



2^a

Jornada

**Industria textil
y sostenibilidad**



Cerrar el ciclo en la tienda

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Departamento de sostenibilidad (H&M)

A fashion advertisement featuring three women in a rooftop garden. The woman on the left wears a colorful patterned shirt and matching pants. The woman in the middle wears a black and white patterned jacket and shorts. The woman on the right wears a long, flowing, ruffled pink dress. The background shows a city skyline with a bridge and water. A wooden crate filled with orange and yellow flowers sits on a wooden stand in the foreground. The text 'H&M Circular & Renewable' is overlaid in the center.

H&M
Circular & Renewable



4,968 stores in

72 markets, and
e-commerce in 47 markets.

Over **177,000**
employees work for the
H&M group today of whom
6,000 were new colleagues
welcomed in 2018.

H&M COS **WEEKDAY**  **MONKL** *H&M HOME & other Stories* **ARKET** **AFOUND**



VISION & STRATEGY

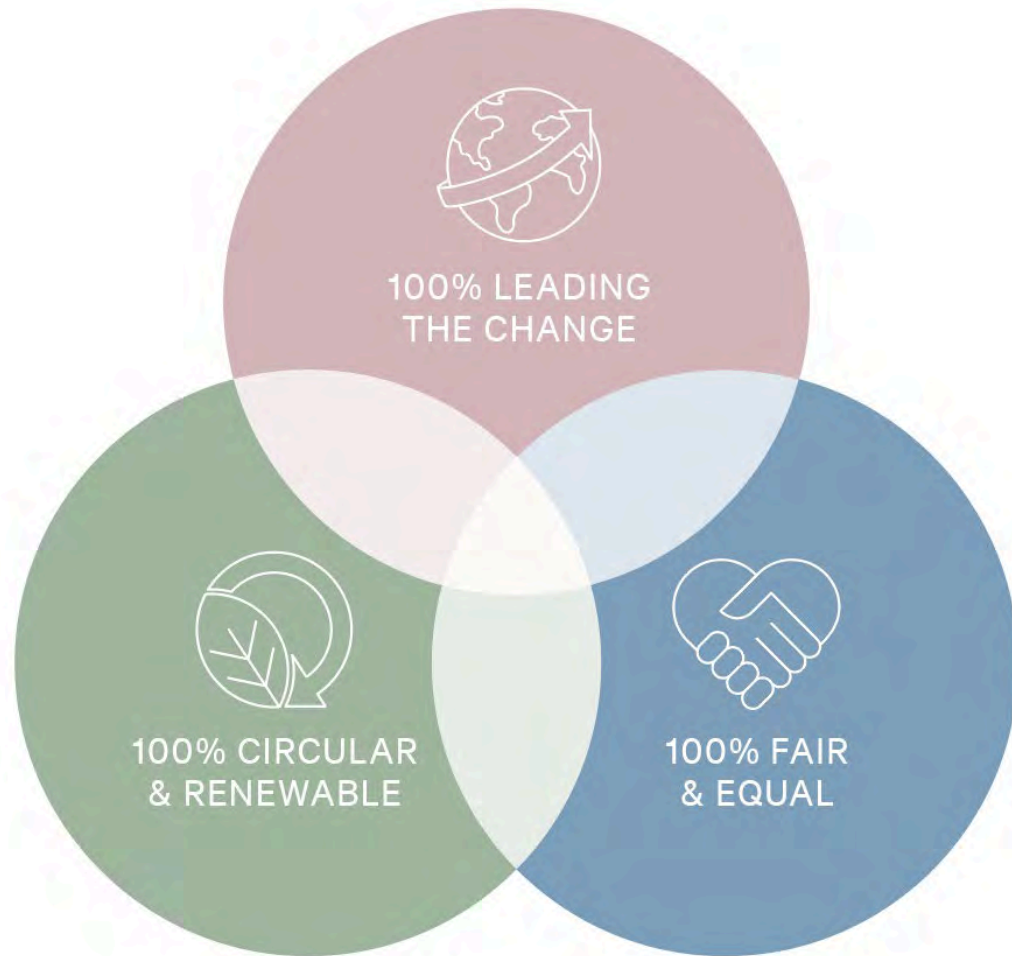
OUR VISION

Lead the change towards circular
and renewable fashion while being a
fair and
equal company.



Our sustainability strategy

We want to use our size and scale to lead the change towards circular and renewable fashion while being a fair and equal company.



Our three ambitions

100% LEADING THE CHANGE

- Promote and scale innovation
- Drive transparency
- Reward sustainable actions

100% CIRCULAR & RENEWABLE

- A circular approach to how products are made and used
- Use only recycled or sustainably-sourced materials
- A climate positive value chain

100% FAIR & EQUAL

- Fair jobs for all
- Inclusion and diversity

Our sustainability strategy is well aligned with the SDG goals



Our business activities directly contribute to the following SDGs

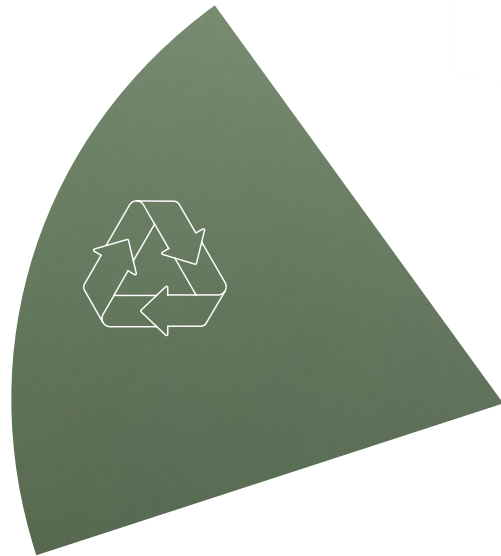






100% CIRCULAR & RENEWABLE





Becoming 100% circular

To become 100% circular we are focusing on five key stages within our value chain that are applicable to both commercial and non-commercial products:

- A. Design
- B. Material Choice
- C. Production processes
- D. Product use
- E. Product reuse & recycling

OUR GOAL
100%
recycled or other
sustainably sourced materials
by 2030.

OUR PROGRESS

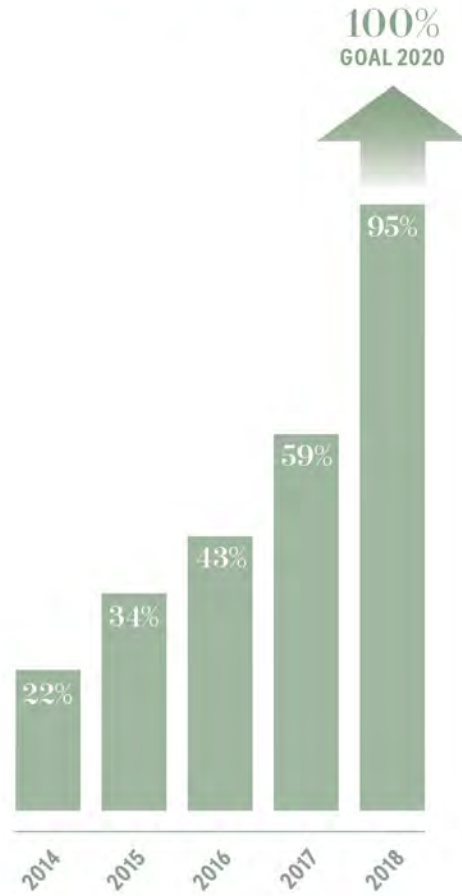
In 2018, 57% of our total material use included recycled or other sustainably sourced materials.

SHARE OF RECYCLED OR OTHER SUSTAINABLY SOURCED MATERIALS

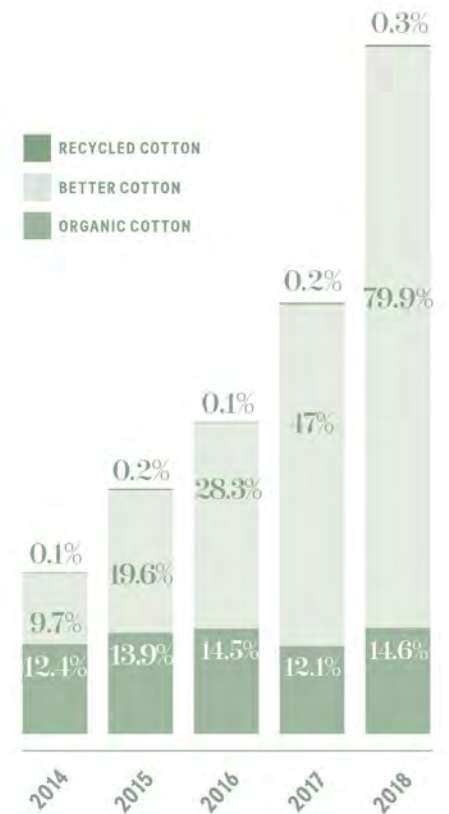




SUSTAINABLE COTTON IN
% OF TOTAL COTTON USE



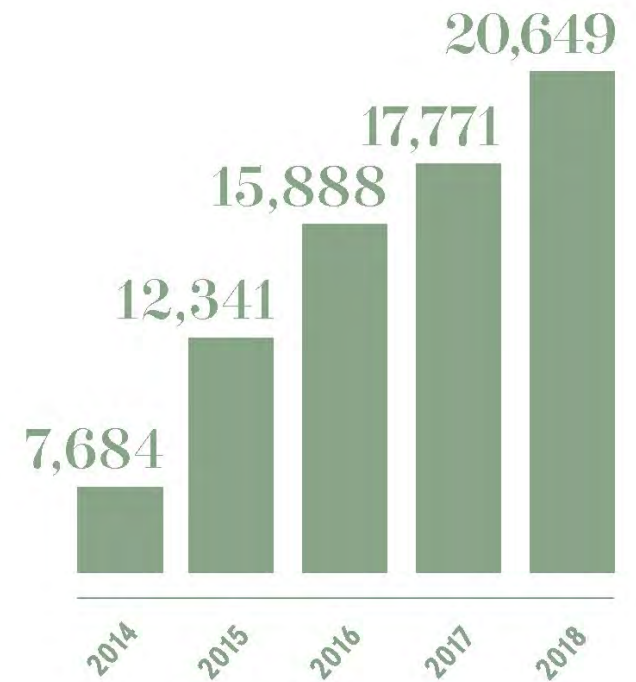
BREAKDOWN OF
SUSTAINABLE COTTON SOURCES





**Be a fashion
recycler**

TONNES OF GARMENTS
COLLECTED IN H&M GROUP STORES



OUR GOAL
Increase the volume
of collected garments to
25,000t per year
by 2020.

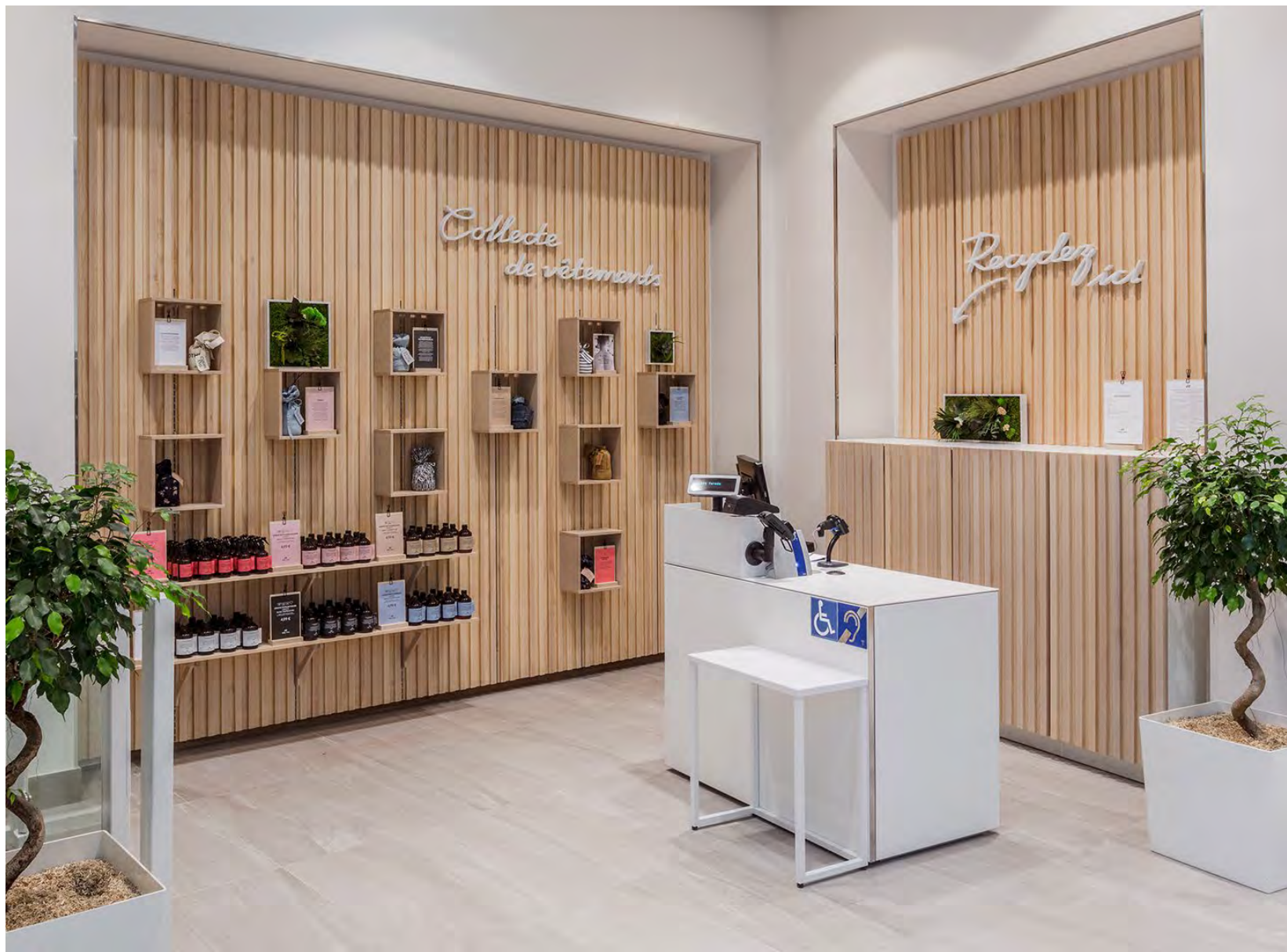
OUR PROGRESS

We have collected **20,649** tonnes of textiles for reuse and recycling through our garment collecting initiative.

That's **16%** more than last year and represents the equivalent of **103** million t-shirts.

OUR PROGRESS

Between the start of the initiative and
November 2018, we collected more than
78,000 tonnes of garments.



Take Care

Our New Packaging Strategy

We want to lead the change on circular packaging, both for commercial and non-commercial goods, and have set the following goals:



OUR PACKAGING GOALS

All packaging should be designed to be reusable, recyclable or compostable by 2025.

We will use **100%** recycled and other sustainably sourced materials by year 2030.

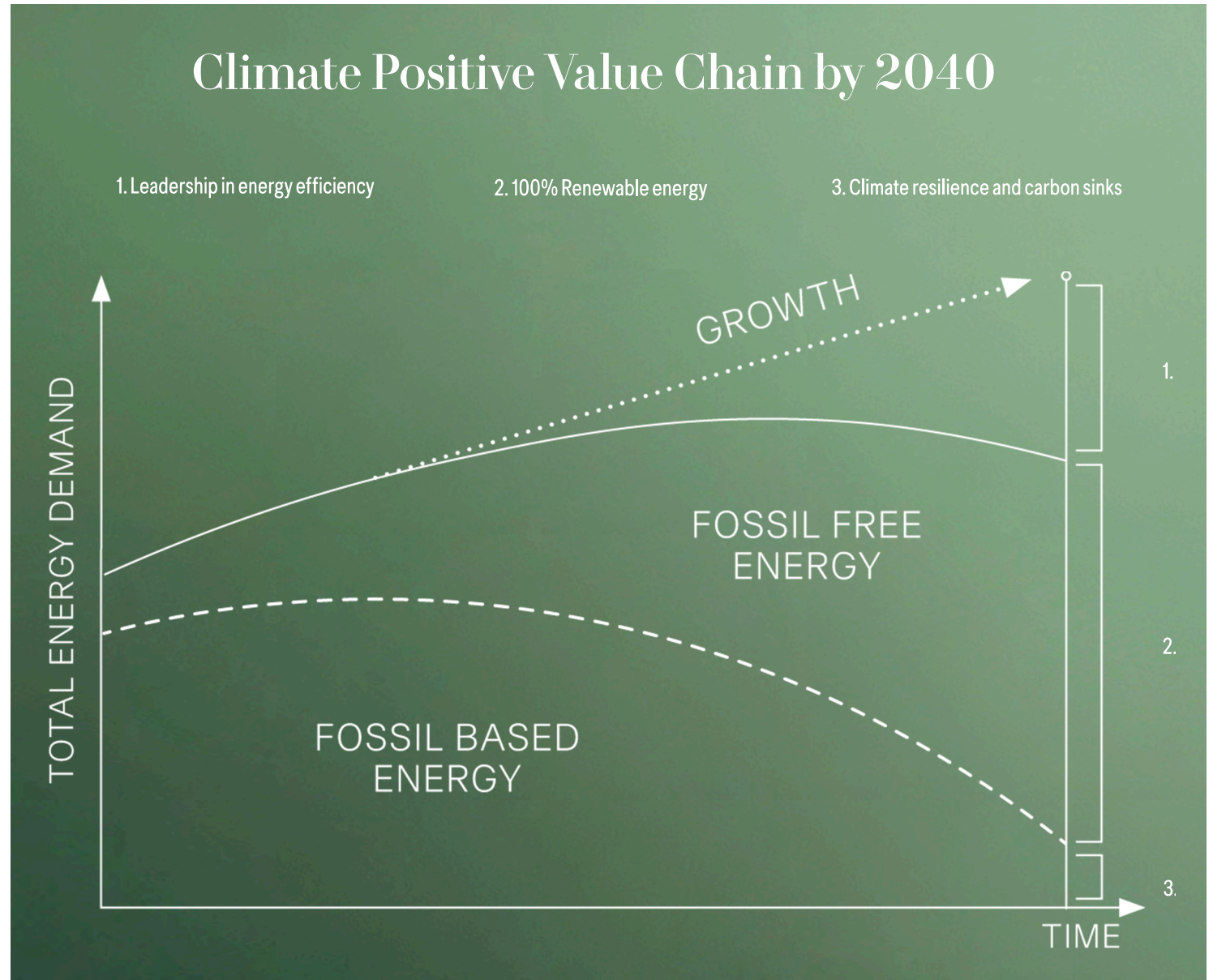
We will reuse or recycle **100%** of packaging waste from our own sites by 2025.

AFOUND

OUR GOAL

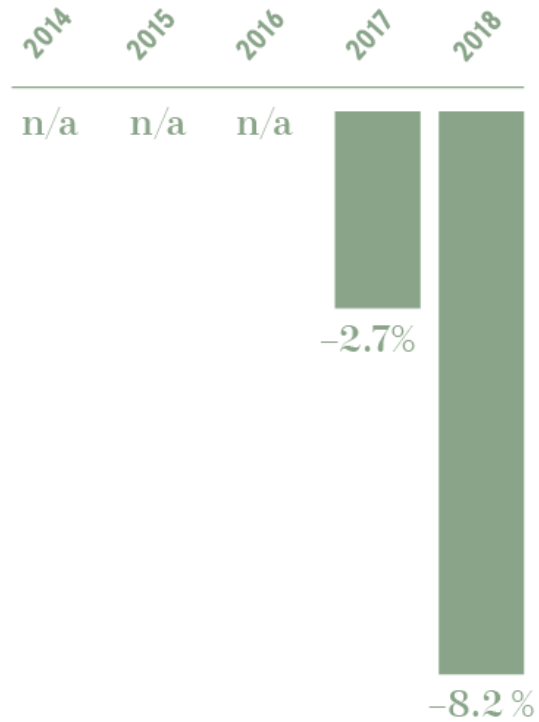
Climate positive
throughout our value chain
by 2040.

Becoming climate positive



Priority 1:

**ELECTRICITY USE REDUCTION
PER SQM AND OPENING HOUR
(2016 BASELINE)**



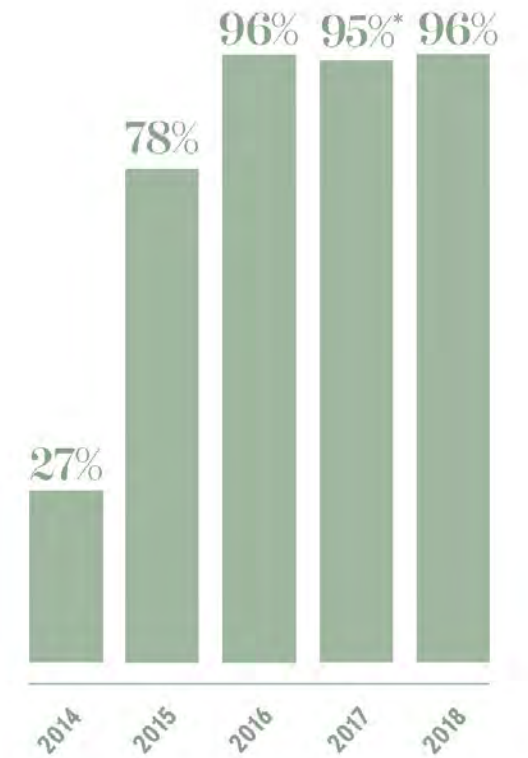
Energy use within our own operations

ENERGY USE IN GIGAJOULES	2014	2015	2016	2017	2018
Building diesel	3,586	716	3,241	3,791	4,355
Direct heating	68,208	44,953	43,347	98,921	134,801
Electricity*	3,804,291	4,399,990	4,995,002	5,575,996	5,841,296
Building natural gas, oil and others	155,937	161,959	178,128	214,558**	205,826
TOTAL	4,032,022	4,607,618	5,219,718	5,893,266	6,186,278



Priority 2:

% OF RENEWABLES IN OUR OWN OPERATIONS TOTAL ELECTRICITY USE



*Due to inaccuracy in calculation, the 2017 share has been corrected from 96% to 95%.

MILESTONE GOALS

(own operations)

Reduce electricity use in
our stores by **25%** by 2030.

Use **100%** renewable electricity.



PIONEERING
WATER
STEWARDSHIP
FOR FASHION



Water management

Our 5-step water stewardship strategy

1. WATER AWARENESS

Building water awareness at our company, at our suppliers' factories and amongst our customers to ensure high level understanding of the global water challenges and their dependence on freshwater.

2. KNOWLEDGE OF IMPACT

Measuring water impact and risk within our stores, warehouses and suppliers' factories.

3. INTERNAL ACTION

Improving the use of water within our stores, warehouses and our suppliers' factories.



4. STAKEHOLDER ENGAGEMENT

Increased focus on collective action with other companies, governments and NGOs in multi-stakeholder platforms to address water issues in specific focus regions.

5. INFLUENCE GOVERNMENTS

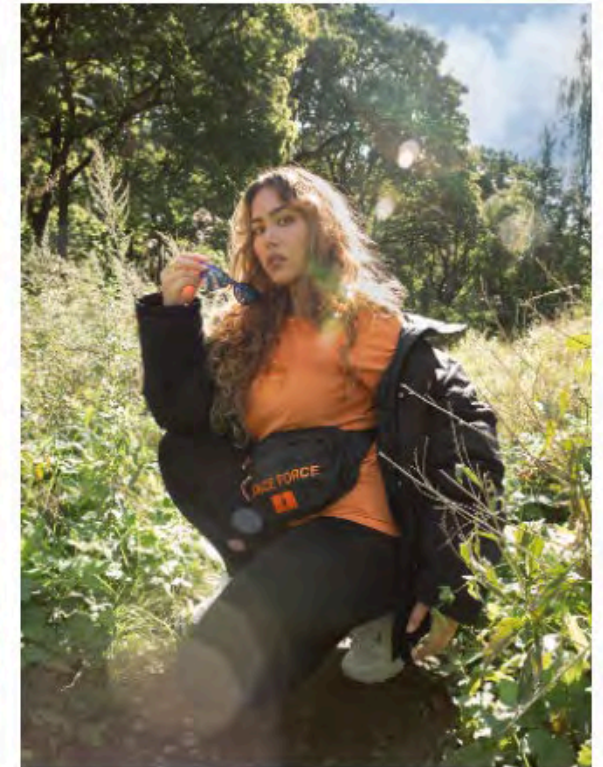
Increased focus on government influence by engaging with public policymakers to manage water basins in a sustainable way.



Leading the change

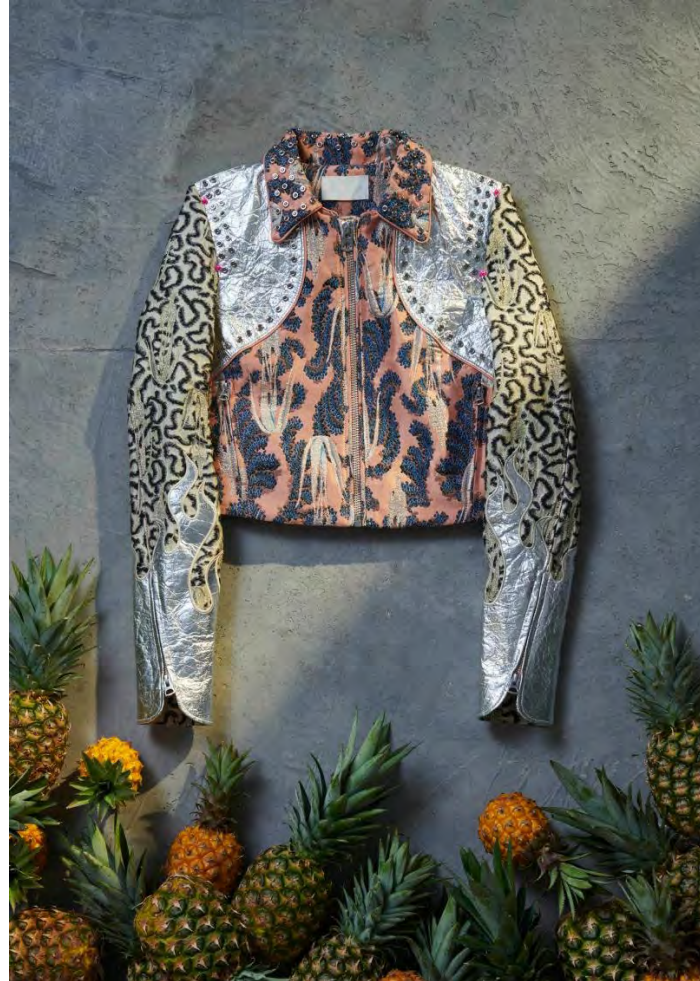
Our work centers on three focus areas:

- Innovation
- Transparency
- Rewarding sustainable actions



**Conscious
Exclusive
Collection**





Conscious Collection



Transparency product



PRODUCT SUSTAINABILITY



We believe that greater transparency will help lead the change towards a more sustainable fashion future. As a first step in this long-term commitment, we're sharing how and where our products are made wherever possible.

MATERIALS

Our goal is to use 100% recycled or other sustainably sourced materials by 2030.

- Polyester 100%

POLYESTER

Conventional polyester is a commonly used artificial fibre made from fossil resources (crude oil). We are constantly striving to increase our use of recycled polyester, a more sustainable option made from waste such as plastic (PET) bottles. We are also engaging heavily in developing technologies that will enable textile-to-textile recycling, to further improve the sustainability of recycled polyester and save natural resources.

OUR SUPPLIERS

This product has been produced in one of the following countries:

- Indonesia

Suppliers and factories for this product

All our products are made by independent suppliers, often in developing countries where our presence can make a real difference. Our business helps to create jobs and independence, particularly for women – consequently lifting people out of poverty and contributing to economic growth.

We only work with partners who share our respect for people and the environment, and who are willing to work with us to improve their practices. All suppliers and factories must sign our strict Sustainability Commitment, which includes requirements for fair wages and good working conditions for all. We employ dedicated sustainability staff in our worldwide production offices to make sure the commitment is followed.

BE A FASHION RECYCLER

You too can help the environment and make fashion more sustainable. Bring unwanted clothes or home textiles to any H&M store and they will be reworn, reused or recycled.



Global Change Award



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Do you want to reinvent fashion?

This could be your ticket to launch your dream project, transform the fashion industry and help protect the planet.

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[▶ Trailer](#)

Wait, there's more!

<https://globalchangeaward.com/>



The Global Change Award is an opportunity to think about technology, fashion, and the longer-term ambitions of humanity, and to bring positive, durable change to our planet."



Key collaborations

- Accord on Fire and Building Safety in Bangladesh (The Accord)
- ACT (Action, Collaboration, Transformation)
- Afirm Group
- Amsterdam Coalition (AMCO)
- Better Cotton Initiative (BCI)
- Better Than Cash Alliance (BTCA)
- Better Work
- Canopy
- CCWG (Clean Cargo Working Group)
- Chemsec Business Group
- Clean Shipping Index (CSI)
- Cradle to Cradle Products Innovation Institute
- Ellen MacArthur Foundation
- Ethical Trading Initiative (ETI)
- Fair Wage Network (FWN)
- Global Deal
- Global Fashion Agenda
- Global Logistics Emissions Council (GLEC)
- Green Freight Asia (GFA)
- Humane Society International (HSI)
- I:CO
- IFC
- ILO
- IndustriALL /IF Metall
- Make Fashion Circular
- Network for Civil Rights Defenders
- Network for Transport Measures (NTM)
- New Plastic Economy Global Commitment
- Organic Cotton Accelerator (OCA)
- Responsible Mica Initiative (RMI)
- Shift
- Sida
- Social & Labour Convergence Project (SLCP)
- Solidaridad
- Stockholm Resilience Centre (SRC)
- Sustainable Air Freight Initiative
- Sustainable Apparel Coalition (SAC)
- Sweden Textile Water Initiative (STWI)
- Textile Exchange
- The Climate Group (RE100; EP100)
- The Global Deal
- The Pathway Coalition
- Transparency International Sweden
- UNDP
- UNFCCC
- UN Global Compact (UNGC)
- UNI Global Union
- WRG
- WWF
- ZeroDischarge HazardousChemicals (ZDHC)



Thank you