

H&M FOUNDATION



IMPACT REPORT 2013-2016

A CATALYST FOR CHANGE



EDUCATION



WATER



EQUALITY



PLANET



EMERGENCY
RELIEF

The H&M Foundation is a non-profit global foundation established in 2007, when H&M invested SEK 60 million in projects aimed at contributing to positive change. In 2013, the Stefan Persson family—founders and main owners of H&M—became the foundation’s main financiers by donating SEK 500 million of their private funds to improve living conditions for people on a global scale.

The foundation is an independent legal entity, operating outside of H&M’s value chain with its own staff, strategy and board. Through partnerships with influential organizations around the globe, the H&M Foundation operates on a global scale for systemic change with transformative programs, and in local projects to directly address urgent needs.

Its work is focused on four areas: Education, Water, Equality and Planet. In addition to this, the foundation can also provide emergency relief.

The H&M Foundation strives to be a catalyst for change and our strategy is based on three guiding principles:

INNOVATION – we approach challenges in new ways.

INVOLVEMENT – we involve people in making a difference.

IMPACT – we seek to achieve real change.

Since 2013, the Persson family has donated SEK 1.1 billion (EUR 123 million/USD 154 million) to the H&M Foundation. This Impact Report covers the work of the H&M Foundation from the autumn of 2013 to 31 December 2016.

Please visit hmfoundation.com for more information.

* The currencies in this report, from page 10 and onwards, are calculated based on the exchange rate on 31 December 2016.



FOUNDATION FOR THE FUTURE

Photo: Vanessa Montero.

CHOOSING OUR FOCUS

An experienced advisory board picked the big challenges they thought the H&M Foundation should take on, but the final choice was up to the public.

When the Stefan Persson family became the main donors to the H&M Foundation in 2013, we consulted seven experts—selected for their commitment to various development issues throughout the world—about which of the UN Millennium Development Goals we should focus our work on.

When the advisory board had chosen five goals—Clean Water, Strengthening Women, Quality Education for all Children, Safeguarding Natural Resources, and Reduction of Poverty through Self-Empowerment—the public made the final choice.

Over the course of one week in October 2013,

120,000 people voted online. The three focus areas that were finally chosen for the H&M Foundation were Education, Clean Water and Strengthening Women. Saving natural resources came in fourth place and in 2015, Planet was added as a fourth focus area.

“The H&M Foundation has long supported initiatives to make breakthroughs on these challenges, which are among the most important opportunities for this and future generations,” says Professor Jeffrey D. Sachs, who was part of the advisory board.

“We commend the H&M Foundation for their commitment to assisting the marginalised and for working towards an equal society.”

– Archbishop Emeritus Desmond Tutu

When my grandfather, Erling Persson, founded H&M in 1947, it was with a long-term perspective and strong values. He was a true entrepreneur with the courage to find new solutions and with the ability to bring together the right people to achieve his goals.

My father, Stefan Persson, passed on this philosophy and his message to me growing up was that our family can, and should, contribute to positive change, even beyond the company sphere. It was in this spirit that the non-profit H&M Foundation was established.

The H&M Foundation seeks to achieve real change, approach challenges in new ways and involve people in making a difference. I’m proud to see that the entrepreneurial spirit and the values of H&M are now also well established in the work of the foundation.

Today, I am fortunate to be one of the members of the H&M Foundation’s board, and I get to follow its progress closely. During the past three years I have seen how people have got access to clean water, how empowered women have started their own businesses to get out of poverty and how children have received an education. Families in desperate need of emergency relief have been helped, and brilliant innovators have been rewarded for ideas that can reinvent the entire fashion industry to protect people and the planet.

The important work being done is made possible thanks to our experienced and skilled partners around the world. I’m also happy to see how the different initiatives and projects generate a lot of pride and motivation among H&M employees.

There is a constant need for new partnerships and innovative solutions and the H&M Foundation will continue to be a catalyst for positive change for the planet, communities and people. The H&M Foundation is a long-term commitment from my family and the work has just begun.

This report is a story of hope and progress, showing that change is possible and that we can achieve a lot together.

Karl-Johan Persson

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

Photo: Elford/De La Forêt, Jeff Moore, Thierry Boccon-Gibod, M. Avelisson-Azote.

THE CONSULTED EXPERTS



Alek Wek
Supermodel, UNHCR ambassador and H&M Foundation ambassador.



Archbishop Desmond Tutu
Archbishop Emeritus of Cape Town, Nobel Peace Prize Laureate and Elder Emeritus.



Ela Bhatt
Founder of the Self-Employed Women’s Association (SEWA), Founder of the Cooperative Bank of SEWA and Elder Emeritus.



Prof Jeffrey D. Sachs
University Professor, Quetelet Professor of Sustainable Development, and Director of the Center on Sustainable Development, Columbia University, Director, UN Sustainable Development Solutions Network.



Prof Johan Rockström
Professor in Environmental Science at Stockholm University and Director of Stockholm Resilience Centre.



José María Figueres Olsen
Minister of State, elected President of Costa Rica (1994-1998) and Chairman of Carbon War Room.



Sir Richard Branson
Founder of the Virgin Group.



A DIFFERENT MODEL

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, and shortly afterwards she became the foundation's ambassador.

Photo: Elford/De La Forêt.



“No one wants to feel like they’re just receiving—you want to work for what you have.”

Why did you promote Water as your most important focus area in the H&M Foundation's online poll in 2013?

“Growing up in Wau in South Sudan, I witnessed first-hand what it means not to have clean water in such a hot, tropical climate. We had no running water, we had to collect it from a water pump or the rain, so I really felt sensitive to that need. Water is such a basic human right. We need it for everything and drinking dirty water leads to serious diseases. We take clean water for granted, yet so many people around the world don't have access to it.”

In what ways do the other two focus areas chosen by H&M the Foundation—Equality and Education—resonate with you personally?

“My father [an educationist politician and MP for the Sudanese Liberal Party in the 1950s] always emphasized the importance of educating yourself, even for girls. He was an amazing person to have thought so in such a time and place, and I think it stuck and helped me throughout my life. Before I got involved with the H&M Foundation, I traveled back to Sudan for the anniversary of independence after the civil war. I met families where children hadn't been able to go to school because they had to help their parents in the fields. These children were the first generation going to school and they were so enthusiastic, walking for miles just to get their education. With that, they can build infrastructure and help their communities in the long run. Regarding equality and women's rights, I saw how the mothers (mine had nine children) in South Sudan really are the backbone of the family and the community, and despite that all these things happen to women that are ignored because of stigmas.”

What are your thoughts on the work of the H&M Foundation since you joined them as ambassador three years ago?

“I've seen women walking and walking, carrying water for miles, and they've already endured so much. The families are fighting these wars too. So it's amazing to see how many water pumps have been set up in rural

communities, and how the children in some cases are even growing their own little gardens at school. From the time I got involved with the H&M Foundation, I've met the [Persson] family regularly and seen that this truly is teamwork from the bottom up. 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 fish with for a lifetime.”

You've been an ambassador for the H&M Foundation for three years, advocating for clean water, education, equality and the planet. What are your plans for future work in these areas?

“Ever since I was discovered as a model it has been important for me to use my platform to save lives. Having been a refugee myself at age nine and ten, when my town was bombed and we had to run to the bush and stay there for six months, that work is long term—not something that you just pick up and drop. In the near future I'd like to do more field trips like the one I made to Sudan, and talk to people from one human being to another. Growing up with my family going through that civil war, losing my father and my siblings and hearing my parents talking about women's rights and education has humbled me, but everyone can raise awareness and funds. Today, social media also makes it easier since we can be in contact even when we can't move around. And you can make a lot of difference working in a team.”



EDUCATION

We advocate for quality education
for all children.

Quality education is the foundation of improving people's lives and contributing to sustainable development. Education is absolutely critical for children to realize their full potential and to ensure a healthy and productive society. It raises job prospects, increases economic growth, boosts health, and promotes more stable communities. Education is also critical for creating equal opportunities for all children, which in turn can reduce inequalities and promote gender equality.

Global Program

LEARNING FOR LIFE



Photo: UNICEF/Wahid Adnan.

Early childhood presents a window of opportunity that can define a child's future. Through the global program with UNICEF, the H&M Foundation is investing in a better future for the most vulnerable children through early education and care.

Singing songs. Painting pictures. Building with colourful bricks. Evidence shows that these activities that sound like pure fun are the building blocks of lifelong learning. Children who experience love, proper nutrition and protection in a stimulating environment during early childhood become resilient, learn effectively, and are able to help build strong, safe communities and economies when they reach adulthood. But more than 250 million children under the age of 5 in low and middle income countries are at higher risk of being left behind, without access to quality education and early childhood care.

Few donors and not all governments prioritize funding for Early Childhood Development, which is why the H&M Foundation wants to contribute to filling that gap by supporting UNICEF. Together, we set up a three-year global initiative to invest in a better future for vulnerable children, with support of SEK 60 million

(EUR 6.3 million/USD 6.6 million) from the H&M Foundation. The global program influences governments to place Early Childhood Development on the national agenda and commit budgetary resources to address these issues.

"UNICEF's groundbreaking partnership with the H&M Foundation has improved access to quality health, nutrition, protection and education services for over 100,000 young children over the past three years," says Pia Rebello Britto, Chief and Senior Advisor of Early Childhood Development at UNICEF's Program Division of the global impact that by far exceeds the goal initially set. "The partnership has worked at the grassroots level to improve the skills of parents, teachers and community workers, as well as at the policy level to strengthen systems and government policies, with the aim of creating lasting change that will reach many more children for many years to come." ●

THE GOALS WE SET

Reach 73,600 vulnerable children in poor communities with Early Childhood Development programs.

Get Early Childhood Development on 3 national government agendas, making sure these are supported by national budgetary resources.

Release first-ever global report on Early Childhood Development, helping in shifting global perceptions of its importance.

The first of these three ambitious goals was reached by 31 December 2016. The second and third goals will be achieved during 2017.

"Children who attend the centres are more alert than other children in the village. In addition, the existence of the centres facilitates the transition to primary school later on."
- Birawe Diarré, one of the local volunteer "star moms" who directs one of the Early Childhood Development centres in Mali.



Photo: UNICEF/Hannane Dicko.

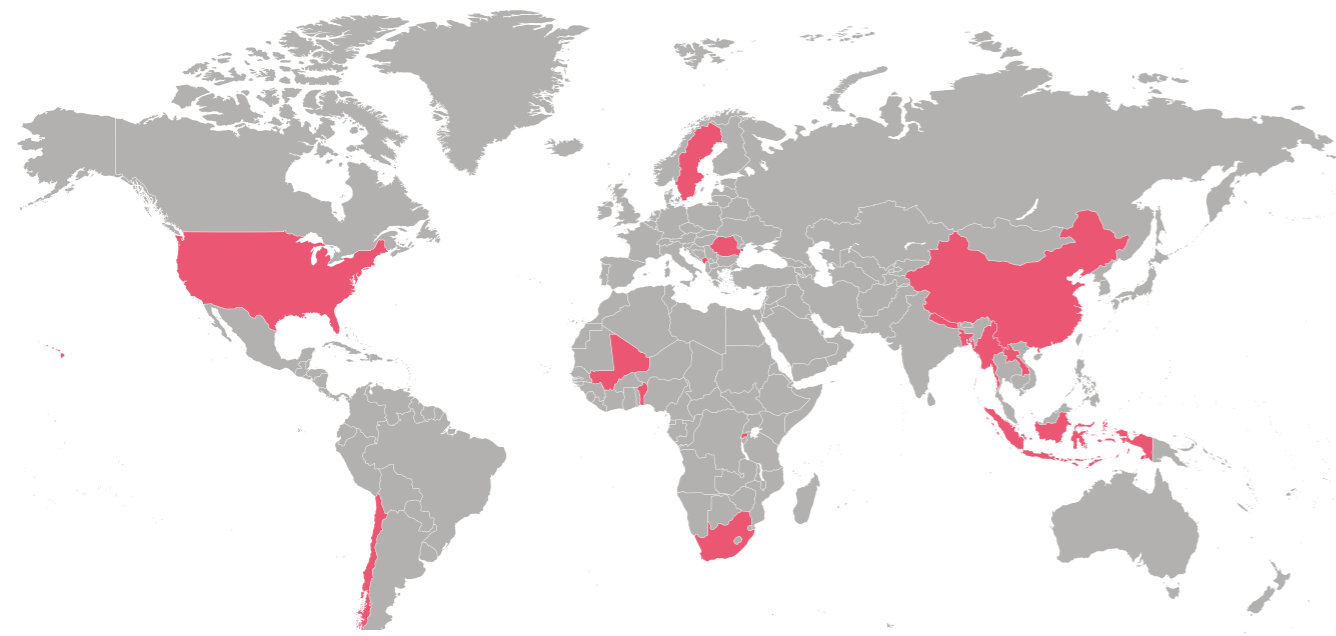
Child care training in Mali

The remote Bobo tribe village of Sadia, in Mali's Ségou region, is one of the 140 communities that took part in the H&M Foundation's and UNICEF's 2014 Early Childhood Development program. Thanks to the financial support of the H&M Foundation, 213 "star moms" were trained by UNICEF in child protection, health, nutrition and development, and they now work with around 9,000 young children in the communities.

Partner: UNICEF

UNICEF promotes the rights and wellbeing of every child, in everything they do. Together with their local partners, they work in 190 countries and territories to translate that commitment into practical action, focusing in particular on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.

EDUCATION IMPACT 2013-2016



16 COUNTRIES WERE REACHED BY THE H&M FOUNDATION INITIATIVES WITHIN EDUCATION:

- Bangladesh
- Benin
- Chile
- China
- Indonesia
- Lao PDR
- Mali
- Montenegro
- Myanmar
- Nepal
- Romania
- Rwanda
- South Africa
- Sweden
- Timor Leste
- United States

SEK 133 MILLION

(EUR 13.9 million / USD 14.7 million) were donated in total between 2013 and 2016 by the H&M Foundation to support quality education worldwide.

Children who receive early education and care are more likely stay in school, graduate from school and reach their full potential.

3 COUNTRIES

are making significant progress towards putting Early Childhood Development on their National Agendas, as a result of advocacy work within our global program with UNICEF: Chile, Montenegro, South Africa.

Children who are loved, nourished and cared for develop the skills they need to embrace opportunities and bounce back from adversity.

4 PARTNERS

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

173,000 CHILDREN

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

Local Projects

DIRECT IMPACT ON EDUCATION

In addition to our global program for Early Childhood Development, the H&M Foundation also supports local projects for education in several countries around the world.

BANGLADESH
with UNICEF, 2014-2018
45.8 MSEK (MEUR 4.8 / MUSD 5)

Close to 4 million people live in slums in Dhaka, with very poor or no government services. In 2012, H&M started supporting this project targeting 40,000 children in the slums with education, child protection and social interventions. In 2014, the H&M Foundation took over the collaboration.

INDONESIA
with Save the Children, 2014-2017
5 MSEK (MEUR 0.5 / MUSD 0.6)

The province of Nusa Tenggara Timor has one of Indonesia's lowest human development index scores. Since 2014, the project has improved the quality of education for 2,850 children, increasing enrolment in pre-school and improving teaching methods for early learners.

CHINA
with Save the Children 2016-2018
5.3 MSEK (MEUR 0.5 / MUSD 0.6)

Almost 6 million children in China live with a disability and face many barriers to accessing quality education. This project aims to address the widespread negative attitudes towards these children and make schools more inclusive, reaching 4,000 children along with teachers and parents.

MYANMAR
with UNICEF, 2016-2019
45.2 MSEK (MEUR 4.7 / MUSD 5)

For every gift card bought by a customer at H&M during the holiday season 2015, the H&M Foundation made a donation to UNICEF. The campaign resulted in a total of EUR 4.9 million, contributing to a brighter future for 480,000 marginalized and vulnerable children aged 5-14 in Myanmar by giving them increased access to school and improved quality of education.

SWEDEN
with Mentor Sweden, 2015-2016
3 MSEK (MEUR 0.3 / MUSD 0.3)

The H&M Foundation enabled Mentor Sweden to offer Swedish students in their teens (ages 13-17) an opportunity to have a mentor for a year, increasing their motivation to study and strengthening their self-esteem. During our partnership, more than 29,500 youths have participated in some of the Mentor Programs available.

UNITED STATES
with The Earth Institute and Children's Health Fund, 2014-2017
9.5 MSEK (MEUR 1 / MUSD 1)

16 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 supports an innovative school-based pilot program at Margaret Douglas elementary school in West Harlem, New York, screening the students and connecting them with the care they need.

ROMANIA
with Save the Children, 2014-2017
3.9 MSEK (MEUR 0.4 / MUSD 0.4)

More than 50 percent of the children in Romania are at risk of poverty or social exclusion, facing barriers to accessing education. The project with Save the Children supports 600 vulnerable children aged 4-11 years. The goal is to integrate the children in preschools and primary education, through initiatives like summer kindergartens and after school programs.

STAYING IN SCHOOL



Photo: Save the Children.

Photo: Save the Children.

With her family struggling to make ends meet, eight-year-old Lorena Szasz in Romania was at the risk of dropping out of school. Things changed when she joined the After-School Center initiated by the H&M Foundation and Save the Children in Romania.

Approximately half of the children in Romania are at risk of poverty or social exclusion, which is close to twice the European average. Eight year-old Lorena Szasz in the city of Timisoara was one of these children. Her mother, being the sole provider for Lorena and her two brothers, had no way to cover the rent with her minimum salary as a cleaner. The family was evicted from their home and found shelter in an abandoned house without running water, electricity or heating.

Lorena felt sad and anxious, afraid of losing her friends and being rejected by her peers. Her rising insecurity and fear of failure triggered a downward spiral, leading to declining school results. Her absences from school became more and more frequent, and eventually she was at risk of completely dropping out.

In March 2015, Lorena was included in the After School-Center organized by Save the Children and the H&M Foundation. In addition to helping her with her homework, the center supported her with daily meals and school supplies.

The After-School Program was part of the three-

year project initiated in 2014 by the H&M Foundation and Save the Children in Romania, to improve access to education for vulnerable children in the country.

Gabriela Alexandrescu, CEO of Save the Children in Romania, says that the experts in the program helped the children on many levels, including support for their parents. The support ranges from informing the parents of the importance of education to finding actual solutions to their often complex social problems.

“Sometimes the family has so many problems they cannot see a solution,” says Alexandrescu. “In Lorena’s case, we had a social worker who helped her mother get back in contact with Lorena’s grandparents, who live nearby the school and agreed to have Lorena stay with them during the week”.

Apart from the After-School program, the project in Romania also included two-month Summer Kindergartens for children aged 4-6 years, aimed at improving their school readiness.

“When they start mandatory school at age seven, many poor children come straight from their back

yards without any preschool experience. This makes it hard for them to be integrated in school, and many of them don’t complete their education,” says Gabriela Alexandrescu, adding that her organization has seen a better result than they expected from the three-year program with the H&M Foundation.

“We developed a methodology for evaluation with the help of a specialist, measuring results, self-esteem and communication skills among the children from the beginning and along the way. We are very happy to see that the children in the After School program have improved their school results by over 85 percent, and more than 95 percent of the children from the Summer Kindergarten entered school with very good results.”

Gabriela Alexandrescu hopes that this documentation can be used to advocate for more engagement in the cause from national and local governments.

“The current president of Romania is a former teacher himself, so hopefully these results will help him in investing more into the future of our children,” she says.

The After-School Center is part of the H&M Foundation’s and Save the Children’s three-year project to give vulnerable children in Romania access to education.



“At the After-School Center, I can do my homework. Here, no one calls me a beggar.”

Slowly, Lorena has started to smile again, and she is no longer missing school. While improving her school grades and attendance, she is also becoming more sociable and relaxed and has made new friends.

“I love to come to the center because here I can do my homework and play with other children. No one is screaming at me or calling me a beggar,” she says.



WATER

We support worldwide access to clean water and sanitation.

Clean water and sanitation for all is an essential part of the world we want to live in, and a basic human right. Still, at least 10% of the world's population live without safe water to drink and one in three people live without a decent toilet. The good news is that clean water, along with decent sanitation, are very effective in reducing poverty. It can help save lives, drive economic growth, keep children in school and increase opportunities for women and girls.

Global Program

CLEAN WATER AT SCHOOL

Lack of clean drinking water and functioning toilets at school affects the lives and futures of millions of children. In 2014, the H&M Foundation and WaterAid initiated a global program for clean water, sanitation, and hygiene education in schools across the world.

Imagine not having water to drink or a toilet to go to during your work day. This is the reality for many school children, as one third of all schools in the world don't have access to clean water and decent toilets. Millions of children miss out on the education that could bring them a brighter future as they have to spend energy and time on collecting water, or are too sick from drinking dirty water to go to class. It is also hard to find good teachers who want to work at a school without water or toilets. The lack of safe and private toilets especially affects girls, as many stay at home when they are menstruating.

The global program for clean water and sanitation at school—set up in 2014 in partnership with WaterAid and with funding of SEK 60 million (EUR 6.3 million / USD 6.6 million) from the H&M Foundation—has been aimed at transforming systems so that all schools will have clean water and safe separate toilets for girls and boys in the future, enabling children to stay in

school and get the most out of their education.

“Our work is not only about providing taps and toilets. It is so much more than that. With training in good hygiene, the students become important change agents as they share what they have learned in school with their families and communities,” says Cecilia Chatterjee-Martinsen, CEO WaterAid Sweden.

“Thanks to our work, water and sanitation in school has now been brought onto the agenda at local, national and international levels. Decision-makers now have a better understanding of how water and sanitation affects children's ability to go to, and perform in, school. And even more important: They are taking action to improve the situation for many more than the 250,000 students we have reached through this program.”

Photo: WaterAid, Asad Zaidi.

THE GOALS WE SET

Give 250,000 school children access to clean water and toilets, and educate them in hygiene practices.

Include clean water, improved hygiene and sanitation in the national policies of 5 nations, supported by concrete plans and resources for implementation.

Influence the United Nations to include a goal on water and sanitation in its Sustainable Development Goals, inspiring national and international stakeholders to actively contribute to realizing the target by 2030.

Two of these three ambitious goals were achieved by 31 December 2016. Three of the five targeted countries—Ethiopia, Tanzania and India—have included clean water, improved hygiene and sanitation in their national policies. WaterAid envisages it will take 1-2 years for Uganda to reach the goal, and the hard work continues in Pakistan.

Partner: WaterAid

WaterAid is an international organization that works in 37 countries across Africa, Asia, the Americas and the Pacific Region to transform lives by improving access to safe water, hygiene and sanitation in some of the world's poorest communities.

WaterAid's vision is of a world where everyone has access to safe water and sanitation. Since 1981, WaterAid has reached 25 million people with safe water. In 2015 the organization reached around 220 people with clean water every hour.

WaterAid partner with local organizations, communities and governments to find sustainable, long-term solutions. WaterAid's approach is to combine practical work with policy work to make lasting change happen.

RIPPLE EFFECT



Pakistan was one of the countries reached by the H&M Foundation's and WaterAid's program for clean water in schools. 17-year-old Mir Jahan in the Thatta region knows what a difference a toilet in school can make –for your daily life and your future.

With a record of devastating floods and high temperatures, the Thatta region in Pakistan is one of the worst affected areas when it comes to climate change and lack of clean water. The problem affects all areas of life, and one major consequence is the lack of toilets and clean water in schools.

17-year-old Mir Jahan is one of the students who has faced these difficulties first hand:

"At my school there was only one toilet for boys, which on top of this was broken, so we had to just stick it out all day," she recounts.

Holding back for so long, along with drinking unclean water from a nearby stream, made Mir and her classmates sick.

"We often had stomach problems like diarrhoea and urinary tract infections," she says.

When the H&M Foundation partnered with the international non-profit organization WaterAid three years ago to invest in clean water and sanitation in schools, Pakistan was chosen as one of the target countries.

Ayesha Javed, Communications Coordinator at WaterAid in Pakistan, says that the everyday life of school children in Pakistan's poor regions has been adversely affected by the lack of clean water on many levels.

"Not having water to drink in the summer months, when it's humid and the temperature rises to 48 degrees Celsius, naturally affects the school children's concentration and attendance," she says, also noting that there are additional difficulties for the girls who are often kept at home while menstruating. This regular absence often causes the girls to drop out of school.

"Before, I'd often miss schooldays when I had my periods. My mum wanted me and my sisters to stay at home because there was no toilet at school," says Mir Jahan.

Thanks to the initiative by WaterAid and the H&M Foundation, Mir's school now has functioning toilets, a place to wash, and clean water to drink.

"During these three years, we have provided wash services and toilets to 40,000 students in Pakistan,"

Photo: WaterAid/ Sibtain Haider.

Photo: Mir Jahan/WaterAid, WaterAid/ Sibtain Haider.



Mir Jahan took part in the H&M Foundation's photo project *Noori Tales*, where boys and girls in the Indus Delta documented what it's like growing up with a lack of clean water. On the right: 17-year-old Shabiahhaan steps out of the washroom in the new girls' toilets that WaterAid has built at her and Mir Jahan's school.



"I tell the women in my village about hygiene. The girls are much more confident now."

says Ayesha Javed about the project initiated in partnership with the H&M Foundation.

Alongside the practical actions of bringing in clean water and building new toilet blocks in schools, the project has also included education on personal hygiene.

"During these hygiene promotion sessions, we have taught the students about the importance of hand washing, how to use the latrines, how to keep the latrines and the school clean and why it's important," says Ayesha Javed.

In every class, one student has been chosen as a Wash Club member, responsible for demonstrating what they have learnt about personal hygiene to new students and classes. Ayesha Javed says that the level of pride and responsibility among the children surprised her.

"Often, a mother will share that their child has taught her how to wash and keep the house clean, and why it's important to have a latrine at home," she says.

Mir Jahan says that the knowledge about menstrual hygiene that she gained at school also reached to

the older women in her village.

"In our religious customs, we can't wash when we are menstruating, because it's considered unhealthy, but now I do it anyway," she says. "In school I use the new washroom, where I can also throw away used pads. And I tell the women in the village about what I've learnt in school about hygiene. Before, women here didn't want to use sanitary items and had no idea how to use the pad, they just changed their trousers instead. But now they're getting more used to using pads or cloths. And the girls are much more confident now."

Local Projects

BRINGING WATER TO COMMUNITIES

In addition to its transformative work on global water policies, the H&M Foundation supports local projects that have a direct impact on the sanitation and health of people around the world.

BANGLADESH
with WaterAid, 2013-2019
37.1 MSEK (MEUR 3.9 / MUSD 4.1)

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 of more than SEK 30 million from the H&M Foundation, providing more than 190,000 people across Bangladesh with clean water and sanitation.

BANGLADESH
with WaterAid, 2016-2020
15 MSEK (MEUR 1.6 / MUSD 1.7)

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 Practical Action, 2015-2019
11 MSEK (MEUR 1.1 / MUSD 1.2)

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

INDIA
with FRANK Water, 2014-2017
2.3 MSEK (MEUR 0.2 / MUSD 0.3)

The H&M Foundation partners with the NGO FRANK Water in rural communities in Telangana in southern India, in a project that has provided clean water for more than 27,000 people in 24 villages so far. The innovative Any Time Water system—a technology allowing the beneficiaries to collect water at any time of the day—has been developed and implemented in many villages with support from the H&M Foundation.

CAMBODIA
with PLAN International, 2014-2017
3.8 MSEK (MEUR 0.4 / MUSD 0.4)

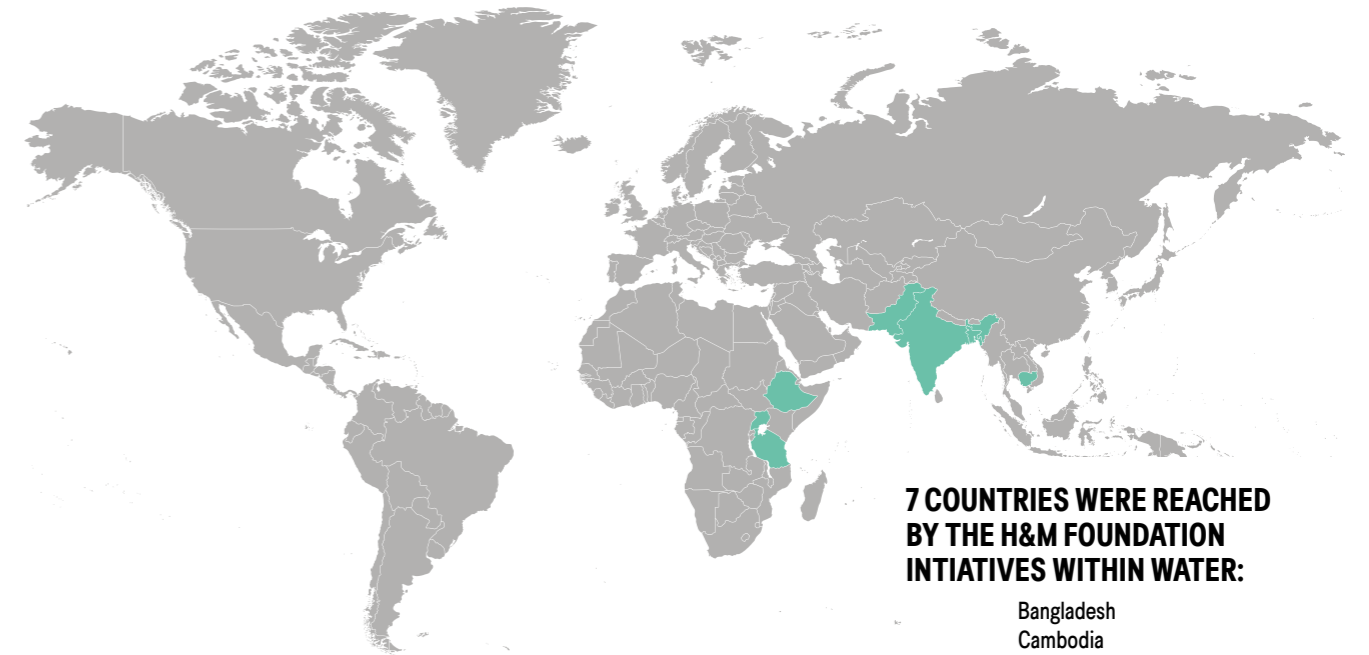
In a project with PLAN International, the H&M Foundation has ensured sustained access to clean water supply, sanitation facilities and hygienic environments for more than 13,000 underprivileged people in the Cambodian province of Rataniki, 3,100 of them primary school students aged 1-6.



The project engaged teachers, students, parents and local authorities to build three blocks of latrines in the primary school in Ta Nang village. Older students teach their younger peers how to use it and how to wash their hand afterwards. "Open defecation makes areas around our school dirty and smelly. The latrines are very easy to use and we feel safe using it, no rush," says 14-year old Bao in grade four.

Photo: PLAN International

WATER IMPACT 2013-2016



7 COUNTRIES WERE REACHED BY THE H&M FOUNDATION INITIATIVES WITHIN WATER:

- Bangladesh
- Cambodia
- Ethiopia
- India
- Pakistan
- Tanzania
- Uganda

SEK 109 MILLION

(EUR 11.3 million/USD 12 million) were donated in total between 2013 and 2016 by the H&M Foundation to support worldwide access.

465,000 PEOPLE

got access to clean water and sanitation through the H&M Foundation initiatives.

When water, sanitation and hygiene are improved in schools, better health brings improved attendance and a better learning environment that enhances performance.

Today, 650 million people globally live without safe water, and 2.3 billion don't have adequate sanitation.

4 PARTNERS

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

3 COUNTRIES

added clean water, improved sanitation and hygiene to their national policies: India, Tanzania, Ethiopia.



Striving towards equal societies and breaking cycles of exclusion means providing all marginalized groups with tools to unlock their full potential. As a bonus, this also fuels sustainable economies and benefits societies and humanity at large. That's why the H&M Foundation broadened the focus area Strengthening Women to Equality in 2016, after which we initiated a number of projects for integration and inclusion across the world.

Global Program

EQUAL ECONOMY



Photo: CARE/DeBode.

Together with humanitarian organization CARE, the H&M Foundation invests in women's economic empowerment—equipping women in poor communities with the seed capital and the skills training they need to start up or expand their own businesses.

Two thirds of the world's working poor are women. These women have less access to financial services and bank loans, and they suffer restrictions on inheriting property. Globally, women spend at least twice as much time as men on unpaid domestic work, and women's total work hours are longer than men's in all regions of the world. One of the keys to lasting, sustainable empowerment is becoming economically independent. In 2014, the H&M Foundation joined forces with humanitarian organization CARE to equip women in poor communities with seed capital and skills training to start up or expand their own businesses. The H&M Foundation has supported the global program for strengthening women with SEK 60 million (EUR 6.3 million/USD 6.6 million).

Reintje van Haeringen, Manager for the global program at CARE, says that in all 10 countries reached by the program, the women that were involved were able to increase their income from their enterprise and

gain more control over the use of their income.

"The fact that women are taken into account, considered important, and invested in led to an almost immediate increase in self-esteem," she says.

Experience and studies show that economic empowerment of women not only minimizes their dependency but also improves the lives of the society surrounding them, since women tend to reinvest money in their families, children and communities.

"The improvement in these women's business practices, quality of products and access to markets is reflected in increased income which earns them respect in their families and communities", says Reintje van Haeringen. "This leads to truly transformative change and empowerment, as well as changes in gender norms."

THE GOALS WE SET

Reach 100,000 women in poor communities and empower them economically, by giving them access to seed capital and skills training on how to start up and expand their own businesses.

Initiate 5 regional campaigns to raise awareness about the structural challenges women face, and promote women who have overcome these challenges as positive role models.

Prepare 1 global report to advocate for policy change needed worldwide to improve the living conditions for women and girls globally.

All three of these ambitious goals were achieved by 31 December 2016.

Partner: CARE

Founded in 1945, CARE (short for Cooperative for Assistance and Relief Everywhere) is a leading humanitarian organization fighting global poverty and providing lifesaving assistance in emergencies. It is one of the largest and oldest humanitarian aid organizations focused on fighting global poverty.

CARE places special focus on working alongside poor girls and women because, equipped with the proper resources, they have the power to help lift whole families and entire communities out of poverty.

The organization works in 95 countries around the world to support over 890 poverty-fighting development and humanitarian aid projects. The programs address a broad range of topics, including emergency response, food security, water and sanitation, economic development, climate change, agriculture, education and health.

In 1991, CARE launched a transformative concept in Niger called Village Savings and Loans Associa-

tions (VSLAs), offering women in particular a safe way to save money and access loans starting with only a lockbox, three keys and some basic financial training. Today, there are 5 million CARE VSLA members across Africa and other parts of the globe.

INDEPENDENT WOMAN



Photo: CARE

Through the global program with CARE and the H&M Foundation, 33-year old Fabiola Manirakiza in Burundi went from economically dependent to multi-entrepreneur. The program also proved life-changing for her husband.

In three years, the everyday life of Burundian mother of five Fabiola Manirakiza has changed radically. Before starting her own business, she totally depended on her husband, who was not treating her well.

"I used to be afraid to go against my husband. Every day I just waited for him to come home, not knowing what his state of mind would be," Fabiola recounts.

According to Josée Ntabahungu, team leader for the Gender Equality and Women's Empowerment Programmes that the humanitarian organization CARE runs in partnership with the H&M Foundation, Fabiola's previous situation is far from unique.

"Besides being very poor, the women in Burundi have an additional vulnerability," says Ntabahungu, explaining that women have a submissive role in the Burundian community—often expressed in gender-based violence.

Things started to change when Fabiola secretly joined the local Village Savings and Loans Association—a peer-to-peer group savings model created by CARE. With a loan from the group, Fabiola was able to start

her first business trading corn and avocados. The business generated more savings, enabling her to start trading charcoal and open a small restaurant.

One of the core initiatives in the global partnership between the H&M Foundation and CARE—with the aim to economically empower women—has been skills coaching to develop female entrepreneurship.

"Rather than just giving women money, we wanted to help them realize how they can make and own their own money," says Josée Ntabahungu. "We went into the communities and called upon the women to join the program, asking them about their existing skills and what they dream about doing. We asked them what had stopped them from realizing these dreams—fear, lack of information or money to start—and then we put them together with female business role models who had been chosen by the community, to share experiences and lessons learnt along the way."

One example of the new skills the program has provided to female entrepreneurs is how to refine their product for more efficiency.

"For example, we have coached women who pro-

"I learned about market research and how to promote my products."

In the entrepreneurship training program, Fabiola Manirakiza developed business skills and a clearer vision for the future. Today, she runs a successful coal and brick trading business.



duce soya beans on how to transform them into flour that they can keep for longer and sell to make more money," says Josée Ntabahungu.

With help from the entrepreneurship training program in her community, Fabiola Manirakiza developed the skills to take her businesses further.

"I learned about market research, how to promote my products, and how to develop a business plan. Now that I know how to calculate profit I also know better which activities are worth investing in and which aren't," she says.

Today, Fabiola runs a successful coal and brick trading business. She now shares the restaurant she started with a neighbour woman who also used to live in poverty.

Josée Ntabahungu tells us that a positive bonus effect has been that the women in the program have built a national network—exchanging products between different regions of Burundi.

As Fabiola's economic independence grew, she was able to convince her husband to join meetings for couples provided by CARE and the H&M Foundation.

"In these meetings, we teach the men about positive masculinity," says Josée Ntabahungu. "They meet other men who changed their violent behaviour, who can share the benefit they are getting from that change at home—how life is more peaceful and the family income is increasing."

Since joining the meetings, Fabiola's husband has changed his behaviour towards her.

"He even asks CARE to organize the same meeting for other men," she says. "Until this day, he has not been violent to me again."

Local Projects

FAIR CHANCES FOR ALL

In our work towards equal societies, the H&M Foundation has initiated a number of projects for integration and inclusion of marginalized groups across the world.

ETHIOPIA
with CARE, 2015-2018
20 MSEK (MEUR 2.1 / MUSD 2.2)

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

ETHIOPIA
with Reach For Change, 2014-2017
3.1 MSEK (MEUR 0.3 / MUSD 0.3)

With the support from the H&M Foundation, Reach for Change identified more than 300 local social entrepreneurs that had ideas on how to solve the most pressing issues facing Ethiopian women and children. The entrepreneurs were then given seed funding and expert help to develop their initiatives.

NORWAY
with Norwegian Red Cross, 2016-2017, 2 MSEK (MEUR 0.2 / MUSD 0.2)

To help prevent marginalization and polarization, the H&M Foundation runs a project with The Norwegian Red Cross to connect 1,000 unaccompanied minors, young refugees and asylum seekers with a Norwegian youth.

PAKISTAN
with REFUNITE, 2016-2019
9 MSEK (MEUR 0.9 / MUSD 1)

In 2016, the H&M Foundation launched a three-year partnership with Refugees United (REFUNITE)-the world's largest missing persons platform for displaced people-to help 150,000 displaced people, especially women in Pakistan reconnect with missing family through their mobile phones.

UNITED KINGDOM
with five charities, 2016-2019
6 MSEK (MEUR 0.6 / MUSD 0.7)

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

SWEDEN
with Swedish Red Cross, 2016-2019,
6 MSEK (MEUR 0.6 / MUSD 0.7)

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. These children will have the chance to meet new friends and build social networks. Local meeting places will also be created where refugee children will get adult support to reach their goals.

SOUTH AFRICA
with Desmond and Leah Tutu Legacy Foundation, 2014-2017
4 MSEK (MEUR 0.4 / MUSD 0.4)

With support from the H&M Foundation, the Desmond & Leah Tutu Legacy Foundation initiated a program for people aged 17 to 20 in the broader Cape Town area, designed to strengthen opportunities for employment.



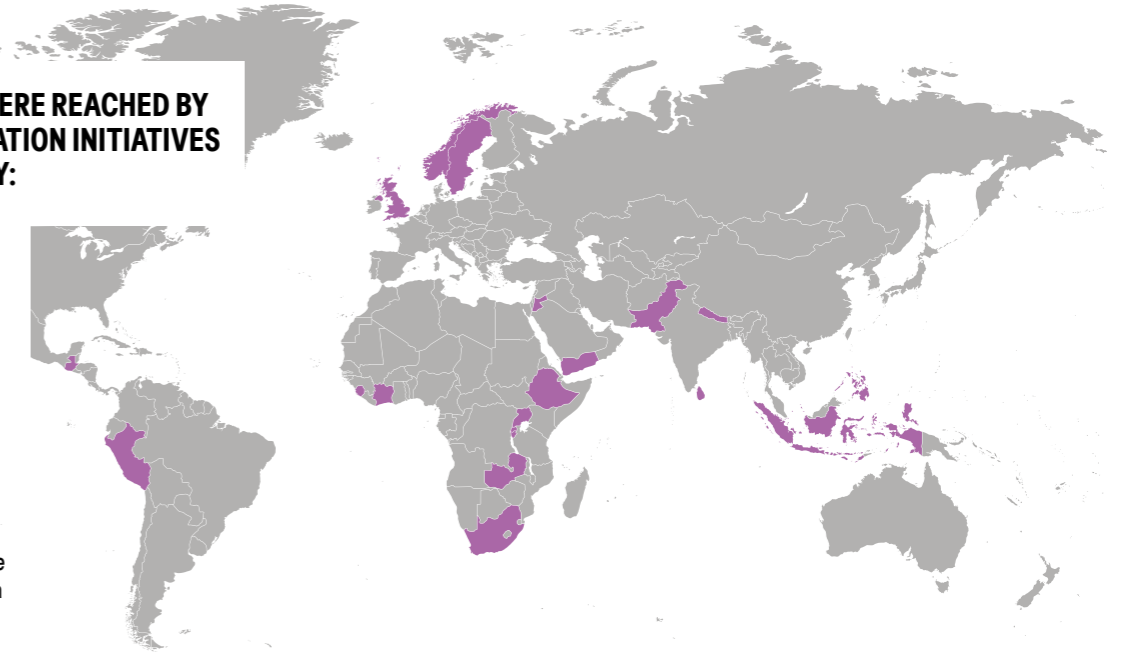
19-year-old Geraldine took part in the nine-month program in Cape Town. "When I enrolled in the program I had little self-esteem. Nine months later I delivered an address at the Youth@Work graduation to the roaring applause of my classmates," she says.

Photo: Desmond and Leah Tutu Legacy Foundation.

EQUALITY IMPACT 2013-2016

20 COUNTRIES WERE REACHED BY THE H&M FOUNDATION INITIATIVES WITHIN EQUALITY:

- Burundi
- Ethiopia
- Guatemala
- Indonesia
- Ivory Coast
- Jordan
- Nepal
- Norway
- Pakistan
- Peru
- Philippines
- Rwanda
- Sierra Leone
- South Africa
- Sri Lanka
- Sweden
- Uganda
- United Kingdom
- Yemen
- Zambia



SEK 86 MILLION

(EUR 9 million / USD 9,5 million) were donated in total between 2013 and 2016 by the H&M Foundation to promote equal opportunities globally.

103,000 MARGINALIZED PEOPLE

were empowered with tools to unlock their full potential in the strive towards equal societies.

Women in poor communities have less access to financial services, bank loans and often suffer restrictions on inheriting property.

11 PARTNERS

worked with the H&M Foundation in its efforts towards equal societies.

Globally, women spend at least twice as much time as men on unpaid domestic work.

5 REGIONAL CAMPAIGNS

helped raise awareness about the structural challenges women face, and promoted women who have overcome these challenges as positive role models in the following countries: Burundi, Ivory Coast + Sierra Leone, Jordan, Nepal, Peru.



As the population of our planet heads towards 10 billion in 2050, every industry will need to innovate beyond their current imagination to safeguard both the people and the planet. As one of the largest industries in the world, the fashion industry needs to reinvent itself and produce fashion for a growing world population while operating within our planetary boundaries. To better meet the challenges facing our world, the H&M Foundation added Planet as a focus area in 2015, aiming to identify game changers for the entire industry.



🌐 Global Change Award

LOOKING FOR CHANGE

To speed up the shift to a circular and sustainable fashion industry, the H&M Foundation launched the innovation challenge Global Change Award in 2015—looking for ideas that can reinvent it all.

With a total value of USD 3 trillion, the global fashion industry has a huge environmental responsibility. In order to create a sustainable future, it's impossible to go on shipping, selling and consuming clothes in a linear mode.

If the fashion industry could become circular instead of linear, it could efficiently eliminate waste and recirculate raw materials and valuable resources used to produce new goods, creating value for both the environment and for the industry.

But making the fashion industry circular and help protect our planet needs game changing ideas. In 2015, the H&M Foundation initiated the annual Global Change Award—one of the largest innovation challenges in the world, and the first of its kind for the fashion industry.

Each year, when the online application period has expired, an expert panel selects five winners that sha-

re a grant of EUR 1 million (SEK 9.6 million, USD 1.1 million) and get access to a one-year accelerator program provided by the H&M Foundation, Accenture and the KTH Royal Institute of Technology in Stockholm.

The global public is then invited to distribute the EUR 1 million grant between the five innovations through an online vote, and the results of the vote are revealed at a grand award ceremony in Stockholm.

In the first edition of the Global Change Award, the five awarded innovative ideas were converting waste-cotton into new textile, using microbes to recycle polyester textiles, creating new textiles from citrus byproducts, setting up a marketplace for up-cycling production spill and using algae to make renewable textiles.

THE GOALS WE SET

Annually award 5 game-changing ideas for the fashion industry with a grant of €1,000,000.

Engage the public by letting them decide how to divide the grant between the 5 winners, through a public online vote.

Invite the winners to a one-year innovation accelerator provided by the H&M Foundation, Accenture and the KTH Royal Institute of Technology in Stockholm, offering them customized support and access to the fashion industry.

Between 2015 and 2016, all three goals were achieved in the first edition of the Global Change Award. The innovation challenge is repeated annually.

Partners: Accenture and KTH

Accenture is a global management consulting, technology services and outsourcing company, with more than 323,000 people serving clients in more than 120 countries. Accenture helps organizations assess how to maximize their performance and works with them to achieve their vision and create sustainable value for their customers and stakeholders.

Accenture is a global leader in the Circular Economy in practice and has published the world's first book on circular business models, *Waste to Wealth*, based on a global case analysis of over 120 companies. Accenture has led a study of international best practice on regulating for circular economy innovation, founded the 'Circulars' awards together with the World Economic Forum and has conducted myriads of client projects across industries and geographies. Accenture works with leading companies to design, build and run circular economy business models, allowing companies to make more and customers to do more with less.

KTH Royal Institute of Technology in Stockholm is the largest and oldest technical university in Sweden. One-third of Sweden's technical research and engineering education capacity at university level is provided by KTH. The university has extensive, active and broad operations within the environment and sustainable development.

It focuses on the integration of the environment and sustainable development in education, research and collaboration. With around 50 research teams working within the field of the environment and sustainable development, KTH's operations act as a driving force in the shift towards sustainable technical and social systems that meet our needs by improving, developing, analyzing and evaluating society's and industry's resources. KTH Innovation focuses on supporting KTH researchers and students in innovation development and has extensive experience in successfully bringing new technology to the market.

FROM RAGS TO RICHES

The Global Change Award is one of the world's biggest challenges for early stage innovations, and the first such initiative for the fashion industry. In 2015, Enrica Arena and Akshay Sethi were awarded for two ideas that could make a real difference.

On February 10, 2016, Enrica Arena stepped on stage at the City Hall in Stockholm.

It had been four years since her friend Adriana Santanocito approached her with the idea of transforming citrus waste into fabric.

Having both grown up in Sicily, Enrica and Adriana had a natural connection to the citrus juice industry and the immense amount of waste it produces—up to 700,000 tonnes annually in Italy alone. Adriana's idea of making textile from all that waste, by extracting the cellulose and spinning it into a silk-like fiber, had already been lab tested and proved feasible. But scaling up the technology and finding business partners had been tough.

Now, at the Global Change Award ceremony in Stockholm, the team was granted the resources to finally take their innovation to the next level. Their innovation Orange Fiber fitted well with the mission of Global Change Award: Finding ideas that can reinvent the fashion industry and make it circular.

The international expert panel for the Global Change Award had chosen Enrica's and Adriana's in-

novation as one of five to share a grant of EUR 1 million. And after an online vote, the public had given their innovation Orange Fiber a EUR 150,000 share of the total grant.

In addition to the grant, all winners got access to a one-year acceleration program provided by the H&M Foundation and partners Accenture and the KTH Royal Institute of Technology in Stockholm. Enrica says that the acceleration program proved to be even more valuable than the funding:

"The mentorship allowed us to take a look at our company from the outside, rethinking our business model and making a road map of how to scale it up. Much thanks to the Global Change Award, we have been able to extend our trademark and patent to a number of countries," she says, adding that the events arranged by the H&M Foundation helped them move closer to the market and make contact with a number of fashion brands.

Now, after an intense year of development, Enrica's and Adriana's company Orange Fiber is finally entering the market.



Left: Akshay Sethi and Moby Ahmed developed a process for breaking down polyester so it can be recycled. Below: Enrica Arena makes textile out of citrus waste.



“A major Italian fashion brand has bought our textile and made a collection.”

“A major Italian fashion brand has bought our textile and made a collection that is planned to reach the shops in March this year,” Enrica says proudly.

Another proud winner of the first ever Global Change Award was Akshay Sethi, who together with his friend Moby Ahmed developed a chemical process that turns waste polyester into new material.

The idea, awarded EUR 250,000, was born when they were both students at the University of California, Davis, where Akshay was studying biochemistry.

In recent years, polyester has by far surpassed cotton as the material most commonly used for clothing. More than 30,000 tonnes of polyester is produced annually—approximately double the amount of cotton. And each year, thousands of tonnes of polyester produced for the fashion industry end up in landfill.

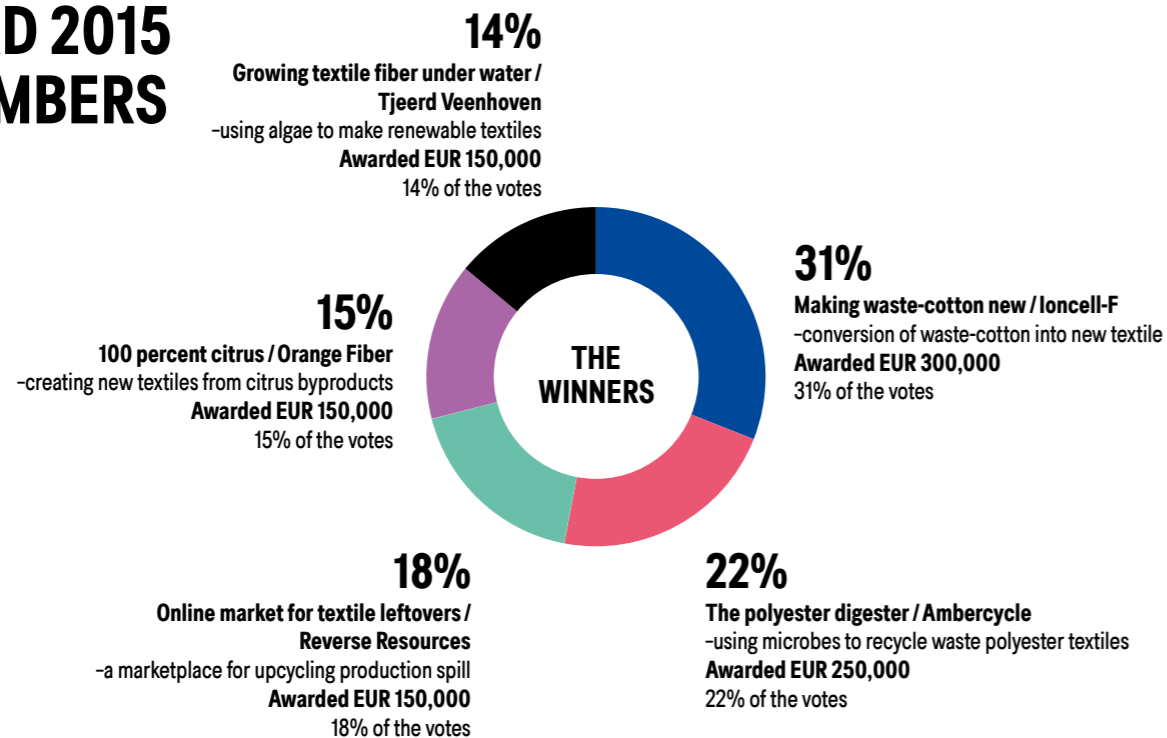
“All that crude oil used to produce polyester has already been extracted and refined. So we thought it would be cool if we could break this oil dependence and introduce a new concept: molecular recycling,” explains Akshay.

Since winning the Global Change Award, Akshay

and Moby have partnered with oil companies and started test runs in hired facilities, in order to eventually scale up the process and make it cheap enough for companies to invest in.

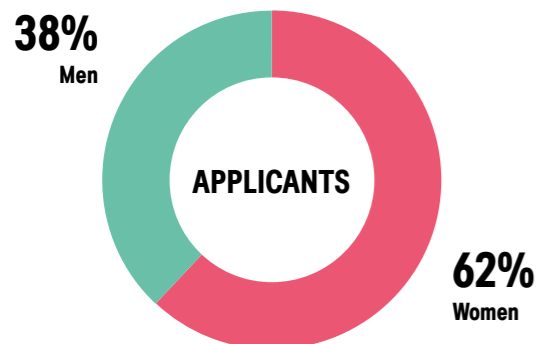
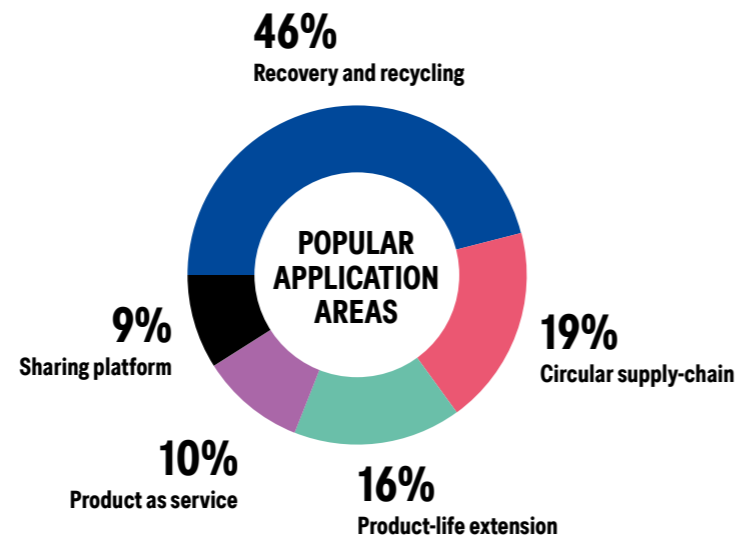
“The people we are talking to in the industry are very excited about this process, since it can turn waste (which is now a cost for them) into something profitable. The accelerator program has been transformative for us, helping us better understand the problem we are aiming to solve with this new process. It also put us in a good position to raise money and hire competent people.”

GLOBAL CHANGE AWARD 2015 IN NUMBERS



TOP 10 COUNTRIES BY NUMBER OF ENTRIES:

1. Italy
2. India
3. USA
4. UK
5. Sweden
6. Spain
7. Netherlands
8. Indonesia
9. Germany
10. France



2,775 ideas for reinventing the world of fashion were submitted by applicants from 112 countries to globalchangeaward.com.

EUR 1,000,000 was the total grant from H&M Foundation, to be shared by the five winning ideas.

22,500 votes were cast by the public to determine how the grant would be divided between the winners.

Textile Recycle Research

INVENTING NEW WAYS TO RECYCLE

One of the biggest challenges in the fashion industry today is producing new textile out of discarded clothes. To speed up this process, the H&M Foundation partnered with the Hong Kong Research Institute of Textiles and Apparel in 2016, developing methods for recycling blend textiles into new fabrics and yarns.

During the last decades, the composition of fibres in clothes has become increasingly complex. In jeans, for example, denim is often mixed with elastane, making them more stretchy but also harder to recycle.

Because while recycling technologies have evolved to make recycling possible for textiles made of a single fibre, blend textiles are still difficult to recycle.

Developing technologies to recycle blend textiles is the main goal of the four-year partnership between the H&M Foundation and the Hong Kong Research Institute of Textiles and Apparel (HKRITA), initiated in 2016. Research is conducted in Hong Kong and Japan.

"We look forward to providing practical solutions to a pressing local and global challenge," says Edwin Keh, Chief Executive Officer of the Hong Kong Institute of Textiles and Apparel.

With an ambitious contribution of EUR 5.8 million (SEK 55.5 million, USD 6.1 million) from the H&M Foundation, plus support from the Innovation and Technology Fund of the Hong Kong SAR Government, HKRITA will conduct the research and work to commercialize the outcomes.

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 splits the donation 50/50 between research on textile recycling (HKRITA) and projects focusing on equality and marginalized groups.

"The overall aim for us as a foundation is to protect the planetary boundaries and work to safeguard our living conditions. We want to develop at least one ready technology to recycle clothes made from textile blends into new clothes. This would be a major breakthrough in the journey towards a closed loop for textiles in the fashion industry," says Erik Bang, Project Manager at the H&M Foundation.

The key findings from the research will be open-source and made available for the entire fashion industry and beyond by 2020.

☂ Emergency Relief

WHEN EMERGENCY STRIKES

In addition to being a catalyst for positive change within our focus areas, the H&M Foundation provides support for disasters. Since 2013, the H&M Foundation has donated USD 1.6 million in emergency relief, contributing to our partners' total aid for hundreds of thousands of people. All emergency relief donations are made in USD.

FLOODS IN INDIA USD 100,000

In response to the devastating floods in northern India in July 2013, the H&M Foundation donated USD 100,000 to support Save the Children India's relief efforts to 5,000 families in the ten worst affected villages.

TYPHOON IN THE PHILIPPINES USD 100,000

To support in the relief after the devastating typhoon Haiyan in the Philippines in November 2013, the H&M Foundation donated USD 100,000 to back the Red Cross in the initial rescue phase.

RANA PLAZA USD 200,000

In April 2014 and in March 2015, the H&M Foundation made two donations with a total of USD 200,000 to victims and families affected by the tragic Rana Plaza collapse in Bangladesh, through the fund set up and managed by the UN body the International Labor Organization.

SOUTH ASIA FLOODS USD 100,000

In September 2014, the H&M Foundation donated USD 100,000 to support Save the Children's work for victims of the floods in India, Bangladesh and Nepal, providing emergency equipment, food, water, education and psychosocial care for children.

EARTHQUAKE IN NEPAL USD 100,000

In April 2015, the H&M Foundation donated USD 100,000 for Save the Children's work to supply the victims of the earthquake in Nepal with shelter, child protection, education, water and hygiene.

REFUGEE CRISIS IN EUROPE USD 500,000

In September 2015, the H&M Foundation donated USD 500,000 to support UNHCR in their response to the refugee crisis, offering refugees from countries such as Syria, Iraq, Afghanistan, Somalia and Sudan food, medical care, shelter, migration services and special support to children.

DROUGHT IN ETHIOPIA USD 500,000

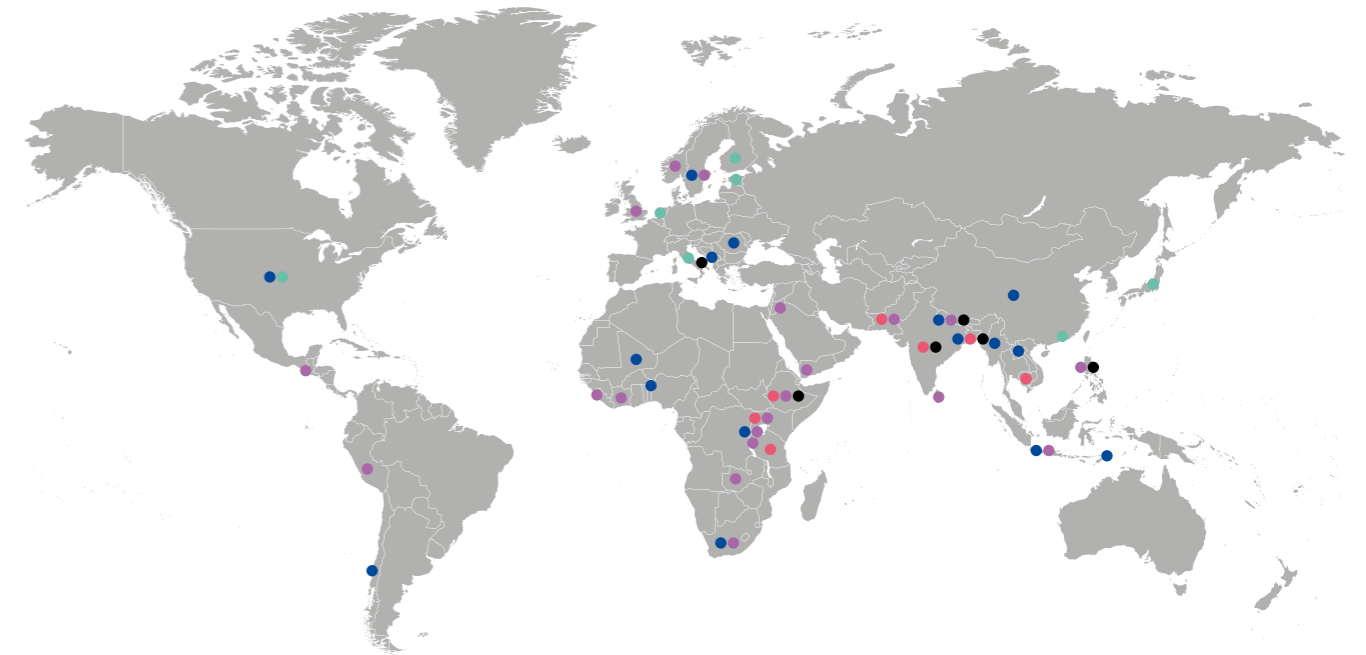
In December 2015 and April 2016, H&M Foundation made two donations, totalling USD 500,000, to support Save the Children in their emergency relief efforts in Ethiopia during the current drought crisis. The support from H&M Foundation has been directed towards food and nutrition, clean water, sanitation and hygiene as well as basic education to children in affected areas.



Apart from treating acute malnutrition and providing water, sanitation and hygiene related services, the donation from the H&M Foundation contributed to education and child protection through the use of child-friendly spaces and other specialized interventions for displaced children.

Photo: Kyle Degraw/Save the Children.

GLOBAL IMPACT 2013-2016



COUNTRIES REACHED THROUGH H&M FOUNDATION INITIATIVES:

740,000 PEOPLE

were directly reached through the H&M Foundation's initiatives within Education, Water and Equality.

8 TEAM MEMBERS

in Stockholm, Sweden work to drive positive change at the H&M Foundation.

SEK 365 MILLION

(EUR 38,1 million / USD 40,2 million) was donated by the H&M Foundation in total between 2013 and 2016, within the focus areas Education, Water, Equality and Planet as well as through Emergency Relief.

26 PARTNERS

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

- EDUCATION:**
Bangladesh
Benin
Chile
China
Indonesia
Lao PDR
Mali
Montenegro
Myanmar
Nepal
Romania
Rwanda
South Africa
Sweden
Timor Leste
United States
- WATER:**
Bangladesh
Cambodia
Ethiopia
India
Pakistan
Tanzania
Uganda
- EQUALITY:**
Burundi
Ethiopia
Guatemala
Indonesia
Ivory Coast
Jordan
Nepal
Norway
Pakistan
Peru
Philippines
Rwanda
Sierra Leone
South Africa
Sri Lanka
Sweden
Uganda
United Kingdom
Yemen
Zambia
- PLANET:**
China
(Hong Kong)
Estonia
Finland
Italy
Japan
Netherlands
United States
- EMERGENCY RELIEF:**
Bangladesh
Ethiopia
India
Nepal
Philippines
Southern Europe



MOVING INTO NEXT GEAR

Photo: Pär Olofsson

When I joined this team in September 2015, the H&M Foundation was already half way into its first three-year period. The advisory board, together with 120,000 public votes, had defined the foundation's focus areas, and the global programs were all up and running. It felt like jumping on an express train charging on at full speed. Since then, my work has centered a lot on supporting the team in finding the right partners for the impact we want to achieve. And, maybe even more importantly, trusting the knowledge and experience of those partners by being sensitive to local contexts and needs.

From the very start, the fundamental idea was that the H&M Foundation would contribute innovative ways of thinking, tapping into the spirit of the enterprise that we've sprung from to find new ways of solving today's great challenges. That is exactly what we do today—acting as a catalyst for positive change, bringing people from different parts of society together to challenge the status quo across our four focus areas. When we commit, we define ambitious goals and how to achieve them together with partners whose work matches our vision.

We go way beyond a financial donation. We discuss, develop, visit and evaluate our programs closely with our partners. Our work together is based on a

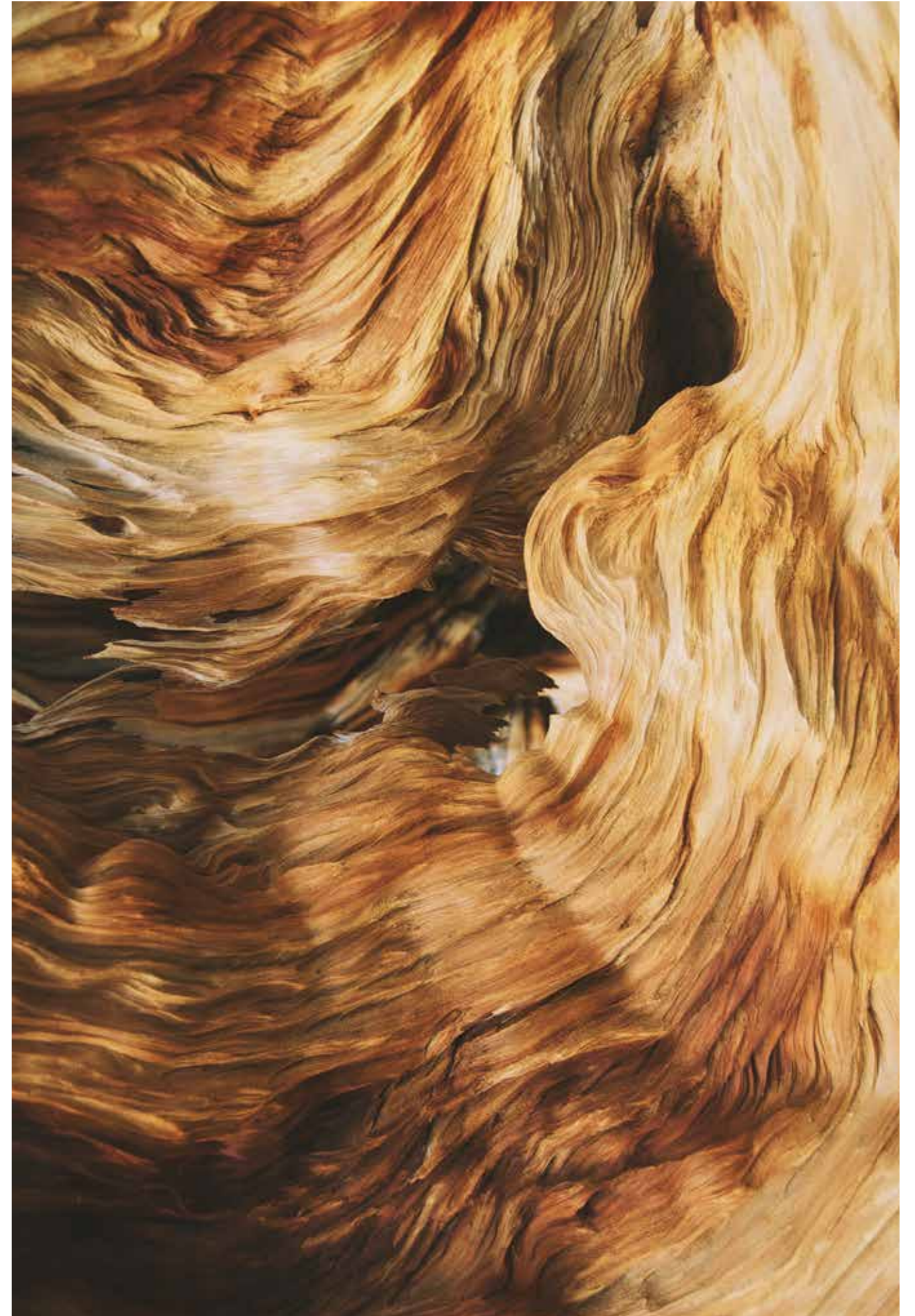
spirit of honesty, flexibility and a passion for new and better solutions.

It's amazing to see the results of the ambitious goals we have set. These years have been about trying things out and building a strong team. Now we are ready for the next phase and we are aiming high with all our partners. With our insights and results, we are well equipped to create even more impact across all four focus areas in the years to come.

The challenges we as a foundation are attempting to address with funding and engagement will not be solved quickly or easily. And we can't do it alone. It's all about combined effort. That's why we involve leaders, governments, communities, innovators, and individuals around the world in our work.

I am convinced that great things can happen as a result.

Diana Amini
Global Manager, H&M Foundation



***H&M* FOUNDATION**

hmfoundation.com