

Venice,
September 1st 2020

SHAPING A SUSTAINABLE
MULTILATERALISM

The Prada Group

————— hosts a debate
on the international relationships
in favour of the environment ■ ■

PRESS RELEASE

PRADA GROUP “SHAPING A SUSTAINABLE MULTILATERALISM” CONFERENCE TO BE HELD AT CA’ CORNER DELLA REGINA IN VENICE ON SEPTEMBER 1ST 2020

Milan, August 25th 2020

On September 1st 2020, the Prada Group will host a closed-door conference at Ca’ Corner della Regina in Venice, one of the Fondazione Prada’s venues, as part of the “Shaping a Future” cultural events created to stimulate a debate on the most significant changes taking place in contemporary society.

The conference is part of a two-day-event promoted by the newly constituted *Soft Power Club*, a private organization aiming at promoting cultural diplomacy and multilateral relationships among members of the public and private sector for the progress of society.

During the morning debate – which will be introduced by Carlo Mazzi as both founding member of the Club and Chairman of Prada S.p.A. – speakers will discuss how sustainability, as a cultural lever, could be the engine to develop multilateral relationships and agreements. In this context, Carlo Mazzi will mention the Fashion Pact initiative as a true example of a project which joined global forces in favor of the environment.

AGENDA

WELCOME REMARKS: **Carlo Mazzi**, Chairman Prada S.p.A.

INTRODUCTION: **Francesco Rutelli**, President ANICA (Italian Association of Cinema, Audiovisual and Multimedia Companies) and Soft Power Club

MODERATOR: **Clara Tosi Pamphili**, architect and art director

SPEAKERS:
in alphabetical order

Mariarosa Cutillo

Chief of Strategic Partnerships
UNFPA

Stefano Patuanelli

Minister of Economic
Development

Carlo Maria Ferro

Chairman of ICE - Italian Trade
& Investment Agency

**Ana Luiza M.
Thompson-Flores**

Director UNESCO Regional Bureau
for Science and Culture in Europe,
Venice

Marzio Galeotti

Professor of Energy and
Environmental Economics,
University of Milan

Simone Venturini

Deputy Mayor for Social Welfare
and Economic Development,
City of Venice

Matteo Lunelli

Chairman Altagamma
Foundation

Yann Wehring

French Ambassador in
charge of the Environment,
Ministry of Europe and
Foreign Affairs

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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 all 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”, focused on the links between creativity, sustainability and innovation. The second conference in 2018, “Shaping a Sustainable Digital Future”, addressed the relationship between sustainability and digital innovation. The third one in 2019, “Shaping a Sustainable Future Society, explored the meaning of social responsibility within business and society.

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