

## **WWF and H&M group team up to tackle water challenges in Turkey**

During a high-level session at World Water Week in Stockholm, WWF and H&M group today announced a new initiative to help Turkey tackle its water challenges, particularly pollution, and ensure sustainable, clean water supplies for businesses, people and nature.

Building on the success of previous partnerships in China and Bangladesh, the project will focus on improving water management methods and policies in the Büyük Menderes river basin, which is home to large-scale agriculture and industry, including textile operations, as well as rich biodiversity.

Like many other river basins, Büyük Menderes suffers from declining water quality and could face increased water stress in future due to climate change and development.

“Turkey’s textile industry is booming but it faces serious risks from pollution, poor water management and weak regulations: collective action is needed now to mitigate these risks,” said Daniel Robertsson, Head of corporate Engagement at WWF Sweden and responsible for the H&M WWF partnership. “WWF and H&M group have already had helped to strengthen water management in China and Bangladesh and we believe our partnership will contribute to similar improvements in Turkey.”

The initiative will involve collaboration with policy makers and other companies in Turkey and will focus on promoting clean production technologies in the textile sector as well as demonstrating the value of water stewardship. H&M will also influence its suppliers to invest in clean production and better water management.

“Being one of Turkey’s largest textile buyer, H&M group has a strong incentive to influence the development of more sustainable water use in the country’s textile industry,” said Anna Gedda, Head of Sustainability at H&M group. “In addition to the work we do on a regular basis to improve water management practices in all of our facilities, we will engage our suppliers in cleaner production programmes in the basin and try to inspire others by sharing best practices.”

WWF and H&M group first joined forces in 2011, focusing on water stewardship. As a new report entitled [Making Water Our Business](#) makes clear, the partnership has begun to transform H&M group’s internal water management as well as engaging suppliers, policy

makers, NGOs, communities and other companies to collectively advocate for more sustainable water use in specific river basins in Asia.

**Read more and download the H&M WWF water stewardship report during period 2013-2015 [here](#).**

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**About the partnership:**

WWF and H&M entered a partnership in 2011, focusing on water stewardship. H&M and WWF improved H&M's water management globally and engaged suppliers, policy makers, civil societies and companies to collectively advocate for more sustainable water use in prioritized river basins in Asia. In 2016, the partnership grew to also include climate action and a strategic dialogue. In 2017, water stewardship work expanded to Turkey.

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