People and Water

Columbia Sportswear Focuses Attention on Nature’s Precious Resources

Leaving our planet, and the people who voyage upon it, better than when we arrived is more than a philosophy—it is a mutual commitment that forms the cornerstone of a unique partnership between Columbia Sportswear, their supplier partners and Planet Water Foundation that began in 2016. Today, we are supporting the daily need for clean, safe drinking water access in nine communities within their supply chain locations in Vietnam, India and the Philippines. By the end of 2022 we will reach 25 communities supported with Planet Water AquaTowers and Water-Health and Hygiene Education programs.

Earth Day 2019, Columbia Sportswear encouraged their 2.1 million social media followers to engage with them by supporting Planet Water with a dollar-for-dollar donation match. This generous one-day campaign is in addition to the Round Up campaign that encourages Columbia Sportswear retail and outlet customers to round up their purchases with a donation to Planet Water.

A sustainable planet starts with clean water. Columbia Sportswear is making a positive change by supporting the initiatives that focus on doing right by the people they reach, the places they touch, and the products they make. Click here to learn more about our partnership and the collective improvements we are making for the future.