

Engaging with our stakeholders

CUSTOMERS	COLLEAGUES	COMMUNITIES	PARTNERS	SUPPLY CHAIN EMPLOYEES AND THEIR REPRESENTATIVES	INDUSTRY PEERS	POLICYMAKERS	NGOs, IGOs, ACTIVISTS, CIVIL RIGHTS DEFENDERS AND OTHER EXPERTS	ACADEMIA AND SCIENCE	INVESTORS
<p>As a customer-centric company, understanding, meeting and exceeding the needs and demands of all our customers is at the core of everything we do.</p>	<p>Our more than 150 000 colleagues are key to our success. We want all of them to feel proud of working for the H&M Group. Coming from all over the world, we share and work along the same corporate values.</p>	<p>We want to help the communities and people around us to grow and develop, be it the local communities our stores and offices are located in, our value chain, or the demographic communities that represent our customers, colleagues and everyone else we are here to serve.</p>	<p>Our some 700 manufacturing suppliers remain a core stakeholder for us. Stable and long-term relations and responsible purchasing practices are key to mutual growth. As our business is growing and we are developing new business models and partnerships, we are also increasingly engaging with other partners, such as service providers in, for example, handling of rental models, new forms of last mile deliveries, other brands and retail platforms which requires new forms of interaction when it comes to sustainability requirements and shared opportunities.</p>	<p>Our suppliers employ over 1.5 million people, most of them women in emerging markets. This provides a great opportunity to improve the livelihood of their families and communities. Making sure they have a voice in fair and constructive negotiations, fair wages, have healthy and safe workplaces and are protected from discrimination and harassment are key elements to our strategy.</p>	<p>Many challenges are best addressed collectively. We work with industry peers and even companies operating in other sectors to define industry standards and common responses to shared challenges.</p>	<p>H&M group, our value chain and our customers are subject to rules set by policymakers. Maintaining dialogue with them helps us to stay informed about, and sometimes to help shape, the legal and regulatory context in a responsible manner.</p>	<p>NGOs are often expert advisers on standards and practices throughout our value chain. We rely on their expertise and independence to ensure that we meet the most up-to-date standards and to make us aware of any concerns. With many, we work in close collaboration and also implement partnerships.</p>	<p>We strive to follow a science-based approach as part of our sustainability strategy. Innovation is key to addressing some of our industry's greatest challenges and opportunities. Therefore, engaging with academia and science is vital to our continued strategy development and to meeting our ambitious goals.</p>	<p>H&M group is a publicly listed company. As such, we are accountable to our investors. We prioritize our most important investors in a direct dialogue wherever possible and integrate feedback we receive in our strategies and to inform our sustainability reporting, striving for the greatest possible transparency.</p>

CUSTOMERS	COLLEAGUES	COMMUNITIES	PARTNERS	SUPPLY CHAIN EMPLOYEES AND THEIR REPRESENTATIVES	INDUSTRY PEERS	POLICY MAKERS	NGOs, IGOs, ACTIVISTS, CIVIL RIGHTS DEFENDERS AND OTHER EXPERTS	ACADEMIA AND SCIENCE	INVESTORS
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HOW WE ENGAGE

<ul style="list-style-type: none"> - Customer service in various channels. - Transparent product rating/feedback tools. - Social media (for example, the H&M brand has over 36 million followers on Instagram for its main account only). - Market research (incl. surveys, focus groups, online community). - Consumer media, PR and marketing. 	<ul style="list-style-type: none"> - Our values. - Global anonymous employee survey. - We have an open-door policy, encouraging constant feedback. - Regular individual performance reviews & dialogue talks. - Our day-to-day leadership and teamwork. - Training. - Internal communication channels. - Workplace representation and/or union representation in many markets. - European Works Council (EWC). - Dialogue facilitated through our global framework agreement with Union Network International (UNI). - Whistleblowing channels. 	<ul style="list-style-type: none"> - Through community (investment) partners. - Interactions with local authorities. - Through NGO interaction (local & global.) - Interactions with IGOs and governments. 	<ul style="list-style-type: none"> - Close relations and constant dialogue with our business partners through our local presence with offices in all major production locations. - Anonymous supplier surveys. - Supplier Relations Management system. - Individual meetings, performance reviews and joint capacity planning. - SIPP supplier assessment programme. - Training modules and capacity building. 	<ul style="list-style-type: none"> - Anonymous worker surveys. - Global Framework Agreement with IndustriAll Global Union. - Regular direct dialogue with local trade unions through our local offices in our production markets, including via National Monitoring Councils. - Social dialogue training and projects in various markets. - Interviews with workers in supplier factories as part of our SIPP verification programme. - MoUs with the International Labour Organisation (ILO), the Swedish trade union IF Metall, IndustriALL (ACT) and the Swedish development agency Sida. 	<ul style="list-style-type: none"> - Multi-stakeholder initiatives such as the Ethical Trading Initiative (ETI), Sustainable Apparel Coalition (SAC) and Better Cotton Initiative (BCI). - Various regional and local initiatives such as Sector Roundtables. - Different forms of pre-competitive collaboration. - Individual meetings and dialogues. - External meetings or conferences. - Specific events such as our 2019 "Change Makers Lab". - Annual anonymous stakeholder survey. 	<ul style="list-style-type: none"> - Individual meetings and dialogues. - External meetings or conferences. - Participation in EU consultation processes or projects, for example PEF (product environmental footprint) technical secretariate. - Through multistakeholder initiatives. - Specific events such as our 2019 "Change Makers Lab". - Annual anonymous stakeholder survey. 	<ul style="list-style-type: none"> - Formal partnerships. - Implementation partnerships. - Direct dialogue on global or local level. - Through multistakeholder initiatives. - Input to strategy developments. - External meetings and conferences. - Specific events such as our 2019 "Change Makers Lab". - External meetings and conferences. - Annual anonymous stakeholder survey. 	<ul style="list-style-type: none"> - Direct dialogue on global or local level. - Through multistakeholder initiatives. - Input to strategy developments. - External meetings and conferences. - Specific events such as our 2019 "Change Makers Lab". - Annual anonymous stakeholder survey. 	<ul style="list-style-type: none"> - Annual General Meeting - Annual reports (financial and sustainability), quarterly reports and related press and telephone conferences. - Individual meetings and calls. - External meetings and conferences. - Specific events such as our 2019 "Change Makers Lab". - Annual anonymous stakeholder survey.
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CUSTOMERS	COLLEAGUES	COMMUNITIES	BUSINESS PARTNERS	SUPPLY CHAIN EMPLOYEES AND THEIR REPRESENTATIVES	INDUSTRY PEERS	POLICY MAKERS	NGOs, IGOs, ACTIVISTS, CIVIL RIGHTS DEFENDERS AND OTHER EXPERTS	ACADEMIA AND SCIENCE	INVESTORS
KEY ISSUES RAISED									
- Product design	- Community investments	- Job security and growth	- Long term relationships	- Responsible purchasing practises	- Industry-wide social and environmental challenges, such as supply chain working conditions, wages, biodiversity loss or climate change	- Regulatory and legal compliance	- Innovation for a circular economy, such as new business models	- Social and economic development contribution & social impacts	- Sales development
- Product quality and durability	- Employment opportunities and impacts on growth and development	- Pay and working conditions	- Responsible purchasing practises	- Helping to develop functional industrial relations system and strengthening Freedom of Association	- Best practice in pre-competitive matters	- Local labour and environmental standards	- Climate impacts and innovations	- Climate impacts and innovations	- Long-term profitability
- Product affordability	- Environmental impact	- Equal opportunities	- Capacity building and mutual skills transfer	- Fair wages	- Legal and regulatory requirements and opportunities to jointly influence policy decisions (i.e. to advance regulatory efforts to meet the Paris agreement)	- Product safety and quality standards	- Material innovations	- Circular Innovation	- Expansion
- New store locations and markets	- Community support (i.e. disaster relief or garment donations)	- Training and career progression	- Compliance with our requirements	- Health and Safety	- Establishing industry-wide solutions for impact measurements and making these transparent to customers	- Climate change	- Biodiversity	- Responsible consumption and circular business models	- Sustainable business model
- Transparency on where products are made, as well as social and environmental footprints		- Supply chain working conditions	- Workplace dialogue, industrial relations and collective bargaining	- Non-discrimination and equal opportunities		- Product labelling and sustainability disclosures	- Microfibres and microplastics	- Water and chemicals management	- Risk and opportunity management
- Chemicals used in production processes		- Taking a stand for key values and supporting our communities				- Specific local issues and challenges in various markets	- Wages and freedom of association in the supply chain	- Microfibres and microplastics	- Innovation management
- Green transport and waste management							- Equality	- Biodiversity	