

H&M Foundation Global Change Awards

Innovation Theme Analysis • Decarbonizing Textiles

Theme Distribution

251 ideas generated by 250+ innovators. The following themes emerged from visions to decarbonize the textile industry:

Theme	% of Ideas	# Ideas
Material Innovation	35.1%	88
Product Design & Innovation	29.9%	75
Circular Economy & Recycling	25.9%	65
Energy & Decarbonization	21.9%	55
Digital & Tech Solutions	19.5%	49
Collaboration & Systemic Change	15.1%	38
Manufacturing & Process Innovation	13.9%	35
Behavior Change & Consumer Mindset	12.4%	31
Regenerative & Biodiversity	12%	30
Infrastructure & Enabling Systems	9.2%	23
New Business Models	6.4%	16
Skills & Education	6.4%	16

Note: Totals exceed 100% as most ideas span multiple themes. Average 2.3 themes per idea.

Intersection Zones

Where breakthrough concepts live: ideas combining multiple approaches to textile decarbonization.

Intersection	The Opportunity
Material Innovation × Product Design & Innovation (42 ideas)	<i>Novel materials enabling entirely new product categories</i>
Material Innovation × Regenerative & Biodiversity (26 ideas)	<i>Nature-positive materials that restore ecosystems</i>
Digital & Tech Solutions × Product Design & Innovation (25 ideas)	<i>Smart, adaptive garments with digital intelligence</i>
Circular Economy & Recycling × Product Design & Innovation (22 ideas)	<i>Design for circularity from conception</i>
Circular Economy & Recycling × Material Innovation (20 ideas)	<i>Closed-loop material systems</i>
Collaboration & Systemic Change × Energy & Decarbonization (20 ideas)	<i>Industry-wide infrastructure transformation</i>
Circular Economy & Recycling × Digital & Tech Solutions (19 ideas)	<i>Tech-enabled reverse logistics at scale</i>
Energy & Decarbonization × Manufacturing & Process Innovation (19 ideas)	<i>Zero-carbon production processes</i>
Manufacturing & Process Innovation × Product Design & Innovation (18 ideas)	<i>Process innovation unlocking new designs</i>
Energy & Decarbonization × Infrastructure & Enabling Systems (14 ideas)	<i>Green infrastructure for fashion supply chains</i>

By The Numbers

35% focus on material innovation	30% involve product design innovation
26% circular economy & recycling	22% energy & decarbonization
20% digital & tech solutions	2.3 themes per idea (avg)

Snapshot Insights:

- **Material revolution** — more than one-third of ideas focus on novel materials, from seaweed to food waste cellulose, signaling belief that material innovation is the foundation of decarbonization
- **Design-first thinking** — 30% involve product design innovation, showing conviction that how we design products determines their environmental impact
- **Circular systems** — circular economy and recycling appear in 26% of ideas, emphasizing need for closed-loop systems
- **Multi-faceted solutions** — average of 2.3 themes per idea reveals understanding that decarbonization requires integrated approaches, not silver bullets
- **Collaboration imperative** — 15% emphasize systemic change and collaboration, recognizing that individual company action isn't sufficient
- **Nature as model** — 12% involve regenerative approaches and biodiversity, suggesting shift from 'less harm' to 'net positive' impact