



CALLING THE INDUSTRY TO JOIN FORCES TO ACHIEVE A WATER WISE WORLD

– H&M group joins WWF at the World Water Week to jointly find solutions to water related challenges of today.

Water is one of the greatest challenges humanity faces. Belonging to an industry in which water plays a critical role – from growing cotton and dyeing fabrics, to washing our clothes at home – H&M group has a great responsibility. Our goal is simple, yet ambitious, to become a leading water steward within the industry. We are, however, aware that solving the challenge cannot be done by a single brand. The time has come for brands, stakeholders, sectors and nations to join forces to see an industry-wide change and preserve water as the treasure it is.

“United in a common vision for a sustainable future for people and nature, we have been collaborating with the WWF since 2011, and our global partnership has played a fundamental role in our work on water management issues along our value chain since then,” Shariful Hoque, Water Sustainability Responsible H&M group.

With this vision in mind, H&M group participates in several sessions at this year’s World Water Week in Stockholm. The evolution of the water risk assessment in the value chain and water stewardship collaboration for the textile sector are some of the topics to be discussed together with WWF and many other stakeholders.

H&M group has been working on a sustainable water management for many years, developing higher standards and stricter requirements. That has led to positive results in reducing water impacts along the value chain. However, it is by joining forces that we can go further. This is why we engage with other organizations, brands, suppliers, policy-makers and governments through several initiatives. Our global partnership with WWF – the first of its kind in the fashion industry – and our work with other brands within the Swedish Textile Water Initiative (STWI) are a few examples.

H&M group’s water strategy in brief

- All our suppliers must comply with our high standards and strict Sustainability Commitment, which includes impact on water resources.
- We have been collaborating with WWF since 2011, with the aim to lead the fashion industry on key environmental impacts towards solutions that fit within the boundaries of our planet, both in H&M group’s value chain and beyond, having a special focus on water and climate.
- Our partnership with WWF focuses on water stewardship and collective actions with other companies, policy-makers and civil society at chosen river basins, climate action and creation of strategic dialogue.

For more information on H&M group’s work on water, read [here](#).

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H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M’s business idea is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands COS, Monki, Weekday, Cheap Monday, & Other Stories, H&M Home and ARKET as well as Afound. The H&M group has 47 online markets and more than 4,800 stores in 70 markets including franchise markets. In 2017, sales including VAT were SEK 232 billion. The number of employees amounts to more than 171,000. For further information, visit about.hm.com.