

La nostra visione è quella di guidare il cambiamento verso un'industria della moda circolare e rispettare gli impegni per il clima, garantendo equità sociale.





2030

8,5 Billion
People

Nel 2030 la popolazione mondiale
aumenterà fino a 8.5 miliardi

Riduzione delle emissioni del 50% ogni 10 anni

Halve our emissions
every decade

Riduzione delle emissioni del 50% ogni 10 anni

Obiettivo: riduzione emissioni Scope 1,2,3
del 56% entro il 2030
Raggiungere il Net Zero entro il 2040

Halve our emissions
every decade

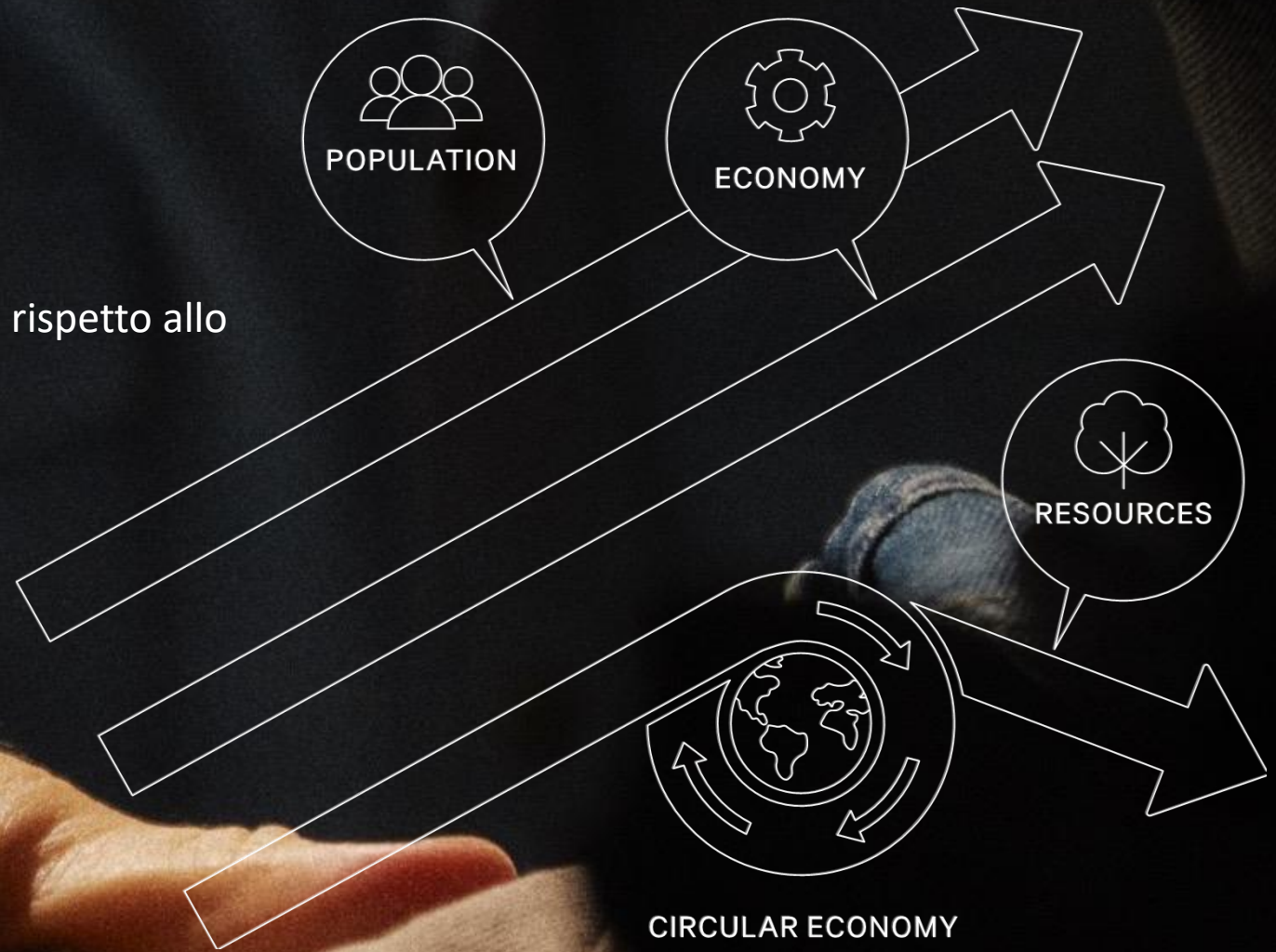
New Goal:
Reduce our absolute
scope 1, 2 and 3 emissions
by **56%** by **2030**

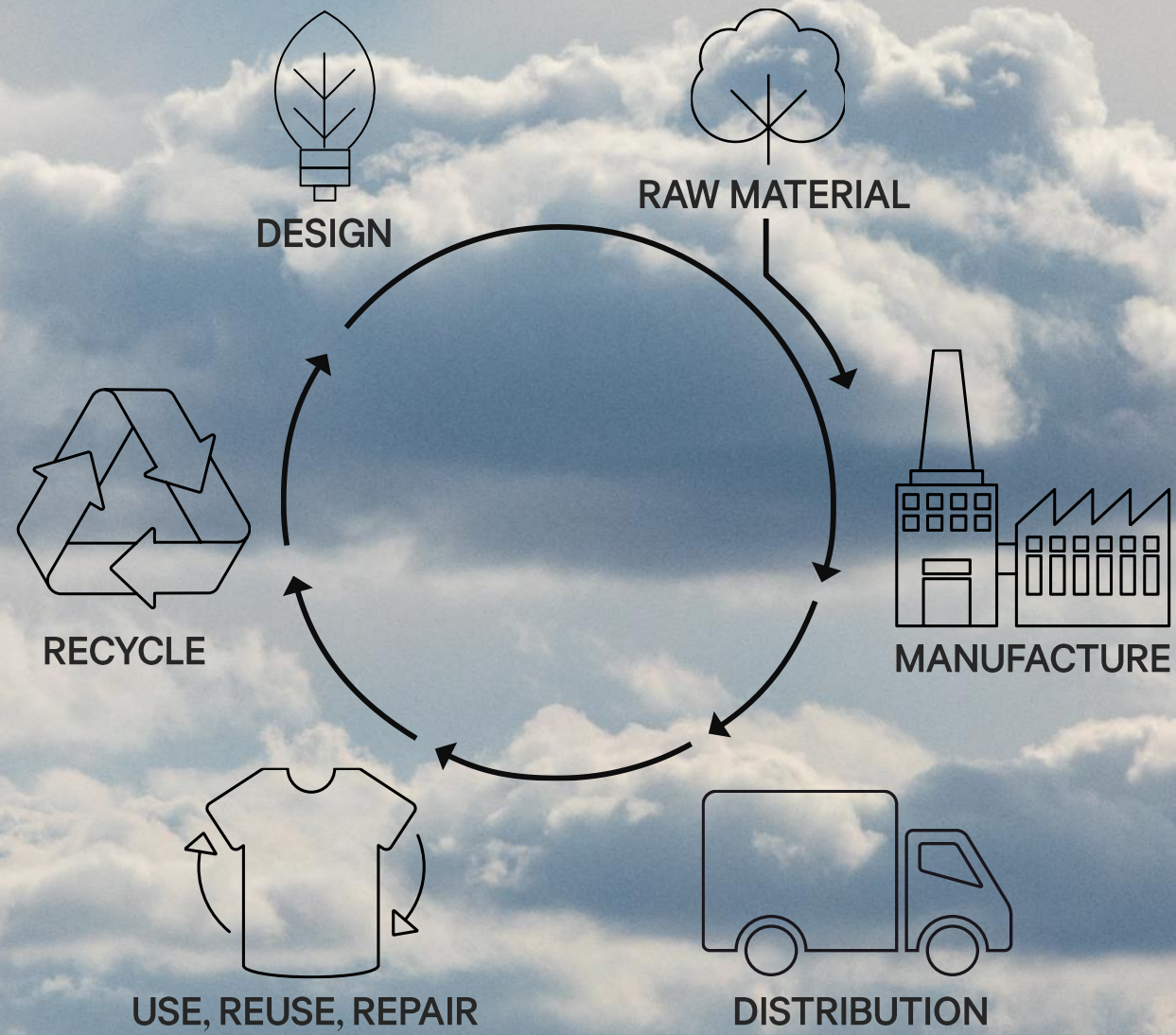
Net Zero by 2040



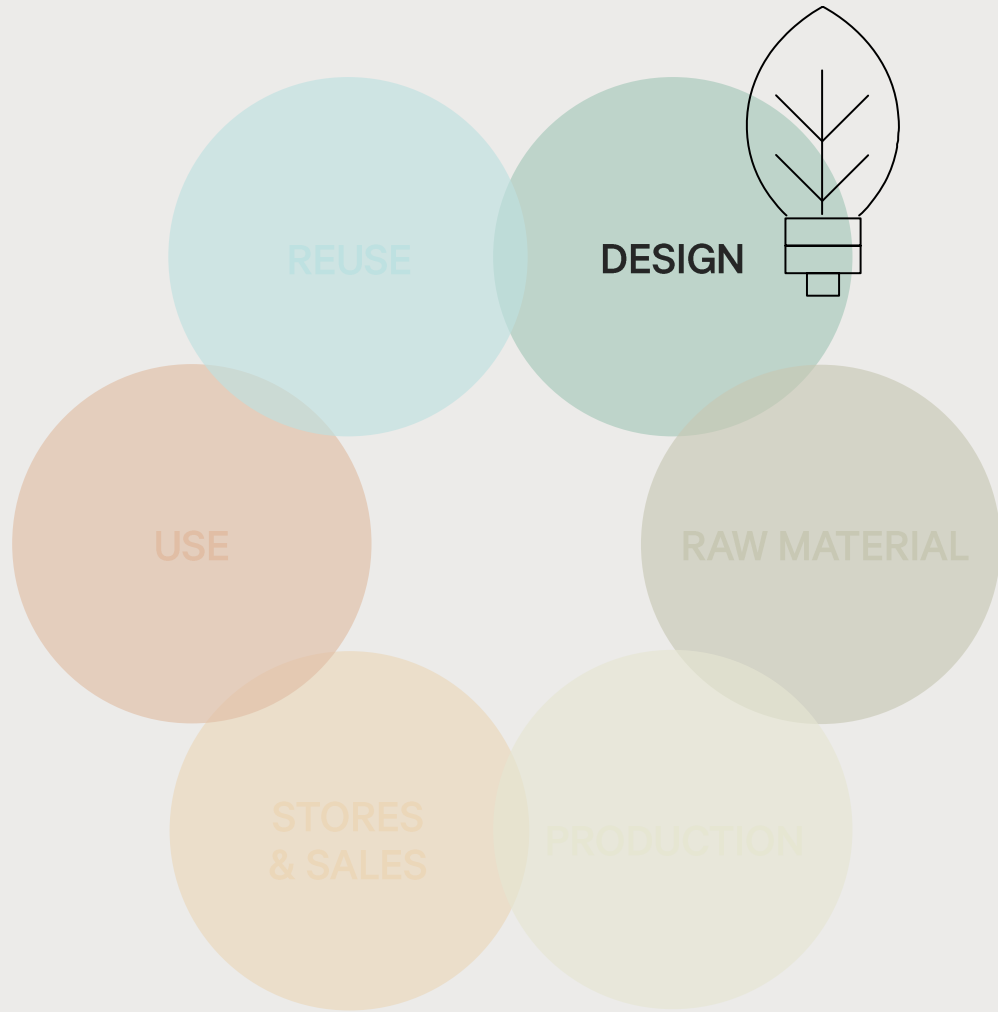
New Growth – Decoupled from Natural Resources

Un nuovo concetto di Crescita – Decoupling rispetto allo sfruttamento delle risorse naturali









H&M crea un nuovo strumento digitale per supportare i designer a creare prodotti più circolari

The future of fashion. In your hands.

 **Circulator**™

Circular design begins with better decisions.
Let the Circulator lead the way.

PREDICT THE
DEMAND

HOW MUCH
TO BUY?

WHERE TO
SELL IT?

REDUCE OVER-
PRODUCTION

SAVE
RESOURCES

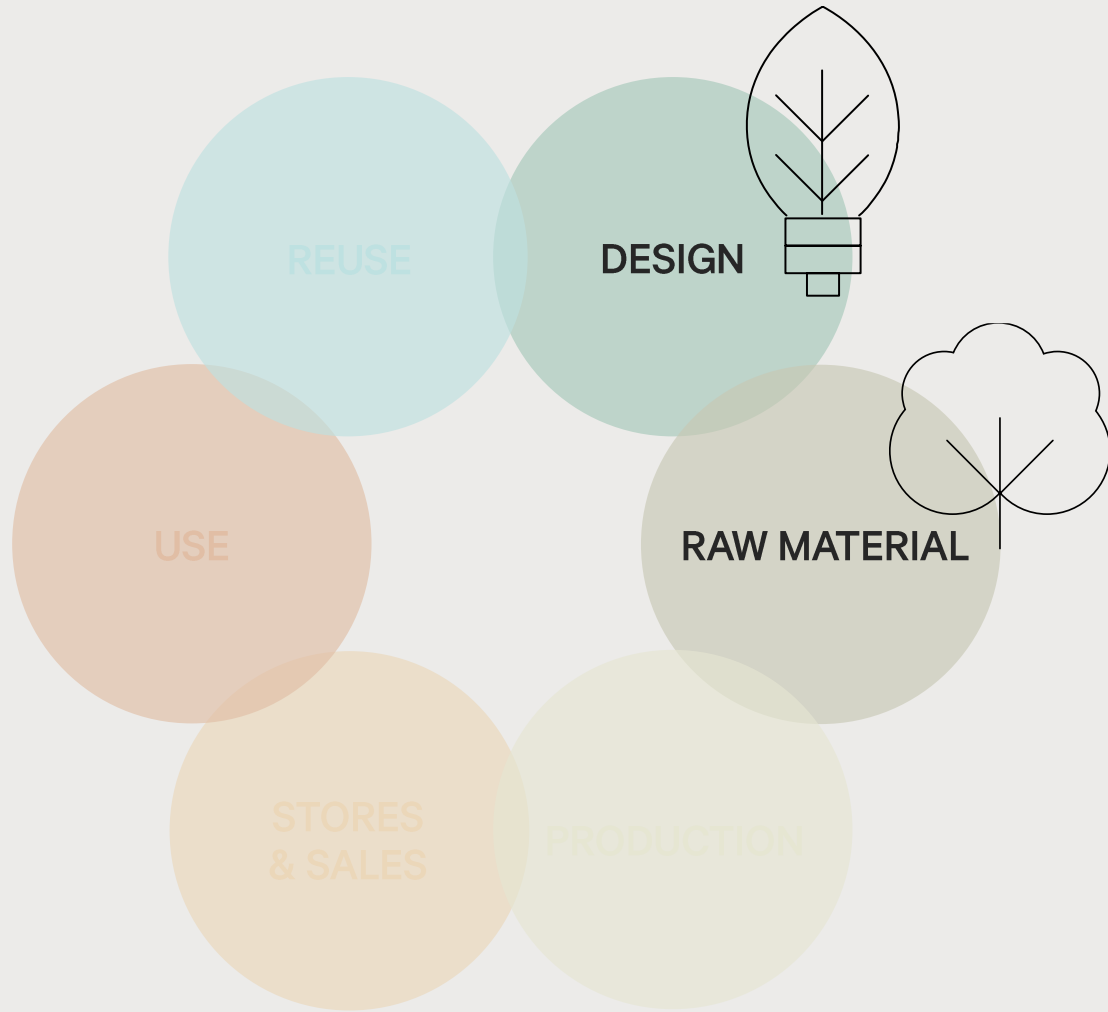
PREVISIONE
DELLA DOMANDA

CALCOLO DEL
FABBISOGNO DI
MATERIE PRIME

SCELTA DEI
MERCATI DI
VENDITA

RIDUZIONE DELLA
SOVRAPPRODUZIONE

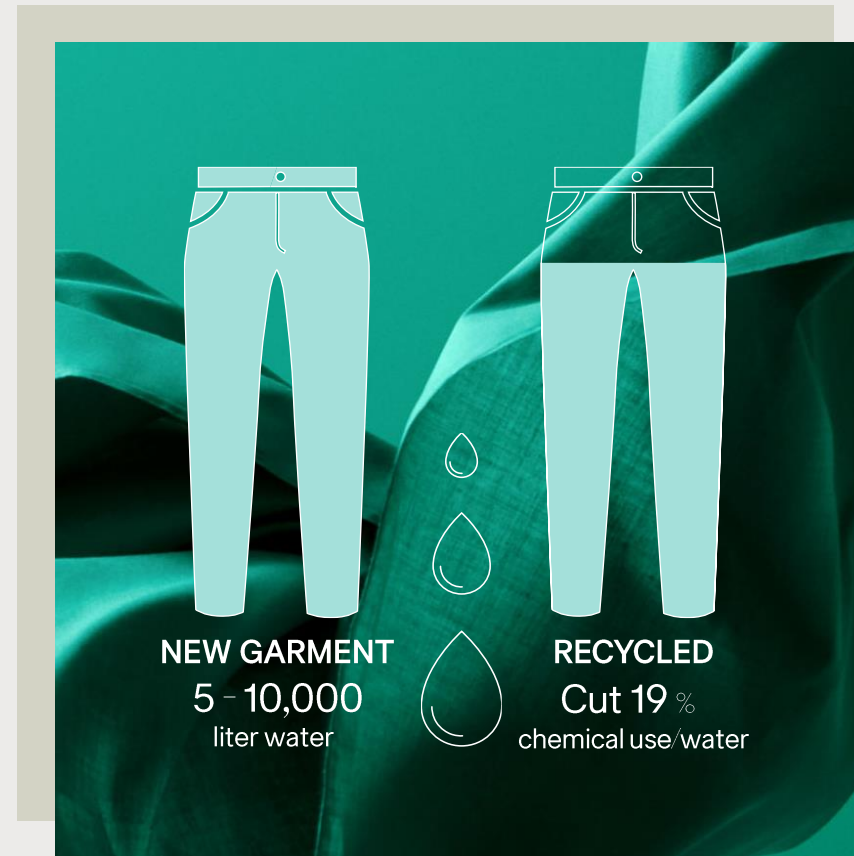
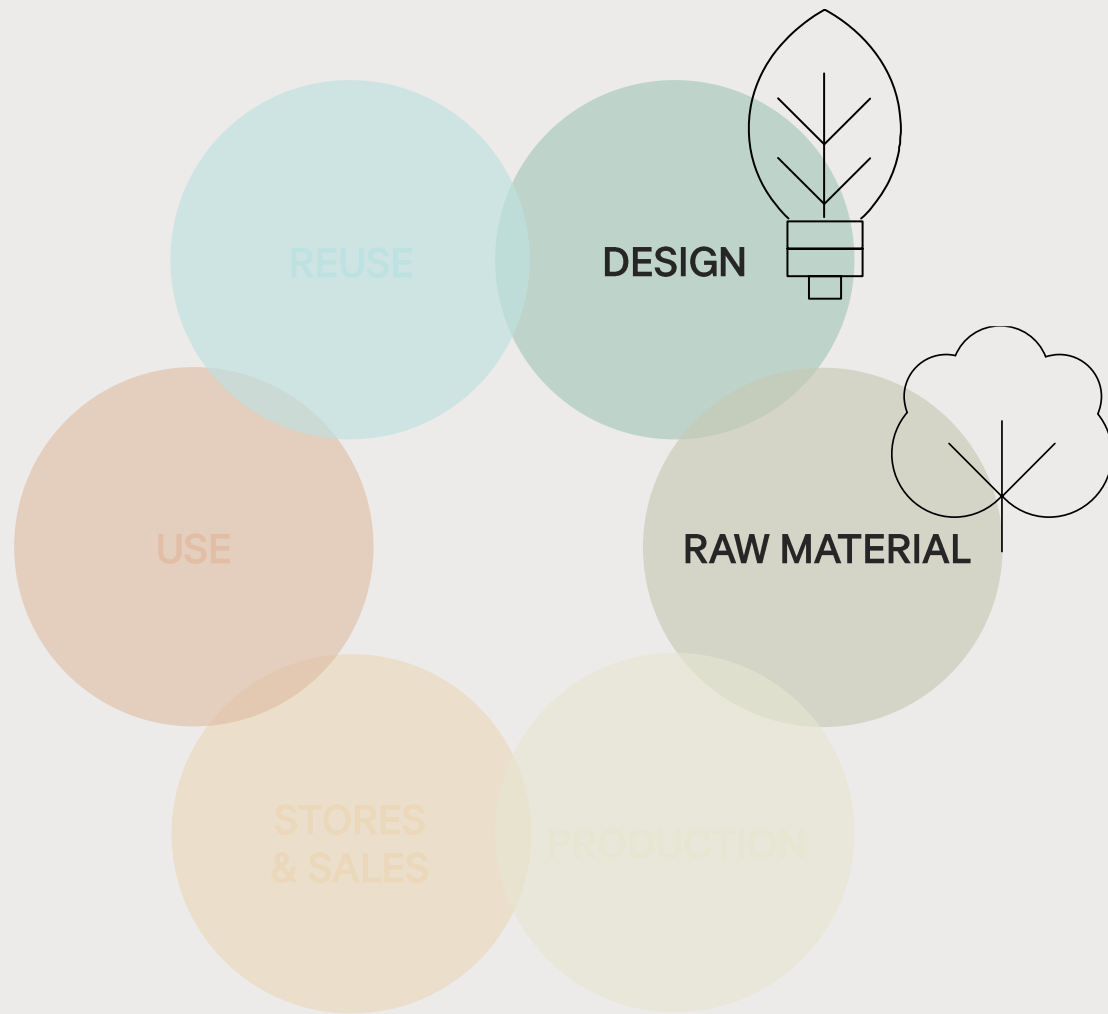
SALVAGUARDIA DELLE
RISORSE



100%
recycled or sustainably
sourced materials in 2030

*Obiettivo: 100% materiali
provenienti da fonti più
sostenibili entro il 2030*





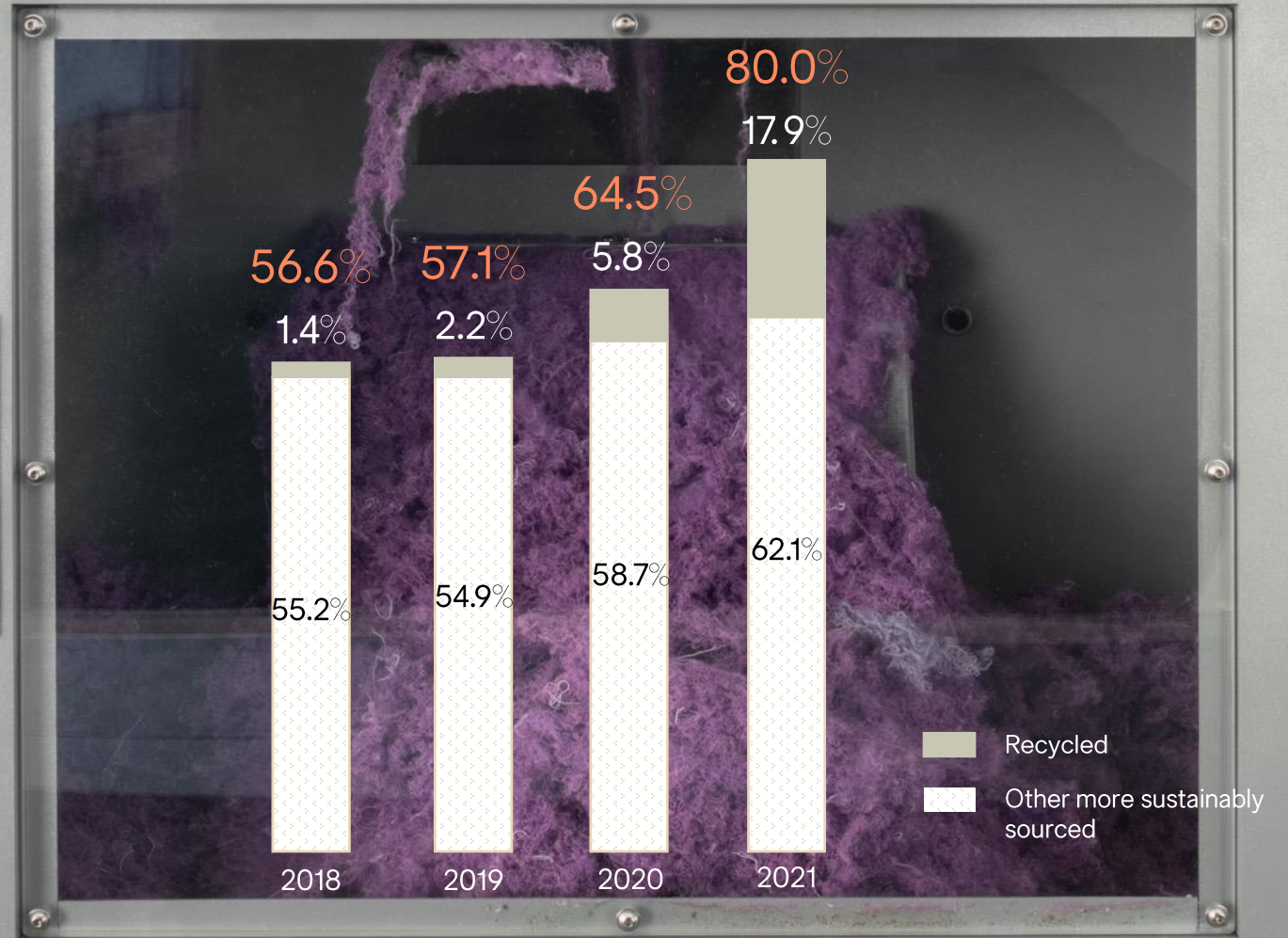
Un jeans realizzato in cotone riciclato può consentire la riduzione fino al 19% dell'utilizzo di acqua e sostanze chimiche

Materials

2021

80% recycled or sustainably sourced materials

(80% dei materiali riciclati o da fonti più sostenibili)



% recycled or other more sustainably sourced materials



Recycling goal:
**30% of our total materials
will be from recycled sources by 2025**

*Abbiamo fissato un ulteriore obiettivo: il 30% dei materiali
utilizzati nelle nostre collezioni
sarà proveniente da fonti riciclate entro il 2025*

Innovative Materials

Fairbrics

FLWRDWN

Liva Reviva:

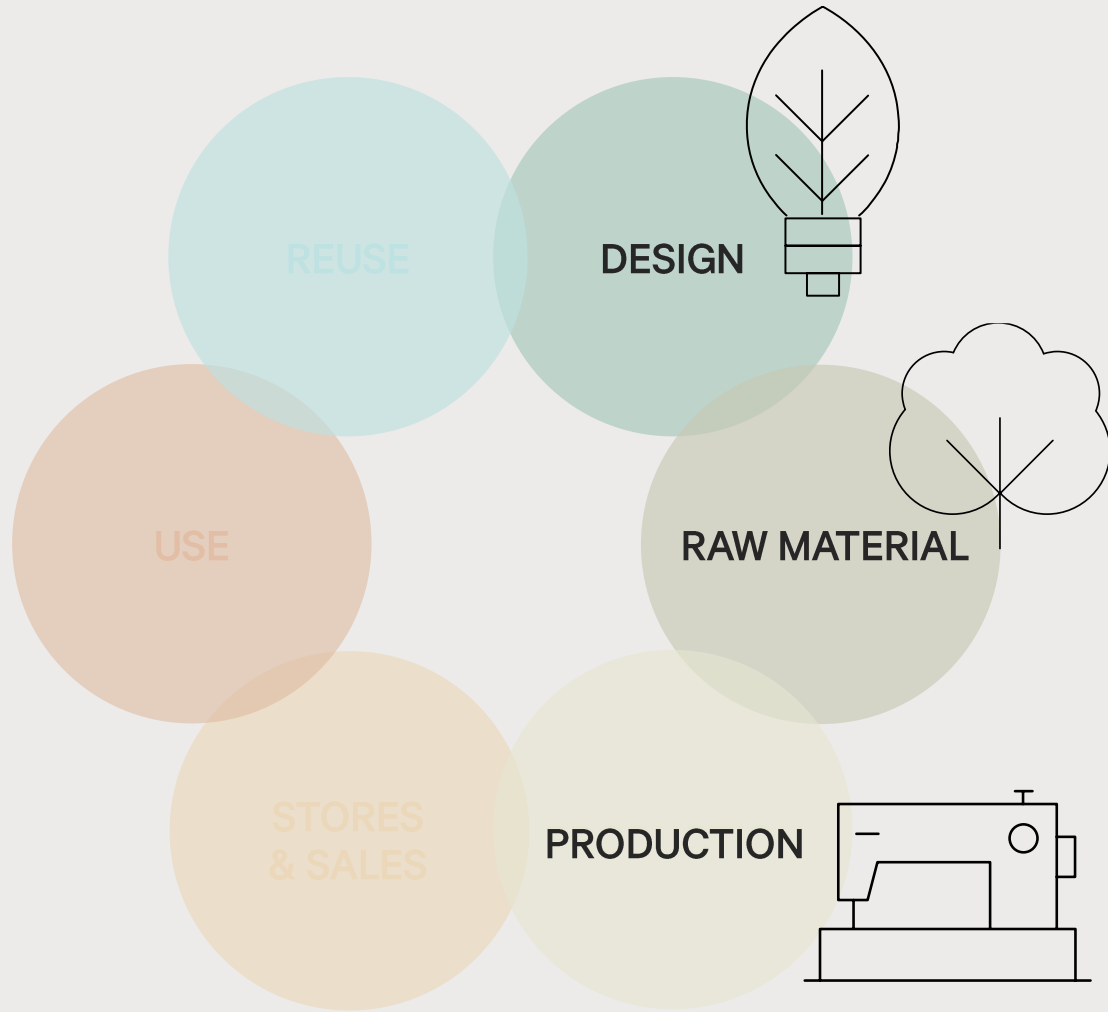
Made of Air:

Naia™ Renew:

New processes

Colorifix

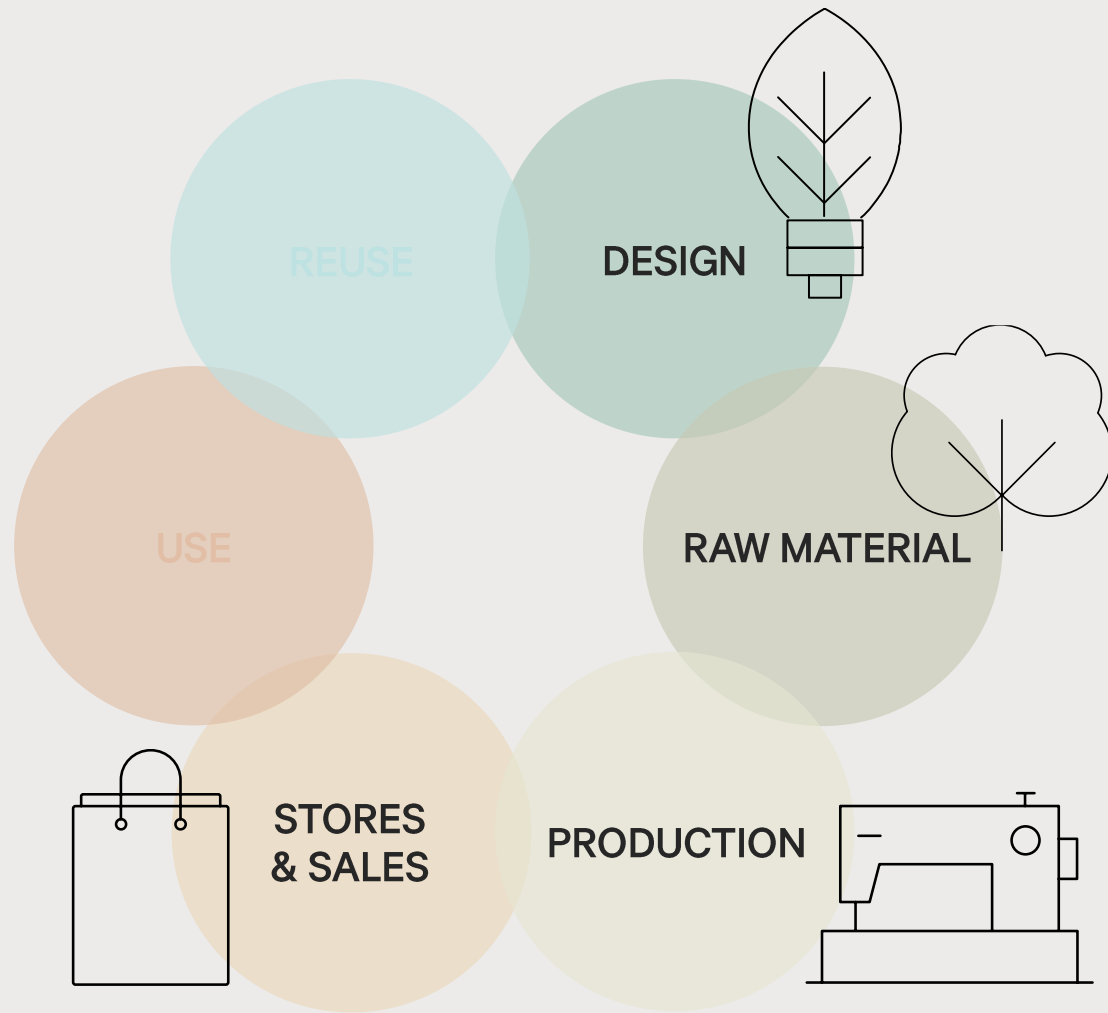
Alchemie



Nazma, Tarasima Apparels i Bangladesh

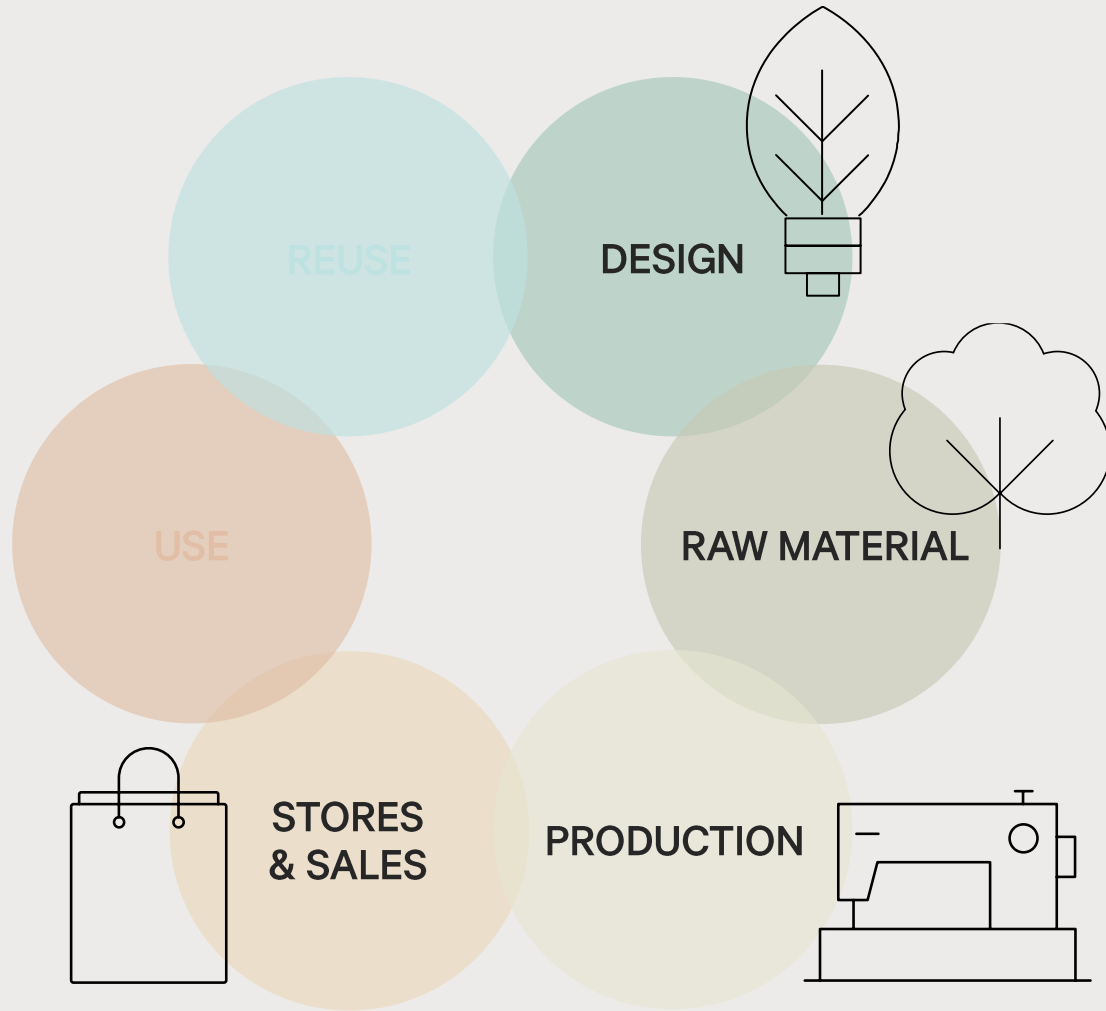


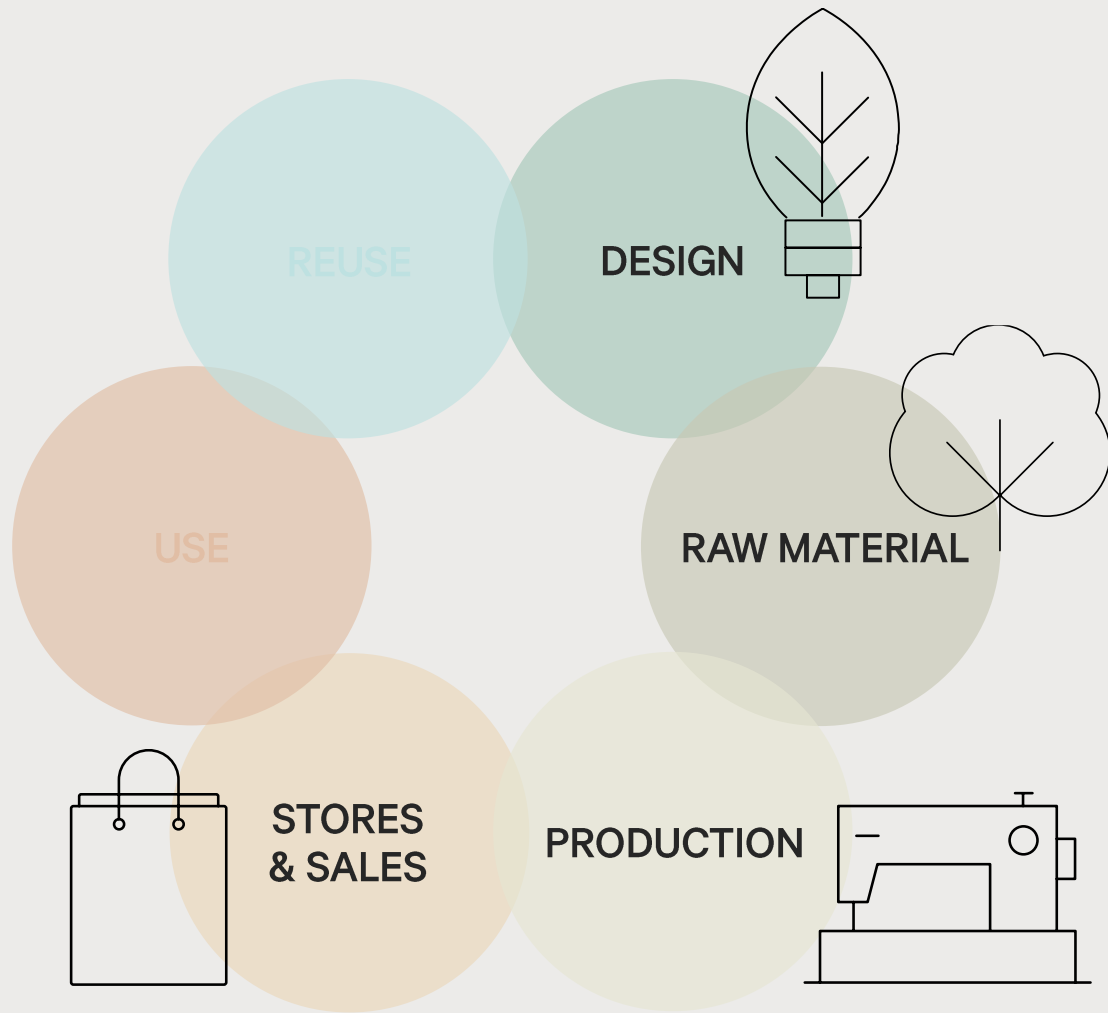


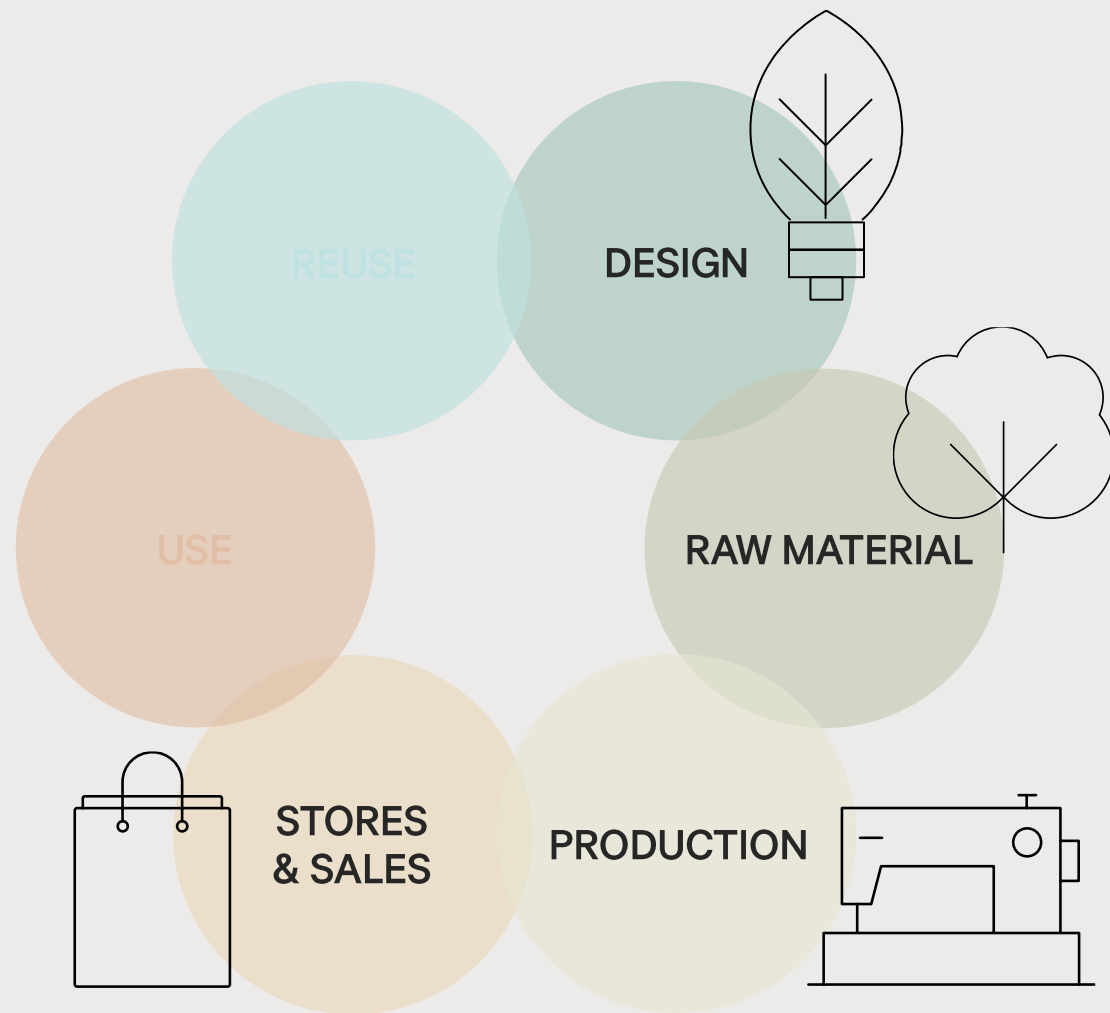


96%
of all electricity in our stores,
offices and warehouses comes
from renewable sources

*Il 96% dell'elettricità utilizzata
dai nostri negozi è prodotta da
fonti rinnovabili*







Phasing out coal from all factories in our supply chain

Green investments – financially supporting projects that reduce our emissions throughout our value chain and remove carbon from the atmosphere.

Return on investment will be measured by emissions reductions, not financial gain.

SBTI verified targets in 2022

*Eliminazione dei motori e boiler a carbone in tutte le fabbriche che producono per H&M
Investimenti in efficienza ed energie rinnovabili per la nostra supply chain
SBTI ha verificato e approvato i nostri target*





*H&M Take Care
Programma di
riparazione e riutilizzo
di abiti offerto
negli store di
17 mercati*

**H&M's Take Care
expanded their product
range extended to
7 new markets,
bringing the total
to 17 markets**



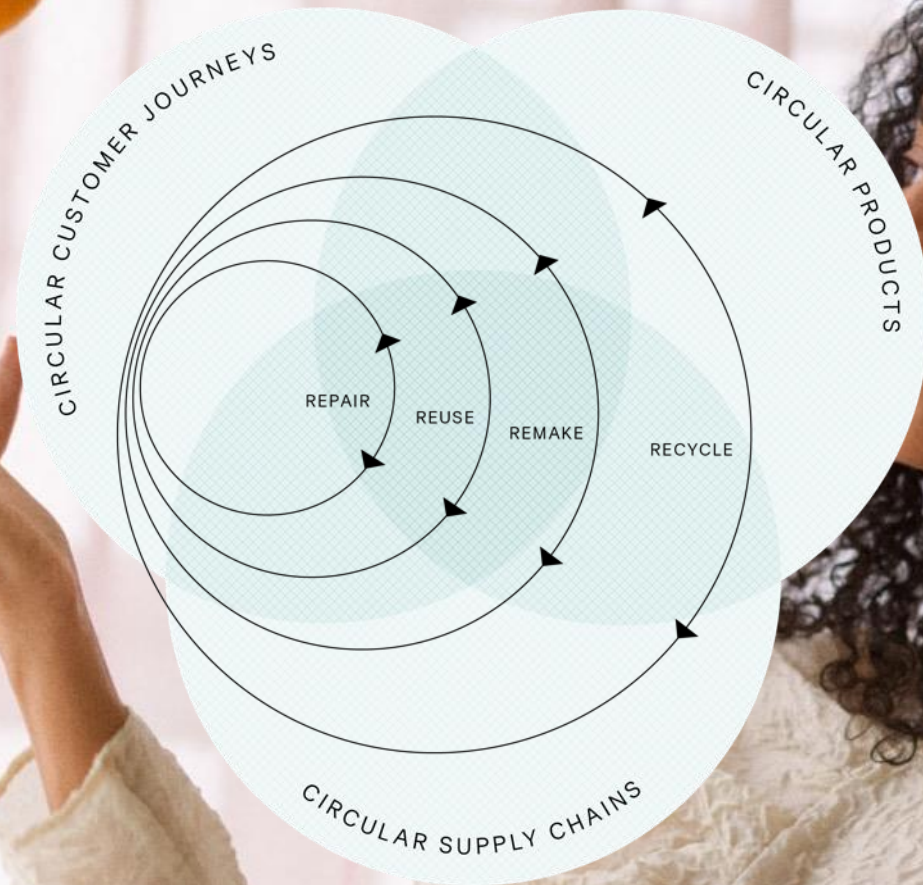
The majority of all clothes end up as landfill

La maggior parte dei vestiti finisce in discarica



Maximizing product life and scaling new business models

Nuovi prodotti e nuovi modelli di business



Pre-loved är alltid rätt.
Hitta dina nya favoriter
Oss.

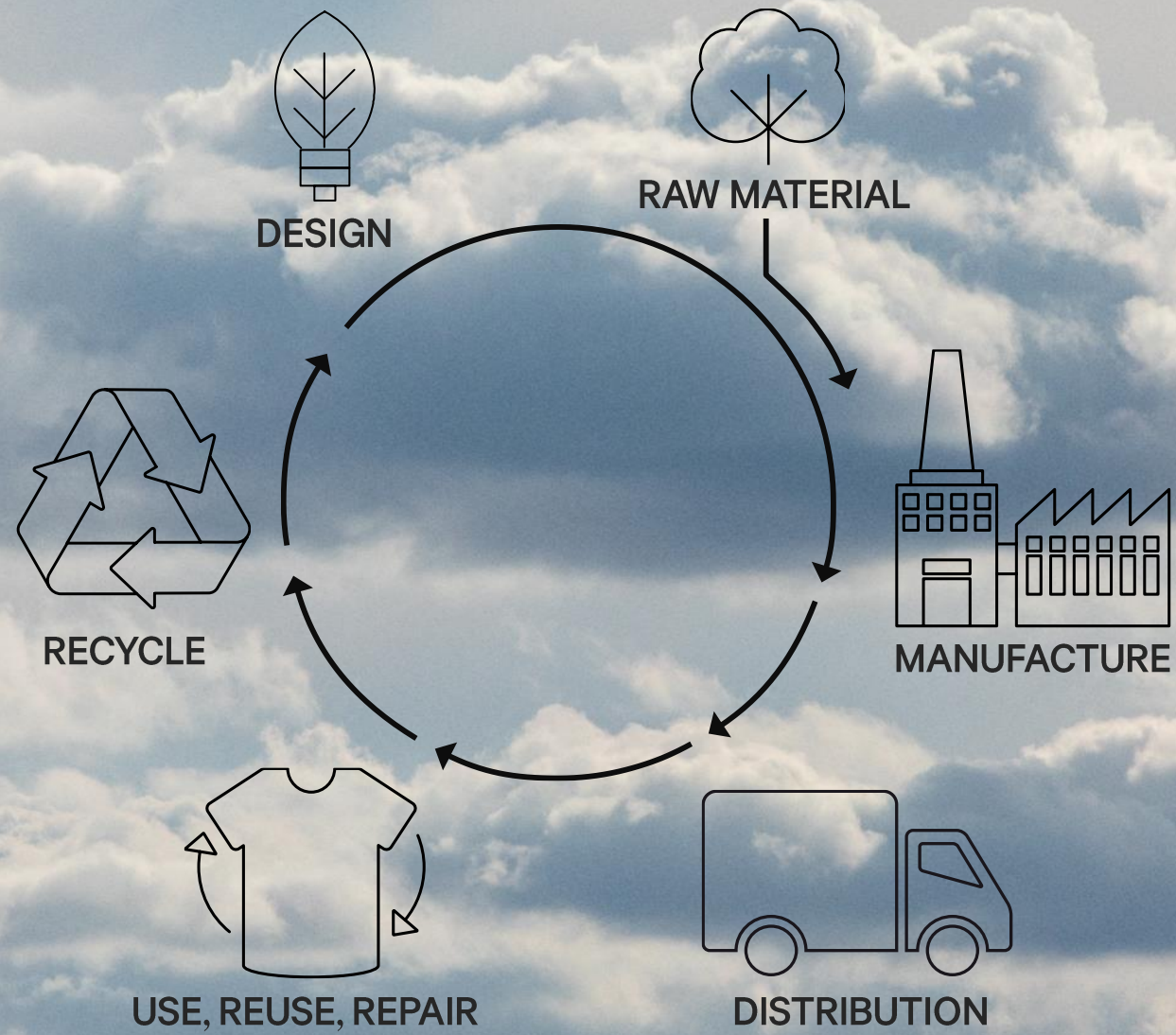
H&M Pre - Loved
Second Hand
in Sweden
from
February 2022

*H&M lancia
l'offerta di capi
second hand
in Svezia
nel 2022*



Sellpy, our resale
and second hand
online market expanded
in 22
new markets
in 2021

Sellpy
*Piattaforma di reselling
e vintage
attiva in 22
ulteriori mercati
dal 2022*





Collaboration to tackle challenges together

The challenges we face are too complex for any company to tackle alone, no matter their size.

We are proud to be working with the kind of partners and innovators who can make this approach work.

This includes other fashion brands, global trade unions, academics, researchers, to name a few as well as the ILO, Sida, WWF, the Ellen MacArthur Foundation, Solidaridad and many more

La collaborazione è fondamentale per affrontare le sfide che ci attendono. Nessuna azienda può avere successo in un percorso verso la climate neutrality senza partnership che la sostengano, nemmeno i gruppi di grandi dimensioni come H&M.

Alcuni dei nostri key partner: ILO, Ellen MacArthur Foundation, WWF, e molti altri

A woman with dark, wavy hair is shown in profile, wearing a bright red turtleneck sweater with a zipper and a dark bag. Behind her, a man is also in profile, wearing a blue turtleneck sweater. They are standing against a clear, light blue sky. The text is overlaid in the center of the image.

«Non vogliamo semplicemente produrre e vendere moda,
ma renderla più sostenibile e accessibile per tutti»