



Hennes & Mauritz

# H&M's Organic cotton program

H&M wants to actively contribute to reducing the environmental impact of cotton growing. Our strategy is made up of two parts:

## Improving conventional cotton growing

Almost all cotton is still grown by conventional methods. In parallel with our efforts in respect of organic cotton, therefore, we are also working to improve conventional cotton growing through the Better Cotton Initiative (BCI). The aim of the BCI is to measurably reduce the negative social and environmental effects of conventional cotton growing. This cooperation was initiated by the Worldwide Fund for Nature (WWF), among others, in 2004.

## promoting organic cotton growing

by contributing to increased demand,

since we are very well aware of the negative environmental impact of conventional cotton farming .

- To support the increase in world demand for organically grown cotton, starting from year 2004 H&M included 5 percent organic cotton in almost all baby and children's garments from Turkey. But the garments did not carry a special label.
- In 2004, we used 5 tonnes of organic cotton, and this quantity was increased to 50 tonnes in 2005.
- In November 2005 H&M launched a collection designed by Stella Mc Cartney, we were happy that one shirt in the collection was made of 100% percent organically grown cotton.
- In 2006 ,we used approximately 30 tonnes of organic cotton.
- Our intention is to gradually use more organically grown cotton.

- The goal for 2007 is to mix at least 100 tonnes of organic cotton into part of our range. In addition to this H&M has launched collections in 100% organic cotton for spring summer 2007.
  
- Additionally we use special hangtags and clarify organic cotton on our labels.  
H&M has taken a decision ,all fabrics in organic program must have min 95%organic cotton,5%other fiber.
  
- For autumn and winter we will continue having 100% organic collections in our shops.
- Until June 2007 we used approximately 110 tonnes fiber.
- It will be total approximately 1060 tonnes fiber until beg August 2007.
  
- We will soon have information's from buying office about our spring summer collection and will start programming the organic cotton need together with our suppliers.
- H&M buys organic cotton collections from Turkey,India,China,Bagladesh.

# Limitations of organic cotton

During our organic production we had limitations,

Yarn counts;

- 20/1-40/1 Ne yarn counts are easily found in the market
- 50/1 Ne some spinners are producing
- 60/1 Ne at development stage

Lead times

- Spinning lead times are longer; even longer for mélanges .
- We do have different comments from yarn and fabric sources about quality discrepancies .

# H&M's tracking and tracing system

- We secure our system and trace back when needed by having declarations from the certifier for every order.
- We only work with certified spinners.
- We always look in to other possibilities and we will have Historic Futures training with our supplier this Wednesday.
- Since we started all our suppliers ,garment, fabric suppliers as well as spinners and certifiers are very helpful and cooperative with us.

They adopt themselves very quickly to our new demands. They are open to do the changes and we managed to grow fast by having strong support from them and we would like to thank to our suppliers.