

H&M FOUNDATION



A
CATALYST
FOR
CHANGE
2017



The H&M Foundation is a non-profit global foundation, originally initiated in 2007, when H&M made a donation into projects that could contribute to positive change. Today, we are a privately-funded foundation driving change within four focus areas.

In 2013, the Stefan Persson family—founders and main owners of the H&M group—became the H&M Foundation’s main funder by making a private donation to improve living conditions for people on a global scale.

The H&M Foundation has a clear commitment to the global goals set by the United Nations. In fact, in 2013, around 120,000 people across the world participated in a one week online vote to decide which of the UN Millennium Development Goals (now developed into the UN Sustainable Development Goals) we should focus our work on. This guided us to build and develop the focus areas we have today: Education, Water, Equality and Planet. In addition to this, we can also provide emergency relief.

Through partnerships with organisations around the world, the H&M Foundation operates on a global scale for systemic change with transformative programs, and in country specific projects to directly address human needs. We strive to be a catalyst for positive change on a global, national and local level.

Our strategy is based on three guiding principles:

INNOVATION – we approach challenges in new ways.

INVOLVEMENT – we involve and engage people in making a difference.

IMPACT – we seek to achieve real change.

The H&M Foundation is an independent legal entity, operating beyond H&M’s value chain with its own team, strategy and board. Since 2013, the Stefan Persson family has donated 1.3 billion Swedish krona (\$177 million) to the H&M Foundation. This report covers the work of the H&M Foundation from 1 January to 31 December 2017.

Learn more at hmfoundation.com.

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The currencies in this report are calculated based on the exchange rate on 30 November 2017.



UNITED INNOVATIONS

During our first years, the H&M Foundation managed to achieve remarkably ambitious goals, reaching hundreds of thousands across the world with quality education, economic empowerment, clean water and sanitation while successfully pushing these issues to the global agenda.

Building on the success of the first phase, we have now moved into second gear by identifying barriers for long-term change. We have asked our partners what we can do to continue being pioneers, and what success factors we can prove to scale up our positive impact even more.

We have learnt that providing economic resources to implement infrastructure such as clean water is one step, but we will never succeed by doing that alone. Real impact lies in the long-term changes in behaviour and attitudes. So together with our partners, we are now developing tools to measure the lasting impact of our donations.

The entrepreneurial spirit from the H&M heritage runs through all our work as a foundation. With the Global Change Award, we invest in innovations at a very early stage. We bring that same spirit to our global programs within Education, Water and Equality, where we strive to be daring and try out

new methods and ideas that are promising but have not yet been proved. Although our goals for each program are clear and detailed, the road towards them can take many different turns. We are aware that sometimes we will have to rethink, and accept failure as long as we find new ways going onwards. This approach demands a lot from our partners, who we constantly challenge to think beyond traditional solutions. Yet we are convinced that every great challenge demands innovative thinking.

The long-term vision for the H&M Foundation is to contribute to reaching the Sustainable Development Goals for 2030, that were set by the United Nations in 2015. This ambitious agenda for transforming our world has an unprecedented focus on collaboration and partnership between governments, the private sector and the civil society.

I believe that working holistically is the only way to go forward if we want to achieve lasting, positive change. As a foundation we can catalyse a shift to a more collaborative climate, and be a platform for new kinds of partnerships as well as new approaches to the grand challenges of humanity.

Diana Amini
Global Manager, H&M Foundation

A LONG-TERM COMMITMENT



Why did your family decide to start the H&M Foundation?

“My grandfather, Erling Persson, was a true entrepreneur. When he founded H&M in 1947, he based it on strong values. He was very courageous and always wanted to find new solutions and bring the right people together to achieve his goals. Since I was a boy, my father, Stefan Persson, and my grandfather, talked about the importance of contributing to positive change, even beyond the company sphere. So, it was in this spirit that the H&M Foundation was established. It’s a long-term commitment from my family, and the work has only just begun.”

Any developments from 2017 of which you are particularly proud?

“There are so many, and since I’m on the H&M Foundation’s board I get to follow the progress closely. If I were to pick something, I think the projects with migrant children are so important. Many of these children risk their lives, fleeing without parents or family, in the hope to survive and start a new life in a completely new environment. The H&M Foundation supports UNHCR to provide refugee children in 12 countries with school supplies and in another collaboration with Missing Children, the Foundation focuses on unaccompanied children on the move in Europe. Projects have also been initiated with the Red Cross in Norway and Sweden, aiming to integrate young refugees with local youths. The success of the annual innovation challenge Global Change Award also makes me hopeful and proud. The aim is to help protect our planet and living conditions and we’re already seeing some promising results from previous winners on how to make the fashion industry circular and waste-free.”

What are your hopes for the future of the H&M Foundation?

“I want the H&M Foundation to be a positive voice and to keep running innovative projects with great impact across all focus areas. I believe that approaching challenges in new ways and sharing best practice with others is crucial to breaking new ground.”

Karl-Johan Persson

Board member, H&M Foundation, CEO of H & M Hennes & Mauritz AB.

FOCUS FOR THE FUTURE

The work of the H&M Foundation resonates with several of the United Nations 17 Sustainable Development Goals, that were adopted by the world leaders to be achieved by 2030.



One of the UN Sustainable Development Goals is ensuring inclusive and quality education for all. Since the start in 2013, the H&M Foundation has been dedicated to this goal, working globally as well as in country-specific projects. Read more on our current work for education on pages 8-13.



The fifth UN goal notes the importance of empowering women and girls, which the H&M Foundation works with in several programs and projects. Our focus area Equality also includes other marginalised groups, which resonates with the tenth UN Sustainable Development goal of Reduced Inequalities. See more on this work on pages 20-25.



Our focus area Water goes hand in hand with the UN Sustainable Development Goal of Clean Water and Sanitation, highlighting the need for this basic right for all human beings. More information on our current work globally and locally can be found on pages 14-19.



The UN 2030 Sustainable Development Agenda emphasises the need for taking urgent, innovative and cooperative action to combat climate change. Within our focus area Planet, the H&M Foundation aims to protect the planetary boundaries and make the fashion industry circular and waste-free. Read more on how this is done on pages 26-31.

GLOBAL IMPACT 2017

3 million people were directly reached through the H&M Foundation's initiatives within Education, Water and Equality in 2017. In total, 3.7 million people have been reached since 2013.

21 partners worked together with the H&M Foundation to drive positive change across the globe.

54 countries were reached by the H&M Foundation's initiatives in our four focus areas.

34 projects for long-term change were run by the H&M Foundation globally during 2017.

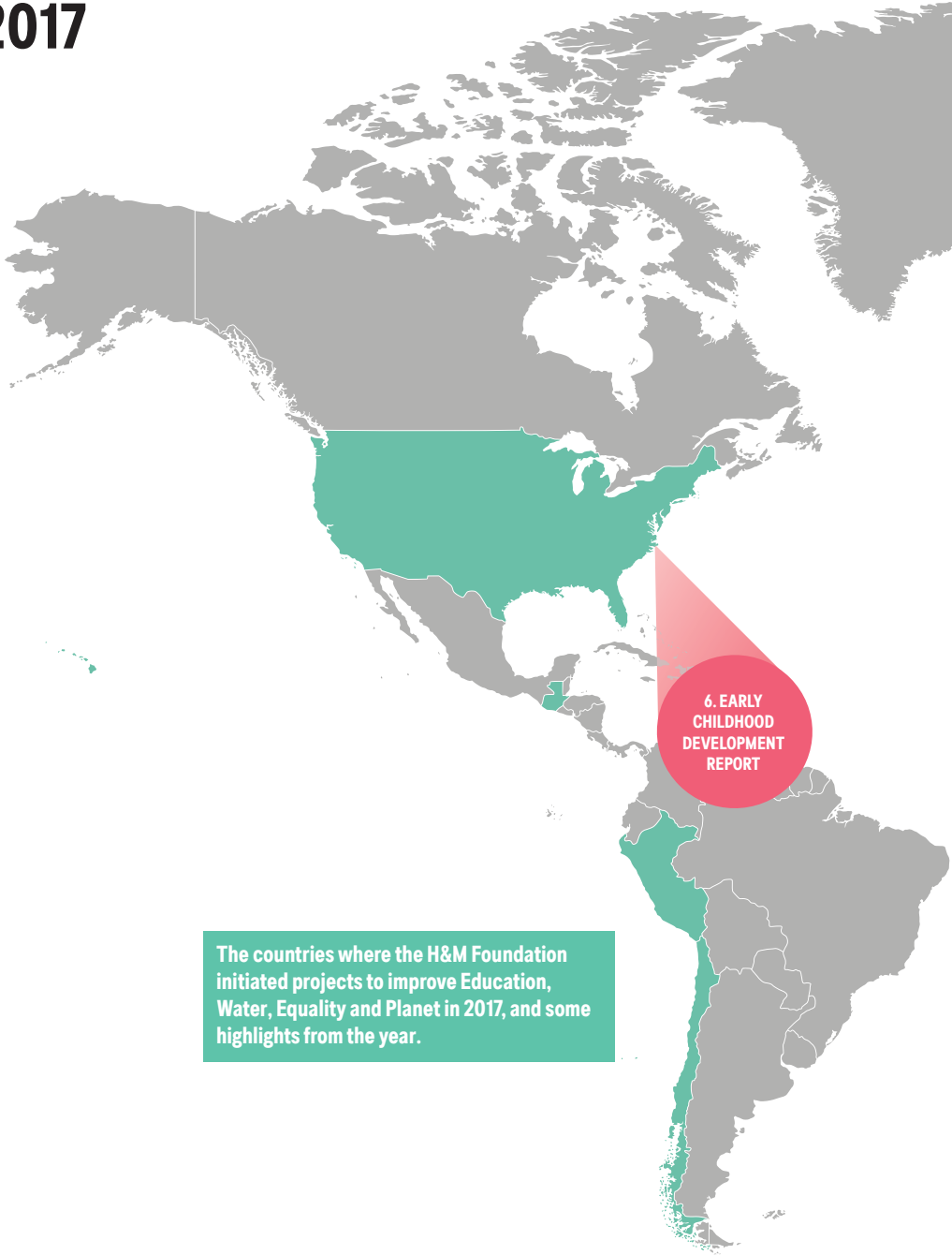
SEK 200 million (\$24 million) was donated by the Persson family to the H&M Foundation. In total, SEK 1.3 billion (\$177 million) has been donated by the family to the H&M Foundation since 2013.

SEK 172 million (\$21 million) was granted for initiatives for Education, Water, Equality and Planet, as well as through emergency relief, by the H&M Foundation in 2017. Since 2013, the H&M Foundation has granted SEK 530 million (\$63 million).

2,600 innovations for reinventing the world of fashion were submitted by applicants from 151 countries to the H&M Foundation's innovation challenge Global Change Award in 2017. Since the first edition of Global Change Award in 2015, we have received more than 8,000 applications.

€1 million (SEK 9.9 million/\$1.2 million) was granted to the five winning innovations in the Global Change Award 2017.

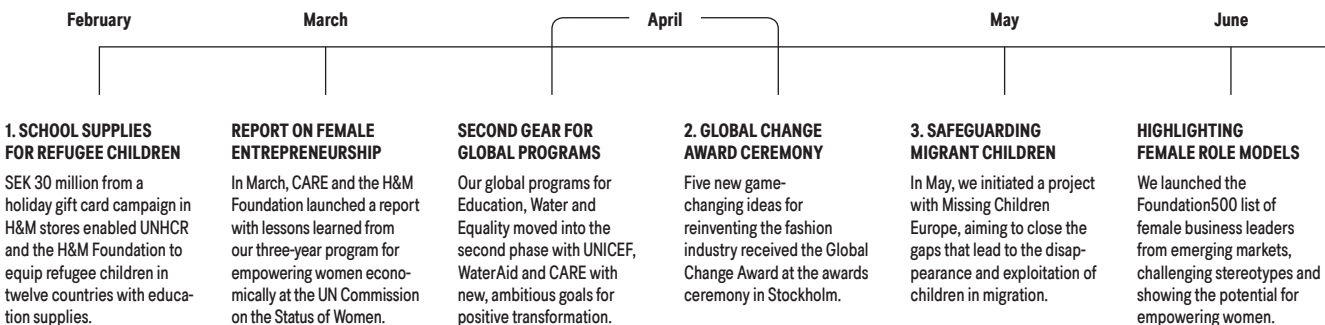
\$600,000 (SEK 5 million) was donated to emergency relief by the H&M Foundation in 2017. Since 2013, the H&M Foundation has donated \$2.2 million (SEK 18.4 million) in support for disasters.

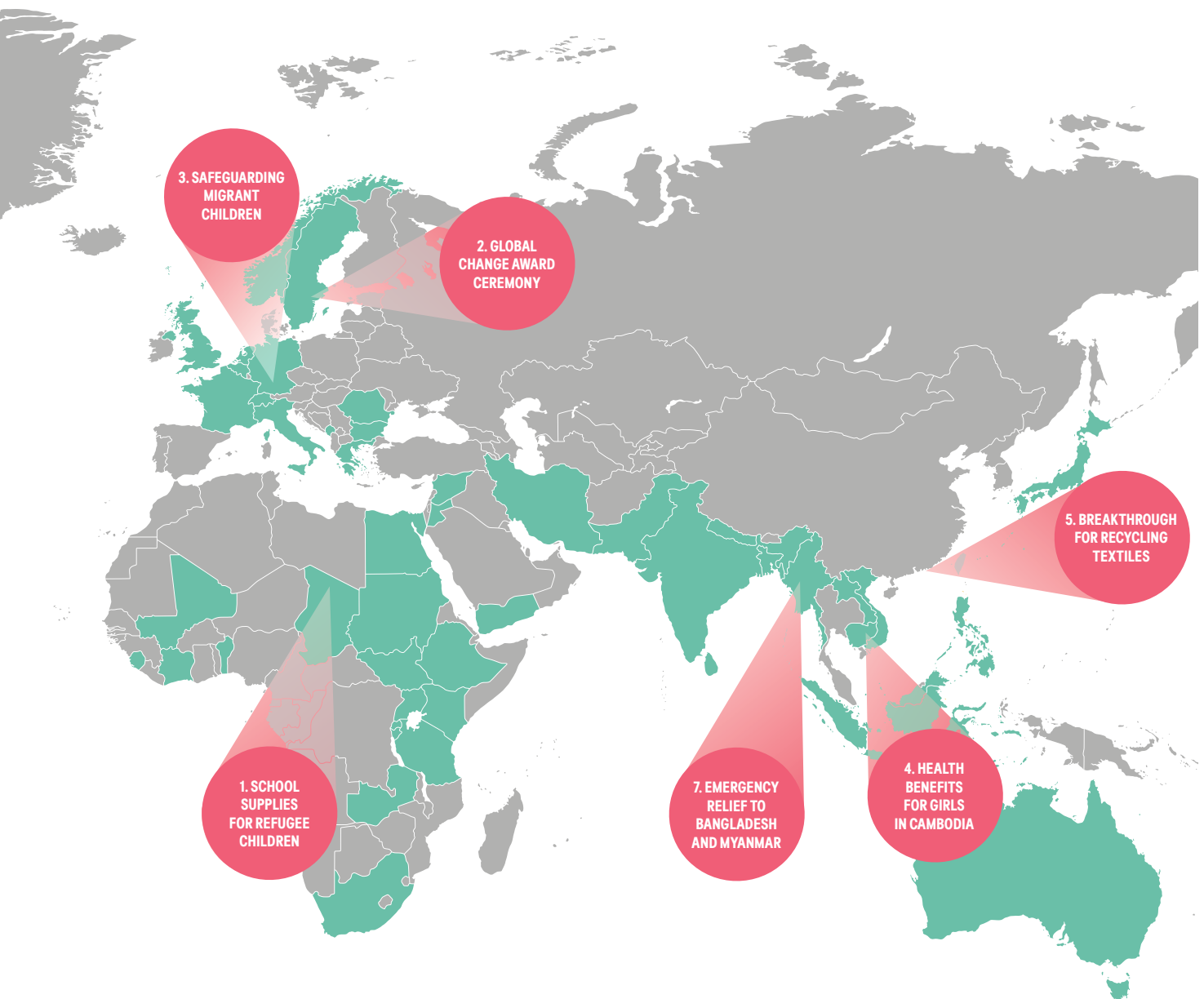


The countries where the H&M Foundation initiated projects to improve Education, Water, Equality and Planet in 2017, and some highlights from the year.

HIGHLIGHTS IN 2017

Key events from the H&M Foundation's work around the world during the year.





“Building on the success of the first phase, we have now moved into second gear by identifying and overcoming barriers for long-term change.”

- Diana Amini, Global Manager of the H&M Foundation.

August

4. HEALTH BENEFITS FOR GIRLS IN CAMBODIA

In August, our project for water, sanitation and hygiene with PLAN International in Cambodia was scaled up to reach 40,000 people, with an increased focus on tackling taboos that make girls drop out of school.

September

5. BREAKTHROUGH FOR RECYCLING TEXTILES

Our partnership with The Hong Kong Research Institute of Textiles resulted in a groundbreaking process for recycling blend textiles.

6. EARLY CHILDHOOD DEVELOPMENT REPORT

In September, the report from our global program on early childhood development with UNICEF was launched, at a side event to the United Nations General Assembly.

October

7. EMERGENCY RELIEF TO BANGLADESH AND MYANMAR

The H&M Foundation donated \$200,000 to the Red Cross relief efforts in the humanitarian refugee crisis caused by the conflict in Myanmar.

EDUCATION FOR REFUGEES IN GERMANY

In October, the H&M Foundation and Kiron Open Higher Education initiated a three-year project to enable access to higher education for refugees in Germany through innovative digital solutions.

December

INNOVATORS' HUB

Together with Fashion Positive we launched the Innovators' Hub—an online resource with education, chemical and material screening and access to investors, to speed up the adoption of new and circular textile materials.



EDUCATION

We advocate quality education for
all children.



Photo: Carmine de Fazio.

If everyone completed primary school, UNESCO estimates that the global poverty rate could be more than halved. Yet, 264 million children around the world are currently denied access to school. This is a failure we must tackle together. Because quality education is more than simply the key to overcome poverty. It is the seed from which ethics, cooperation and health all grow, and one of the most powerful tools to change the world.

2017 IMPACT ON EDUCATION

500,000 children, teachers, parents and others were reached by initiatives funded by the H&M Foundation, bringing quality education and care to children globally.

4 partners worked with the H&M Foundation's efforts towards quality education for all children.

18 countries were reached by H&M Foundation funded projects aimed at increasing the quality of education for children.

SEK 54.4 million (\$6.5 million) was donated in total in 2017 by the H&M Foundation to support quality education worldwide.



 Global Program

LESSONS FOR A BRIGHTER FUTURE

Together with UNICEF, the H&M Foundation invests in a better future for the most vulnerable children—and their societies—through early education and care.

Evidence shows that children who experience love, proper nutrition and protection in a stimulating environment during early childhood can help build strong, safe communities as adults.

“Early childhood development centres that target the most disadvantaged children can also serve as a platform through which communities prevent conflict from escalating into violence,” says Friedrich Affolter, education expert at UNICEF.

In the first phase of our global program with UNICEF, we reached over 100,000 children in unprivileged communities with early childhood development, and influenced governments to place early childhood development on national agendas.

Building on the success of the first phase, the H&M Foundation has invested another SEK 60 million (\$7.2 million) in a second phase, aimed at working holistically with parents, caregivers, teachers, governments, politicians and influencers to support, strengthen and stimulate children early on.

“This will not only have a positive effect on the individual child but also lead to economic growth and social development of the whole society,” says Charlotte Brunnström, Program Manager at the H&M Foundation.

OUR GOALS 2017-2020

- Reach 145,000 children, parents, teachers and influencers with Early Childhood Development programs, so that every child can have the best start in life.
- Facilitate collaboration within national ministries in Mali, Timor-Leste, Vietnam and Egypt to enable implementation of Early Childhood Development services.
- Develop a tool to highlight the relevance of Early Childhood Development efforts for tolerance, cooperation and respect to prevent conflicts and bring communities together.



PIONEERING REPORT ON EARLY CHILDHOOD DEVELOPMENT

In September, the H&M Foundation and UNICEF launched the report *Early Moments Matter for Every Child*, presenting data, best practices and policies to provide every child with the best start in life. It was launched during the annual General Debate of the United Nations General Assembly, and H&M Foundation's Global Manager Diana Amini was present at the UN headquarters to highlight the importance of early childhood development.

The event generated great interest with panel members such as Anthony Lake, UNICEF Executive Director, Helle Thorning-Schmidt, CEO of Save the Children, and Kersti Kaljulaid, President of the Republic of Estonia.

"UNICEF extends a special thank you to the H&M Foundation for supporting this report and engaging in efforts around the globe to provide the best start in life for every child," said UNICEF in an official statement.

"The event at the UN headquarters gathered a high-level audience. It's fantastic to see how the interest for this topic has grown."

- Diana Amini, Global Manager of H&M Foundation, (pictured above right) on the launch of the H&M Foundation-supported report on early childhood development during the United Nations General Assembly.

EDUCATION STORIES OF CHANGE

Some highlights from our partnerships:

SECOND CHANCE AT EDUCATION IN YANGON, MYANMAR

When 33-year old Thin Thin Khiang's husband left her, she had to move with her two children to the overcrowded city of Yangon to seek work. Thin Thin's 11-year old daughter Ingin, who had completed primary school with 95 per cent on her tests, had to halt her education to help her mother make ends meet in the industrial Hlaingtharyar Township. They both rise at 5 every morning to go to the shack where they package and sell betel nuts.

"She is a bright child," says Ingin's mother as she looks towards her daughter, writing in her copybook on the rattan woven floor of the shack.

Since enrolling in Non-Formal Middle School Education, thanks to the support of the H&M Foundation, Ingin now has a chance to transition to middle school by attending classes in the afternoon. The alternative education, provided by UNICEF and the Myanmar Literacy Resource Centre, gives children who must contribute financially to their households a chance to earn and learn simultaneously. Ingin will attend classes for three years, hoping to re-enter the mainstream system at high school level.

"I can't wait to go to school again," says Ingin. "I really want to be a doctor when I grow up, so that I can treat people and make them feel well again."



"I can't wait to go to school again. I want to be a doctor when I grow up, so I can treat people and make them feel well again."

- 11-year old Ingin Khiang was given the opportunity to return to school through Non-Formal Middle School Education, provided by UNICEF in Myanmar thanks to the support of the H&M Foundation.

EDUCATION STORIES OF CHANGE

SCHOOL DESPITE DISABILITIES IN INDONESIA

Seven year-old Joaniko is an enthusiastic student, although a disability makes it hard for him to walk and use his hands. Without the support of the CERIA (an Indonesian word for “cheerful”) project, run by Save the Children with support from the H&M Foundation, Joaniko would most likely not have been able to go to school as many disabled children in Indonesia are being neglected, hidden away and segregated from society.

“The main problem is that most teachers here don’t have the capacity to support children with a disability,” says Wilhelmina Lalak, the principal at Joaniko’s school. In project CERIA, teachers and principals have been trained in inclusive education.

Joaniko’s teacher Theresia Amaral describes him as a very attentive student, even though his fingers can hardly hold a pen to write.

“I like going to school,” Joaniko says. “I want to be smart and I want to be a doctor.”



Seven-year old Joaniko, pictured second from right above, can now attend school despite his disabilities.

Photo: Save the Children.

“The H&M Foundation’s ongoing support makes it possible for children to experience the love, nutrition, learning and protection they need in the critical early moments.”

- Pia Britto, Chief of Early Childhood Development at UNICEF.



Bojan Jovic, pictured in the middle above, enjoys the H&M Foundation-supported preschool in Mojkovac, Montenegro.

DOUBLED PRESCHOOL ENROLMENT IN MOJKOVAC, MONTENEGRO

Many parents in Montenegro believe preschool is only for children whose parents are working, and fail to recognise the life-long developmental benefits of preschool education.

But after a campaign launched by UNICEF and the Montenegrin Ministry of Education, thanks to the support of the H&M Foundation, Milica Jovic from the small town Mojkovac enrolled her two children aged five and three in kindergarten. She noticed that the enrollment has positive effects for the entire family and that the new environment increased her children’s learning.

“In preschool, we learn songs, the teacher reads us fairytales and we draw things,” says her five-year old son Bojan with excitement. He mentions new best friends and describes what friendship means: “We do everything together, and we share. When someone asks me to give them my truck, I do it. That is true friendship.”

Mojkovac in the north of Montenegro is one of the six municipalities that were targeted in the Preschool for All campaign. After the campaign, the number of children enrolled in preschool in Mojkovac doubled compared to the previous year.

Photo: UNICEF Montenegro 2016/Dusko Miljanic.

LOCAL PROJECTS FOR EDUCATION

In addition to our Global Programs, the H&M Foundation supports several country specific programs.

BANGLADESH

with UNICEF, 2014–2018
SEK 45.8 million (\$5.5 million)

In 2012, H&M started supporting this program targeting children in the slums of Dhaka, where close to 4 million people live with very poor or no government services. In 2014, the project was handed over to the H&M Foundation, now reaching 40,000 boys and girls aged 3 to 13 with education, child protection and behavioural change interventions.

INDONESIA

with Save the Children
Phase 1: 2014–2017
SEK 5 million (\$0.6 million)
Phase 2: 2017–2020
SEK 6 million (\$0.7 million)

The province of Nusa Tenggara Timur has one of Indonesia's lowest human development index scores. Since 2014, the H&M Foundation-supported project CERIA has improved the quality of education for 8,438 children, increasing enrolment in preschool and improving teaching methods for early learners. In 2017, phase 2 of this project was launched, with the aim to give around 3,000 children aged 4 to 12 improved quality of education.

CHINA

with Save the Children, 2016–2018
SEK 5.3 million (\$0.6 million)

Almost 6 million children in China live with a disability and face many barriers to accessing quality education. This project reaches 12,950 people, addressing widespread negative attitudes towards these children to make schools more inclusive.

ROMANIA

with Save the Children
Phase 1: 2014–2017
SEK 3.9 million (\$0.5 million)
Phase 2: 2017–2020
SEK 6 million (\$0.7 million)

More than 50 per cent of the children in Romania are at risk of poverty or social exclusion, facing barriers to accessing education. Since 2014, our project with Save the Children has reached 4,600 people, integrating vulnerable children in preschools and primary education through initiatives like summer kindergartens and after school programs. In phase 2 of the project, the aim is to reach 1,975 children aged 4–14, as well as professionals such as teachers and specialists, to further support inclusion and reduce drop-out rates.



The project with Save the Children aims to build a culture of inclusion in Romanian schools and support vulnerable children like the six-year old orphan Ana-Maria, pictured above.

MYANMAR

with UNICEF, 2016–2019
SEK 45.2 million (\$5.4 million)

During the holiday season of 2015, the H&M Foundation made a donation to UNICEF for every gift card bought by a customer at H&M. The successful campaign contributes to a brighter future for 505,200 marginalised and vulnerable children aged 5–14 across 52 townships in Myanmar, thereby providing these children with increased access to school and improved quality of basic education.

UNITED STATES

with Children's Health Fund
Phase 1: 2014–2017
SEK 9.5 million (\$1.1 million)
Phase 2: 2017–2020
SEK 9 million (\$1.1 million)

Sixteen million children in the US live in poverty, which makes them vulnerable when it comes to diagnosing and following up health-related barriers to learning. To address this, the H&M Foundation launched an innovative school-based pilot program at three public elementary schools in New York City, screening the students and connecting them with the care they need. For the next three years, the model will be scaled up to involve more children and parents across the country, while involving governmental stakeholders and advocating for national policy changes.



WATER

**We support worldwide access to
clean water and sanitation.**



Photo: Alexandra Nicolae.

Water is a basic requirement for survival. Still, despite all the achievements of mankind, more than 780 million people don't have access to clean, safe water. 2.4 billion people worldwide lack proper sanitation and 1,000 children die every day due to preventable water and sanitation-related diseases. Providing access to clean water and sanitation not only saves lives, it's also one of the most effective ways to reduce poverty, keep children in school and increase equal opportunities in society.

2017 IMPACT ON WATER

2 million people were reached by the H&M Foundation's initiatives for clean water, sanitation and hygiene.

4 partners worked with the H&M Foundation to increase access to clean water, sanitation and hygiene practices.

7 countries were reached by H&M Foundation supported initiatives for clean water.

SEK 36.2 million (\$4.3 million) were donated in total in 2017 by the H&M Foundation to support worldwide access to clean water and sanitation.



 Global Program

CLEAN WATER FOR LASTING CHANGE

In partnership with WaterAid, the H&M Foundation has provided school children with clean water, sanitation and hygiene education. The next step is to extend this change to more areas of society, and make it last in the long run.

Lack of clean drinking water and functioning toilets affects the lives and futures of millions of people. In the first phase of the global program with WaterAid, we focused on ensuring clean water and sanitation for 250,000 school children, enabling them to get the most out of their education.

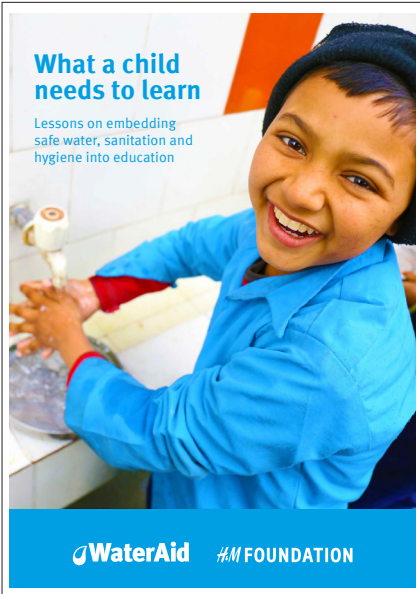
But for sanitation and hygiene practices to last, barriers such as social norms, economic constraints and individual motives must also be addressed. In the new three-year program, the H&M Foundation has invested another SEK 60 million (\$7.2 million). “We will broaden the scope to address the underlying barriers that prevent access to sustainable water and sanitation services everywhere—in homes, schools, hospitals and other institutions,” says Maria Bystedt, Program Manager at the H&M Foundation.

The program will also push the water, sanitation and hygiene agenda through influencing key stakeholders on national and global levels.

“With the funding from the H&M Foundation we will be able to improve the living conditions of some of the world’s poorest people for many years to come,” says Cecilia Martinsen-Chatterjee, Chief Executive of WaterAid Sweden.

OUR GOALS 2017-2020

- Provide 150,000 people with access to water and/or sanitation services.
- Improve policies for delivering sustainable access to safe water, sanitation and hygiene services in Uganda, Ethiopia, Pakistan and Cambodia.
- Launch a global, evidence-based report on learnings and best practices for promoting a sustainable service of safe water, sanitation and hygiene.



HOW OUR LESSONS WERE SHARED

At the end of the first phase of the H&M Foundation and WaterAid's three-year Global Program for Water, we launched the report *What a Child Needs to Learn*.

The aim of the report is to share our learning experiences, to make a lasting impact with safe water, sanitation and hygiene in schools. Some of the needs we identified through our work were deepening partnerships across different sectors, strengthening government systems and supporting long-term management at school and community sectors.

Diana Amini, Global Manager of the H&M Foundation, discussed these issues and presented the influential report at a global webinar in London.

WATER STORIES OF CHANGE

Some highlights from our partnerships:

MENSTRUATION ON THE CURRICULUM IN UGANDA

In Uganda, the subject of menstruation is often shrouded in taboo and silence. As a result, many young girls are completely unprepared when they have their first period.

15-year-old Mutaruga Violet, who lives in the Kibuku district in eastern Uganda, remembers starting her period a year ago:

"I'd gone to gather firewood and when I saw the blood I was scared stiff. I thought I'd been bitten by a snake or an insect. I didn't know what to do as no one had told me that girls have periods."

The generally poor access to water and toilets at schools in Uganda also deters many girls from going to school for three to five days every month, or even at all.

To overcome these barriers, the H&M Foundation and WaterAid support schools to gain access to clean water and toilets, and educate teachers and pupils in matters of hygiene and health so that they can all help break the silence surrounding menstruation.

Thanks to this support, Violet's school has acquired new toilets and access to clean water, and all the teachers have attended courses on hygiene, specifically menstruation.

"These days I know what to do when I menstruate and I don't have to stay off school, she says."



"When I saw the blood, I didn't know what to do as no one had told me that girls have periods."

15-year old Mutaruga Violet in Uganda was scared when she started menstruating. Since her school engaged in H&M Foundation-supported hygiene education, she doesn't have to stay off school anymore. Pictured above with a reusable menstrual pad.

WATER STORIES OF CHANGE

HEALTHIER AND WEALTHIER IN INDIA

60-year old Chandavath Bikki lives with her husband in a remote village in Telangana, in southern India. The only water source in the village has been an open well that was often contaminated by flood water, resulting in diseases among the families living there. In the summer, the well would regularly dry up, forcing the villagers to walk to wells located on farms further away.

Bikki and her husband had to spend a lot of the family's income on medicines for illnesses caused by dirty water. But their lives changed when the organisation FRANK Water initiated a project with the H&M Foundation, organising the whole village into planning, building and managing a new water supply. The result: Clean, safe water that runs into the very centre of the village for everyone to use.

"With the new water supply, I'm healthy and I can work more, helping my husband growing rice in the fields," says Bikki. "We have a toilet at home and we are hoping to grow some leafy vegetables near the house. We feel more dignity in our lives now."



Photo: Frank Water.

"A young boy taught me how to wash my hands properly. For the first time in my life I understood hygiene is important."

Abul Hossain, 48, in one of the public toilets built by WaterAid and the H&M Foundation in Dhaka, Bangladesh.



CLEAN INSIGHTS IN BANGLADESH

In Dhaka City, the enormous lack of toilets is an everyday challenge. 48-year old Abul Hossain, a shopkeeper in the Osmani Uddan Park, says that his working area used to be extremely polluted.

"Thousands of people used to urinate in the streets or in a nearby drain," he says.

But since 2013, WaterAid and the H&M Foundation have renovated and built new public toilets in Dhaka, and engaged volunteers to help the users.

"When I first came to use the toilet there were many things I didn't understand," says Abul. "I never washed my hands because I had no idea how to press the button of the liquid soap container, neither how to collect drinking water."

One day when Abul Hossain came to the toilet he saw young boys in blue t-shirts.

"A young boy taught me how to wash my hands properly and showed me the machine I never used before. I was impressed because I am a very low income person and I had never received such respect and care while someone explained this information to me. For the first time in my life I understood hygiene is very important," says Abul Hossain, who also brought his new insights home.

"I taught my children these habits, and my wife has visited the toilet as I told her it is safe. These surroundings have changed, as well as our lives."

Photo: GMB Akash/WaterAid.

LOCAL PROJECTS FOR WATER

In addition to our Global Programs, the H&M Foundation supports several country specific programs.

INDIA

with Practical Action, 2015–2019
SEK 11 million (\$1.3 million)

Over 70 per cent of the slum dwellers of Choudwar in eastern India have poor or no access to sanitation services. Through a project with the organisation Practical Action, a faecal sludge treatment plant that generates biogas is being installed in Choudwar, as well as rainwater harvesting mechanisms, community toilets and water points serving 45,000 people.

BANGLADESH

with WaterAid, 2013–2019
SEK 37.1 million (\$4.4 million)

Due to climate change and poor ground water quality, Bangladesh is facing a major water crisis. During H&M's Holiday Campaign 2013, the number of purchased gift cards secured a donation from the H&M Foundation, providing more than 190,000 people across Bangladesh with clean water and sanitation.

BANGLADESH

with WaterAid, 2016–2020
SEK 15 million (\$1.8 million)

Banglabazar is one of many low income communities that have cropped up next to factories in Bangladesh in recent years. Living conditions in these communities are poor, not least in relation to water, sanitation and hygiene. In partnership with WaterAid, the H&M Foundation runs a project to increase access to safe drinking water, sanitation, and hygiene practices for approximately 10,600 residents in Banglabazar.

INDIA

with FRANK Water,
2014–2017
SEK 2.3 million (\$0.3 million)

In 2014, the H&M Foundation partnered with FRANK Water in rural communities in Telangana in southern India, in a project that has provided clean water for 29,000 people in more than 20 villages.

INDIA

with FRANK Water,
2017–2018
SEK 1.8 million (\$0.2 million)

More than 163 million people in India drink unsafe water each day and more than 732 million don't have a decent toilet. Over 1 million children under 5 years old in India die every year and almost 1 in 10 of these succumb to diarrhoea which is linked to poor water, hygiene and sanitation. Tribal people are some of the most marginalised members of the Indian society due to their high levels of illiteracy, remote habitations, small community sizes and their difficulty in getting their voices heard. The H&M Foundation supports FRANK Water projects in 41 tribal communities in Talengala, India, in assessing, planning and building their own water supply systems. This project will improve almost 10,000 people's health, livelihoods, education and security. More people will be able to go to work, more children will be able to go to school, families will spend less on medicine, girls will be able to access the same opportunities as boys and whole communities will understand and claim their rights.

CAMBODIA

with PLAN International
Phase 1: 2014–2017
SEK 3.8 million (\$0.5 million)
Phase 2: 2017–2020
SEK 6 million (\$0.7 million)

In a project with PLAN International, the H&M Foundation has ensured sustained access to clean water, sanitation facilities and hygienic environments for more than 13,000 underprivileged people in the Cambodian province of Rataniki, 3,100 of them primary school students aged 1–6. The increased availability of water and sanitation has improved health and livelihood in the targeted communities. In addition, the time that before was wasted in fetching water is now spent on income generating work. When the project now enters a second phase, it is being scaled up to reach 40,000 people in 115 villages, with an increased focus on meeting the needs and rights of girls. Clean water brings health benefits for girls and enables them to profit from increased access to education, greater economic security and better protection from violence and stigma.



The project with PLAN International enabled Cambodian Sol Haluen (pictured above), to build a latrine for her family.



EQUALITY

**We promote equal opportunities
for people globally.**



Photo: Fre Somefeld.

An equal chance to fulfil one's potential regardless of social factors such as class, race, religion and gender is not only a basic human right, it's also a precondition for fighting poverty and hostility. And although a lot of progress has been made, marginalised groups still experience exclusion and gaps in economy and decision-making. To make the world more peaceful, prosperous and sustainable, equal opportunities are key.

2017 IMPACT ON EQUALITY

430,000 marginalised people were empowered in the struggle towards equal societies.

13 partners worked with the H&M Foundation in our efforts towards equal societies.

34 countries were reached by the H&M Foundation's initiatives within equality.

SEK 57.8 million (\$6.9 million) were donated in total in 2017 by the H&M Foundation to promote equal opportunities globally.



 **Global Program**

BUSINESS- WOMEN IN SECOND GEAR

Together with humanitarian agency CARE, the H&M Foundation equips women in poor communities with the tools they need to start, develop and grow their businesses.

Women and girls around the world are disproportionately affected by poverty and discrimination.

In the first phase of our global program with CARE, we empowered 100,000 women in poor communities to start their own business. We learnt that with the right skills and tools, women's confidence increases to take on leadership roles and become entrepreneurs. We also proved that when women have earnings of their own, they invest a bigger proportion of their money in their families and communities than men do. When women benefit, everyone benefits.

"H&M Foundation is an inspirational partner to work with, continually encouraging us to innovate," says Reintje van Haeringen, COO of CARE in the Netherlands.

The H&M Foundation has invested another SEK 60 million (\$7.2 million) in a second phase of this program, reaching 100,000 women from low-income communities in seven countries.

"We will prove successful business models that allow women to develop their full potential as entrepreneurs, for example by scaling up, reaching new markets and employing other women," says Program Manager Maria Bystedt.

OUR GOALS 2017-2020

- Empower 100,000 female entrepreneurs from low-income communities worldwide to develop and grow their own business.
- Showcase successful business models in Côte d'Ivoire, Guatemala, Jordan, Peru, Sierra Leone, Sri Lanka and Yemen to inspire women to become entrepreneurs, ensuring they have the right conditions to succeed.
- Launch a pioneering Global Report on the economic and social value of investing in women's enterprise development globally.

PAVING THE WAY FOR NEW BUSINESS ROLE MODELS

Normally, when magazines like *Fortune* present top business leaders of the world, the lists are full of white male faces. In June 2017, the H&M Foundation and partner organisation CARE made a move to challenge those stereotypes by launching Foundation500—a list of successful female business leaders from emerging markets.

The 500 business leaders on the list are all part of the global program in partnership with CARE to empower women economically.

The list, first launched on Foundation500.com and later featured on Fortune.com and in other global media, includes strong portraits of among others the owner of West Ivory Coast's first bus company, a CEO from Indonesia growing her own business by the means of Facebook and the president of a Peruvian trout farmers' association.



See the whole list at Foundation500.com.

BRINGING OUR MESSAGE TO THE WORLD

In March 2017, CARE and the H&M Foundation launched a report from our three-year global program for empowering women, at a side event to the 61st session of the Commission on the Status of Women, held at the United Nations Headquarters in New York. At the event, speakers discussed the added value of investing in female entrepreneurs.

EQUALITY STORIES OF CHANGE

Some highlights from our partnerships:

MOTHER AND MANAGER IN INDONESIA

In the bustling community of Rappokalling, Indonesia, 28-year old Hidayani is running a purified water and gas company with her husband.

"I manage all the orders for water and gas, and do the purification of water. I also manage all the business finances," says Hidayani. Since joining the local program for female entrepreneurs that H&M Foundation runs with CARE in Makassar, Hidayani says that she has learnt skills that have been crucial for running her business effectively while also caring for her one-year old daughter. Among other things, she has learnt about accounting, investing in insurance as well as new marketing and promotion techniques.

"The smartphone I received through the program has been so useful for tracking orders and responding to customers, which has led to more business for us," she says. "Usually when women in Indonesia get married and have a baby they stay at home and just look after the house. However, through my experience with the program I've realised that I have other qualities—the ability to run a business, take risks and be in control of things. It makes me feel so satisfied that I can do so many things on my own now."



“Usually when women in Indonesia marry they stay at home. But I’ve realised that I can run a business, take risks and be in control of things.”

Hidayani, 28, who successfully manages a purified water and gas company, joined the local program for female entrepreneurs run by CARE and the H&M Foundation in Indonesia.

EQUALITY STORIES OF CHANGE

FROM WAR TO SCHOOL IN UGANDA

For five years, the brutal conflict in South Sudan has torn families apart and pushed millions of people from their homes. Like many others, 8-year old Saron had to flee her home to look for safety in the Bidi Bidi settlement in Uganda.

“We came here because people were killed during the night,” she explains.

When Saron fled with her mother, she had to leave behind most of her belongings, and also her education. But thanks to the UNHCR primary school in Bidi Bidi, that the H&M Foundation supports with supplies, Saron can continue her education. The investments in schools for refugees have changed the lives of thousands of South Sudanese children, especially for girls like Saron who now have better chances to stay safe from hunger, disease, marrying at a young age, and sexual and gender based violence.

“I like maths the most. I study hard so I can speak English,” says Saron. “We left everything behind in South Sudan. But when I came to school, I was given books and pens. I was happy.”



Photo: UNHCR.

“We left everything behind in South Sudan. But when I came to school, I was happy.”

8-year old Saron fled to Uganda with her mother. Thanks to the H&M Foundation-supported primary school in the Bidi Bidi settlement, she was able to continue her education again.

“Since completing the programme I’m more confident. For the first time ever I’ve got qualifications.”

18-year old Bryan from Aberdeen was homeless and unemployed. In the H&M Foundation-supported Transforming Futures Programme, he was trained in six subjects and practiced team work. At the end of the programme, he was offered employment.



EMPLOYMENT AFTER HARD TIMES IN THE UK

18-year old Bryan in Aberdeen had a chaotic life and lived in temporary accommodation before the council referred him to Aberdeen Foyer—one of the five organisations that the H&M Foundation is working with to give young homeless people in Britain better chances for education and employment.

At Aberdeen Foyer, Bryan met with an employment coach and enrolled in the H&M Foundation supported Transforming Futures Programme. Through the programme, Bryan gained qualifications in six subjects and practised team work, and at the end he was offered employment with his work placement provider.

“I was worried to begin with because I had difficulty with group work,” recounts Bryan. “When I completed the programme I was happy to work as part of a team and now I’m much more confident. For the first time ever I’ve got qualifications – that’s amazing!”

Photo: Aberdeen Foyer.

LOCAL PROJECTS FOR EQUALITY

In addition to our Global Programs, the H&M Foundation supports several country specific programs.

AFRICA, MIDDLE EAST & ASIA with UNHCR, 2017–2019 SEK 30 million (\$3.6 million)

For every gift card sold during November and December 2016 in H&M stores worldwide, the H&M Foundation made a donation in support of refugee children. This generated a total donation of SEK 30 million. The donation provides refugee children in Chad, Ethiopia, Iran, Kenya, Malaysia, Pakistan, Rwanda, Sudan, South Sudan, Syria, Uganda and Yemen, with school supplies, to ensure that they can go to and stay in school.

ETHIOPIA with CARE, 2015–2018 SEK 20 million (\$2.4 million)

For every set of holiday gift labels bought by H&M customers during the holidays in 2014, the H&M Foundation made a donation to empower women and teenage girls in Ethiopia. A total donation of SEK 20 million is helping 5,000 Ethiopian women set up their own businesses.

NORWAY with Norwegian Red Cross, 2016–2019 SEK 6 million (\$0.7 million)

To help prevent marginalisation and polarisation, the H&M Foundation runs a project with the Norwegian Red Cross to connect unaccompanied minors, young refugees and asylum seekers with young Norwegians.

PAKISTAN with REFUNITE, 2016–2019 SEK 9 million (\$1.1 million)

In 2016, the H&M Foundation launched a three-year partnership with REFUNITE to help 150,000 displaced people, especially women in Pakistan, reconnect with missing family members through their mobile phones.

GERMANY with Kiron Open Higher Education, 2017–2020 SEK 7.5 million (\$0.9 million)

Despite being motivated to access higher education, less than 1 per cent of all refugees, asylum-seekers and internally displaced people get this opportunity. In a three-year partnership with Kiron Open Higher Education, H&M Foundation aims to enable access to higher education and successful learning for refugees in Germany through digital solutions, so that they can start studying regardless of their asylum status.

UNITED KINGDOM with five charities, 2016–2019 SEK 6 million (\$0.7 million)

In the Transforming Futures Programme, the H&M Foundation and the charities Centrepoint, 1625 Independent People, Aberdeen Foyer, The Benjamin Foundation and Roundabout, aim to provide more than 700 young homeless people in Britain with an employment coaching programme, a bursary fund and an online careers platform to improve their chances for education and employment.

SWEDEN with Swedish Red Cross, 2016–2019 SEK 6 million (\$0.7 million)

Together with the Swedish Red Cross, the H&M Foundation has initiated a project that will help 6,350 refugee children integrate into Swedish society by meeting new friends and building social networks. Local meeting places are also created, where refugee children get adult support to reach their goals.

EUROPE with Missing Children Europe, 2017–2020 SEK 11.3 million (\$1.4 million)

In 2015, 10,000 of the unaccompanied refugee children who came to Europe disappeared within hours of being registered. The H&M Foundation has joined forces with Missing Children Europe, with actions including an app that supports the children to complete a safe journey across Europe, a network of law enforcement and child protection services to tackle trafficking, and advocacy for stronger laws and policies at EU level.



SOUTH AFRICA with Desmond and Leah Tutu Legacy Foundation Phase 1: 2014–2017 SEK 4 million (\$0.5 million) Phase 2: 2017–2019 SEK 4.5 million (\$0.5 million)

With support from the H&M Foundation, the Desmond & Leah Tutu Legacy Foundation initiated a program to provide young people from low income communities across Cape Town, of whom 75 per cent are young women, with education and work experience that will increase their opportunities for employment. In the next phase of this project, a sustainability plan will be developed to ensure the program continues to serve the needs of lower income communities. The program will also be promoted as an effective model for the government to adopt.



PLANET

**We work to ensure living conditions
by protecting the planet.**



Photo: Jason Patrick Schuler

Planet earth is our home. With a growing world population, how we manage and consume our resources will be crucial for the lives of present and future generations. To take responsibility for one of the greatest challenges of our time, all industries will have to re-think and innovate beyond their current imagination. The H&M Foundation aims to find disruptive innovations that can make this shift in one of the most planet intensive industries in the world: fashion.

2017 IMPACT ON PLANET

2,600 ideas for making the fashion industry circular and waste-free were submitted to the 2018 edition of the annual innovation challenge Global Change Award, initiated by the H&M Foundation.

151 countries participated in the Global Change Award 2018. The three countries with the most applications were India, Nigeria and the UK.

€1 million (SEK 9.9 million/\$1.2 million) was distributed among the five winning innovations, who were also granted a one-year accelerator program with the H&M Foundation, Accenture and the KTH Royal Institute of Technology in Stockholm.

1 ground-breaking method for recycling blend textiles was found within H&M Foundation's partnership with The Hong Kong Research Institute of Textiles and Apparel.



GLOBAL CHANGE AWARD

The annual Global Change Award, initiated by the non-profit H&M Foundation, aims to protect our planet and living conditions by accelerating the shift from a linear to a circular fashion industry. The third edition was launched in 2017.

If the fashion industry could be circular instead of linear, we could re-circulate valuable resources, ultimately protecting our planet. Global Change Award is one of the world's biggest challenges for early stage innovation, calling for bold ideas that could make this shift happen.

Every year, an international expert panel helps to select five winning innovations, and the global public distributes a €1 million grant between the winners through an online vote.

Some of the winning innovations from 2017 were leather made from wine-making leftovers, digital threads weaved into garments to ease recycling, and climate positive nylon made from plant waste and sunlight.

Perhaps even more important than the cash grant, the winners also gained access to a one-year innovation accelerator provided by the H&M Foundation, Accenture and the KTH Royal Institute of Technology in Stockholm. The accelerator offers tailor-made support and trips to key fashion and innovation hubs such as Stockholm, Shanghai and Milan to further develop the innovations.

"We strive to be a true catalyst, helping the teams cut years off their timeline," says Erik Bang, Innovation Lead at the H&M Foundation.

WHO APPLIED IN 2017?

- 61 per cent of the applicants to the 2017 Global Change Award were women.
- The top 10 countries we received applications from were India, Nigeria, United States, United Kingdom, Sweden, Bangladesh, Italy, Indonesia, France and Pakistan.
- The average applicant to the Global Change Award is a 27-year old female from Mumbai, India. Her main motivation is the circular business model with a digital focus on enhancements within water and natural resources. Further, she considers her idea to be applicable in several areas outside of the fashion industry.

LEATHER MADE FROM WINE-MAKING WASTE

In addition to requiring the lives of millions of animals annually, animal leather production affects the environment by using acids, heavy metals and large amounts of water for tanning. Production of synthetic leather alternatives might save the lives of animals, but generates pollution with synthetic polymers, plasticisers and solvents.

Architect Gianpiero Tessitore and industrial chemist Francesco Merlino from Milan discovered that the fibres and oils from winemaking leftovers are ideal for making 100 per cent vegetal leather. Instead of burning the grape stalks and skins (and thereby releasing harmful carbon dioxide into the atmosphere), they can be used in a new production process that doesn't require solvents, chemicals or other pollutants. The process even generates water instead of consuming it.

In April 2017, the public voted for the grape leather team to be granted €300,000—the largest part of the total grant of €1 million.

Valentina Longobardo, head of communications in the team, says that the accelerator program included in the prize has given them crucial tools for scaling up:

“After winning the Global Change Award we started to hire fashion, marketing and finance professionals to our team. Now we can get specific and valuable consultancies and take the first steps to switch from a pilot to a semi-industrial state.”



The team from left: Valentina Longobardo, Gianpiero Tessitore, Rosa Rossella Longobardo and Francesco Merlino.

PLANET STORIES OF CHANGE

“The Global Change Award, like the Nobel Prize, inspires great minds to create sustainable solutions in an industry where impact can be immediate.”

- David Roberts, top expert on disruptive innovation and member of the Global Change Award expert panel.

SHARING OUR INSIGHTS FOR A SUSTAINABLE FUTURE

In June Erik Bang, Innovation Lead at the H&M Foundation, was invited to the panel at the first-ever World Circular Economy Forum in Helsinki, where people from more than 100 countries shared ideas on circularity. The panel discussion focused on how innovation challenges and collaboration can drive circular economy.

Diana Amini, Global Manager at the H&M Foundation, was one of the key speakers at Stockholm Fashion Tech Talks in June, talking about reinventing the fashion industry with materials innovation.



MAKING TEXTILES CLIMATE POSITIVE

What if your clothes could trap carbon from the environment and help clean up our planet at the same time? Sounds like science fiction, but this was the radical thought that brought chemical engineering professor Miguel Modestino at New York University and professor Sophia Haussener at Swiss Federal Institute of Technology in Lausanne to the idea of solar textiles—a production process for nylon that only uses water, plant waste and solar energy, that was granted €250,000 in the 2017 Global Change Award. Daniela Blanco from the Solar Textiles team says that the award and the accelerator program has been an eye-opener:

“We understood how our work can help influence the transition of the fashion industry towards a climate positive value chain. Since we won the Global Change Award, companies ranging from material developers to stocking manufacturers have approached us with interest in our work.”

TEXTILE RECYCLING BREAKTHROUGH

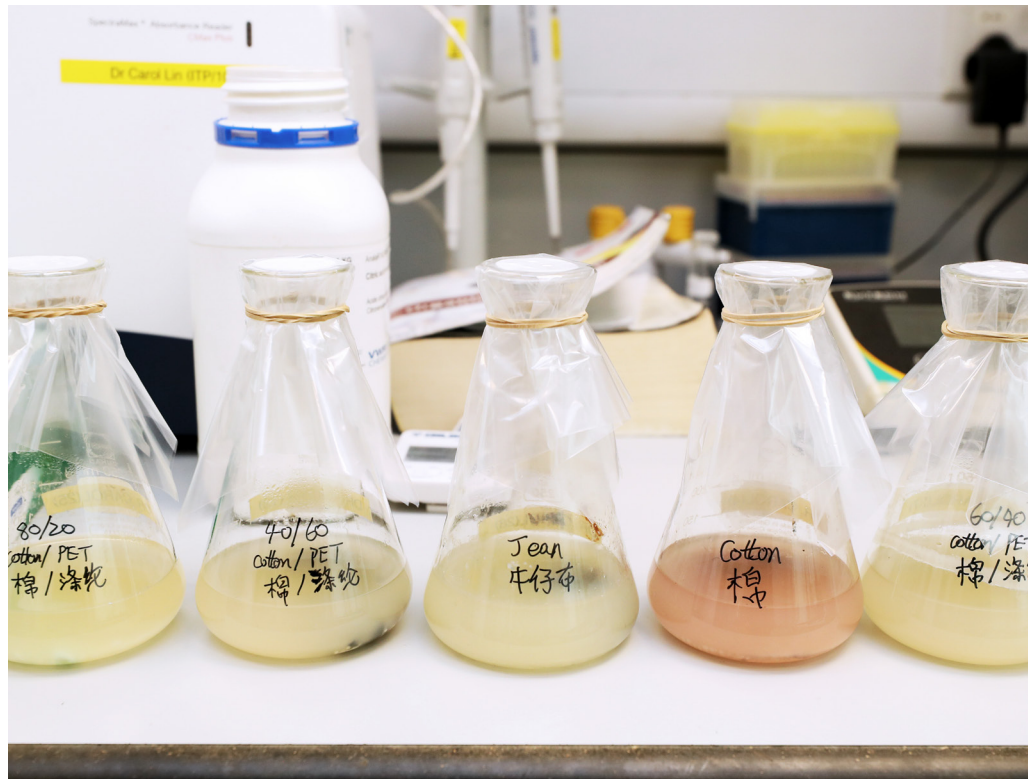


Photo: H&M.

In 2016, the H&M Foundation partnered with The Hong Kong Research Institute of Textiles and Apparel to find methods for producing new textiles from discarded clothes. In 2017, a groundbreaking process was discovered.

Mixing different materials in clothing has become more frequent in the recent decades, posing new challenges to recycling clothes. To address this, the H&M Foundation initiated a partnership with The Hong Kong Research Institute of Textiles and Apparel (HKRITA) in 2016. With an estimated funding of €5.8 million (SEK 57.4 million/\$6.9 million), the aim was to find at least one ready technology to recycle clothes made from blend textiles by the year 2020.

Only a year into the partnership, HKRITA found a chemical process to fully separate and recycle cotton and polyester blends into new fibres.

“For too long the fashion industry has not been able to properly recycle its products. This very encouraging breakthrough on separation and recycling of textile blends has the potential to change that,” says Erik Bang, Innovation Lead at the H&M Foundation.

The hydrothermal process uses only heat, water and less than 5 per cent of a biodegradable green chemical, to self-separate cotton and polyester blends. This fibre-to-fibre recycling method is cost effective, and there’s no secondary pollution to the environment, ensuring the life of the recycled material is prolonged in a sustainable way.

“By being able to upcycle used textiles into new high value textiles, we no longer need to solely rely on virgin materials to dress a growing world population. This is a major breakthrough in the pursuit of a fashion industry operating within the planetary boundaries,” says Edwin Keh, Chief Executive Officer of HKRITA.

The funding to HKRITA is made possible thanks to customers handing in unwanted items to H&M’s garment collecting boxes. The surplus generated each year is donated to the H&M Foundation, which in turn invests the donation in research on

textile recycling (HKRITA) and projects focusing on equality. The Innovation and Technology Fund of the Hong Kong SAR Government also provides additional and substantial funding and support to the project, adding to a total of €50 million in funding.

“It is the customers’ collecting of old garments that have enabled this important research lead by HKRITA. We are very excited to now start to scale up this technology and prove commercial viability,” says Erik Bang.

Next, the technology will be tested further before being made available to the global fashion industry. When finalised, the technology will be licensed widely to ensure broad market access and maximum impact. It will benefit the environment as well as people and communities.

COMING FULL CIRCLE

How the H&M customers' used garments enabled the research:

1. H&M COLLECTS USED CLOTHES

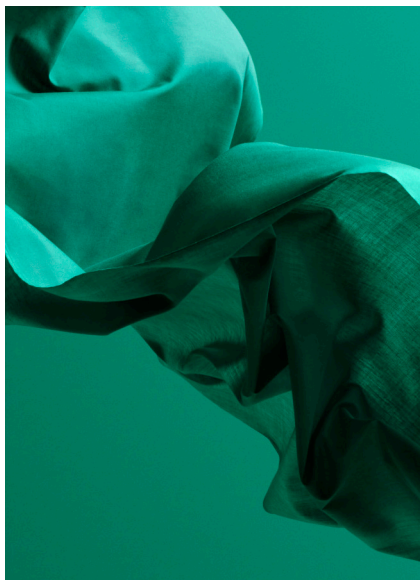
In 2013, H&M launched a garment collecting initiative, enabling anyone to drop off unwanted clothes of any brand and condition at any H&M store in the world. Since then, more than 57,000 tonnes of garments have been gathered to be given a new life. That's more fabric than in 150 million t-shirts.

2. SURPLUS TO THE H&M FOUNDATION

The surplus from the garment collecting initiative is donated to the H&M Foundation and divided between social projects and recycling projects. So far, €2.4 million has been donated to the Hong Kong Research Institute of Textiles and Apparel.

3. TECHNOLOGICAL BREAKTHROUGH

In 2017, the partnership generated a groundbreaking process for recycling cotton and polyester blends, which is one of the biggest recycling challenges in the textile industry today.



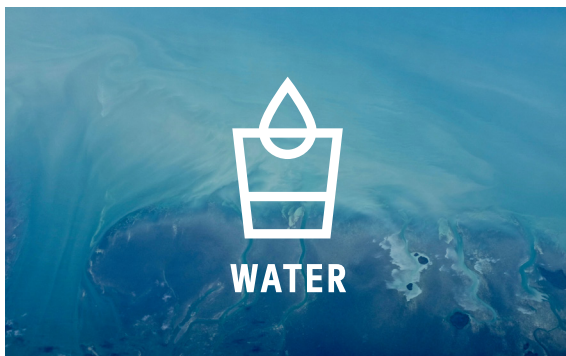
Edwin Keh, CEO of HKRITA, and Erik Bang, Innovation Lead at the H&M Foundation, discussed circularity and the partnership's recent recycling discoveries at the Innovation and 2017 Technology Symposium in Hong Kong.

OUR WORK IN THE WORLD

Currently, the H&M Foundation is running 26 projects within our four focus areas across the globe.



- Global Program for Education, with UNICEF
- Supporting children in slums in Bangladesh, with UNICEF
- Quality education in Indonesia, with Save the Children
- School inclusion for children with disabilities in China, with Save the Children
- School access in Myanmar, with UNICEF
- School inclusion in Romania, with Save the Children
- Overcoming health barriers for education in the US, with the Children's Health Fund



- Global Program for Water, with WaterAid
- Clean water and sanitation in Bangladesh, with WaterAid
- Safe drinking water, sanitation and hygiene in Bangladesh, with WaterAid
- Clean water, sanitation and hygiene in Cambodia, with PLAN International
- Building water supply systems in India, with FRANK Water
- Innovative water supply in slums in India, with Practical Action



- Global Program for Equality, with CARE
- Empowering women in Ethiopia, with CARE
- Integrating young refugees in Norway, with the Norwegian Red Cross
- Reconnecting displaced people with families in Pakistan, with REFUNITE
- Employment and education for young homeless people in the UK, with five charities
- Integrating refugee children in Sweden, with the Swedish Red Cross
- Strengthening youth employment opportunities in South Africa, with the Desmond and Leah Tutu Legacy Foundation
- Access to education for refugees in Germany, with Kiron Open Higher Education
- Supporting unaccompanied refugee children in Europe, with Missing Children Europe
- School supplies for refugee children in Africa, Middle East and Asia, with UNHCR



- Annual innovation challenge Global Change Award, with Accenture and the KTH Royal Institute of Technology in Stockholm
- Finding new ways to recycle clothes, with The Hong Kong Research Institute of Textile and Apparel
- Supporting an online resource for innovators to accelerate circular materials development, with Fashion Positive

WHEN EMERGENCY STRIKES

DROUGHT IN ETHIOPIA

**\$100,000 to Save the Children
(\$600,000 in total since 2015)**

In 2015, the strongest El Niño phenomenon on record caused a drought in Ethiopia, resulting in high levels of malnutrition, an increased spread of disease and livestock deaths. In 2017, there was a new drought in the southeast of the country. More than 5.6 million people will require food aid and 9.1 million people will not have regular access to safe drinking water, which will result in dehydration and health complications. The lack of food and water also results in children dropping out of school, risking abuse, neglect and violence. The H&M Foundation already donated \$500,000 to the first response in 2015 and 2016. However, since the drought is recurring in other parts of the country and the crisis does not receive enough global attention to save people's lives, the H&M Foundation provided further support with \$100,000 in 2017.

HEAVY RAINS IN PERU

\$100,000 to the Red Cross

So far, over 1.2 million people were affected by the worst floods in Peru in 30 years, and one third of them were children and adolescents. Homes, hospitals, schools and other buildings as well as roads were destroyed, along with thousands of hectares of crops, which directly impacts access to food. In addition to health needs, livelihoods and food security issues are challenges. The support of \$100,000 from the H&M Foundation was used for disaster relief activities undertaken by the Red Cross. The emergency phase actions ensured that the targeted population received appropriate assistance with a focus on the sectors of health, water, sanitation and hygiene promotion, shelter, food security, livelihoods and restoring family links.

SOUTH ASIA FLOODS

\$200,000 to Save the Children

From September 2017, the raging monsoon floods in South Asia caused massive damage to homes and local infrastructure in the Himalayan region, Bangladesh and India. More than 960 people lost their lives and millions were displaced. There was an urgent need for humanitarian assistance to people that had lost their families and homes in these areas. The \$200,000 funding from the H&M Foundation to Save the Children was used for emergency relief kits, solar lamps and hygiene kits, education kits and support to school infrastructure. Food packages and safe drinking water were also provided in the affected areas in both Bangladesh and India. Cash-for-work programs and unconditional cash grants were set up to help families in need, and child friendly places for education and psychosocial care was also part of the support.

In addition to catalysing positive change within our focus areas, the H&M Foundation provides support in large scale disasters. In 2017, we have donated \$600,000 in emergency relief, contributing to our partners' aid for hundreds of thousands of people.

All emergency relief donations are made in US dollars.

REFUGEE CRISIS IN MYANMAR AND BANGLADESH

\$200,000 to the Red Cross

Hundreds of thousands have fled Rakhine State in Myanmar, arriving in Cox's Bazar in Bangladesh in desperate conditions. To help save lives and reduce suffering among those affected by the conflict, both in Myanmar and Bangladesh, the H&M Foundation donated \$200,000 to the Red Cross relief effort, with healthcare and sanitation systems reaching hundreds of people every day.



The humanitarian crisis in Cox's Bazar is one of the region's largest man-made humanitarian crises in decades.



AMBASSADOR FOR CHANGE

South Sudanese supermodel Alek Wek uses her personal experiences as a child refugee in her work as ambassador for the H&M Foundation.

When a model scout in London discovered supermodel Alek Wek in 1996, it had only been five years since she had to escape South Sudan as a child refugee. From day one of her modeling career, her ambition has been to use that platform to make a difference for people in need. In 2013, she joined the advisory board for the H&M Foundation in choosing our focus areas, and shortly after she became the H&M Foundation's ambassador.

Since then, Alek Wek has spoken up for the importance of clean water, education and equality from her personal experiences of lack thereof.

For the holiday season of 2016-2017, she engaged in a campaign run by the H&M Foundation where gift cards bought at H&M stores provided school supplies for refugee children.

"My father used to tell me education is key. You can lose almost everything but you will never lose your knowledge. I know exactly what it means to be forced to flee your home. To desperately search for safety and to be separated from family. With education, children can build infrastructure and help their communities in the long run," she says.

In October 2017, when the H&M Foundation launched the Foundation500 list of successful female business leaders from emerging markets, Alek Wek again showed her support from a personal point of view.

"Born with zero privilege, the women portrayed in the Foundation500 list have made their own fortunes in the harshest of startup-environments," she said. "Yet, their stories often go untold. I wish I had seen women like these on the cover of business magazines when I grew up in South Sudan."

Alek Wek, who is also an ambassador for the UN refugee agency UNHCR, emphasises that her work for encouraging positive change and save lives is for the long-term. And she thinks that the best way to do this is by teamwork.

"I applaud the H&M Foundation's way of not just handing out funds, but really getting to the core of the challenges. That dignifies the people in need, because no one wants to feel like they're just receiving—you want to work for what you have and it's important to help in a sustainable way. You can give someone fish for a day, or you can give them a fishing rod to use for a lifetime."



Photo: Matt Howard.

***H&M* FOUNDATION**

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