Greenovators Consulting Solutions

Team Member Names	Year	Major
Suraiya Saroar	Freshmen	International Business
Elizabeth Womer	Junior	International Business and Marketing
Gloria Beebe	Freshman	Economics
Sinji Kang	Sophomore	Finance

Advisor: Therese James
Topic: Sustainable Production Processes within the H&M Business Model
Audience: Executive Board of H&M

Sustainable Development Goals

SDG #12: Ensure sustainable consumption and production patterns

Executive Summary

Since 2019, H&M has struggled with an average of $4 billion worth of unsold clothing annually, leading to significant environmental, economic, and ethical concerns. Attempts to repurpose excess inventory by selling it to power plants have largely failed due to environmental risks associated with microplastics contaminating water systems. Additionally, the brand's reliance on synthetic textiles like polyester and toxic dyes has exacerbated its contribution to pollution and climate change. Much of the unsold or returned clothing is disposed of in countries with weak environmental regulations, including Ghana, Kenya, and Uganda, where waste accumulation has had devastating effects on local ecosystems. Beyond environmental harm, this practice raises ethical concerns, as it disproportionately burdens low-income communities with textile waste from the Global North, perpetuating environmental injustice and exacerbating social inequalities.

To address this issue, H&M can implement AI-driven demand forecasting through Heuritech's advanced analytics platform. This technology will analyze social media trends in real time, predict the lifespan and demand of fashion trends, and map regional demand to optimize inventory distribution. By integrating Heuritech's AI into production planning, H&M can eliminate overproduction, shift to data-driven capsule collections, and limit shipments to regions where trends are less popular. This solution will significantly reduce waste, lower the brand's environmental footprint, and improve profitability by aligning production with consumer demand, fostering a more sustainable approach to fashion retail.