

→ Diana Amini – Global Manager, H&M Foundation

Diana Amini joined the H&M Foundation in 2015 as Global Manager. The work includes leading a team of twelve and being responsible for the strategic direction, program development and deliveries, as well as associated communication plans and activities.

With an extensive background in the non-profit sector, Diana was previously Manager of the Ronald McDonald House Charities in Stockholm and has also worked with communications in various organizations and foundations, such as Plan International and Operation Smile.

As the Communications Manager for Operation Smile, Diana was part of establishing the organization in Sweden – a work that was awarded by the Swedish Fundraising Council. During her years with Plan International she was responsible for driving major advocacy campaigns related to children’s rights. As the Communications Coordinator at the insurance and investment company Skandia, Diana worked with their foundation “Ideas for Life”, which included staff engagement and project management.



In addition to her professional roles she has always been engaged in various non-profit organizations as a board member or volunteer.

H&M Foundation

The H&M Foundation is an independent non-profit global foundation headquartered in Stockholm, Sweden. It is privately funded by the Stefan Persson family, founders and main owners of the H&M group. Founded to fast track the achievements of the UN Sustainable Development Goals 2030 to improve lives for everyone everywhere, H&M Foundation uses collaboration and innovation to co-create, fund and share solutions for the world’s most urgent challenges. To help safeguard the welfare of humanity we’re ushering the fashion industry to become planet positive, and we accelerate development for inclusive societies. Since 2013, the family has donated SEK 1.5 billion.

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