



Marco Airoidi, CEO
Benetton Group S.p.A Company
Villa Minelli, 31050 Ponzano
Treviso, Italy

March 3, 2015

Dear Mr. Airoidi,

The Interfaith Center on Corporate Responsibility (ICCR) is a coalition of 300 organizations including faith-based institutions, socially responsible asset management companies, unions, pension funds and colleges and universities that collectively represent over \$100 billion in invested capital. ICCR has been leading an initiative in response to the tragic building collapse at Rana Plaza in April of 2013 that killed 1,138 garment workers and injured over 2,000 others. This global investor coalition is comprised of over 200 organizations representing over \$4.1 trillion in assets under management from the U.S., Canada, Europe and Australia (*New York Times* article - [Retailers Are Pressed on Safety at Factories](#)).

We applaud Benetton's recent announcement of their "step two" contribution of a significant donation to the Rana Plaza Donors Trust Fund in the upcoming weeks. Our initiative has been reaching out to companies to encourage them to make a donation to the Fund and while there has been a response, the Fund is still \$9 million short of its goal. Because of Benetton's important role in the Bangladesh apparel sector and its standing as a global fashion brand, we urge you to close half the gap with a contribution of \$5 million dollars.

The need for compensation to the many victims of Rana Plaza and their families is still a great one. Many suffer with the reduction in income as a result of losing a family member, the consequences of grave injury, and the traumatic psychological impact of that day. As the second anniversary of the collapse approaches in April, we believe Benetton has a unique opportunity to take a significant leadership role in ensuring those affected will have received their due compensation by this time.

We look forward to your response. Thank you.

Sincerely,

Rev. David M. Schilling
Senior Program Director
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Attachment: Rana Plaza Investor Statement and signatories

cc. Mr. Alessandro Benetton, President
Mr. Paolo Vasques, Global HR Director