

United Colors of Benetton's Social Commitment at the World Humanitarian Summit in Istanbul

The Benetton Group, the only Italian company present at the Summit, is one of 10 private organisations invited to present its experience at the the UN Summit currently underway in Turkey

Ponzano Veneto, 24 May 2016 - The **social commitment** of United Colors of Benetton was the protagonist of the plenary session held this afternoon at the **inaugural World Humanitarian Summit** currently underway in Istanbul.

Benetton Group, the **only Italian company** selected to attend, was invited along with nine other private sector organisations to give an account of **their involvement in concrete projects and actions** aimed at achieving the world humanitarian agenda's objectives. The presentation was held at the centre of the inaugural forum, convened for the first time by UN Secretary General Ban-Ki-Moon, for designing an international humanitarian action programme.

In particular, Benetton **presented details related to their WE Program (Women Empowerment Program)**, a long-term sustainability programme launched in 2016 and aimed at supporting the emancipation and legitimacy of women worldwide. The audience was composed of institutional representatives from around the world, UN agencies and NGOs.

To achieve the goals of gender equality and the empowerment of women, **Benetton Group has identified five priorities** consistent with the United Nations' agenda: *sustainable livelihood, non-discrimination and equal opportunity, quality education, healthcare and fight of violence against women.*

The Benetton Group's spokeswoman at the international summit was **Chiara Mio, President** of Benetton's **sustainability committee**, established to develop and oversee the implementation of the company's sustainability strategy, coordinate the sustainability activities and promote dialogue with internal and external stakeholders on issues of social responsibility.

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