CLOSED LOOP

Circular Economy Symposium
Brussels, May 2015
AGENDA

- H&M Sustainability
- Closed Loop and Circular economy
- H&M Garment Collecting Project
H&M SUSTAINABILITY
Affordable good quality fashion

This is made possible through:
Own design, no middlemen, right product market, large volumes, from right efficient logistics and cost-consciousness.

Always with sustainability in mind.

Accessible all over the world through our stores and shop online.
THE H&M GROUP TODAY

57 markets

More than 3,600 stores

Over 132,000 employees

Sales including VAT SEK 176.6 billion

Profit after tax SEK 25.8 billion
SUSTAINABLE MEANS THAT THE NEEDS OF BOTH PRESENT AND FUTURE GENERATIONS MUST BE FULLFILLED
WHY FOREFRONT ON SUSTAINABILITY?

RESOURCE SCARCITY
From 2012 to 2030 the globe will need at least:
✓ 50 per cent more food
✓ 45 per cent more energy
✓ 30 per cent more water

CHANGED CONSUMER BEHAVIOUR
Q: Do you actively look for environmentally friendly clothing?

BUSINESS OPPORTUNITIES

TALENT RETENTION & CORPORATE VALUES

RISKS

OPPORTUNITIES
OUR VALUE CHAIN APPROACH
KEY CE INITIATIVES IN PROGRESS AT H&M

- THE TEN
- clevercare.info
- DON'T LET FASHION GO TO WASTE.
- Our use of recycled polyester is equivalent to 7.9 million PET bottles
- MTWTFSS WEEKDAY
- LANVIN x H&M
- the waste collection
H&M GARMENT COLLECTING INITIATIVE
ABOUT THE GARMENT COLLECTING PROJECT

• First company to launch a global garment collecting program
• Implemented on all our 55 markets
• More than 13 million kg of textiles collected since February 2013
• Collection volume equivalent to 65 million t-shirts
• H&M’s goal: reduce waste, save resources and close the loop on textiles

• Textiles from any brand – in any condition accepted
• We want to offer a solution that is easy to use and easy accessible
• We want to achieve a change of mindset – make customers perceive old textiles as a resource
THE SORTING PROCESS

REWEAR

RECYCLING

REUSE

ENERGY
RESULTS

First closed-loop products launched, made with 20% recycled material from collected garments.

• Conscious Denim- October 2014
• Closed Loop – February 2014
• Water and Energy saving processes
• 56% less water
• 58% less energy
TRANSPARENCY

In February 2013 H&M started to collect used clothes on all the H&M sales markets in cooperation with LOQ. For each kilogram of clothes that H&M collects 0.02 Euro will be donated to a local charity organization chosen by H&M. Below you can find information about the donations to the local charity organizations as well as the amount of clothes collected at H&M so far.

*The donations might be subjected to local taxes.

Please visit: http://hm.charitystar.com/ for more information.
CHALLENGES

- Technology
- Sorting
- Design
- Waste legislation/Trade barriers
- Consumer Awareness
THANK YOU