

Biodiversity Policy

With growing concerns about climate change, the loss of biodiversity and plastic pollution, our world is facing a severe environmental crisis that requires important efforts from all of us.

To support this change, Benetton Group established important measures to ensure that the company itself and its suppliers are in full compliance to all the environmental regulations and industry standards to limit the environmental impact to the fullest.

The Group is committed to prioritise the responsible sourcing of alternative materials with a lower environmental impact and to enhance its efforts in the traceability of animal- and plant-derived fibers.

Benetton Group further strengthened its contribution to the preservation and restoration of ecosystems and key species by committing to the development and implementation of Science-based targets on biodiversity.

The protection of nature and its resources is vital for the sustainable growth of the Group, as its activities and the natural resources are deeply interconnected.

With this belief in mind, Benetton Group set the clear goal of sourcing 100% certified viscose for its production, doing what is on its power to contribute combating deforestation. As part of this commitment, all the stores of Benetton Group's brands use eco-friendly paper shopping bags, sourced from a Forest Stewardship Council certified paper mill.