




H&M



CHANGE
MAKERS
LAB

A dark stage with several spotlights and stage equipment visible in the foreground. The spotlights cast beams of light in various colors, including purple, blue, and green, across the stage floor. The text is centered in the upper half of the image.

In today's world we know that the way fashion is made and used will need to change. As an industry, we need to become less dependent on increasingly scarce natural resources while continuing to provide a source for self-expression and create jobs, better livelihood and economic development around the world.

At H&M, we want to be part of leading this change and help create a circular and renewable fashion industry, while being a fair and equal company.

The Change Makers Lab is one of many ways of putting this into practice and to provide a forum for the Change Makers in our industry, like yourself, to discuss, get inspired, collaborate, challenge existing ideas and myths and together move closer towards a fully sustainable fashion world.

Overview

Time: April 4, approx. 08.00 – 19.00

Location: Fotografiska (Photography Museum), Stadsgårdshamnen 22, Stockholm.
Nearest subway station: Slussen. From there it's a beautiful 10 minutes walk along the water facing the skyline of Stockholm. Get further directions [here](#).

Who is attending?

- Close to 300 international key stakeholders
- from all major groups: partners, innovators, governments, investors, trade unions, NGOs, other brands, science
- partially livestreamed to involve customers and wider audiences where needed

Purpose

The **Change Makers Lab** will bring together change makers, expertise, industry knowledge, consumer insights, and unexpected players and disruptors from a variety of different perspectives and sectors, to push the agenda further towards achieving a fully sustainable fashion world. It is an opportunity to jointly demonstrate and take leadership towards a fully sustainable fashion world.

Throughout the day, breakout sessions will explore pathways to:

- accelerating a circular approach to fashion through new materials, processes and ways of thinking;
 - achieving a climate positive fashion industry;
- rewarding, and understanding the potential of technology, to advance the agenda around transparency; and
 - promoting the power of social impact and human rights for all along the fashion value chain

PROGRAMME OVERVIEW

8-8.45 - **Registration and coffee**

8.45-9.45 – **Make the future** (opening session - F1)

10.15am-12.15pm

100% Circular and Renewable

**Future Innovation
Now – Room: F1**

**Achieving climate
positive fashion –
Room: F2b**

**100% Leading the
change**

**Rewarding
transparency –
Room: F2a**

100% Fair and Equal

**Measure up on
social impact –
Room: Nick**

**The H&M group Sustainability
Report & Sust. Strategy Release
(10.15 – 10.45) Room: Restaurant**

**Sustainability Report Deep Dive
(10:45 – 12.15) Room: Sarah**

12.15-1.45 - **Lunch** (Restaurant)

1.45-4.15pm

**Making Circularity
a reality – Room: F1**

Incl.: Sealing
Innovation, hosted
by GLASA

**Enabling new energy
in the supply chains
– Room: Restaurant**

**Session starts at
14.30**

**Making
transparency count
for consumers –
Room: F2**

**Implementing the
UNGPs hosted by
OHCHR and
SHIFT – Room:
Nick**

4.45-5.15 – **Capturing the future** (closing session - F1)

5.15-6.45 – **Evening reception**

Opening session: MAKE THE FUTURE

08:45 – 09:30, Room F1

Purpose: Inspiring opening session and welcome

- Inspiration in the form of the power of change video: a showcase of past, present and future innovations, ideas and ways of working. Demonstrating how far the industry has come across key issues, and where it could be in the future.
- Key speeches from:
 - **Karl-Johan Persson**, CEO H&M, communicating the ambition and aims of the company (15-20 min)
 - **Magnus Lindkvist**, futurologist and trend setter setting the scene for where the world, society and the industry will be in 50 years-time, inspiring positive action. (20 min)
 - 7 Change-Maker statements (1 – 3 min each)
 - **Prof. Johan Rockström**, Director, Stockholm Resilience Center (confirmed, video message)
 - **Timothy Coombs**, Co-Founder, Bionic Yarn (confirmed)
 - **Ellen MacArthur**, Founder, Ellen MacArthur Foundation (confirmed, video message)
 - **Beck Wallace**, Policy Advisor, Oxfam (confirmed)
 - **Baptiste Carriere Pradal**, VP Europe, Sustainable Apparel Coalition (confirmed)
 - **Rachel Arthur**, award-winning business journalist specialising in fashion and technology (confirmed)
 - **Simon Collins**, Founder - Fashion Culture Design (confirmed)

Please note this session will be livestreamed.

100% Circular - Future Innovation Now

10:15 – 12:15, Room F1

Purpose: In order to accelerate circular and sustainable fashion, we will provide a forum that enables the matching of material and process innovators with relevant partners, who can provide support and help through access to skills, expertise or financial investment.

- Format: 'Dragons Den' style matchmaking – interactive and informative
- Expected audience approx. people across various stakeholder groups
- Facilitated and hosted by **Professor Rebecca Earley, Design Researcher, Educator and Facilitator for the Circular Economy**
Additional facilitator provided by **The DO School**
- **4 Innovation cases:**
 - Agraloop (agricultural waste textile fibres)
 - Ambercycle (polyester recycling)
 - Algae Fibre (textile fibre made from algae)
 - Mushroom leather (mushroom-based leather)
- Matchmaking between innovators and partners such as **brands, investors, experts and industry organisations**

100% Circular - Making circularity a reality

13:45-16:15, Room F1

Purpose: To explore key complexities, uncover opportunities and dispel myths to accelerate the circular fashion agenda

- Format: Inspiration and interactive and action orientated group work:
- 3 x working groups uncovering ideas and opportunities in three distinct areas:
 - Understanding what makes you fall in love with fashion and garments, and what inspires you to maintain that love
 - Encouraging better choices in consumers through the behavioural science and the concept of nudging
 - Financing Sustainable Apparel Innovations (*Hosted By The Global Leadership Award in Sustainable Apparel (GLASA)*
Moderated by Mike Schragger, Chair, GLASA) – moving to Room Sarah from here, 14.30 – approx. 16.30. **By personal invitation only.**
- Facilitated and hosted by the DO school
- Introduction and inspiration
 - Rob Opsomer, Ellen MacArthur Foundation
 - Lewis Perkins, President at Cradle to Cradle Products Innovation Institutes
- Expert participants (confirmed):
 - Jonathan Chapman, Professor of Sustainable Design, Director of Design Research and Chair of the University of Brighton's Professorial Board (Arts & Humanities)
 - Tom Szaky, Founder & CEO at Terracycle
 - Dan Bennet, Senior Behavioural Strategist at Ogilvy Change

100% Circular - Making circularity a reality

Sub-Session: Financing Sustainable Apparel Innovations

14:30-16:30, Room Sarah (3rd floor)

Hosted By The Global Leadership Award in Sustainable Apparel (GLASA)

Moderated by Mike Schragger, Chair, GLASA

- In order for the apparel industry to operate in harmony with people and the planet it needs to be fair, circular and powered by renewable energy. Getting to this sustainable apparel model requires systemic change and innovation, and key puzzle pieces need to be in place so that investments in sustainable solutions are highly rewarded.
- One essential piece of the puzzle is our ability to finance the development and roll out of these innovations. Initiatives like the H&M Foundation's *Global Change Award*, the *LAUNCH* platform or C&A's *Fabric of Change* draw attention to promising ideas and practices and provide seed capital to finance their development. More robust investment programs, like those from the IFC, provide even more support at a larger scale. However, given the size of the transition required, these efforts are necessary but insufficient.
- So what can the apparel industry and its stakeholders do to ensure sufficient financial capital flows to sustainable apparel solutions? And given the urgency of the situation, how can we speed up the process?
- During this two hour exploratory roundtable session a selected group of experts in apparel, sustainability, finance and innovation will be asked to provide their perspectives on the following topics:
 - - For what is financing needed, and how much?
 - - What are the current best practices for financing the development of sustainable apparel innovations?
 - - What gaps and opportunities exist for increasing investment in sustainable apparel solutions?
 - - What possible action steps can we take to substantially increase financial flows to sustainable apparel innovation?
- As a result of the session we will have identified key issues, strategic questions and preliminary recommendations which will form the basis for further analysis and action steps.

Participation in this roundtable session is by invitation only.

100% Renewable - Achieving climate positive fashion

10:15-12:15, Room F2B

Purpose: Lead the agenda for a climate positive approach by launching the goal and discussing the holistic approach that is needed for H&M to deliver. This will set the direction that H&M wants to go, call on expertise around climate resilience and seek experiences from other brands.

- Format: launch of the climate goal and a big-picture discussion on developing a roadmap to climate resilience:
- Inspirational 'big-picture' presentation on climate change
- Communication of H&M goal and strategy and what this means
- Discussion around how applying Resilience Thinking can allow society to thrive within our planetary boundaries. Followed by a managed brainstorm of how this can be applied to the fashion sector.
- Hosted and facilitated by Jen Boynton, Editor in Chief at TriplePundit
- Inspirational speaker – Johan Kuylensstierna, Stockholm Environment Institute (confirmed)
- Participants:
 - Paul Chatterton, Landscape Finance Lead at WWF (confirmed)
 - Pierre Borjesson, H&M (confirmed)
 - Sarah Cornell, Stockholm Resilience Centre (Confirmed)

100% Renewable - Enabling new energy in the supply chains

14:30-16:15, Restaurant

Purpose: Focusing on enabling climate-positive development in supply chain markets by illuminating and interrogating the alternative/emerging business and finance models. A conversation around scaling up renewable energy in the supply chain.

- Format: Workshop-style round-table discussion
- Facilitated by Vikram Widge, Head of Climate and Carbon Finance, IFC
- Panelists & speakers (confirmed):
 - Jeremy Levin, Senior Energy Specialist at IFC (International Finance Corporation)
 - Rana Singh, Officer in Charge of Rural and Renewable Energy Division, UNIDO
 - Stefan Henningsson, Senior Advisor, Climate, Energy & Innovation WWF
 - Jesper Jonsteg, Co-Founder and CEO of Bright Sunday and Chairman at Hållbart Näringsliv
 - Laura McIntyre, Corporate Sustainability Analyst, Bloomberg New Energy Finance
 - Clarence Lee, Head of Strategy, Corp. Affairs & Technology, Lee Yin Group
 - Pascal Brun, Head of Sustainability, H&M Group – Global Production

100% Leading the Change –Rewarding Transparency

10:15-12:15, Room F2

Purpose: Bringing together brands, media and campaign groups to allow for open and honest discussion around the benefit that transparent practices bring to the fashion industry, the need for greater appetite from brands, and the roles that reward and scrutiny can play.

Format: 'Therapy session' – live news style moderated debate between influential players

Facilitated and hosted by Elin Frendberg, CEO, Swedish Fashion Council

Panellists (confirmed):

- Bruno Pieters, Founder, Honest By
- Natalie Grillon, Founder, ProjectJust
- Henrik Lampa, H&M
- Baptiste Carriere, SAC
- Ben Venpeperstraete, Clean Clothes Campaign

100% Leading the Change - Making transparency count for consumers

13:45-16:15, Room F2

Purpose: Understand consumer expectations on transparency, how this will change demands on companies, how technical innovation may fuel this development and provide solutions that make transparency count for consumers.

- Format: Inspirational 'show and tell' from leading experts and panel and audience discussion and debate
- Facilitated and hosted by Simon Collins (requested)
- Insight delivered through consumer voices and input around what does transparency mean to them? What do they expect from companies? How do they want to access and use information?
- Expert participants (confirmed):
 - Silke Krukow, behavioural scientist, Behavioural Scientist, Founder & Chief Behavioral Designer at KRUKOW
 - Rachel Arthur, journalist
 - Frederik Armbrust, VP Enterprise Solutions Apparel & Footwear at EVERYTHING
 - Baptiste Carriere-Pradal, VP Europe, Sustainable Apparel Coalition (SAC)
- This session will be livestreamed.

100% Fair and Equal - Measure up on social impacts

10:15-12:15, Room Nick

Purpose: To convene a balanced discussion on the social impact of the fashion industry on production markets and exporting countries – focusing on why social impact should be measured and what it is.

Format: Inspiration, panel debate and discussion

- Facilitated and hosted by Peter McAllister, Director at Ethical Trading Initiative
- Inspiration from Anna Rosling, Board Member and Head of Design and User Experience at Gapminder Foundation, drawing on global development data and supply chain data provided by H&M, a visual representation of how social impact indicators improve as sourcing volumes increase.

Debate and panel focused on the following:

- What is the social impact of the fashion industry, and why should it be measured?
- Does it matter where a product is sourced, if consumption is to have a positive social impact?
- Can SDG indicators be used in measuring social impact and how? Are they the standard?

Panellists (confirmed):

- Johan Norberg, Author and lecturer focused on globalization, entrepreneurship, and individual liberty
- Beck Wallace, Policy Advisor at Oxfam
- Christina Hajagos-Clausen, Director Textile and Garment Industry, IndustriAll Global Union
- Rupa Ganguli, Sustainability Research consultant

100% Fair and Equal - Implementing the UNGPs – hosted by the OHCHR and SHIFT

13:45-16:15, Room Nick

Purpose:

- **Peer learning, sharing innovative company approaches to complex human rights issues by implementing the UNGPs.**
- **Underline the importance of the UNGPs in relation to SDGs - the UNGPs as tool to contribute to sustainable development.**
- **Identify ways, key components, for companies to apply to be successful in addressing complex human rights issues (which also are in line with expectations of the UNGPs)**

Format: Panel discussion

- Facilitated and hosted by David Kovick, Senior Advisor, SHIFT
- Panelists & speakers:
 - Lene Wendland, Chief of the Human Rights and Economic and Social Issues Section, OHCHR
 - Samentha Goethals, Senior Researcher, Business and Human Rights Resource Center
 - Gustav Loven, Social Sustainability Manager, H&M Group
 - Michael Karimian, Human Rights Program Manager at Microsoft
 - Marie Anne van Dijk, Head of Environmental & Social Risk Advisory & Monitoring, ABN Amro

The H&M group Sustainability Report Release 10.15-10.45 + 10.45 – 12:15, Room Nick

Purpose: The H&M group will release it's latest sustainability report during this day. With that, the company will also release and updated sustainability strategy.

Format: In an approx. 30 min. presentation, H&M group's Head of Sustainability will present some of the highlights of the report as well as the updated strategy.

This session caters mainly for analysts, investors and media.

Media representatives will after this have the opportunity for interviews.

Analysts and investors will have the chance to attend a deeper dive into the report and Q&A with Ebba Larsson, Sustainability Controlling Manager, and Hendrik Alpen, Sustainability Business Expert, from approx. 10.45 – 12.15.