

**sustainability**

**leading the change**

**towards a sustainable**

**fashion future**

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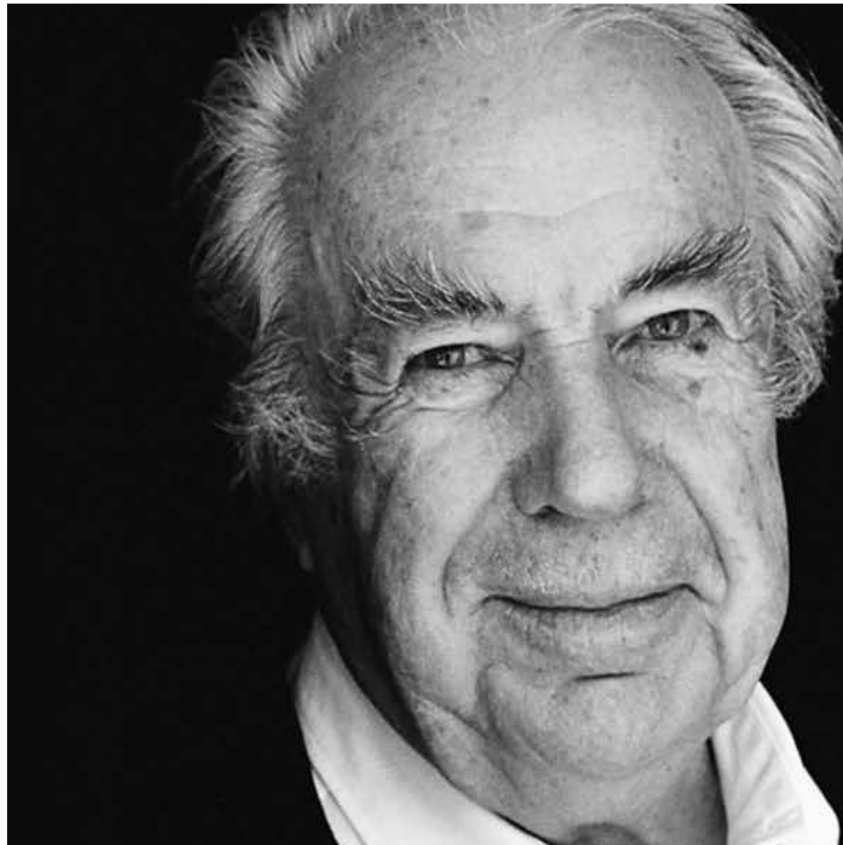
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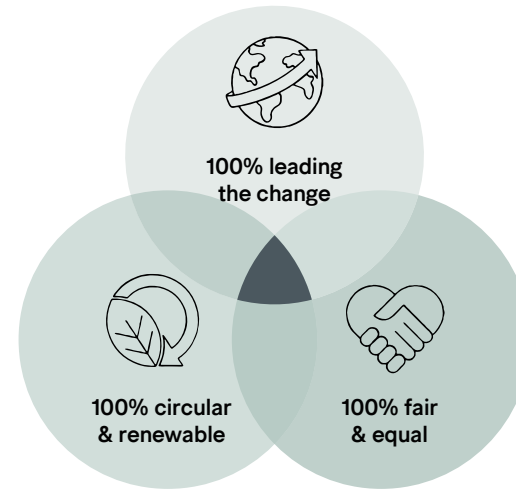


“I want to sleep well at night knowing we have done the right thing”

Erling Persson

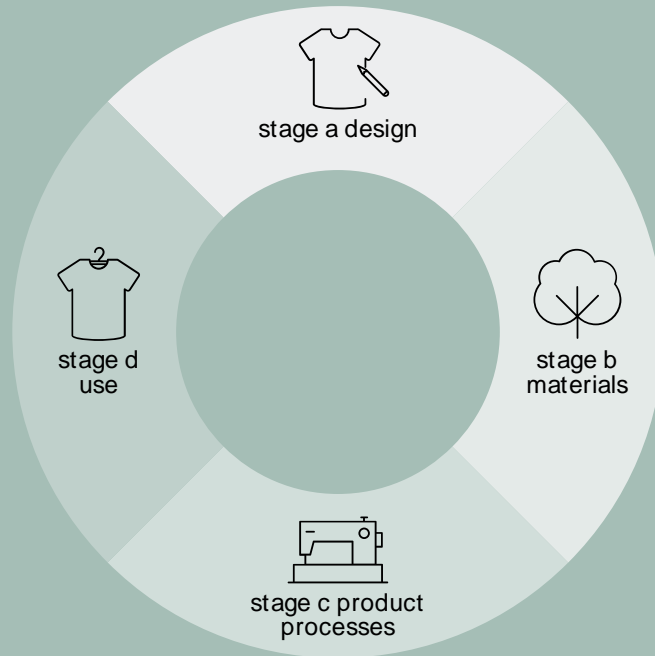
# our sustainability strategy

**to lead the change towards  
circular and renewable  
fashion while being a fair  
and equal company**



8.5 billion  
people  
by 2030



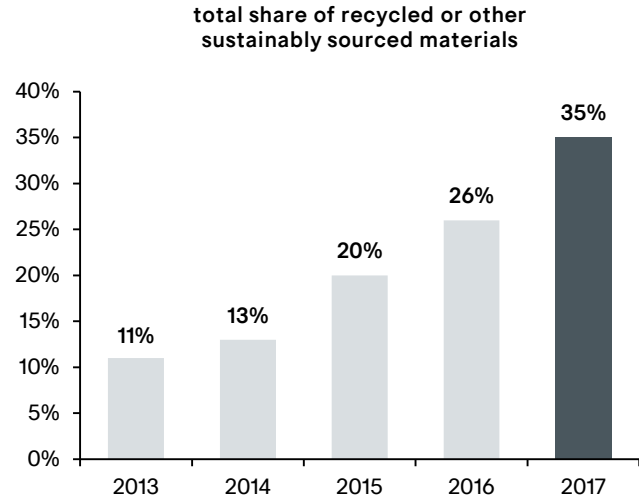


# 100%

## circular

# materials

- goal to only use 100% recycled or sustainably sourced materials by 2030



## examples of innovative materials



re:newcell



global change award

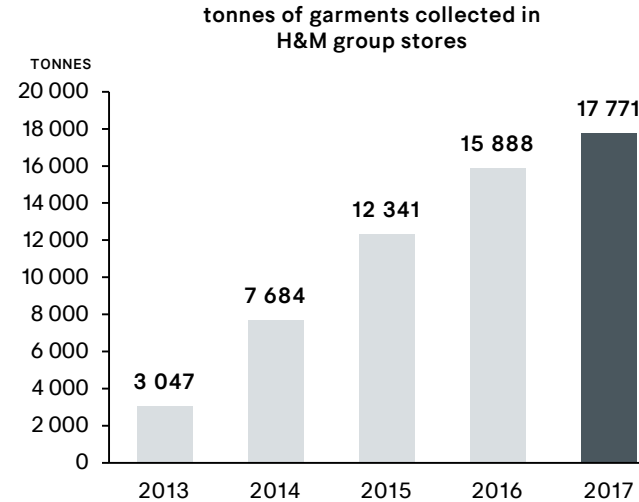


# Global Change Award

AN INNOVATION CHALLENGE  
BY H&M FOUNDATION

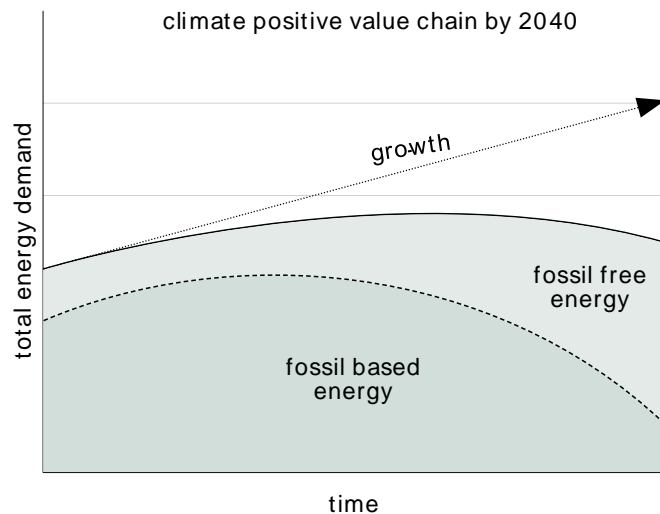
# giving old clothes a new life

- goal to collect 25,000 tonnes yearly by 2020





# climate positive value chain by 2040







own operations

goal to reduce  
electricity use in our  
stores by 25% by 2030

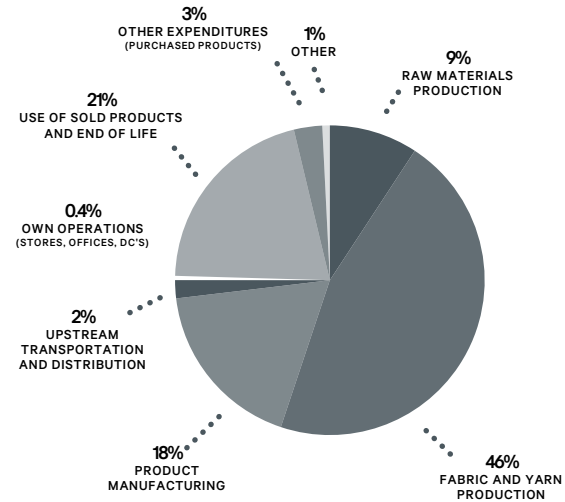
2.7% less electricity  
used in 2017

goal to only have  
renewable energy in  
our own operations

96% of electricity used in 2017  
comes from renewable sources

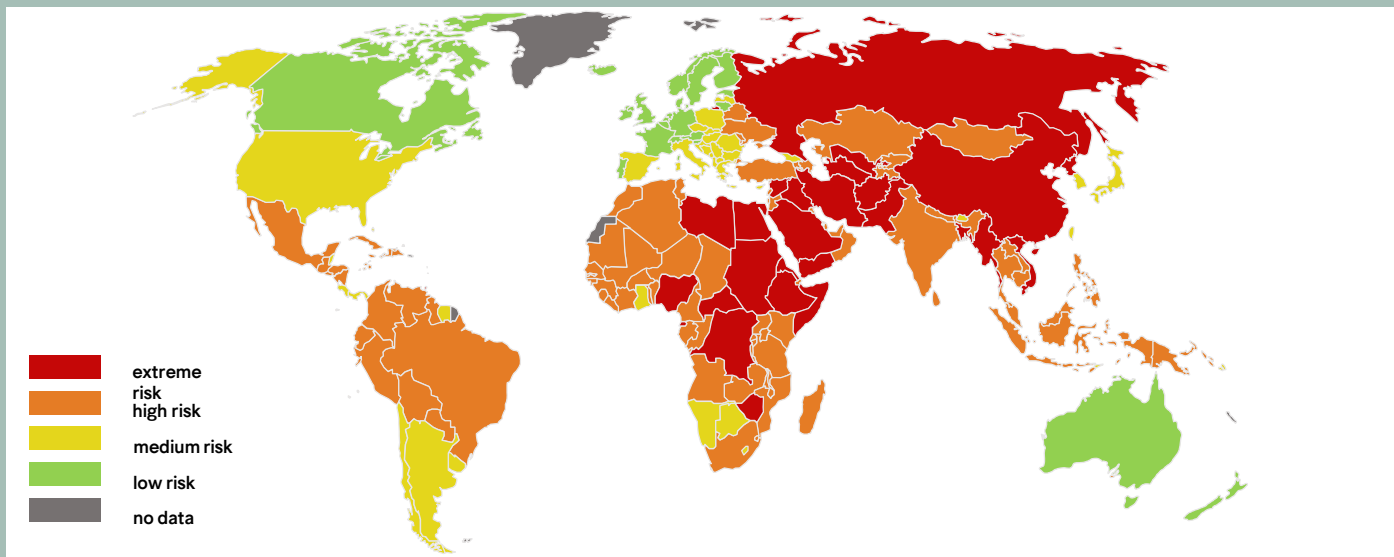
# supply chain

– climate neutral supply chain  
by 2030









Human Rights Risk Index, Maplecroft 2016



## our production markets


- key collaboration with approx. 800 suppliers globally who also produce for other brands
- 80% of production in Asia, 20% in Europe and Africa
- 1.6 million people employed by our suppliers

# managing risk and driving impact

finding the  
right partners

improving  
the factory

improving  
the industry



58% of  
consumers say  
that sustainability  
is a key concern\*

\*Nielsen Global Corporate Sustainability Report, 2015





73% of millennials are  
willing to spend more on  
a product if it comes from  
a sustainable brand\*

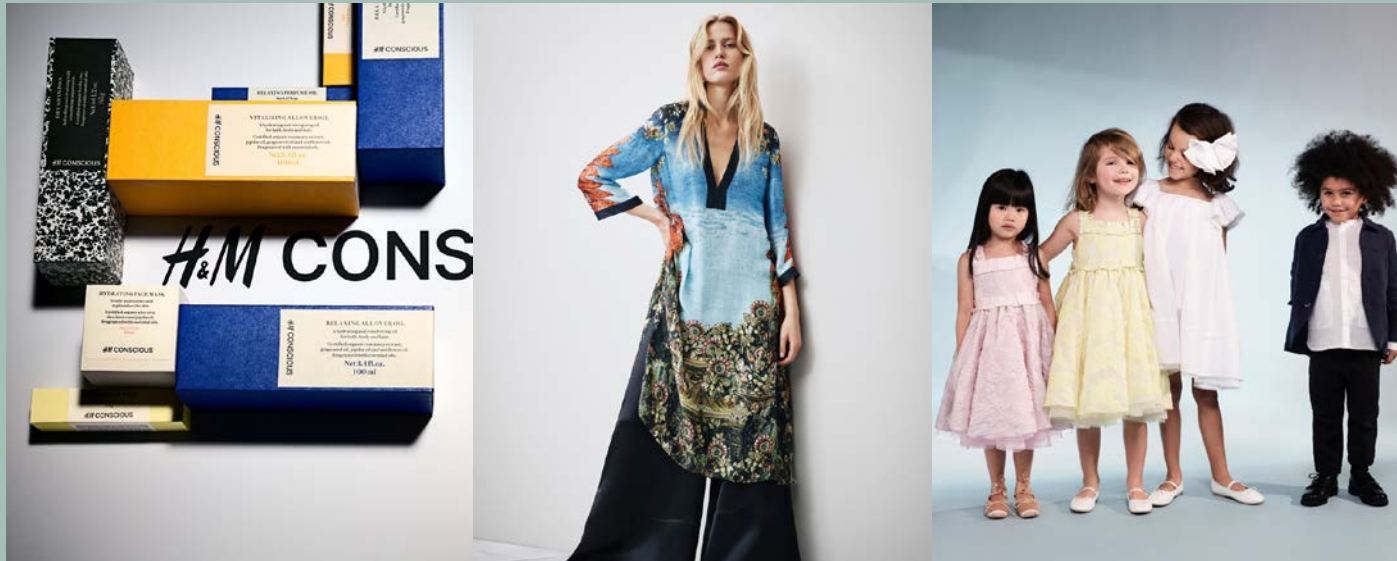
\*Nielsen Global Corporate Sustainability Report, 2015

# transparency

- key to build trust and drive impact
- enables customers to make more sustainable choices
- H&M group first company to implement Higg index on all 1st tier suppliers



# making fashion sustainable and sustainability fashionable



# what does it lead to?

**business  
resilience by  
securing  
future resources**

**unique  
customer  
offering**

**more stable  
production  
markets**

**top of mind for  
innovations and  
first mover  
advantage**

**keep and attract  
talent**

# thank you!