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Corporate Responsibility to Earth

Federica Marchionni, *Lands' End*

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Video URL: <http://ecorner.stanford.edu/videos/4046/Corporate-Responsibility-to-Earth>

Lands' End CEO Federica Marchionni talks about making the environmental stewardship felt by the company's original founder a part of the business's identity today. More broadly, Marchionni emphasizes leading with purpose: "I could not conceive of my career only as a successful business leader. I would like to create something that is also meaningful."



Transcript

- I could not conceive my career only as a successful business leader. I would like to create something that is also meaningful, for the people, for my customer, for the future generation. So, Lance Henderson legacy, for doing this activity since the past. The founder, Gary Comer, was an activist environmental, since the '70s. He was talking about global warming. So we took the sustainability, and the corporate social responsibility, at a bigger and higher stance. And we decided to make that as part of our program, to lead with purpose. The one project that I started to do, going back to this slide, is the Lands' Friendly. We launched, after 90 days that I was in Lands' End... We created the Lands' Friendly, which was launched the day of Earth Day.

Earth Day is today a global movement, on April 22nd, and was initiated in Wisconsin. So while searching, because if you search and you analyze, and you always create a new project. And we launched a data that point, and our stand was, create a better environment. So we signed an agreement, a greater agreement, with National Forest Foundation. We had it before, saying that we were going to plant 1 million trees. And we wanted to reduce our carbon footprints. So reducing the distribution of catalogs, which are very loved by our customer, and we will continue to deliver to them. But we made a research to understand what is the right balance between sending the catalog or having them shopping online. And so reducing and becoming... reducing the carbon footprint and becoming more Lands' Friendly.