

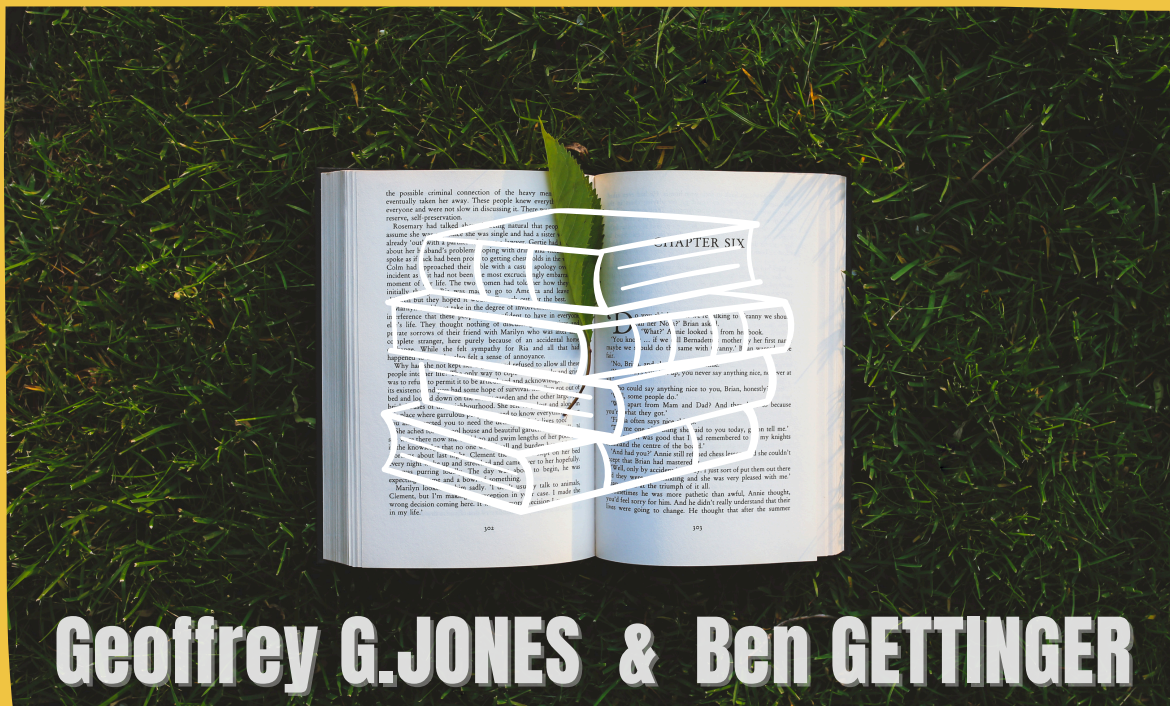
# "Alternative Paths of Green Entrepreneurship: The Environmental Legacies of The North Face's Doug Tompkins and Patagonia's Yvon Chouinard"



The link: <https://www.hbs.edu/faculty/Pages/item.aspx?num=51868>

## SHORT DESCRIPTION

This paper compares Yvon Chouinard of Patagonia and Doug Tompkins of The North Face in their sustainability efforts, suggesting that using entrepreneurial skills in conservation and non-profits may be more effective than traditional business strategies.



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## SUGGESTIONS

A Case Study Analysis:

- Educators might ask students to assess how each company aligns with the previously defined ecopreneurship model, focusing on innovation, environmental impact, and entrepreneurial strategies.
- Students could also explore the challenges and opportunities encountered by each entrepreneur and debate which approach presents a more sustainable path forward.

## KEY WORDS

- Green Business
- Social Impact
- Sustainability
- Green Economy
- Business strategies

## LANGUAGES

English.

## PRICING

Many Harvard-authored papers (including this one) are made freely available, but this doesn't cover all Harvard publications.