



The  
Climate Change Leadership Institute

October 25, 2022

Yvon Chouinard  
Patagonia Headquarters  
235 W Santa Clara St,  
Ventura, CA 93001, USA

Dear Mr. Chouinard,

We are excited to present you with this year's Climate Courage Award for your and Patagonia's extraordinary leadership and dedication combatting the climate crisis. It's a rare feat to have a business that makes solving climate change its defining legacy and central organizing principle. Thanks to you and the company stepping up, it may not be unusual any longer. Rather, it may just be that your epic commitment — fitting for the colossal challenge we face — ripples through corporate America and inspires a mass movement of businesses following your lead.

Your actions have already inspired so many people, plus consumers (who can help drive change) as well as organizations big and small like ourselves. Your words are meaningful and moving when you say, presciently: now "Earth is our only shareholder. Instead of extracting value from nature and transforming it into wealth for investors, we'll use the wealth Patagonia creates to protect the sources of all wealth." Your deeds matter, when you and the company have been making the climate, sourcing and minimizing the footprint a priority all along.

The Climate Change Leadership Institute is a community focused non profit organization in New Mexico. We spearhead direct action campaigns and honor stellar displays of teamwork (visit our website [www.takeresponsibility.us](http://www.takeresponsibility.us) for more information). Each year we give out seed grant leadership awards for courage, justice, innovation, action, education and conservation — all ingredients we must ramp up and solidify in order to prevail in the climate crisis. The Climate Courage Award is the most significant of all the awards, and we are proud to present this to you. Normally the award comes with a seed grant but we thought it would be fitting in your name and in the spirit of Patagonia to provide the seed grant portion of the award to a local clothing making & clothing design company: an emerging start up and native owned small business called ACONAV, which seeks to uphold the culture, beliefs and artistry of the Acoma Pueblo.

We stand in solidarity with you in your quest for climate stewardship and we thank you for all your boldness and brightness, which is giving hope to the world.

With heartfelt appreciation,

Robb Hirsch  
Founder and Executive Director