



# Water

Our industry relies on water, and our planet is counting on our industry to use water wisely. Clean water is a basic human right and essential for thriving biodiversity, yet water scarcity and quality are significant global issues.

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Two billion people live in countries experiencing high water stress, and 80% of wastewater flows back into ecosystems without being treated. Climate change worsens these impacts by increasing the likelihood of water-related disruptions such as floods, droughts, rising sea levels and changing rainfall patterns.

The fashion industry is one of the biggest users of water, and also one of the biggest polluters. From growing cotton to dyeing fabric and washing clothes, fashion takes its toll.

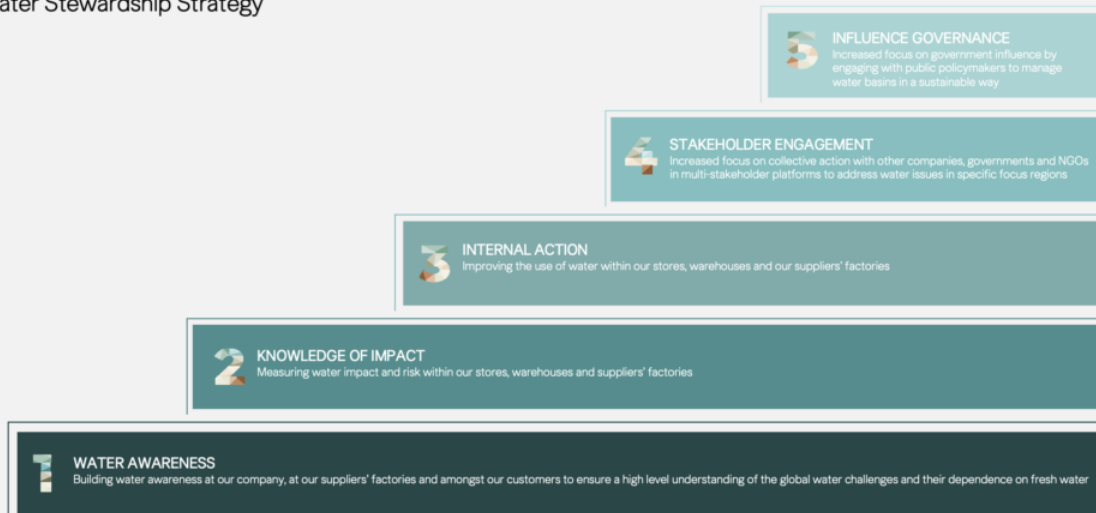
That's why it is our responsibility to conserve water, reuse and recycle wherever possible, and keep it clean for future generations.

## Water stewardship

We've been working to reduce our water impact across each part of our value chain for more than a decade, paying attention to both global and local impact and context.

Our water stewardship strategy focuses on water awareness and efficiency throughout our value chain, impact measurement, and stakeholder engagement — including working with policy makers to advocate for sustainable management at local (basin) level.

## Water Stewardship Strategy



## Our Water Roadmap

Our Water Roadmap 2018-2022 lays out our goals and the actions we need to take to deliver on our strategy. Our tools and activities include:

- Water-management requirements for suppliers, covering legal compliance and a set of minimum and aspirational requirements for water use and quality.
- Water Risk assessment, using WWF's water-risk filter.
- Cleaner-production program implemented in our value chain together with external partners such as WaterPaCT/IFC, Sweden Textile Water Initiative (STWI).
- Wastewater recycling solutions piloted and implemented in textile production processes.

Our industry is complex, which means collaboration is central to our efforts to manage water in a sustainable way. Our partnership with WWF began in 2011 and includes water as a key focus.

To encourage industry-wide progress on water use and quality, we work with and align our performance reporting with groups such as Zero Discharge of Hazardous Chemicals (ZDHC) and the Sustainable Apparel Coalition (SAC).

OUR FOCUS	THE ISSUE	GOALS	ACTIONS
QUANTITY	In many parts of the world, water is scarce. Working with our suppliers, we are reducing the amount of water used in production processes	<ul style="list-style-type: none"> <li>• Reduce water use in production by <b>25%</b></li> <li>• Harvest and use rainwater instead of groundwater in <b>50%</b> of production facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Roll out cleaner production programs on a global and local scale</li> <li>• Improve water efficiency in manufacturing</li> <li>• Build capacity of our supply chain in water efficiency</li> </ul>
QUALITY	Many people don't have access to clean water. So we are reducing pollution in our supply chain to improve water quality around the world	<ul style="list-style-type: none"> <li>• <b>100%</b> of ETP's pass H&amp;M Group's functionality assessment</li> <li>• <b>100%</b> of water discharged from ETP's complies with ZDHC** Wastewater Quality Guideline – foundational level</li> </ul>	<ul style="list-style-type: none"> <li>• Assess functionality of ETP's</li> <li>• Test wastewater annually</li> <li>• Improve discharged water quality</li> </ul>
CIRCULARITY	Instead of taking water and discharging it, we are working with our suppliers to recycle treated wastewater back into the production process	<b>15%</b> of water used in production is recycled water	<ul style="list-style-type: none"> <li>• Build capacity of our supply chain in water recycling</li> <li>• Introduce water recycling solutions for key textile processes</li> <li>• Recover resources such as salt and caustic soda</li> </ul>
COLLECTIVE ACTION	Water is a shared resource. So we're teaming up with governments, communities, NGOs and other fashion brands to make sure we all use and manage water sustainably	<ul style="list-style-type: none"> <li>• Build and enhance relationships with stakeholders on two prioritised river basins</li> <li>• Set contextual water targets</li> </ul>	<ul style="list-style-type: none"> <li>• Collective stakeholder engagement</li> <li>• Develop a water engagement plan for stakeholders and other brands</li> </ul>
COMMUNICATION	To act on water issues, we need to know about water issues. That's why we're promoting water awareness with our employees and suppliers	<ul style="list-style-type: none"> <li>• Train all H&amp;M Group production colleagues in basic water issues</li> <li>• Raise awareness of water related risks, mitigation and efficiency measures with business partners</li> </ul>	<ul style="list-style-type: none"> <li>• Launch internal e-learning tool</li> <li>• Build capacity of H&amp;M Group business partners in water issues</li> </ul>

\*Effluent Treatment Plant  
\*\*Zero Discharge of Hazardous Chemical

## Production water efficiency

We are working hard to reduce the amount of water used during production of our products. Our target is to decrease the amount by 25% by 2022 (2017 baseline). This graph shows the progress we've made towards this goal.

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