



**PIONEERING
WATER
STEWARDSHIP
AND CLIMATE
ACTION FOR
FASHION**



Taking Textile Water Stewardship to the next level

From local to global collective action
with H&M partnership

charlotta.jarnmark@wwf.se, shariful.hoque@hm.com

Water Stewardship model

1. Moving from a linear approach..



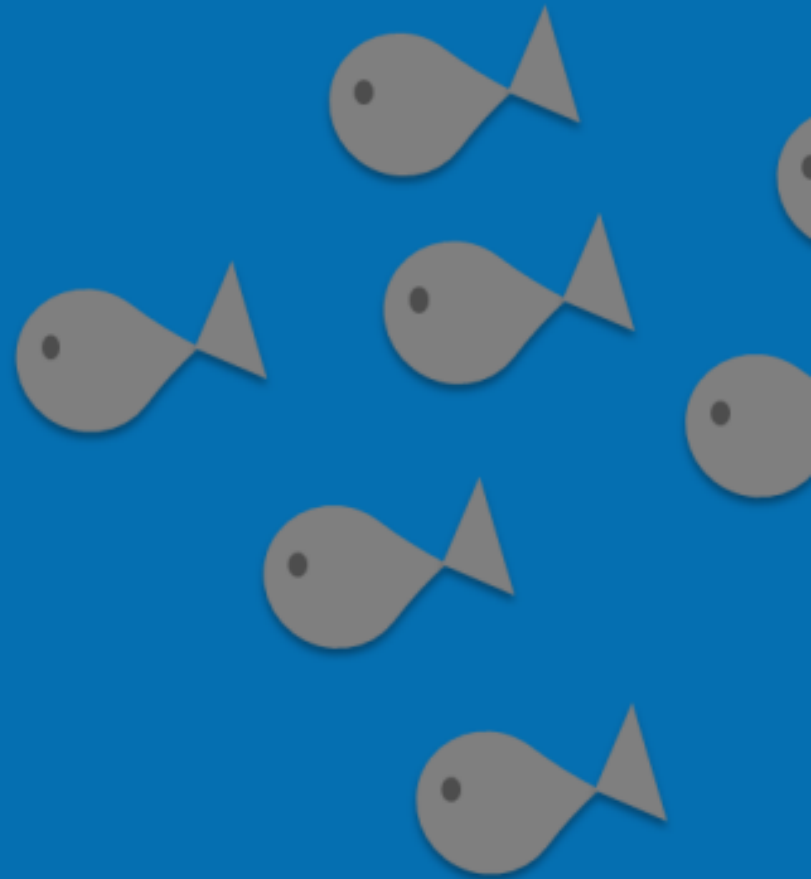
2. ..to a volume of critical mass expansion...

3...scaling up to a multiplication approach

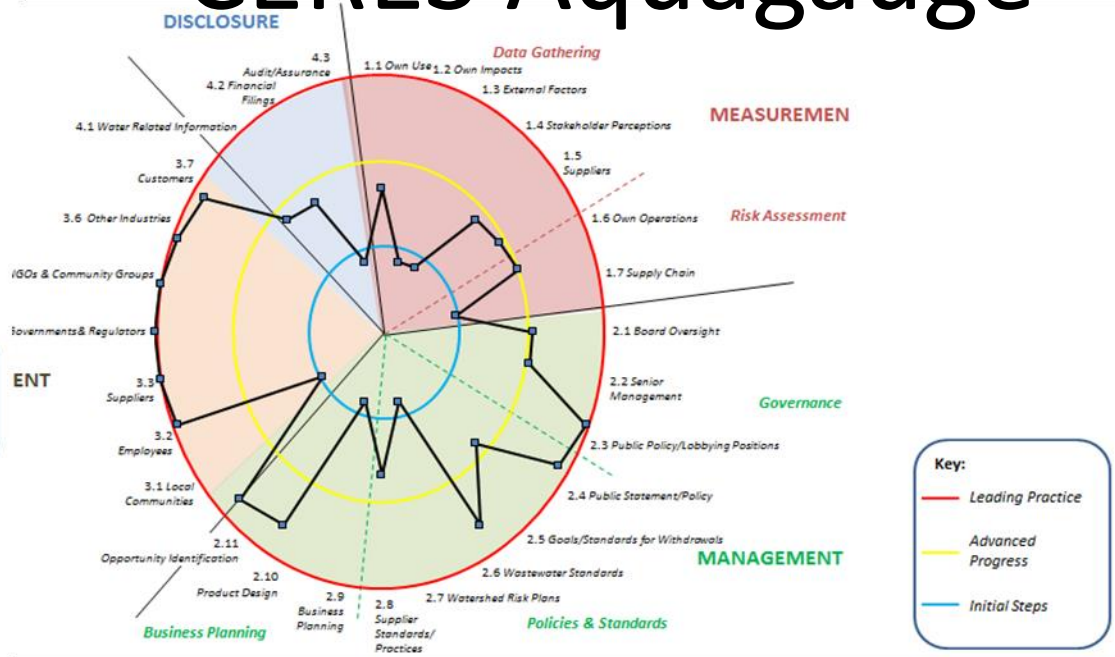
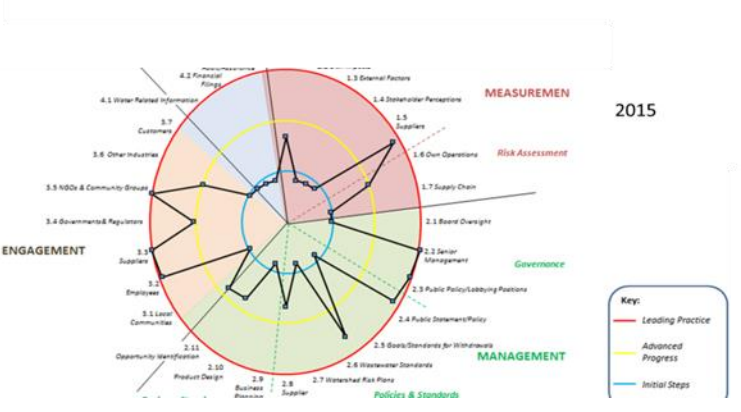
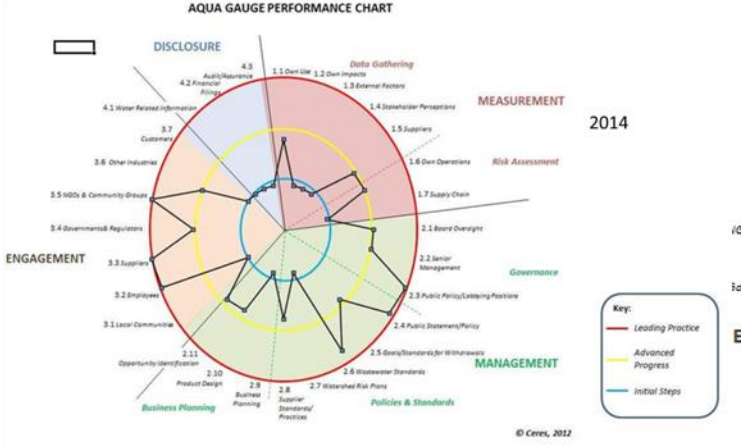
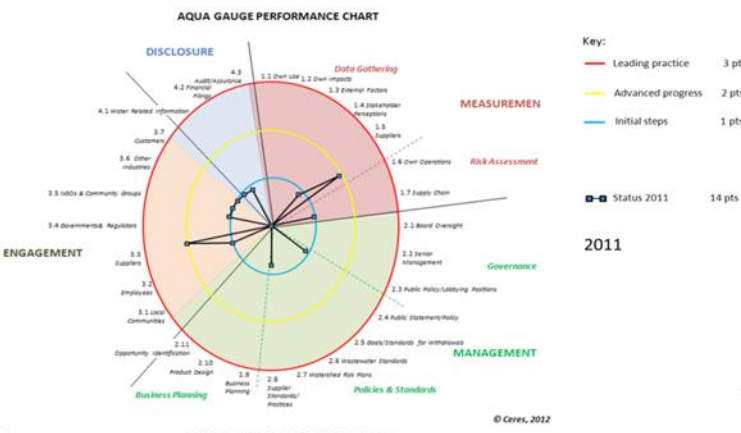




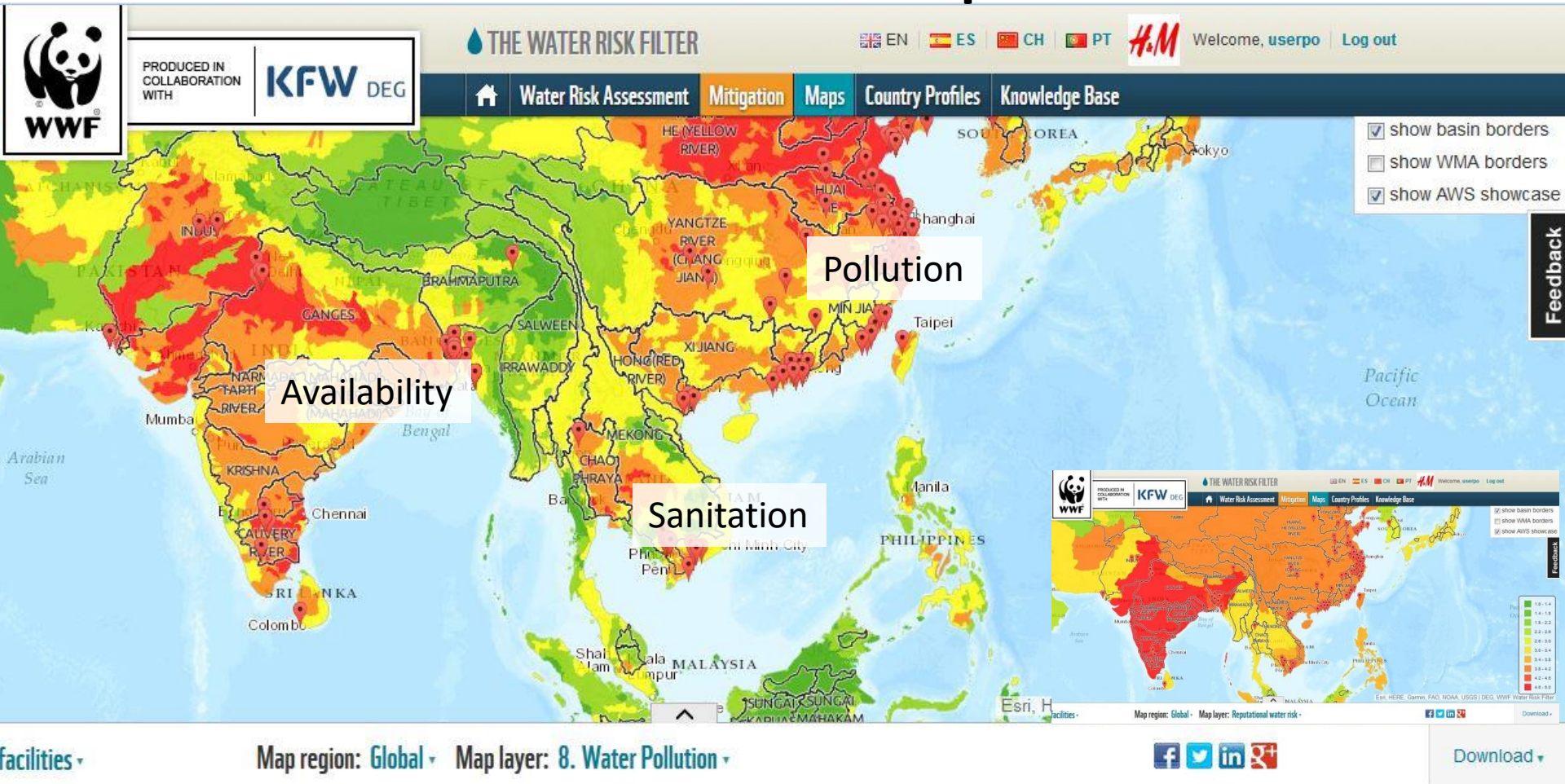
We know it's not
good enough to be a
clean fish in a dirty
pond



H&M progress, phase 2: 2011-2015 CERES Aquagauge



Water risk impact



Industry vs government gap of impact



Scaling impact

The water stewardship collective action effect on a multitude of scales

Basin;

- Companies engage decision makers, local industry and finance interests.
- Tailor made local solutions to water challenges

Multiplication/ scaling up;

- Increased critical mass that transforms governance
- Increased amplitude of impact
- More companies recruited for water stewardship collective action
- Grow engagement to a global scale



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