

## THE UNHATE Foundation

The Benetton Group formed the UNHATE Foundation at the end of 2011 to identify and pursue tangible initiatives and projects which support the social aspirations of its campaigns. The UNHATE Foundation constitutes a world frame of reference for the promotion of the culture of non-hate and acceptance, based on the founding values of United Colors of Benetton.

**The core principles** through which the Foundation operates are: **the fight against hate and discrimination in all its forms; the support of new generations**, where youth are the main actors and beneficiaries of concrete projects, communication campaigns and education activities; **the dissemination of the social impact of Art**, as the key tool of the Foundation in its activities against hate and discrimination.

The UNHATE projects support concrete actions in local communities to promote dialogue and the acceptance of diversity. They are implemented by associations and organisations whose beneficiaries are young people. These actions are selected for their capacity to bring long-lasting and rooted positive effects in the target communities.



The UNHATE Foundation has supported projects around the world. In 2014, it has been involved in specific projects in Thailand, India, Rwanda and Iraq. The support provided in Rwanda, to combat violence against women, and Iraq, as a response to the humanitarian crisis, has enabled the Foundation to work alongside the United Nations in promoting human rights. In particular, this collaboration has developed through two agencies: UN Women, which deals with women's rights, and UNHCR, the United Nations High Commissioner for Refugees.

Moreover, following the November 2011 launch of the UNHATE campaign, the Foundation supported an artistic initiative to create a giant "Dove of Peace" using spent bullet casings collected from warzones across Africa. The piece was designed and built by students from around the world and presented as a symbol of peace to the people of Libya on Independence Day 2011.

In 2012, through the Unemployee of the Year campaign, the Foundation funded 100 projects for young people around the world, which set up economic and social activities for entry into the world of work, spreading a positive, definite message on the topical issue of youth unemployment.

The UNHATE Foundation is another important step in the Benetton Group's corporate social responsibility strategy. It is a contribution that will have a real impact on the international community, involving a variety of stakeholders: the new generations, institutions, international organizations, NGOs and the general public.

### Core principles

- **the fight against hate and discrimination in all its forms**
- **the support of new generations**
- **the dissemination of the social impact of Art**

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