

BENETTON BACKS UN POPULATION FUND WITH GLOBAL FAMILY PLANNING CAMPAIGN

At today's London Summit on Family Planning, co-hosted by the UK Government, UNFPA and the Bill & Melinda Gates Foundation, UNFPA and United Colors of Benetton will launch [Power Her Choices](#), a global campaign to protect women from unintended pregnancies

LONDON, 11 July 2017 – All women and girls have the right to decide freely whether and when to have children. This is the core message that United Colors of Benetton and UNFPA, the United Nations Population Fund, are sending out to the world at the London Summit on Family Planning.



Today, more than 214 million women lack access to modern contraceptives. In 2016, an estimated 770,000 girls, some as young as ten years old, became mothers, with devastating effects on their health and future. In sub-Saharan Africa, for example, up to 25 per cent of all young women leave school because of unintended pregnancies.



UNITED COLORS
OF BENETTON.

Organized by the Government of the United Kingdom, together with UNFPA and the Bill & Melinda Gates Foundation, the London Summit on Family Planning is bringing together governments, institutions and stakeholders to move towards the goal of enabling 120 million additional women to gain access to modern contraception by 2020.

"Millions of women and adolescent girls are still waiting for access to modern contraceptives," said Dr. Natalia Kanem, UNFPA's Acting Executive Director. "While we have reached thirty million more women over the past five years, thanks to the Family Planning 2020 initiative, we need to step up our commitments, expand our partnerships, and broaden our reach to ensure that no one is left behind."

The latest outcome of an established collaboration between UNFPA and Benetton, the new [Power Her Choices](#) campaign, hopes to raise awareness about family planning and gain additional partners and signatories to this global commitment. Conceived by Fabrica, Benetton Group's research centre on communications, the main campaign image features a light bulb in the shape of a womb.

"It's a metaphor of how the work of UNFPA can help spark a new awareness in young women worldwide," said Carlo Tunioli, Fabrica's Chief Executive Officer. "Many girls, especially in developing countries, must be able to take control of their lives and have access to contraceptives."

The campaign also includes a light installation in which lit bulbs form phrases that capture the campaign's spirit. One of the flashing phrases

appears to read: "I am pregnant". However, as a viewer approaches the installation, more light bulbs flicker and turn on, showing additional words that reveal the underlying message: "I am not ready to be pregnant". The installation, which will display various messages, will be documented in a video and a series of GIFs to be shared on social media.

For further information about Benetton Group: [benetton.com/news-events/power-her-choices](https://www.benetton.com/news-events/power-her-choices)

[we.benetton.com](https://www.we.benetton.com)
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For further information about UNFPA: [unfpa.org](https://www.unfpa.org)

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About UNFPA

UNFPA is the lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA works in over 150 countries and territories to expand the possibilities for women and young people to lead healthy and productive lives.

About Benetton Group and United Colors of Benetton

Benetton Group is one of the best-known fashion companies in the world, present in the most important markets with a network of about 5,000 stores; a responsible group that plans for the future and lives in the present, with a watchful eye to the environment, to human dignity, and to a society in transformation. The Group has a consolidated identity comprised of colour, authentic fashion, quality at democratic prices and passion for its work: these values are reflected in the strong, dynamic personality of the brands United Colors of Benetton and Sisley.

About Fabrica

Fabrica is a communication research centre. It is based in Treviso, Italy, and is an integral part of the Benetton Group. Established in 1994, Fabrica offers young people from around the world a one-year scholarship, accommodation and a round-trip ticket to Italy, enabling a highly diverse group of researchers. The range of disciplines is equally diverse, including design, visual communication, photography, interaction, video, music and journalism. Fabrica is based in a campus centred on a 17th-century villa restored and significantly augmented by renowned Japanese architect Tadao Ando.