

SHAPING

A SUSTAINABLE

raising awareness
on human dignity,
respect and equal
opportunities

SOCIETY

FUTURE

New York, November 8th, 2019

PRADA Group




Join the conversation

#ShapingASustainableSociety

The Prada Group has always sought to embody a strategic fearlessness in its corporate strategy, combining creative new products with a heightened sense of **social** responsibility and respect for the **environment**. Significant investments have always been pledged to the arts and culture and environmentally **sustainable initiatives**, which form key elements of the Group's strategy for managing and securing a successful, responsible and sustainable future. The Prada **Re-Nylon**, a project aimed at converting all Prada virgin nylon into regenerated nylon by the end of 2021, and the participation to the **G7/Fashion Pact** are among the Group's latest initiatives.


In this context, Prada has always looked for new ideas to promote cultural events dedicated to an audience composed by business, institutions, social and academic leaders and the next generation on which the future depends.



Raising awareness on human dignity, respect and equal opportunities

This year's conference - "**Shaping a Sustainable Future Society**" – is exploring the meaning of social responsibility within business and society and seek to define what this truly means. The speakers are reflecting on the moral obligation of business, institutions and academic leaders to create an environment which encourages freedom, equality and justice.

We will tweet key findings from the event
throughout the day @Prada




Moreover, the conference is trying to generate insights into the nature and impact of ethical considerations on consumers for the purpose of providing opening remarks that will favor dialogue on the discussion.

Society is in a constant state of evolution and the Prada Group feels the necessity to contribute to this cultural understanding process, being aware of the risk posed to business and society by failing to address discrimination and inclusivity.



The Agenda

An intense morning, starting with inspirational speeches, followed by a roundtable and the presentation of a survey developed by Yale Center for Customer Insights. The discussion continuous with a conversation on ethical challenges in the digital era.



9:45

OPENING SPEECH

10:00

KEYNOTE SPEECH

10:30

ROUNDTABLE

Society is evolving, how businesses can keep abreast with new challenges?

Society is in a constant state of evolution and values like freedom, equality and justice require ever deeper considerations and adequate behaviors from individuals and communities. The cultural progress, boosted by technological advancement and globalization, helped increasing sensitivity about human rights, cultural identities, equal access to opportunities and diversity. The debate will explore opportunities to contribute to this social development, being aware of the risk to business and institutions by failing to address these new ethical standards.

11:30

INSPIRATIONAL SPEECH

11:45

COFFEE BREAK

12:15

SURVEY PRESENTATION

A study developed by Prada and the School of Management Yale University for the US market on the nature and impact of ethical considerations on consumers

Yale Center for Customer Insights is presenting a survey to investigate how people think about and prioritize social issues, with a particular focus on the impact to consumer choices and behaviors.

12:45

DISCUSSION

Ethics in the Digital Era

Digital innovation is having massive impact over society. Individuals and corporations are gaining more power over information in exchange for greater responsibility. Are we aware of this behavioral change? Will A.I., machine learning and future technologies be able to incorporate those responsibilities and ethical consciousness?

13:30

CLOSING REMARKS

14:00

LIGHT LUNCH

MODERATOR

Gianni **Riotta**

Italian Journalist

Gianni Riotta has been Executive Vice President of the Italy-US Council since January 2018.

Riotta teaches as Pirelli visiting Professor at the Department of Italian and French Studies of Princeton University. He is the Director of the Data Lab at LUISS University and co-director of the Master in Open Government of the LUISS School of Government, dealing in particular with Digital humanities, politics, and cyberwarfare and computer security.

Columnist for La Stampa, Foreign Policy, The Atlantic and host of Rai Storia "Gianni Riotta Incontra", he was editor of Tg1 Rai and Il Sole 24 Ore, Assistant editor of La Stampa and Il Corriere della Sera and formerly columnist and correspondent from New York for Il Corriere della Sera and L'Espresso.

In 2015, he founded the startup "Catchy" operating with Big Data, policy, culture and society and recently awarded a grant from Google's Digital News Initiative Innovation Fund to study the phenomenon of false news and two Seal of Excellence of the European Union. In December 2017, he was nominated as one of the 39 members of the High Level Group of the European Commission against fake news, topic that he also deals with at the World Economic Forum in Davos. Riotta is a permanent member of the Council on Foreign Relations and of the editorial staff of Foreign Policy, and works with the BBC World Service.



KEYNOTE SPEECH


Sir David **Adjaye**

Architect

Sir David Adjaye OBE is the principal and founder of Adjaye Associates. Born in Tanzania to Ghanaian parents, his broadly ranging influences, ingenious use of materials and sculptural ability have established him as an architect with an artist's sensibility and vision.

His largest project to date, the \$540 million Smithsonian Institution National Museum of African American History and Culture, opened on the National Mall in Washington DC in fall of 2016 and was named Cultural Event of the Year by The New York Times.

In 2017, he was knighted by Queen Elizabeth II and was recognized as one of the 100 most influential people of the year by TIME magazine.





ROUND TABLE

Society is evolving, how businesses
can keep abreast with new challenges?

Gianni Riotta

Moderator

Speakers in alphabetical order

Amale Andraos

Dean of the Columbia
University Graduate School
of Architecture, Planning
and Preservation

Richard Armstrong

Director, Solomon R.
Guggenheim Museum and
Foundation

Mariarosa Cutillo

United Nations Population Fund
(UNFPA) – Chief of Strategic
Partnerships

Amanda Gorman

Poet and activist

Kent Larson

City Science Director,
MIT Media Lab

Livia Pomodoro

President of Accademia di
Belle Arti di Brera, former
Magistrate and President
of the Court of Milan



AMALE ANDRAOS

Amale Andraos is the Dean of the Columbia University Graduate School of Architecture, Planning and Preservation. Andraos is committed to design research and her writings have focused on climate change and its impact on architecture as well as on the question of representation in the age of global practice. Her recent publications include *We'll Get There When We Cross That Bridge* (Monacelli Press, 2017), *Architecture and Representation: the Arab City* (Columbia Books on Architecture and the City, 2015) co-edited with Nora Akawi, *49 Cities* (Inventory Press, 2015), and *Above the Pavement, the Farm!* (Princeton Architectural Press, 2010) in collaboration with Dan Wood.

Andraos is co-founder of WORKac, a New York-based firm that focuses on architectural projects that reinvent the relationship between urban and natural environments. WORKac was recently named the #1 design firm in the United States by Architect Magazine and has also been recognized as the AIA New York State Firm of the Year.

WORKac has achieved international acclaim for projects such as the Miami Museum Garage in Miami's Design District, The Edible Schoolyards at P.S. 216 in Brooklyn and P.S. 7 in Harlem, a public library for Kew Gardens Hills, Queens, the Stealth Building in New York and a new student center for the Rhode Island School of Design. Current projects include a large-scale residential development in Lebanon, the Beirut Museum of Art in Lebanon, a new public library for North Boulder Colorado and new offices for a headquarter bank in Lima, Peru. Andraos has taught at numerous institutions including the Princeton University, Harvard University, and the American University in Beirut. She serves on the board of the Architectural League of New York, the AUB Faculty of Engineering and Architecture International Advisory Committee, and the New Museum's New INC. Advisory Council, in New York.

RICHARD ARMSTRONG

As Director of the Solomon R. Guggenheim Museum and Foundation since 2008, Richard Armstrong leads the Guggenheim Foundation and its constellation of museums, in addition to serving on the Guggenheim Foundation Board of Trustees. Previously, Armstrong was the Henry J. Heinz II Director at Carnegie Museum of Art, Pittsburgh (1996-2008). He has also held curatorial positions at Carnegie Museum of Art (1992-96), the Whitney Museum of American Art (1981-1992), and the La Jolla Museum of Contemporary Art in California (1975-79). A native of Kansas City, Missouri, Armstrong graduated from Lake Forest College in Illinois with a BA in art history, having studied at the Université de Dijon and the Université de Paris, Sorbonne.

MARIAROSA CUTILLO

Mariarosa Cutillo is Chief of the Strategic Partnerships Branch within the Division of Communications and Strategic Partnerships of UNFPA.

Mariarosa brings with her more than 20 years of professional experience, working for the private sector. Before joining UNFPA, she was the Head of Corporate Social Responsibility at Benetton Group, as well as President and CEO of Benetton's UNHATE Foundation. She has served as director of *Valore Sociale per l'Impresa Responsabile* (a multi stakeholder corporate social responsibility organization). On issues relating to corporate sustainability, she has served as a legal expert for various Institutions. She has also worked extensively for the international non-governmental organization *Mani Tese*.

Mariarosa was also a professor in International Law Cases in the Faculty of Law of the University of Milan-Bicocca and senior lecturer at the Catholic University of Milan, Faculties of Law and Political and Social Sciences. Mariarosa obtained a degree in Advanced International Law from the Faculty of Law of the Catholic University of Milan in 1995. She has post-graduate specializations in Human Rights and in business administration, with a specific focus on social and environmental sustainability.

AMANDA GORMAN

At 21, Amanda Gorman is heralded as "the next great figure in American poetry." Amanda made history in 2017 by being named the first ever National Youth Poet Laureate in the United States. Born and raised in Los Angeles, she is a rising senior at Harvard in the top of her class studying Sociology. Since publishing a poetry collection at 16, her writing has won her invitations to the Obama White House and to perform for Lin-Manuel Miranda, Al Gore, Secretary Hillary Clinton, Malala Yousafzai, and others. Amanda has performed 4th of July and Thanksgiving poems for CBS and she has spoken at events and venues across the country, including the Library of Congress and Lincoln Center. She has received a Genius Grant from OZY Media, as well as recognition from Scholastic Inc., YoungArts, the Glamour magazine College Women of the Year Awards, and the Webby Awards. She currently writes for The New York Times newsletter The Edit and recently signed a two-book deal with Viking (a division of Penguin Random House) after a bidding war involving eight publishers.

KENT LARSON

Kent Larson directs the City Science (formerly Changing Places) group at the MIT Media Lab. His research focuses on developing urban interventions that enable more entrepreneurial, livable, high-performance districts in cities. To that end, his projects include advanced simulation and augmented reality for urban design, transformable micro-housing for millennials, mobility-on-demand systems that create alternatives to private automobiles, and Urban Living Lab deployments in Hamburg, Andorra, Taipei, and Boston. Larson and researchers from his group received the "10-Year Impact Award" from UbiComp 2014. This is a "test of time" award for work that, with the benefit of hindsight, has had the greatest impact over the previous decade. Larson practiced architecture for 15 years in New York City, with design work published in Architectural Record, Progressive Architecture, Global Architecture, The New York Times, A+U, and Architectural Digest. The New York Times Review of Books selected his book, Louis I. Kahn: Unbuilt Masterworks (2000) as one of that year's ten best books in architecture.

LIVIA POMODORO

A graduate in Law from the University of Bari, Livia Pomodoro entered the judiciary in 1965. She has been Cabinet Chief of the Ministry of Justice, President of the Juvenile Court of Milan and President of the Court of Milan.

She has been Vice President of the Provincial Tax Commission of Milan, a member of the Board of Directors of *Il Sole 24 Ore* newspaper and of the Università Bicocca of Milan, as well as Vice President of the Internationalization Advisory Board of Banca Prossima. Professor Pomodoro currently holds the UNESCO Chair *"Food: access and law"* at the State University of Milan and she is President of the Milan Center for Food Law and Policy, as well as President of the Brera Academy of Fine Arts and of the *"Spazio Teatro No'hma Teresa Pomodoro"*. She is also member of Intesa Sanpaolo's Board of Directors and Chairman of Impact Advisory Board, member of the Board of Directors of the Italian Touring Club and external member of the Board of Directors of the Sodalitas Foundation.

Livia Pomodoro has been granted numerous honours, including the Meritorious diploma from the Scuola della Cultura e dell'Arte (2013), the Knighthood of the Légion d'honneur (2013), the Grand Cross of the Order of Merit of the Italian Republic (2015). Finally, she has received many awards, including the Premio Anima per la Cultura and the Premio per l'Europa Federico II (being the first woman to receive it).

Simone Barlaam

Paralympic Champion

Simone Barlaam (Milan, July, 12th 2000) grew up in Milan and attended the 4th year of high school in Australia where, in the meanwhile, he has also trained hard.

At the age of 17, he won his first two world swimming titles in Mexico City. In December 2017, he made his debut with the Italian national team at the IPC World Championships in Mexico City. There, he conquered two gold medals in the 50 and 100 meters freestyle, category S9, a silver medal in the 4 × 100 freestyle, mixed relay with 34 points, and a bronze medal in the 100 meters backstroke, category S9. In 2018, he participated in the NSW State Open Championships in Sydney (Australia) where he won 3 gold medals (50-100-400 style) and the World Cup in Lignano Sabbiadoro, during which he set the European record with the time of 25.17. At the World Championships in London 2019, Simone won 6 medals including 5 gold and 1 silver with 4 World Records (in the 50 freestyle S9, 100 freestyle S9, 100 backstroke S9 and in the 4x100 freestyle relay).

Palmares:

- 7 World Gold + 2 silver and 1 bronze
- 4 European gold + 1 silver
- 19 Absolute gold + 8 silver and 2 bronze
- 10 Youth gold + 2 silver

Currently, Simone has passed the selections and has enrolled at the Faculty of Engineering at the Politecnico di Milano. His dream is to create alternative prostheses and new handbikes.



SURVEY PRESENTATION

On the nature and impact of ethical considerations
on consumers

The **Yale Center for Customer Insights** (YCCI) is partnering with the **Prada Group** to investigate how people think about and prioritize social issues, with a particular focus on the impact to consumer choice.

Ravi Dhar

George Rogers Clark Professor
of Management and Marketing,
Yale School of Management;
Professor of Psychology, Yale
University; Director, Center for
Customer Insights

Jennie Liu

Executive Director, Yale Center
for Customer Insights and
Lecturer in the Practice of
Management, Yale School
of Management

George Newman

Associate Professor of
Management and Marketing,
Yale School of Management



RAVI DHAR

Professor Dhar has been involved in pioneering work in understanding the different factors that influence how consumers think and decide. He has also served as a consultant to dozens of Fortune 100 companies in a wide variety of industries, including CPG, health care, high tech, financial services and luxury goods on developing best practices for generating and using customer insights.

The American Marketing Association recently ranked Professor Dhar as the second most productive scholar publishing in premier marketing journals from 2009 through 2016. His research and teaching has been honored with various awards including the Distinguished Scientific Contribution Award of the Society for Consumer Psychology, the Distinguished Alumnus Award from the Indian Institute of Management, and the Yale School of Management Alumni Association Teaching Award. His work has been frequently mentioned in Business Week, The New York Times, The Financial Times, The Wall Street Journal, The Economist, USA Today, and other popular media.



DISCUSSION

Ethics in the Digital Era

Raffaella Cagliano

Deputy Director of the
Department of Management
Engineering and Professor
of People Management &
Organization, Politecnico of
Milan School of Management

Kate Crawford

Writer, composer, producer
and academic



RAFFAELLA CAGLIANO

Raffaella is Full Professor at Politecnico di Milano School of Management in the area of People Management & Organization. She is also part of the Core Faculty of the School of Management, is Deputy Director of the Department of Management, Economics and Industrial Engineering, and sits on the Executive Board of the University's Graduate School of Business. She is Director of the Food Sustainability Observatory of Politecnico di Milano.

Raffaella is an acclaimed expert on Operations Management and Sustainability. Her main research interests concern Manufacturing and Supply Chain Strategies, with a particular emphasis on the organizational paradigms, models and practices in developing sustainable operations.

Raffaella is the author of several books and over 40 articles published in international journals. She has been honored as Fellow of the European Operations Management Association. She has organized a number of major international conferences and workshops, and has been a member of the "Organizing for Sustainable Effectiveness" network since 2010.

Raffaella holds a Master of Science and a PhD in Management, Economics and Industrial Engineering from Politecnico di Milano.

KATE CRAWFORD

Kate Crawford is a leading researcher and academic who has spent over a decade studying the social implications of artificial intelligence. She is a Distinguished Research Professor at New York University, where she co-founded the AI Now Institute – the first research institute dedicated to understanding the social and cultural implications of AI. She is also a Principal Researcher at Microsoft Research, and the inaugural Visiting Chair in AI and Justice at the École Normale Supérieure in Paris. Her research has appeared in *Nature*, *The New York Times*, *The Washington Post*, and *Harper's Magazine*. She has advised policy makers in the United Nations, the Federal Trade Commission and the European Union. She has a new book called "Atlas of AI" forthcoming with Yale University Press (2020). She also recently opened a collaborative exhibition with artist Trevor Paglen at Fondazione Prada's Osservatorio in Milan. "Training Humans" is the first show of its kind addressing the politics of training images used to create AI systems.

CLOSING REMARKS

Rula Jebreal

Foreign policy analyst, journalist, novelist
and screenwriter

Rula Jebreal is a Visiting Professor at The University of Miami, where she teaches Communications and Political Science. Jebreal serves on the G7 Gender Equality Advisory Council, a body recently relaunched by French President Emmanuel Macron.

Jebreal is an award-winning journalist, author and foreign policy expert who has received accolades for her groundbreaking work in Italy, the United States and across the Middle East.

In May 2017, Jebreal was enlisted to introduce former President Barak Obama at his first European public appearance since leaving office, at which he gave the keynote speech on food security and climate change, at the Global Innovation Summit.

Jebreal is an on-air foreign policy expert, and she appears frequently on CNN, MSNBC Bloomberg, HBO and NBC; she has written many op-eds for The New York Times and The Washington post, NewsWeek magazine and TIME magazine.

Jebreal served as a Visiting Professor at the American University of Rome (AUR). While at AUR, Jebreal was instrumental in the creation of a scholarship program for Syrian Refugees which currently provides tuition funding to six Syrian students at AUR.

Recently, Jebreal was awarded an honorary Doctorate in Humanities from The American University Of Rome. Jebreal serves on the Advisory Board of The U.S./Middle East Project by French President Emmanuel Macron.

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