



H&M

FORESTRY PRODUCTS IN THE FASHION
INDUSTRY – NOW AND TOMORROW



AGENDA

- H&M and sustainability
- Sustainable material challenges
- Today's forestry based products/materials
- Tomorrow's forestry based product/materials



Fashion and
quality at the best
price in a
sustainable way.

A satellite view of Earth showing the Americas, with white text overlaid.

10 billion

people

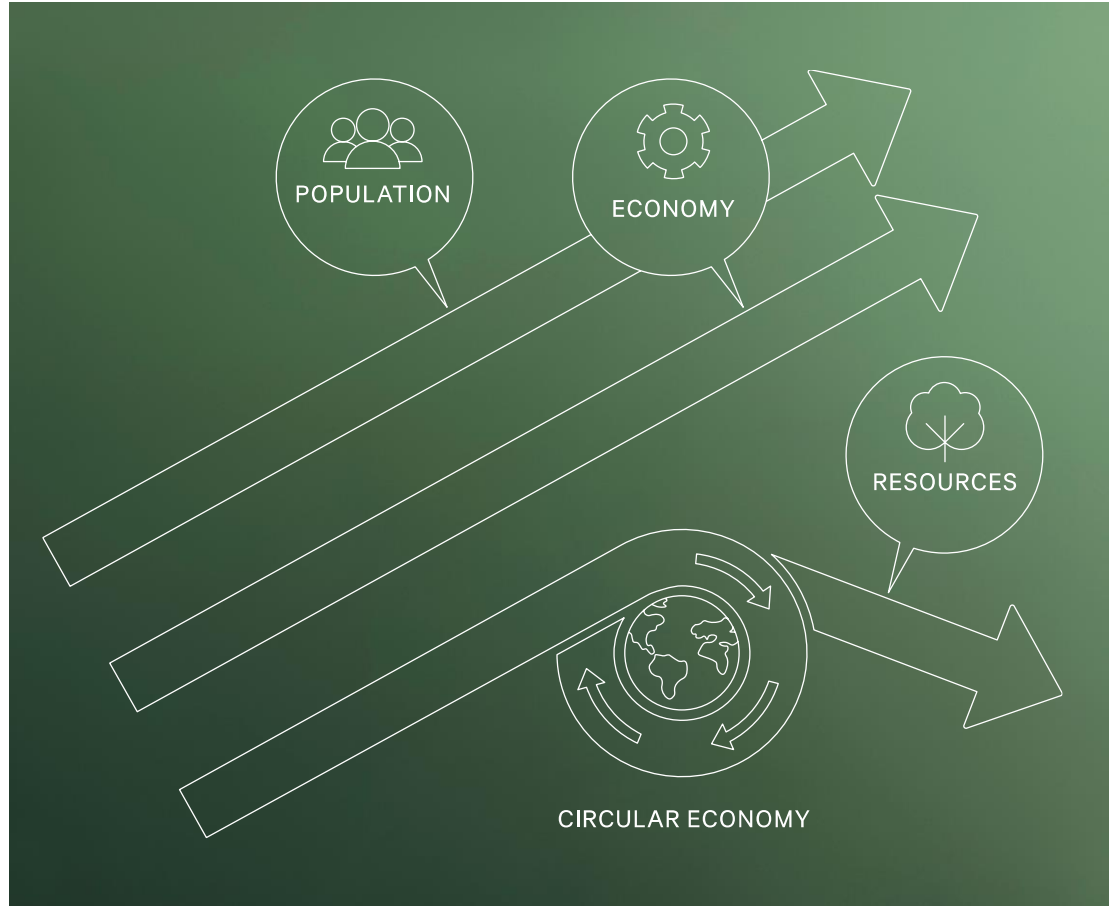
by 2050



100% CIRCULAR AND RENEWABLE



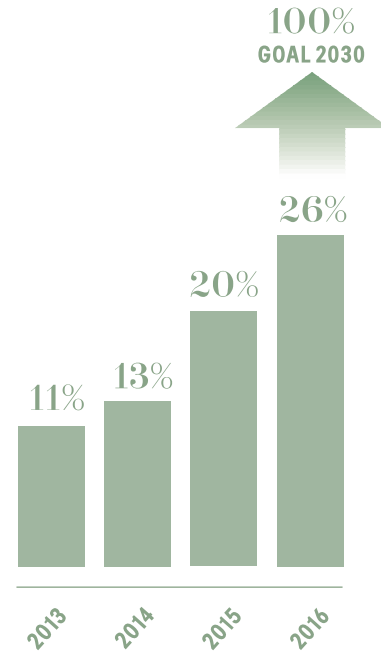
100% circular



NEW MATERIAL GOAL:
100%
recycled or
sustainably sourced materials
by 2030

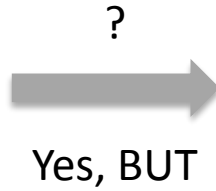


TOTAL SHARE OF RECYCLED OR OTHER SUSTAINABLY SOURCED MATERIALS*

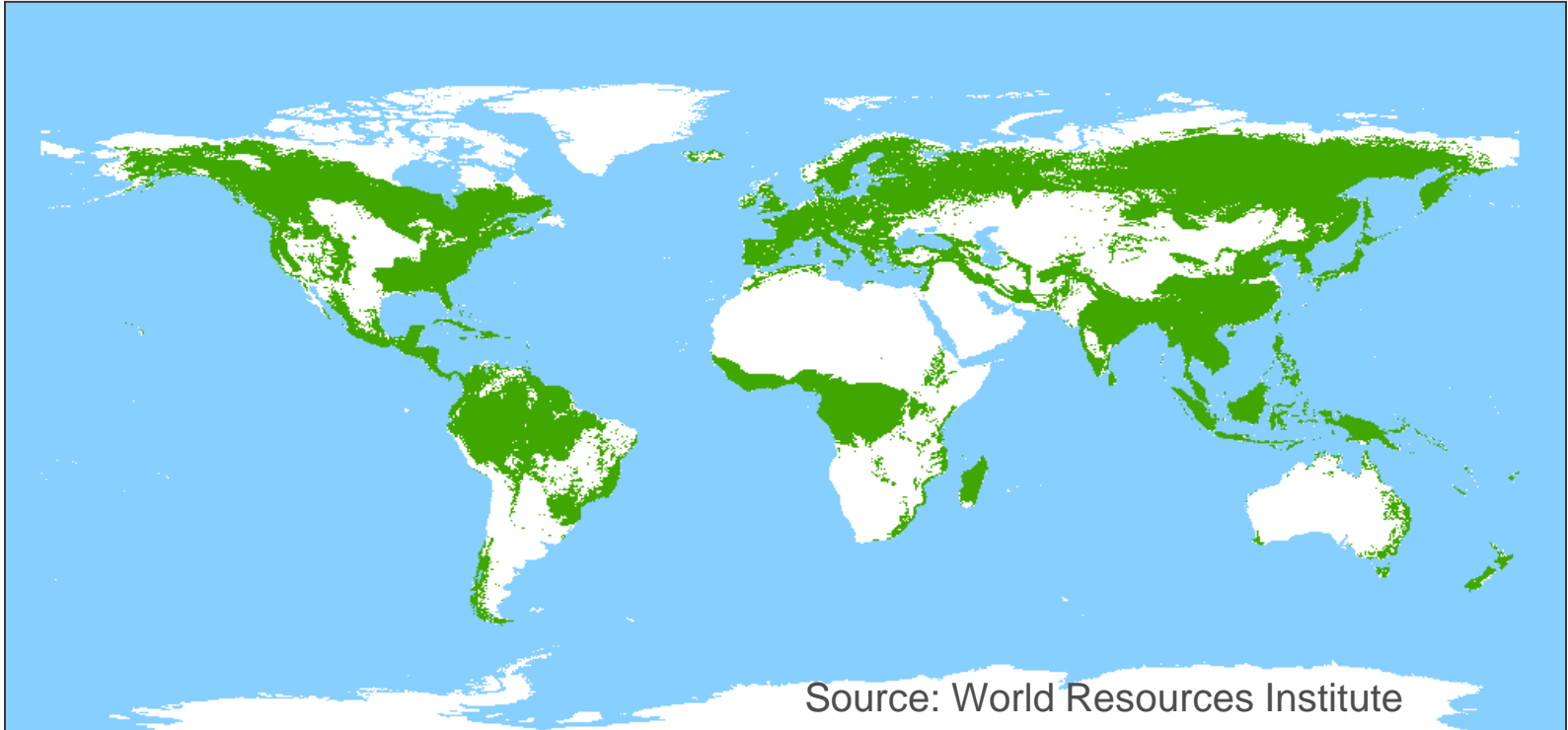


* Included are all materials classified as conscious materials, such as certified organic or recycled fabrics, as well as Better Cotton (BCI)

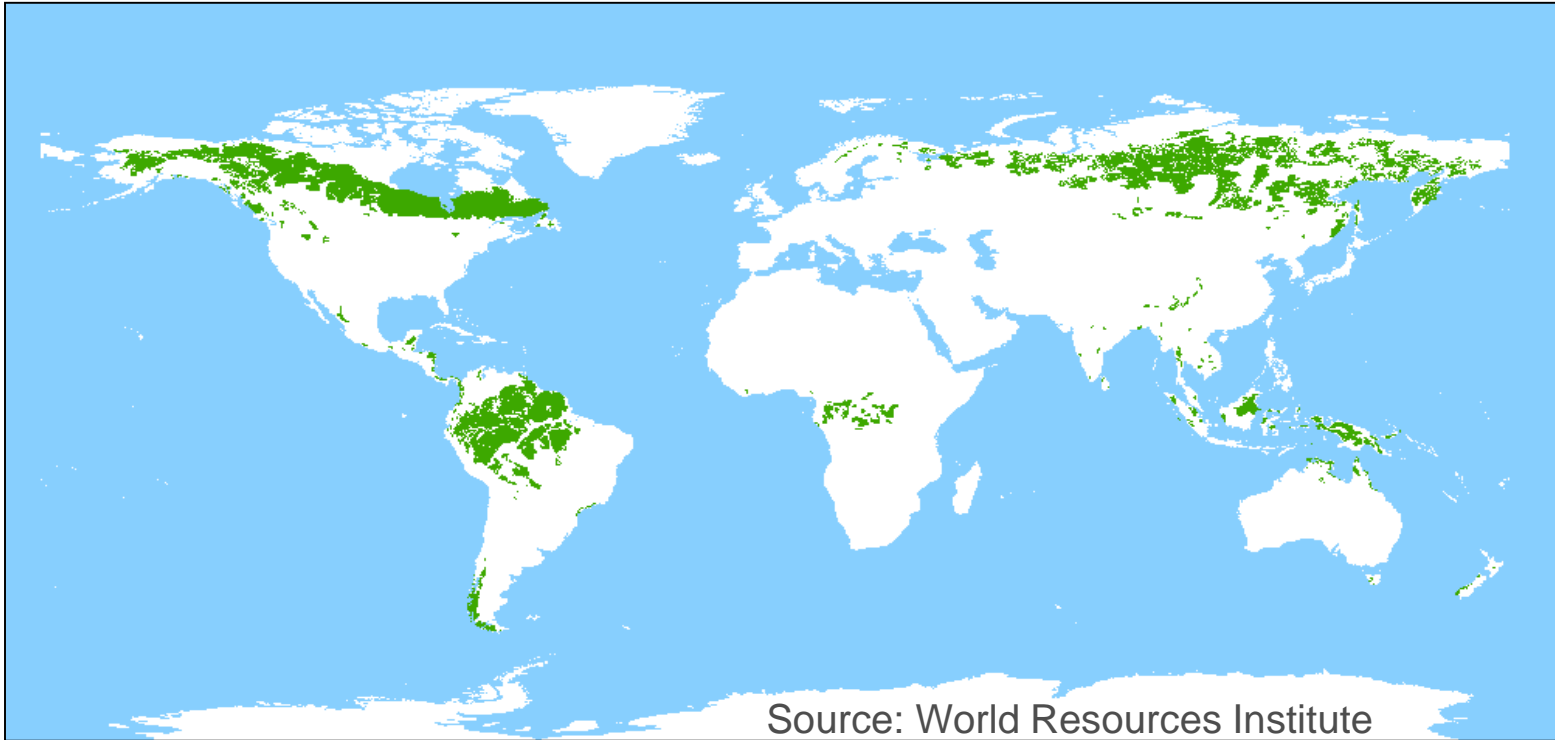
New Feedstock Required



State of the World's Forests Original Extent



State of the World's Forests Left Today



Source: World Resources Institute

**2016 ~ 120
million trees
going into fabric
estimated to
double by 2025**

**1/3 of the trees
going into fabrics
comes from ancient
and endangered
forests**



H&M's Material Ethics Policy – man-made cellulosic fibres

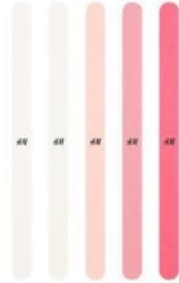
- H&M will require full traceability on all man-made cellulosic fibre and fabrics by 2017.
- H&M will only source man-made cellulosic fibre and fabrics from outside of ancient and/or endangered forests* by 2017.

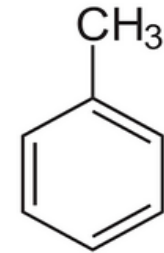
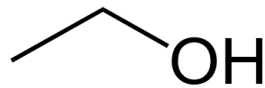
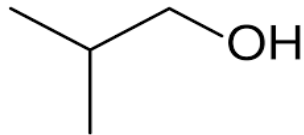
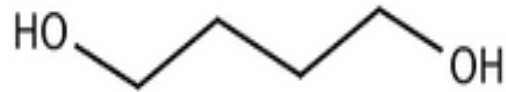
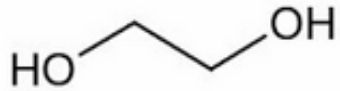
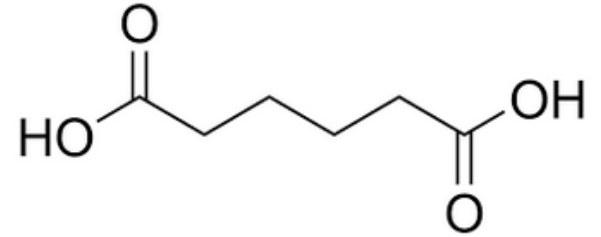
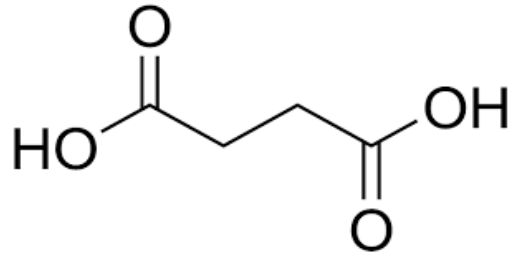
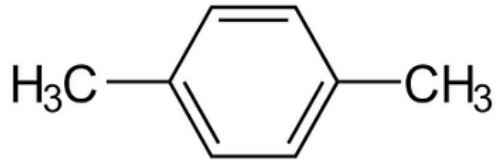


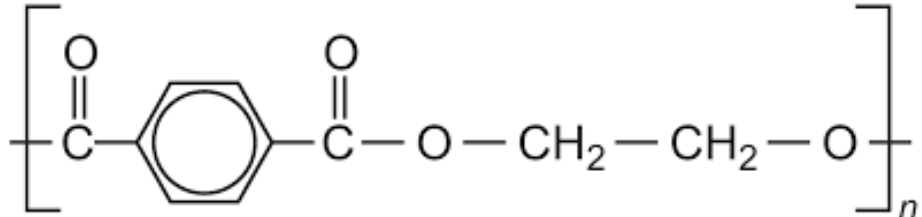
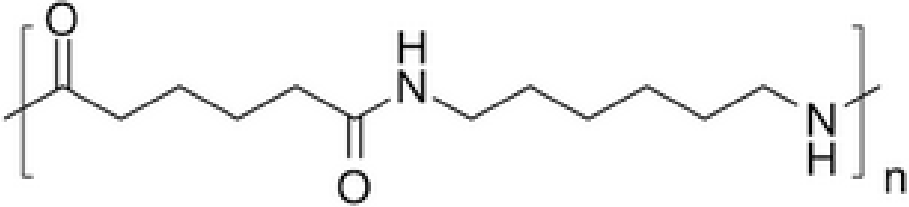
***What are Ancient and endangered forests?:**
Forests that have never been developed, never been harvested industrially, ecosystems and habitat are intact.

H&M's Material Ethics Policy – man-made cellulosic fibres cont'd

- H&M will promote the use of fabrics that come from Forest Stewardship Council (FSC) certified plantations or FSC certified forestry found outside all ancient and endangered forests and do not come from illegal logging or endangered species habitat.
- We encourage the development of alternate fibre sources for man-made cellulosic fabrics.



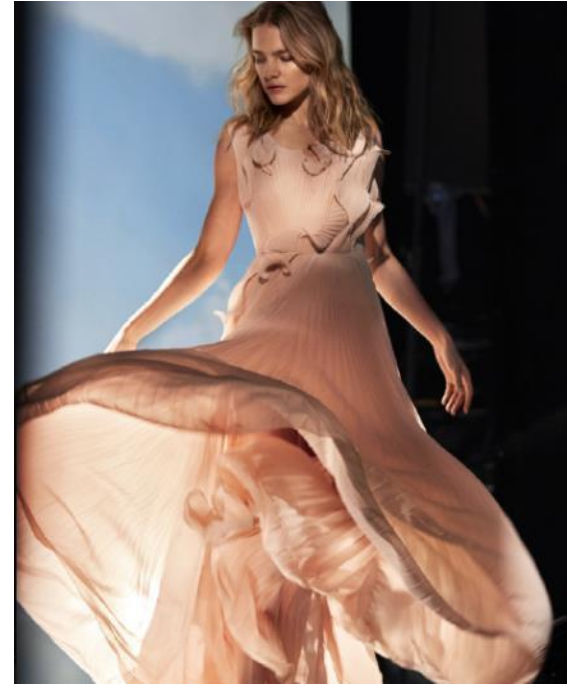






Future Material Demands

- Certified Responsible Forestry (FSC)
- Traceability (FSC)
- Usage of by-products
- Environmentally friendly production (e.g. dissolving pulp → fiber)
- Recycling process compatibility
- Added value features (e.g. water resistance)



Our vision

Lead the change towards circular and renewable fashion while being a fair and equal company.

