

**For RIO+20 Fabrica launches
TURN YOUR WORLD AROUND,
a communication project in support
of the United Nations' campaign
The Future We Want**

Ponzano, 21 June 2012. On the occasion of **Rio+20**, the U.N. Conference on Sustainable Development which is taking place in these days in Rio de Janeiro, **Fabrica, Benetton Group's** communication research centre, has created [Turn Your World Around](#), a communication project about sustainability.

The idea behind *Turn Your World Around* is that of an Earth whose future is entirely in our hands, that dominates us yet at the same time is better or worse, is closely tied to our decisions, our way of living and of developing our resources. Like a magic trick, *Turn Your World Around* uses images to show that today it really is possible to turn around people's relationship with nature, to assume responsibility for our time on this planet by redirecting the economy towards a cleaner, more viable future.

The project will be released on the main social networks and will be visible for a year on the U.N. website. It is part of **The Future We Want**, a campaign launched by the United Nations to engage the public and mobilise energy and creativity around the world to envisage a sustainable future.

By joining *The Future We Want*, Benetton Group continues to focus its attention on social issues, which have always been at the heart of the brand's advertising campaigns. At the same time, *Turn Your World Around* is part of Fabrica's long-established commitment to socially active creativity. Over the years, numerous communication campaigns have been developed in association with non-profit organisations, including the United Nations, Reporters Sans Frontières and the World Health Organization (WHO), in addition to the work of *COLORS* magazine and the United Colors of Benetton campaigns.

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