



SUSTRAINY

Sustainable action Training for Youth



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SUSTRAINY PROJECT



PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

ENVIRONMENTAL RESPONSIBILITY OF RETAILERS

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ENVIRONMENTAL RESPONSIBILITY OF RETAILERS



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Category – Key words	Accessible, fashion industry, circular business, environmental impact, retail responsibility, labour market, social impact, supply chain
Who?	H&M group has built connections with bank companies and investment management organizations in Sweden, policy makers, academics and researchers, nongovernmental organisations, innovators, investors, trade unions
Location	online
Years of implementation	2017 - ongoing
Website	https://hmgroup.com/sustainability/sustainability-reporting/



Abstract

The H&M Foundation is an independent non-profit global foundation headquartered in Stockholm, Sweden. It is privately funded by the Stefan Persson family, founders and main owners of the H&M Group. Founded to accelerate progress towards the UN Sustainable Development Goals, H&M Foundation uses collaboration and innovation to co-create, fund and share solutions for the world's most urgent challenges. H&M Group's vision for sustainability is to lead the change towards circular and climate positive fashion while being a fair and equal company according to an ambitious sustainability strategy produced jointly with external and internal experts. Responsible purchasing practices are fundamental to safeguard the fair treatment of garment workers and to provide a healthy work environment. One of the main goal of the company is to promote the **Circular & Climate Positive:**

- Circularity: use only recycled or other sustainably sourced materials
- Energy efficiency
- Renewable energy: to use 100% renewable electricity in our own operation and incentivize and support our suppliers to do the same.
- Climate Resilience: investigating different types of technological carbon sinks, such as innovative materials taking up more CO2 than the production process emits.

The H&M group is the founding member of the collaboration ACT – Action, Collaboration and Transformation – together with other brands and the global union Industrial. The ACT collaboration, created in 2014, has five commitments to adhere to in order to be classified as a responsible buyer.

Concept Addressed

The concept of H&M group is to offer fashion, design and services that inspire and enable people to express their style while making it easier to live more circular to enhance an environmental impact.

Relevance

Added value

- **Innovation.** Stimulating transformation by identifying, testing and scaling new solutions and business models.



- **Transparency.** Openly sharing progress and challenges to create accountability and encourage others, collecting and disclosing data to increase visibility of the supply chain and enable meaningful decisions throughout the value chain, providing product sustainability information to customers to make informed choices.
- **Inspiring sustainable actions.** Encouraging people across the value chain to make more sustainable choices, engaging with decision makers on policy issues such as wage setting mechanisms, labor law, climate change, due diligence, circular economy and biodiversity.

Challenges - innovate not only materials and processes, but also business models and new ways for people to experience fashion and design; achieve a climate positive value chain; being a fair and equal company requires us to enable equal access to sustainable resources and solutions.

Eventually accreditation

H&M Group is included in the Carbon Disclosure Project's (CDP) 2019 Climate Change A List that recognizes the world's most pioneering companies leading on environmental transparency and performance; has been recognized for the ninth time by the Ethisphere® Institute as one of the World's Most Ethical Companies. It retains its position as a constituent of the FTSE4Good Index Series. Companies in the FTSE4Good Index Series have met stringent social and environmental criteria and are positioned to capitalize on the benefits of responsible business practice.

Tips to implement

- If you are a retailer promote the reduction in packaging
- If you are a retail company use recycled material and sustainable sources
- The environmental impact of H&M group 100% of cotton is organic, recycled and sourced in a more sustainable way, 64.5 % of the material is recycled.

Bibliography

H&M group Sustainability Performance Report (2020)

