

Score Aggregation Methodology & Brand List Patagonia 2024

As the B Corporation Certification is a company-level certification, the assessment of a Parent Company is required to include its subsidiaries in which it owns >50% of the shares and has a controlling interest. Depending on the operations of the certifying company, Parent Companies may roll up their subsidiaries into a single assessment or assess separately.

Regardless of whether a Certified Parent Company's subsidiaries are assessed together or separately, only distinct subsidiaries that B Lab has determined independently meet the performance requirement for certification (i.e. score of 80+ points) are eligible to use the Certified B Corporation logo and refer to themselves as Certified B Corporations.

Aggregated Scoring Methodology

Patagonia and its subsidiaries were required to be assessed in the B Impact Assessment and undergo a review by B Lab staff. The entities were divided into three assessments, and the overall score was calculated using a weighted average based on headcount.

The three assessments are as follows:

1. Patagonia
2. Patagonia Asia-Pacific (Japan, Australia, Korea)
3. Patagonia Europe

Based on the weighted average, Patagonia scored an overall 166 out of 200 total available points. The minimum verified score required for B Corp Certification is 80.

The table below shows the scores for the individual assessments:

| Legal entity/Company name | BIA Score |
|--|-----------|
| Patagonia | 171.0 |
| Patagonia Asia-Pacific (Japan, Australia, Korea) | 157.1 |
| Patagonia Europe | 152.6 |

Brands

Brands that are not distinct operating subsidiaries included in the Parent Company's certification are not Certified B Corporations themselves but may use the Certified B Corporation logo if B Lab has determined they have independently met the performance requirement for certification. Otherwise, the Certified B Corporation logo shall only be used in reference to the brand as part of the Parent Company's certification. For a list of brands under Patagonia that have been determined to have met the performance standards for certification (i.e. score of 80+ points) independently and can therefore use the B Corp IP, see the table below.

| Legal entity | Brand name |
|---|----------------------------|
| Patagonia Works, Patagonia, Inc., Patagonia International, Inc., Patagonia Korea Co., Ltd., Patagonia Direct, Inc., Patagonia Europe Cooperatief U.A., Patagonia Chile Limitada, Patagonia Canada, ULC, Great Pacific Iron Works, Patagonia Sweden AB | Patagonia |
| GLFilm LLC | Gerry Lopez documentary |
| Fletcher Chouinard Designs, Inc. | Fletcher Chouinard Designs |
| Patagonia Provisions, Inc. | Patagonia Provisions |
| Worn Wear, Inc. | Worn Wear |
| Tin Shed Ventures, LLC | Tin Shed Ventures |