



OUR APPROACH

Our Commitments



Our Primark Cares strategy sets out nine new commitments that will help us to become a more sustainable and circular business.

The commitments are divided into three pillars:

GIVING CLOTHES A LONGER LIFE

Our clothes will be recyclable by design, made of recycled or sustainably sourced materials and they will last for longer.

PROTECTING LIFE ON THE PLANET

We will halve our carbon footprint, eliminate non-clothing waste and work to restore biodiversity.

IMPROVING PEOPLE'S LIVES

We will pursue a living wage for workers in our supply chain, work to improve their health and wellbeing, and promote equal opportunities for women.



Collaborate and innovate • Ethical trading principles • Transparency and traceability

Giving clothes a longer life

We will become a circular and more sustainable business.



Affordable clothes designed to last

We will strengthen the durability of our clothes by 2025.



Clothes that can be recycled

Our clothes will be recyclable by design by 2027.



Clothes made of recycled fibres

All our clothes will be made from recycled or more sustainably sourced materials by 2030.

Protecting life on the planet

We will nurture nature, halve carbon emissions and eliminate waste.



Halve our carbon footprint

We will halve carbon emissions across our value chain by 2030.



Eliminate non-clothing waste

We will eliminate single-use plastics and all our non-clothing waste by 2027.



Restore biodiversity

Our Sustainable Cotton Programme will use more regenerative agricultural practices by 2030.

Improving people's lives

We will protect and improve the livelihoods and resilience of the people who make our clothes.



Create financial resilience

We will pursue a living wage for workers in the supply chain and support with financial literacy training and access to social protection by 2030.



Promote equal opportunities for women

We will strengthen the position of women through skills development and addressing their barriers to progression by 2030.



Improve health and wellbeing

We will ensure access to effective grievance processes and widen access to help for mental & physical wellbeing by 2030.

Find Out More



OUR APPROACH

How Change Looks



OUR APPROACH

Primark Cares In Numbers



OUR APPROACH

Meet the Experts

BACK TO
Primark Cares



INSIDE PRIMARK

About Us

Careers at Primark

Suppliers

UK Gender Pay Report

Modern Slavery Act

Cruelty Free International

THE NEWSROOM

[Corporate News](#)

[Fashion News](#)

[Primark Cares News](#)

[Media Library](#)

[Media Enquiries](#)

USEFUL INFORMATION

[Term of Use](#)

[Privacy & Cookies](#)

[Franchise Scam](#)

HELP

[Customer Service](#)

[Sitemap](#)

