



H&M IS CLOSING EXTERIOR DOORS TO OPEN SAVINGS

BY [ERIN HIATT] | 09/17/2018

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The Solution

Under a [new campaign and legislation passed in 2015](#), stores and restaurants in New York City are obligated to keep front doors closed while building air conditioning is running. After its first year in compliance with the law, H&M decided to gain a deeper understanding of the impacts of both energy usage and foot traffic of open versus closed exterior doors. Based on the operational change in New York, H&M began to evaluate its implications on future savings in various US locations.

The Process

The challenge was examined in two ways: one, as an energy and financial savings opportunity and two, as a factor potentially impacting store foot traffic. H&M's North America sustainability team started off by determining the total volume of air that infiltrates the store when doors are left open. By using average weather data for their New York store, they were able to calculate the amount of energy it takes to cool the excess air for one summer. Under the assumption of a two-door store and the electric cost of \$0.129/kWh, H&M Energy Specialist Kyle Hopkins was able to estimate a potential savings of roughly \$10,000 in annual savings per store with an open exterior door.

To understand the implications for customer shopping, H&M analyzed any changes in foot traffic in New York City stores after the law passed. They were unable to find any discernable change after the city implemented the closed-door law.

With both key results in alignment with H&M's sustainability initiatives, they proceeded with making the business case for a closed-door policy.

The Outcome

- In spring 2016, H&M's senior leadership was presented with the low-cost and low-risk savings from their findings.
- By summer of 2016, the H&M North America President approved a company-wide closed-door policy with special case exceptions
- The H&M energy team collaborated with the marketing department to create a simple, yet informative vinyl sticker to be placed on doors
- H&M ensures that there are both physical and training reminders to keep doors closed