

# → Malin Björne – Communications Manager, H&M Foundation

Malin joined the H&M Foundation in 2014, taking on the role as PR & Communications Manager. She is responsible for the overall communication, strategy and planning, and acts as a spokesperson in media.

Malin has broad PR and communication experience from both public and private sectors, often with a focus on sustainability. Prior to her current role, Malin worked at the Press & Communication's department at H&M group, specialising in sustainability communication. She also worked as Nordic Press Relations Manager at the Nordic asset manager firm Alfred Berg Kapitalförvaltning, and at the communications agency Prime PR as Project Manager.

With a Bachelor's degree in Media and Communication from Mid-Sweden University, Malin has also studied journalism at Poppus Journalism School in Stockholm, Sweden.



Malin was born in the northern parts of Sweden but lives in Stockholm with her family today.

## 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.

To learn more, visit [hmfoundation.com](https://hmfoundation.com) and follow @hmfoundation on [Facebook](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).