

Animal Welfare Policy

Applies to:	H&M Group
Effective from:	March 2022
Last Reviewed/Updated:	November 2020
Owner:	Global Sustainability department, Resource use & Circular impact team
Contact person:	Madelene Ericsson Ryman

Our commitment to Animal welfare

As a large global organization, we are committed to act ethically, transparently, and responsibly and we have a long-standing commitment to improve animal welfare across our global supply chains. We are also committed to improve animal welfare in our industry by raising awareness, promoting, and pushing for standards and certifications that can continuously raise the bar for animal welfare on farm level. Where no animal welfare standards are available, we will support the development of such standards and continuously engage in industry dialogues on animal welfare and encourage our supply chain to participate in these dialogues as well as collaborate to enhance traceability and transparency throughout the supply chain.

By end of 2025, our goal is to source all our virgin animal-derived *fibers* from responsible farms that are certified to a credible animal welfare standard¹. By 2030, this commitment will also include leather.

The objective of this policy is to promote and strive to secure good animal welfare practices on farm level, but the policy also includes our ban on animal testing for cosmetic purposes. We fully support the work to end animal testing for cosmetic purposes globally and the transition to alternative, and better testing methods.

Our approach

Animal welfare as a concept on farm level includes all the fundamentals associated with livestock production including disease prevention and appropriate veterinary care, shelter, management and nutrition, a stimulating and safe environment, and humane handling of the animals². We aim to source all animal derived materials from farms where the animals have been treated humanely and where the *Five freedoms* have been implemented. The Five Freedoms is an animal welfare framework defined by the EU Farm Animal Welfare Council/World Organisation for Animal Health (OIE) and consists of the following principles:

The Five Freedom principles are:

- *Freedom from hunger or thirst by ready access to fresh water and a diet to maintain full health and vigour*
- *Freedom from discomfort by providing an appropriate environment including shelter and a comfortable resting area*
- *Freedom from pain, injury or disease by prevention or rapid diagnosis and treatment*
- *Freedom to express (most) normal behaviour by providing sufficient space, proper facilities and company of the animal's own kind*
- *Freedom from fear and distress by ensuring conditions and treatment which avoid mental suffering*

¹ For more details on specific fibers and standards, please see the H&M Group Raw Material Specific Requirements

² [OIE Recommendations for Animal Welfare](#)

Material specific requirements and prohibited materials

Animal hair and Wool

- H&M group does not accept wool from farms that practice mulesing³.
- All mohair used by the H&M group must come from farms certified to the Responsible Mohair Standard (RMS).
- H&M group only accept hair from living and domesticated animals, including but not limited to sheep, goat, alpaca, lama, camel, and yak.
- H&M Group does not accept angora rabbit hair or any other hair from animals reared in cages for their hair, including but not limited to rabbit, raccoon, marten, fox, squirrel, sable chinchilla or ferret
- By end of 2025, 100% of all virgin animal hair and wool used by H&M group must come from farms certified to a credible animal welfare standard.
- H&M Group does not accept real fur (including but not limited to fox, sable, mink, chinchilla, rabbit)

Leather and exotic skins

- H&M group only accept leather originating from cow, buffalo, sheep, goat or pig that has been bred for meat production.
- H&M group does not accept exotic skins or skins from wild animals, including but not limited to; snake, alligator, crocodile, lizard, ostrich, emu or kangaroo.
- H&M group does not accept leather or skin from fetal or newborn lambs; including but not limited to slink, astrakhan, karakul, Persian lamb, broadtail, or krimmer.

Down and Feathers

- H&M group does not accept down or feathers from exotic birds, including but not limited to ostrich.
- All virgin down and feathers used by the H&M group must come from farms certified to the Responsible Down Standard (RDS) or to a similar standard.

Other animal derived materials

- H&M group does not accept animal horn or bone
- H&M group does not accept materials from vulnerable or endangered species⁴.

Animal testing

Our animal welfare policy also includes our zero tolerance on animal testing of cosmetic products, and we support the work that is being done to end animal testing for cosmetic purposes globally.

- H&M group does not accept animal testing for any cosmetic products, either during production or finished products.
- H&M group does not allow the use of cosmetic ingredients which have been tested on animals after 11 March 2009 relating to cosmetic ingredient development or cosmetic ingredient safety assessment. Such animal testing may not be performed by the cosmetic product supplier or their raw material suppliers, manufacturers, or agents.
- H&M group does not allow any product quality tests to be conducted on live animals, for example self-adhesive skin testing.

All our suppliers must also respect and comply with international agreements, such as the *Convention of International Trade in Endangered Species* (CITES).

Responsibilities

³ All wool originating from Australia must be declared as 'non-mulesed' (NM) or 'ceased-mulesed' (CM) in a National Wool Declaration (NWD) test certificate.

⁴ As defined by CITES (*Convention on International Trade in Endangered Species* - www.cites.org), and the IUCN (*International Union for Conservation of Nature*) Red list of Critically endangered; Endangered; or Vulnerable listed species (www.redlist.org).

Internal responsibilities

1. All business functions working directly with the product and supplier, and/or with the relevant materials in Production are responsible for:
 - Collecting all relevant documents required from our suppliers
 - Conducting due diligence related to animal welfare risks for the specific material and creating adequate action plans related to any found risks
 - Updating internal routines that supports the implementation of this policy
 - Internal training on what is required from the business teams
 - Supplier trainings related to this policy and to our goals
 - Roadmap related to material specific goals
2. Global Sustainability department is responsible for:
 - Review and update this policy
 - Providing internal support
 - Setting the direction in line with this policy
 - Engaging and consulting with external stakeholders on policy matters.

Suppliers

Signing our [Sustainability Commitment](#) is mandatory for any supplier or business partner before entering a business relationship with H&M Group. This policy is an extension of our Sustainability Commitment and covers the raw material stage in our value chain.

All suppliers involved with animal-derived materials or Beauty products must comply with this policy and we expect that they:

- Make sure that our requirements on raw materials is being communicated to any sub-suppliers and sub-contractors related to our production
- Can provide all material specific required information and complete the material specific Product Declaration Form (found on the Supplier Portal) on a product level
- Comply with any certification specific requirements and can provide with all relevant information for the material on time
- Collaborate with us on due diligence as well as sourcing mitigation strategies in line with this policy and across our joint supply chains.

Speak up!

If you would like to raise a concern or you are aware of a suspected breach of H&M Group policies, you should report it immediately to the H&M Group Speak Up! channel which is also available at <https://speakup.hmgroupp.com>