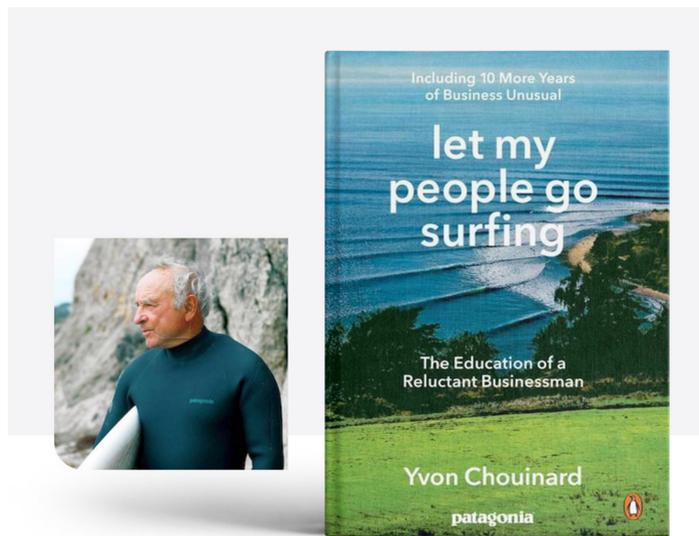


Recommended by Brads Page | Ogilvy Social Lab, Amsterdam



Read & edited by Ming Yan Wan | Design Bridge, Singapore

let my people go surfing

The Education of a Reluctant Businessman

Yvon Chouinard, the founder and owner of Patagonia developed over the period of decades a very distinctive culture in his company. A culture how people can lead a rich and rounded life. Attracting people with a collective single-minded mission: Saving the earth, while running a company to compete in the marketplace and make money. A company that will exist a hundred years from now. Recently Yvon, his wife and two adult children decided to transfer the ownership of Patagonia, valued at about 3 billion dollars, to a specially designed nonprofit trust, to combat climate change and protect undeveloped land around the globe. He said: "We are going to give away the maximum amount of money to people who are actively working on saving this planet. The earth is now our only shareholder."

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