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Man-made Cellulosic Fibres

Man-made cellulosic fibres, or MMC, are an important material for H&M Group. MMC fibres are more commonly known as Viscose, Lyocell and Modal, and are made of dissolved pulp, mainly produced from wood. To meet the huge challenges forests are facing globally, with widespread forest depletion and deforestation, we have strengthened our sourcing policy on MMCs.

We are working with our supply-chain partners to eliminate all sourcing from producers that present a high-level risk of sourcing from ancient and endangered forests. Our goal is to by the end of 2025, only have fibres in our products that originates from FSC certified forests, recycled origin or are made of other fibre alternatives such as agricultural residues. This is in addition to the requirement that our man-made cellulosic producers must be verified as low risk by the CanopyStyle audit. You can always read more about our MMC commitment in our [Animal Welfare & Material Ethics policy](#).

“Our goal is to by the end of 2025, only have MMC fibres in our products that originate from FSC-certified forests. This is part of our commitment to zero deforestation in our supply chain by end of 2025.”

The Canopystyle Initiative and Forestmapper

We want to push the viscose industry in a positive direction and have engaged with the environmental non-profit organisation Canopy, along with more than 160 major brands. We were one of the founding members of the [CanopyStyle Leaders for Forest Conservation](#) collaboration and have been working with the initiative since 2014. The goal is to eliminate the use of MMC fibres sourced from ancient and or endangered forests. In addition, the initiative wants to close the loop for textiles by supporting the development of next-generation

fibres, made from innovative sources such as agricultural residues and recycled textiles.

We have contributed to the development of the ForestMapper, a public, first-of-its-kind interactive tool. ForestMapper helps companies identify risks connected to forests, and therefore make more informed purchasing decisions when it comes to fibre sourcing and forest products.



MMC fibres are made of dissolved pulp, mainly produced from wood.

Roadmap Towards Responsible Viscose

H&M Group has signed the Roadmap towards responsible viscose and modal fibre manufacturing initiated by Changing Markets. The objective of the roadmap is to move viscose and modal producers towards a closed-loop manufacturing system. It also sets out general requirements for responsible brands regarding:

- sourcing policies
- supply chain transparency
- assessment of supply chain
- monitoring of production facilities
- grievance and remediation procedures

In line with the roadmap, H&M Group has an MMC policy. Together with certifications organisation, Control Union, we have developed the traceability system, called Connected, to trace the origins of MMC. This system helps us trace MMC from fibre to final product and enables us to steer our sourcing towards low-risk producers. By the end of 2020, 100% of H&M Groups' man-made cellulosic fibres will be disclosed and sourced from low-risk suppliers that have attained a green shirt in Canopy's [Hot Button Ranking of Global Viscose Producers](#). Today the majority of the viscose we use comes from the suppliers' Birla and Lenzing, and we also source from Enka and Tangshan Sanyou.

Together with the other brands we are gradually working towards our 2025 goal: to only source

from producers of viscose and other MMC fibres found to have good environmental practices, such as closed-loop processing of water and chemicals.

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