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WRAP COMMENDS BENETTON FOR ITS CONTRIBUTION TO THE RANA PLAZA DONORS TRUST FUND

Worldwide Responsible Accredited Production (WRAP) commends the Benetton Group on its recent decision to provide a US\$1.1 million payment to the Rana Plaza Donors Trust Fund administered by the International Labor Organization (ILO). The eve of the second anniversary of the tragedy at Rana Plaza reminds us that ensuring the safety and health of workers in the global apparel supply chain is a collective effort shared among many stakeholders, including the global apparel brands and retailers who rely on Bangladesh to make their products, and WRAP believes that Benetton's proactive decision to make this contribution is admirable.

While Benetton relied primarily on research and analysis conducted by global accounting firm PricewaterhouseCoopers to arrive at the contribution amount, the company also recognized the importance of ensuring that balance and transparency were prevalent throughout this entire process, so they contacted WRAP earlier in 2015 asking for independent, objective observation of the process.

Avedis Seferian, President and CEO of WRAP, says this was a role well-suited for WRAP. "When Benetton first contacted me about this, I was greatly impressed by the positive attitude being taken and the strong commitment displayed to maintaining objectivity and transparency throughout this process. WRAP happily partnered with Benetton on this important project, and did so free of any compensation, so as to ensure the complete independence of our voice," says Seferian.

Benetton's CEO Marco Airoldi noted that the partnership was a very beneficial one, saying, "Benetton Group has a long history of commitment on social and ethical issues, and we welcome the valuable contribution WRAP has made to advising us on compensation as this company becomes a more active agent of bringing about social change."

Seferian added, "What happened at Rana Plaza on April 24, 2013 was a tragedy of immense proportions that will continue to have repercussions throughout the entire global supply chain for years to come. Ensuring that such a tragedy never happens again is a task that requires the efforts of a variety of different stakeholders, and we at WRAP are always happy to see global brands take proactive steps to reflect their understanding of the importance of health, safety, and social compliance within the sourcing business. We hope that the attitude and approach adopted by Benetton can be emulated not just in Bangladesh, but throughout the entire world."