

Fair Living Wage Strategy Areas	Goals shared in 2013	Updated goal	Comment
Factory Employees	<p>By 2018, all H&M strategic suppliers should have functional workers representation in the factories</p> <p>By 2014, expand Social Dialogue project in Bangladesh to 15% of H&M suppliers with the intention to reach 100% by 2018</p>	Supplier factories representing 50% of product volume should have democratically elected worker representatives	The reason for changing this goal to % of product volume instead of number of strategic business partners is because we wanted to redirect the focus based on local needs, business priorities and where we can scale up effectively while still maintaining the initial scope of impact focus.
Factory Owners	<p>By 2018, all H&M strategic suppliers should have functional workers representation in the factories</p> <p>By 2014, expand Social Dialogue project in Bangladesh to 15% of H&M suppliers with the intention to reach 100% by 2018</p>	Supplier factories representing 50% of product volume should have improved wage management systems in place	The reason for changing this goal to % of product volume instead of number of strategic business partners is because we wanted to redirect the focus based on local needs, business priorities and where we can scale up effectively while still maintaining the initial scope of impact focus.
H&M Brand	<p>By 2014 develop Purchasing Practices Roadmap addressing improved price method to enable our suppliers to pay the true cost of labour</p> <p>Improved purchasing plans to reduce suppliers production peaks</p> <p>90% of business partners should regard H&M group as a fair business partner by 2018</p>		
Governments	Continue to advocate governments and public on wages		