

# Ethical product design policy

Applies to:	All colleagues working with assortment development, for all brands within the H&M Group.
Corresponding Procedure(s):	I&D Checklist for product development, Temporary restrictions, WIPO checklist, database “Restrictor” & “naming tool” + support mail as per below contact info.
Approved date:	April 2024 Date from the Policy Approval Forum, write the date in full e.g., 23rd September 2024.
Owner:	Charlotte Henriksson I&D Strategy Lead for Business.
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## Introduction

Our policies clarify the expected behaviour and output of our actions as a company and related expected behaviour from us as colleagues and external companies providing services to the H&M Group. They explain our strategic perspective for a certain topic, guide decision making and provide insight in why our standpoint is important. We follow up that our policies are being followed, any non-compliance may result in labour/employee law actions. This policy can be unilaterally withdrawn, adjusted or amended by H&M at any time without prior notice.

## Policy details

To liberate fashion for the many, we need to recognise, respect and represent, the diversity that we know exists amongst both our customers and colleagues at H&M Group. Creating an inclusive and diverse brand and workplace is not only the right thing to do — it is a business imperative.

Offensive material or products alienates our customers and colleagues and damages our company and brands reputation. When researching and developing products we need to apply an inclusive, diverse, perceptive, responsive and responsible mindset. With access to information, education, support and tools we can better fulfil that responsibility.

The primary audience is all our colleagues working with designing, buying and producing our products and services.

We want all our products, prints and graphics to resonate with our purpose, brand DNAs and business ideas in all markets/regions where we are present. Hence, we need to be aware and informed of cultural, legal and religious differences as well as local norms and attitudes. All our products shall be commercially viable, ethically and legally sound (not copied).

## Commitments expected from the colleague or business partner

The products, prints, graphics, text/wording and product names shall not have reference nor connotation to:

- Discrimination, stereotyping, including, but not limited to gender, race, sexual orientation, disability, physical appearance, size and shape, nationality, ethnicity, familial status, age, religion, belief, education, socio-economic status, and/or any other legally recognised ground of discrimination.
- Sexism - sexual connotation (inclusive of unwanted sexual objectification), profanity and other insulting language or imagery.
- Pornography or overt sexualised nudity, such as, but not limited to, graphic depictions of sexual activity and/or images of nudity suggesting pornographic intent.

- Negative sentiments and self-injury, such as, but not limited to, self-harm instructions, suicidal quotes and graphics or otherwise triggering imagery, negative self-talk, and insensitive humour about self-harming behaviour.
- Criminality and illegal activity, such as, but not limited to, promotion of illegal substances, alcohol, tobacco, drugs.
- War/violence and weapons, including firearms or ammunition, and/or the promotion of terrorism, criminal organizations, or extremism.
- Animal abuse
- Cultural appropriation
- Religion, religious symbols, and the use of God's name in all iterations (e.g., Adonai, Yahweh, Allah etc.)

## Roles and responsibilities

### **Concept/collection/assortment designer responsibility**

Overseeing the building of the assortments, the development, production and lifecycle management of central trend and forecast material. Ensures alignment of trend and forecast material with moral/ethical standards stated in this policy, strategic objectives, and customer needs.

### **Product designer responsibility**

Plan and build a current and commercial assortment for each department/category. Responsible for the naming of the products. Ensures alignment of products and naming with moral/ethical standards stated in this policy, strategic objectives and customer needs.

### **Print designer responsibility**

Accountable for creating/developing prints and graphics with matching print techniques, always aiming for Fashion, Quality, Price and Sustainability. Align all prints with our Print & Product Policy, meeting both legal and ethical requirements. Secure key fashion prints and print stories that are relevant for the Target Customer/Target customers. Ensures alignment of product/print development with moral/ethical standards stated in this policy, strategic objectives, and customer needs.

### **Product manager responsibility**

Accountable for setting the best product and assortment (OMNI) always with the customer in focus in order to maximise growth and profitability, short- and long-term. Ensures alignment of product and assortment with moral/ethical standards stated in this policy, strategic objectives, and customer needs.

### **Product developer responsibility**

Develop the best product and assortment (OMNI). Focus to enable growth and profitability. Ensures alignment of products and naming with moral/ethical standards stated in this policy, strategic objectives and customer needs.

### **Planner responsibility**

Optimise the assortment, planning and buying in order to maximise growth and profitability for each channel/region. Secure the best customer offer. Ensures alignment of product and assortment with moral/ethical standards stated in this policy, strategic objectives and customer needs.

+all above junior positions

### **Production team responsibility**

Double-check placed orders/products correspond to given policy in regards of ordered products per regions, restrictions per region.

## Policy exclusions and exceptions

We do not accept any policy exceptions.

## Compliance and controls

Number of attendants on trainings. Number of stopped orders due to moral, ethical or inappropriate prints.

This policy will be reviewed regularly, at least annually, to bring it in line with any social perception around the topic of inclusion & diversity or legislative requirements hereof.

## Speak up!

If you would like to raise a concern or you suspect a breach of H&M Group policies, you should report it immediately to your closest manager, HR or to the H&M Group **Speak Up!** channel which is also available at [speakup.hmgroupp.com](https://speakup.hmgroupp.com).