

New York,  
November 8<sup>th</sup> 2019

# SHAPING

raising awareness  
on human dignity,  
respect and equal  
opportunities

**SOCIETY**

**A SUSTAINABLE**

**FUTURE**

## PRESS RELEASE

### **PRADA'S "SHAPING A SUSTAINABLE FUTURE SOCIETY" CONFERENCE TO BE HELD IN NEW YORK ON NOVEMBER 8<sup>TH</sup> 2019**

**Third edition of Prada's annual conferences on sustainability organized  
in collaboration with Yale and Politecnico di Milano Schools of Management**

Milan, 11 September 2019 – Prada is hosting its third cultural event on sustainability – "Shaping a Sustainable Future Society" – in New York on November 8<sup>th</sup> 2019.

By bringing together some of the world's leaders in academia, institutions, art and industry, the Group wants to promote a stimulating debate aimed at inspiring the event's audience as well as the younger generations. The conference will look to examine and analyse the most significant changes taking place in contemporary society.

This year's event will explore themes such as freedom, equality and justice within the working environment and as part of a better development of society. Moreover, the nature and impact of ethical assessments in people's choices and social behavior will be the subject of discussion during the Conference.

The complexity of the current political and social environment requires an increasingly sophisticated conversation, defining tangible action around diversity and inclusion. The Prada Group feels the necessity to contribute to this cultural process of development, being aware of the risk posed to business and communities by failing to address discrimination and inclusivity.

The conference will be live-streamed on [www.pradagroup.com](http://www.pradagroup.com); the event's agenda and the speakers will be available in the next months.

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### **About "Shaping a Future" conferences:**

Since 2017, the Prada Group has hosted an annual conference with the aim of stimulating a debate on the most significant changes taking place in contemporary society. In both editions, Prada collaborated with the Schools of Management of both Yale and Politecnico di Milano.

The first conference in 2017, entitled "Shaping a Creative Future" addressed the links between creativity, sustainability and innovation. The second conference in 2018, "Shaping a Sustainable Digital Future" explored the relationship between sustainability and digital innovation.

The conference series format consists of keynote speeches, panel discussions, and students' competitions.