Executive summary

H&M Group has developed 2030 GHG emissions reduction goals that have been approved by the Science Based Targets initiative.

During 2019, H&M and H&M Home are rolling out a new transparency tool in their online stores, enabling customers to trace most of their products to the factory they have been made in, and find further information to make more conscious choices.

Because investing in innovation unlocks circularity, we support companies such as Moral Fiber and Colorifix.

We have accelerated our work with artificial intelligence by creating an AI department within H&M Group. This will further help us make the best and most sustainable business decisions possible.

57% of all materials we use to make our products are recycled or other sustainably sourced materials.

The Take Care concept launched in further four markets, offering customers guidance and hands-on support in how to care for their garments.

655 factories and 930,000 garment workers are covered by one or both of our key programmes for workplace dialogue and Wage Management Systems. This represents 84% of our product volume.

H&M Group was ranked amongst top 5 in Fashion Revolution’s 2018 index with a score of 55% (highest score 58%).
Executive summary

We've reduced CO₂ emissions from our own operations by a further 11%. This takes us another step closer to achieving a climate positive value chain by 2040.

95% of cotton used by H&M Group is recycled or other sustainably sourced.

We set a new circular packaging strategy and roadmap for the entire value chain.

We launched Afound, a brand with the mission of giving unsold products a new life.

We have developed a new Water Roadmap for our supply chain which contains our key goals and actions up until 2022.

H&M Group has been included in the Dow Jones Sustainability Index for several years now, this year reaching the highest possible score in the categories of Quality & Recall Management, Social Reporting, Environmental Reporting and the best industry score in Supply Chain Management.

We 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.