

From: [REDACTED] (CAB-TIMMERMANS)
To: [REDACTED]@hm.com
Cc: BRAUN Helena (CAB-TIMMERMANS); [REDACTED]@hm.com; [REDACTED]@hm.com
Subject: RE: H&M Group position on waste as a resource and a secondary raw materials market for the textile and fashion industry
Date: lundi 26 avril 2021 14:33:00
Attachments: [image002.png](#)
[image004.jpg](#)

Dear [REDACTED],

Kindly thank you for your mail and request for a meeting to discuss on waste as a resource and a secondary raw materials market for the textile and fashion industry.

We could propose you a meeting with Ms Helena Braun, responsible Member of the Cabinet of EVP Timmermans, Ms Rozalina Petrova, responsible Member of the Cabinet of Commissioner Sinkevicius, Ms Eszter Batta, Member of the Cabinet of Commissioner Breton, and [REDACTED] from Secretariat General. Possible slot would be on 4 June at 11h00. We remain flexible to explore other possibilities.

The meeting will be organised as a video-call via Webex platform and in order to set it up, we would kindly ask you to send us the names and the e-mail addresses of the persons who will take part in the call.

Could you please kindly check and confirm whether this would be suitable on your side as well?

Best regards,

[REDACTED]

[REDACTED]

Executive Vice-President Frans Timmermans

European Green Deal



European Commission

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From: [REDACTED]@hm.com>

Sent: Thursday, April 22, 2021 5:17 PM

To: BRAUN Helena (CAB-TIMMERMANS) [REDACTED]@ec.europa.eu>

Cc: [REDACTED]@hm.com>; [REDACTED]

[REDACTED]@hm.com>

Subject: H&M Group position on waste as a resource and a secondary raw materials market for the textile and fashion industry

Dear Ms Braun,

I hope this receives you well. I am contacting you from H&M Group - I understand you had a few meetings with my colleagues [REDACTED] in the last years. Given your work on circular economy, I am very happy to share with you our new position on **waste as a resource and a secondary raw materials market for the textile and fashion industry** - please see attached. I also attach our general position on the upcoming EU textile strategy.

We deeply believe that with our size and presence, we carry large responsibility to lead the way towards circular and sustainable fashion. Our goal is to become climate positive throughout the entire value chain by 2040 at the latest. One of the levers to deliver on these targets is to become 100% circular in all our

business operations. By 2030, we aim for 100% of our materials to be either recycled or sourced in a more sustainable way, including 30% recycled materials by 2025. A circular and sustainable textile and fashion model must be based on both 1) Circular design requirements to make products more durable and recyclable in the first place, and 2) establishing a functioning secondary raw materials market ensuring post-consumer products' value is retained through prolonging product life and recycled back into new quality products.

H&M Group sees post-consumer textiles as a *resource*, and in light of the circular economy, we believe this is a great opportunity for the expected **EU Textile Strategy, Waste Shipment Regulation** and **Sustainable Product Initiative**, among others, to ensure a true system shift towards a circular textile and fashion ecosystem.

Our main recommendations for establishing a secondary raw materials market for the textile and fashion industry are:

- adopting **EU-wide harmonised Extended Producer Responsibility (EPR) obligations** to enable collection, sorting and recycling across the EU; including establishing **common and effective EU definitions on specific circular terms, such as durability, reparability and recyclability**. These should be regulated in the upcoming Sustainable Product Initiative.
- defining **post-consumer textiles as resources** and defining **end-of-waste criteria for textiles** in line with the EU waste hierarchy. This would enable collected textiles to be a resource and a valuable asset for the industry and the future circular economy.
- ensuring that **free movement of textile resources for sorting, preparation for reuse or recycling** is simplified within the EU and globally in the revised Waste Shipment Regulation, but also guarantees sound environmental treatment in the receiving country.
- urgently building up the needed **recycling capacities up to scale and standardise sorting, collection and recycling infrastructures and practises across the EU**.

We must also enable simple and efficient collection systems for consumers and keep strengthening awareness on the importance of taking care of garments. H&M Group is committed to play a key role in these efforts.

We'd be very happy to set up a meeting with you or your team in the next weeks/months to talk you through our views and answer any questions you may have.

Looking forward to your response.

Kind regards,

[Redacted signature]

[Redacted signature]

[Redacted signature] H&M Group
Mobile [Redacted signature]

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