

Water Policy

Our commitment

Benetton Group considers water a primary resource for the planet and for people. We are aware of the high impact that textile sector has on water resources (from the cultivation of cotton, the manufacture of fabrics, to the washing of garments), and we are committed to giving the right value to every drop of water and to minimizing waste.

Our actions

1. Awareness

Our commitment to reduce water waste goes through communication campaigns aimed at raising awareness among people in our offices and increasing awareness of the value of this resource. For this reason, the "Verde Campus" project was launched in 2019. It aims to make Benetton Group headquarters more efficient and sustainable and it is made concrete through a series of initiatives addressed to employees and aimed at promoting good practices in the environmental field, especially the saving of water. Benetton India is also committed to a project intended to make its offices more sustainable, by minimizing the waste of resources (from energy, food, to waste) and by encouraging water savings in the workplace.

2. Raw materials sourcing

Saving water requires a change of pace in the sourcing of raw materials: this is why Benetton Group is committed to increasing its quota of sustainable cotton year-by-year (100% sustainable cotton target by 2025).

3. Supply Chain

Benetton Group actively collaborates with its suppliers to reduce the impact of production processes on water resources. With this in mind, the "Wasatex" project was developed with Olimpias Tekstil (long-term partner of Benetton Group). It enables the Croatian textile plant to reuse purified wastewater in the industrial production cycle, with savings of up to 60% of process water.