100% Circular - towards a sustainable fashion future
ABOUT H&M | THE H&M GROUP

64 markets
More than 4,000 stores
Over 148,000 employees
Sales including VAT SEK 210 billion
Profit after tax SEK 20.9 billion

FASHION AND QUALITY AT THE BEST PRICE IN A SUSTAINABLE WAY
Is the fashion industry sustainable today?
Unsustainable resource use is the norm
9 billion people by 2050
3 billion more in the Global middleclass by 2030
Our vision: 100% circular

A circular approach to how products are made and used

Only recycled or other sustainably sourced materials
Concrete actions
STRATEGY (systematic)

- 100% CIRCULAR

Focus Areas

H&M is working closely with the Foundation across the following focus areas:

- Exploring solutions to create a closed loop for textiles, where unwanted clothes can be recycled into new ones
- Applying circularity to its sustainability targets
- Development of sustainable / circular stores
H&M Garment collecting
Total collected volume
38,000 tons
Equivalent to 190 million t-shirts
Sustainable Cotton* in % of Total Cotton Use

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>2011</td>
<td>7.6%</td>
</tr>
<tr>
<td>2012</td>
<td>11.4%</td>
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<tr>
<td>2013</td>
<td>15.8%</td>
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<tr>
<td>2014</td>
<td>21.0%</td>
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<tr>
<td>2015</td>
<td>31.0%</td>
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One of the biggest users of Organic Cotton in the world
TWITTER: #tekstilaksjonen

https://twitter.com/search?f=tweets&vertical=default&q=tekstilaksjonen&src=typd
Innovation is the key.
ENTREPRENEURSHIP

H&M x LCF DESIGNING FOR SUSTAINABILITY

For the second year running, H&M have collaborated with London College of Fashion’s Centre for Sustainable Fashion, to **explore the concept of circularity**.

The H&M x LCF Designing for Sustainability Project, set **33 teams of students** from BA (Hons) Fashion Design & Technology Womenswear and BA (Hons) Fashion Jewellery, with the challenge of designing capsule womenswear collections **using garments and materials provided through H&M’s in-store garment collecting scheme**.
Innovation is the key to future success.
Thank you for your attention!

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