



PIONEERING
WATER
STEWARDSHIP
AND CLIMATE
ACTION FOR
FASHION



About the Partnership



H&M and WWF entered a partnership for the first time in 2011, focusing on water stewardship. The partnership was the first of its kind, as it took the whole supply chain into account and went far beyond the factory lines.



© MICHEL GUNTHER / WWF-CANON

Yangtze River, China.

The partnership's aim is to raise awareness, to improve responsible water use throughout H&M's entire supply chain and to inspire other companies to take action toward more responsible water management.

In 2016, the partnership expanded to also include climate action and a strategic dialogue related to H&M's and the fashion industry's broader sustainability challenges and opportunities - taking additional steps to make H&M and the fashion industry more sustainable.

"We hope
that this
partnership
will inspire
others to
follow"

Olle Blidholm,
Environmental
Sustainability
Manager, H&M.

Why we have partnered

H&M and WWF have a shared interest in reducing consumption of natural resources. Water is essential for biodiversity, which is at the heart of WWF's mission, and an important resource in textile production. Textile supply chains are often based in countries where a high share of fossil energy is used.

By working together, H&M and WWF have the potential to accomplish real change - within H&M's organization and beyond. As H&M is a leading player in the fashion

industry, they are in the position to influence suppliers, customers and other brands in their industry to become more sustainable. The partnership also wants to showcase to other companies, within the textile sector and beyond, that focusing on more sustainable practices is both feasible and valuable for business.

Reducing negative water impacts is not something a single company or organization can do, but with a collective approach we can achieve a lot more.

How we are working together

The partnership focus on water stewardship, sustainability strategy and climate action, aiming to make H&M and the fashion industry more sustainable.

- Water Stewardship

Since 2011, WWF and H&M have been working according to WWF's model for water stewardship, targeting suppliers, staff, consumers, governments and other stakeholders.

The work has involved analyzing H&M's water related risks, developing H&M's and their value chain's water management as well as working with other stakeholders on the ground in China and Bangladesh (collective action). Between 2013-2015, the partnership also included support for WWF's water conservation projects in the Yangtze River, contributing to saving the endangered river porpoise.

From 2016, H&M continues to develop the organization's water practices. The partnership will also continue to work with water stewardship, focusing on collective action with other companies, decision makers and civil society at chosen river basins in China and in Turkey.

- Strategy dialogue

The creation of a strategic dialogue aims to bring sustainable and science based solutions to H&M and the fashion industry.

It explores H&M's and the textile industry's broader challenges and opportunities, involving topics such as renewable materials or circular fashion models.

- Climate Action

On climate, WWF and H&M work to further reduce greenhouse gas emissions in prioritized parts of the H&M value chain by engaging suppliers, customers and policy makers towards a low carbon future.

During 2016, WWF supported H&M in developing a new climate strategy and to setting long-term and short-term climate goals for its climate work.

In 2017, H&M presented the new climate strategy and also announced its entry to Climate Savers, WWF's global climate programme. A short-term climate goal for H&M is to reduce emissions in operational operations by 2020 and a long-term target for their value chain to be climate positive by 2040.

- About WWF's business engagement

WWF engages in strategic and innovative business partnerships with the world's largest international corporations to help them reduce their ecological footprint and make a positive contribution to the environment.

Partnerships are based on a common vision of a better future, as WWF believes that partners can achieve more by working collaborately. WWF's approach to working with business is solutions oriented, cooperative in its methods and challenging in its objectives.

www.panda.org/business



© BRENT STIRTON / GETTY IMAGES / WWF-UK

About H & M

H&M was founded in Sweden in 1947 and is quoted on NASDAQ OMX Stockholm. The business concept is to offer fashion and quality at the best price in a more sustainable way.

In addition to H&M, H&M Group includes the brands COS, Monki, Weekday, Cheap Monday, & Other Stories as well as H&M Home.

The H&M Group has around 4000 stores on more than 60 markets including franchise markets, and about 148 000 employees globally.

www.hm.com

Key contact persons

H&M:
Olle Blidholm
olle.blidholm@hm.com

WWF Sweden:
Katrina Johansson
katrina.johansson@wwf.se

Communications

WWF Sweden:
Erika Reje
erika.reje@wwf.se

H&M:
Media Relations
mediarelations@hm.com



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

panda.org