

BENETTON / UNITED NATIONS 1996-2014: NEARLY 2 DECADES OF COLLABORATION

A simple wooden spoon on a white background: this powerful symbol, was created especially for the first World Food Summit of FAO (Food and Agriculture Organization of the United Nations) in Rome (November 1996) and marked the start of almost twenty years of collaboration between the United Nations and Benetton Group. This collaboration is a significant gesture of recognition of the value and quality of the programs of United Colors of Benetton, which even back then had already more than 10 years of focus on social issues of global significance behind its belt. The image created for FAO was also part of what was then a new type of social communication for the brand, with active participation in social projects, working in collaboration with various international organizations and, above all, with the various UN agencies.

UNITED COLORS
OF BENETTON.

In 1998, the United Colors of Benetton supported the United Nations through its campaign *Faces*. This campaign featured around the world and carried the logo of the fiftieth anniversary of the Universal Declaration of Human Rights. It showed beautiful faces of children from around the world, a perfect backdrop to illustrating some of the main articles of the Universal Declaration.

The brand returned fully to contemporary issues in 1999, with a major campaign in support of humanitarian aid to Kosovo war. This campaign gave voice to bodies and organizations working in the humanitarian sector, in particular UNHCR - the UN Refugee Agency. The image - a deep-red blood stain on a white field - reminded the world of the value of peace and the need to support humanitarian action in favour of civilian populations.

In 2000, the brand's active social involvement took a more emotional representation. The young creative team at Fabbrica, the Communication Research Centre of the Group, focused on the aspirations of multi-racial, democratic and freedom which give meaning and value to the United Colors of Benetton brand.

In 2001, the campaign *Volunteers in Colors*, realised in cooperation with United Nations Volunteers, celebrated the International Year of Volunteers. Focused on real people and the challenges of everyday life, it represented volunteering not only as something associated with emergencies and pain, but in terms of solidarity and helping others.

With the campaign *Food for Life*, in 2003 United Colors of Benetton offered international exposure to the World Food Programme, the United Nations agency at the forefront of the fight against world hunger. The food was presented as a real agent of social change, an important engine for peace and development, capable of giving the hungry people a prospect for the future.

In the following years the company strengthened its collaboration with the WHO, the UN agency for health, starting with the international campaign to raise awareness and to support the publication of the World Report on Violence (2003). In particular, Fabrica participated as an advisor in the meeting of the World Health Organization to define the five-year strategic plan, in 2008 in Geneva.

Among the many communication initiatives implemented by the WHO, whose topics range from the prevention of road accidents (2004, 2007, 2011) to the issue of global warming (2009), from the defence of mother tongues (2010) to the dangers of tobacco (2005, 2009, 2012), Fabrica's campaign for the prevention of injuries among children, *Global Child Injury Prevention* (which also involved the UNICEF), in 2010 was awarded with the Advertising Platinum Award, one of the major international awards.

By creating the UNHATE Foundation in 2011 - which is at the heart of the Group's social commitment and seeks in particular, to promote a new culture against hate - United Colors of Benetton has released campaigns calling for action by millions engaging digital and social media to promote discussion around key topics.

In 2011, the *Unhate* campaign presented symbolic images of reconciliation - with a touch of ironic hope and constructive provocation - to stimulate reflection on how politics, faith and ideas, even if they are different and opposed, still ought to lead to a dialogue and mediation. The campaign was controversial but also very successful – winning the *Press Grand Prix* at the International Festival of Creativity in Cannes in June 2012 plus other major awards in the United States.

In 2012, the innovative communication campaign *Unemployee of the Year* challenged clichés about youth employment, then taking hold across Europe in particular, and strongly affirmed the Group's faith in creativity of the young people around the world.

The UNHATE Foundation's programs, which combine social work with various art forms, look to involve and train new generations. In 2014 it launched a collaboration with UN Women to bring to the city of Kigali, Rwanda, the project *Safe Cities Free of Violence against Women*, which is part of a global UN program to combat violence against young

women (in five cities around the world) with an artistic and creative approach.

In 2014 Fabrica also began work on *I Belong* – a campaign for United Colors of Benetton developed in support of the UNHCR program to end statelessness by 2024 – prior to partnering UN Women at the end of the year on the UNITE Orange Days campaign seeking to end violence against women.