



100% Circular -  
towards a sustainable  
fashion future





Is the fashion  
industry  
sustainable  
today?

## LINEAR ECONOMY



TECHNICAL & BIOLOGICAL MATERIALS MIXED UP

ENERGY FROM FINITE SOURCES

WRITTEN BY POLYMERSCIENCE AND IN SPAIN, AUGUST 2017

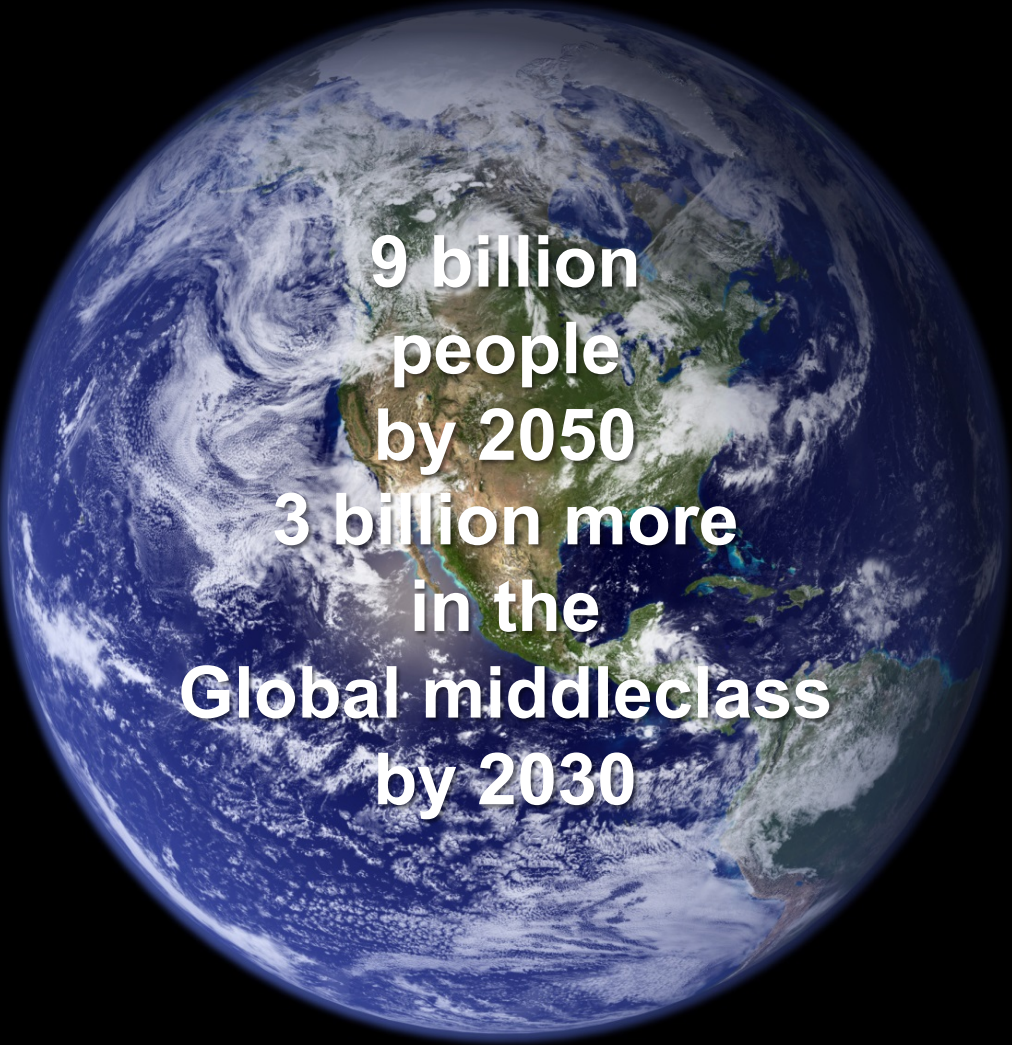
 ELLEN MACARTHUR FOUNDATION  
Rethink the future

[WWW.ELLENMACARTHURFOUNDATION.ORG/EDUCATION](http://WWW.ELLENMACARTHURFOUNDATION.ORG/EDUCATION)

# Unsustainable resource use is the norm

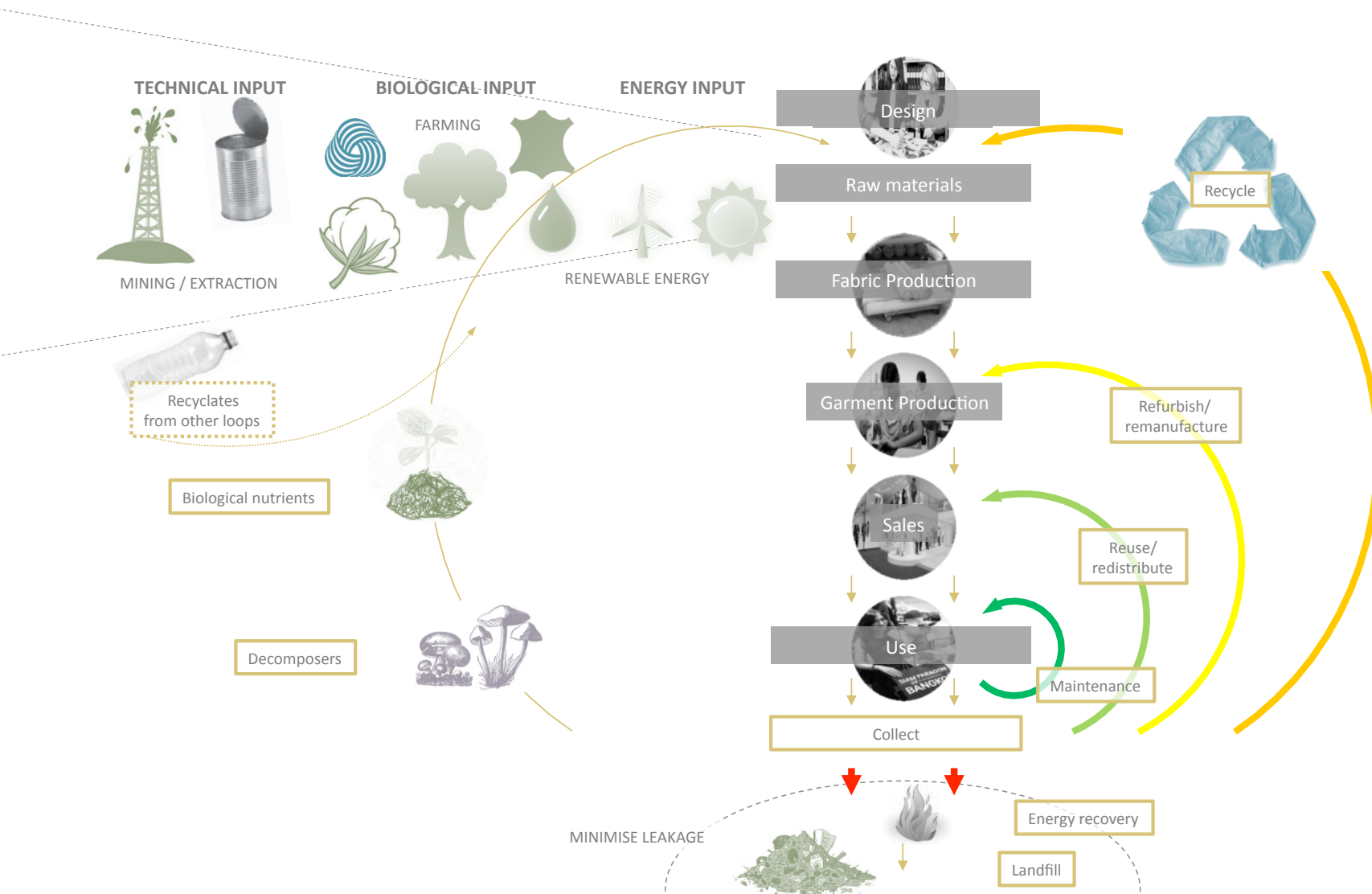






**9 billion  
people  
by 2050  
3 billion more  
in the  
Global middleclass  
by 2030**









# **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:

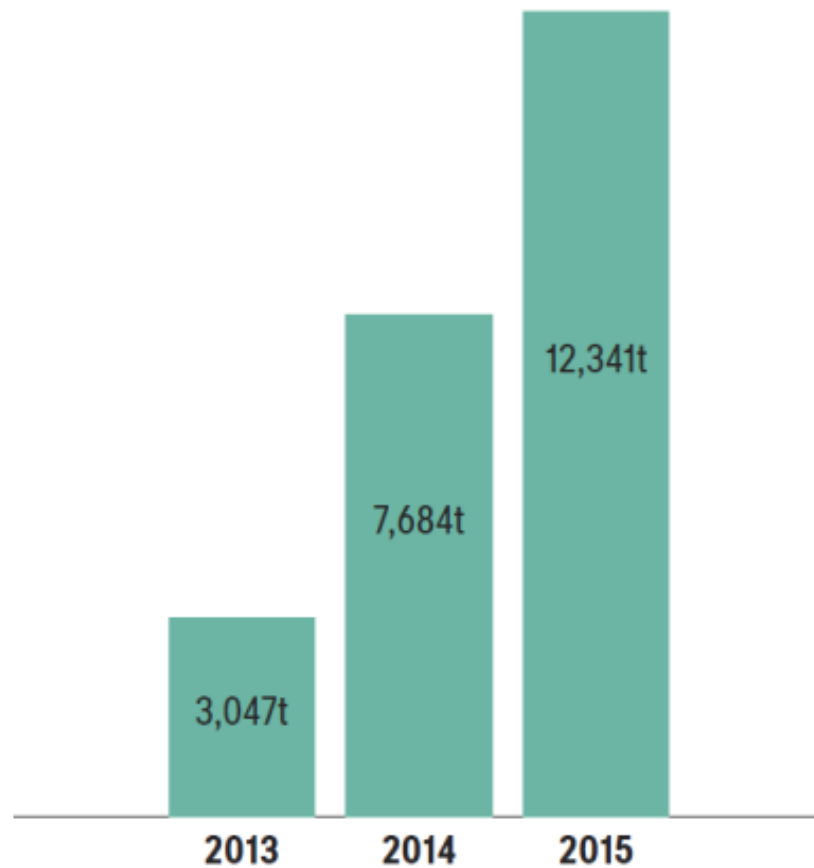
- Exploring solutions to create a closed loop for textiles, where unwanted clothes can be recycled into new ones
- Applying circularity to its sustainability targets
- Development of sustainable / circular stores



# H&M Garment collecting

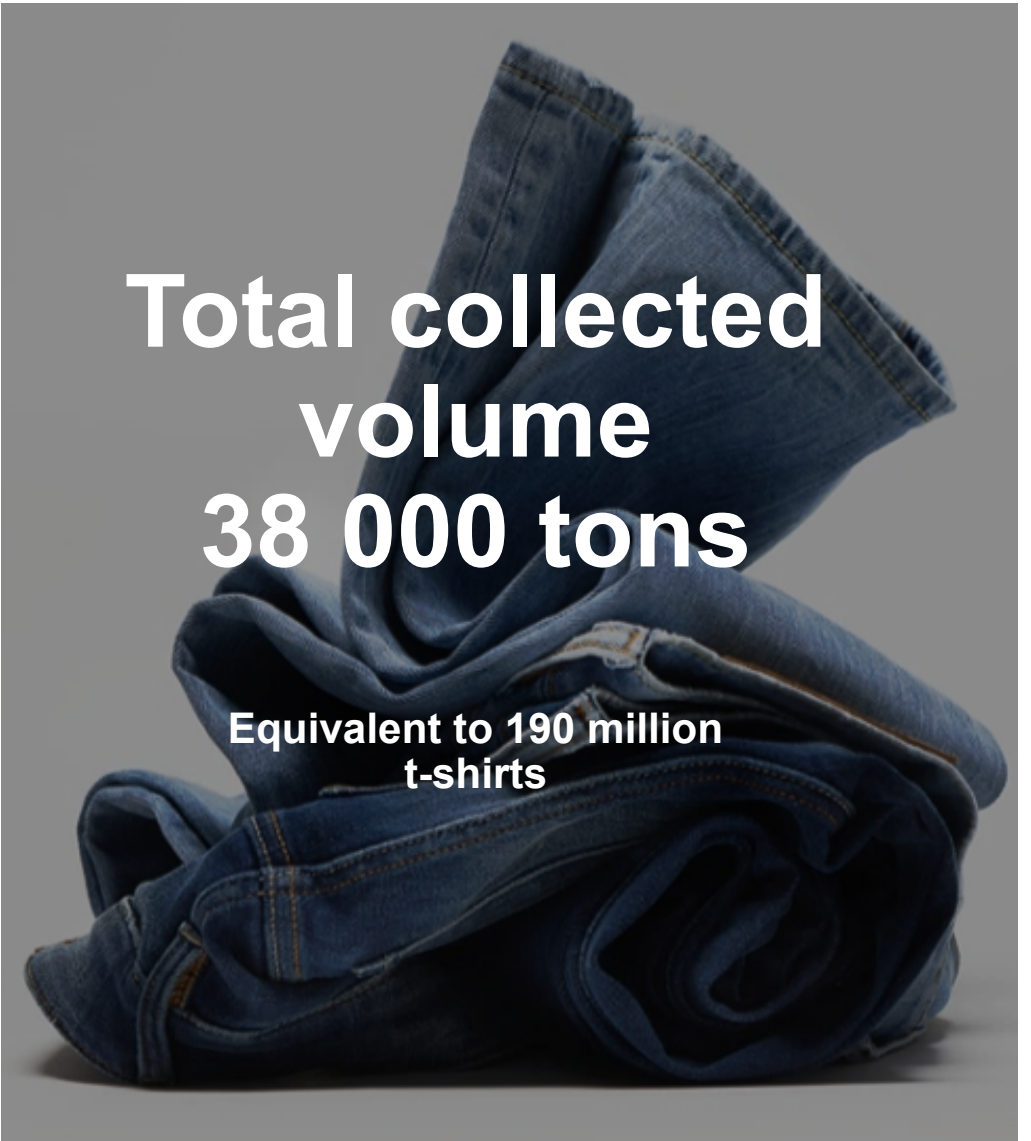


**TONNES OF GARMENTS  
COLLECTED**



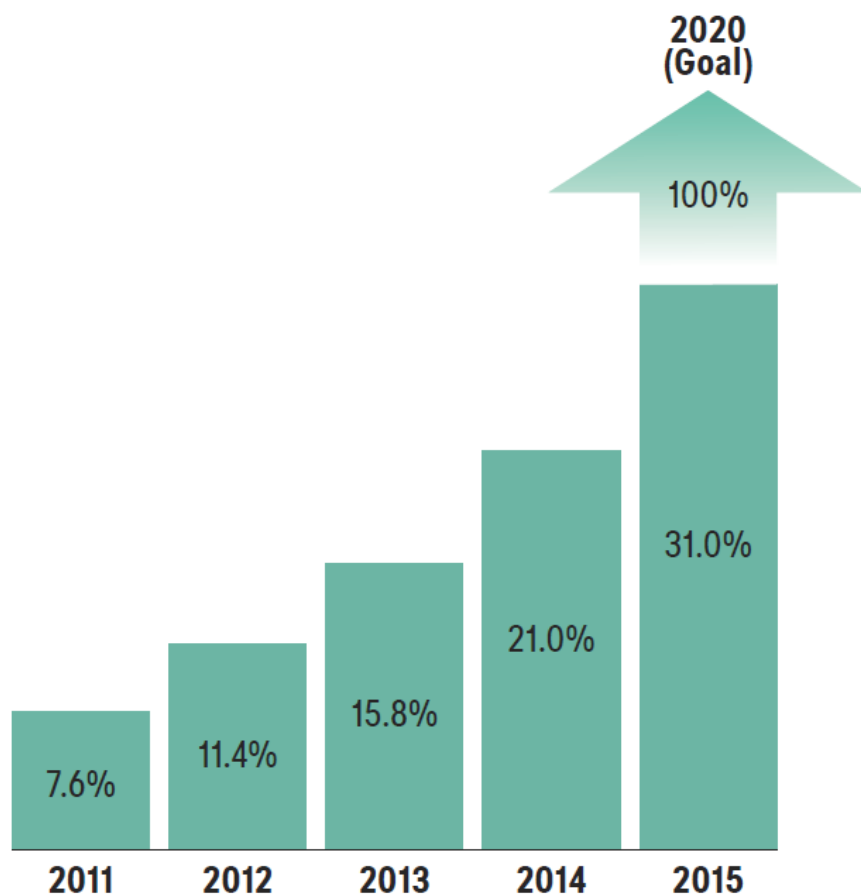
**Total collected  
volume  
38 000 tons**

**Equivalent to 190 million  
t-shirts**





**SUSTAINABLE COTTON\* IN %  
OF TOTAL COTTON USE**





WORLD  
RECYCLE  
WEEK

April 18–April 24



## TWITTER: #tekstilaksjonen

<https://twitter.com/search?f=tweets&vertical=default&q=tekstilaksjonen&src=typd>

Haga R. Olbergsvæin and 1 other liked  
**FINN.no** @FINN\_no · Oct 14  
Kjøper du høstens jakke brukt så sparer du miljøet for 11 kg CO2. I dag heier vi på alle som er med på #tekstilaksjonen



sortere\_no and 3 others liked  
**Svanemerket** @Svanemerket · Oct 11  
Sjekk #tekstilaksjonen - bra initiativ for økt gjenbruk og resirkulering av klær: tekstilaksjonen.no #miljø



2 5

Camilla S. Gramstad and 1 other liked  
**Norsk Gjenvinning** @NGjenvinning · Oct 14  
Gjør som Kathrine Sørland della i #tekstilaksjonen. Rydd skapet! tekstilaksjonen.no @GodMorgenNorge



2 5

Thina Salvedt and 5 others liked  
**Christine Tørklep** @ctorklep · Oct 14  
Ta turen til Jernbanetorget idag eller i morra - tips og hjelp og nye innsikter + moro for barna! #Tekstilaksjonen



4 11

Mads Bruun Høy and 2 others liked  
**Benedicte B Eie** @benedictebe · Oct 14  
Hva skjer i resirkuleringsmaskinen? Kom ned på Jernbanetorget og sjekk selv, da vel! #tekstilaksjonen #gøydagpåjobb #closethe-loop





Innovation  
is  
the key



worn  
again



# 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**.



# Global Change Award

AN INNOVATION CHALLENGE BY H&M FOUNDATION





**Circularity**  
will be the **key**  
to future  
**Success**





Thank you for  
your attention!

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