



PRESS RELEASE

PRADA GROUP “SHAPING A SUSTAINABLE MULTILATERALISM” CONFERENCE FOURTH EDITION OF THE “SHAPING A FUTURE” CONFERENCE HOSTED BY THE PRADA GROUP ON THE THEMES OF SUSTAINABILITY

Milan, 2nd September 2020

Yesterday, 1st September 2020, the fourth edition of the “Shaping a Future” series of conferences, entitled “Shaping a Sustainable Multilateralism”, was held at Ca’ Corner della Regina – the Venetian headquarters of the Prada Foundation. The morning of debates was part of the programme of two days of events promoted by the newly established Soft Power Club.

International speakers from the academic world, public institutions and business world participated, amongst whom were: Mariarosa Cutillo, Stefano Patuanelli, Francesco Rutelli, Ana Luiza M. Thompson-Flores.

The debate started with the rebirth of the concept of “soft power” and new forms of collaboration and multilateralism that are proving to be of strategic importance for achieving global objectives such as the protection of the environment and of cultural heritage in a post-Covid scenario.

The conference stressed the crucial role of the creative industry, which has made it possible to affirm the identity of Italy at an international level and which constitutes a key element for the rebirth of soft power itself, since this industry finds its growth on culture and an ability to interpret continuous changes taking place in society.

The speeches also revealed the central role played by international institutions and organizations that are ready to collaborate with the business world with values such as solidarity and sustainability, forming the basis of their relationships. Among the latter is the United Nations – founded 75 years ago with the aim of promoting and defending peace among peoples – which is on a constant lookout for collaborations with companies precisely where it is possible to share social and environmental purposes that go beyond economic logic.

Governments too will favour policies aiming towards models for growth driven by innovation and sustainability, capable of creating resilience to face a crisis like the one that is under way today.

The city of Venice, a cultural heritage for humanity and a symbol of meeting and exchange with other cultures for over a thousand years, has been and will continue to be the ideal stage for fostering multilateral dialogue.

SOME DECLARATIONS BY THE SPEAKERS:

Carlo Mazzi,

Chairman Prada S.p.A.:

“Liberal humanism has brought about a great advance in human rights and economic development. At the same time, however, it has developed individualism and consumerism. Today it is not a question of counterposing growth and recession, but of inviting reflection on what is useful and what is of no use and indeed harmful. If we look around us, we see numerous initiatives that we might define as *oases of fraternity*. We must try to create a network of relationships for the harmonious integration of these *oases*, because the problems we face for the future are such that they cannot be tackled alone but demand collaboration and solidarity”.

Francesco Rutelli,

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

“In choosing between collaboration and individualism, the necessary path we need to take is the first. The contribution of the creative industry (such as Fashion and Cinema) is fundamental in the determination to overcome diversity and promote sustainability. A special recognition goes to Prada for its commitment to the world of culture, which is the basis of soft power.”

Stefano Patuanelli,

Minister of Economic Development:

“Fashion is one of the driving sectors of our economy. We intend to use fiscal levers to favour companies that produce fashion garments with a low environmental impact and that implement the best waste recycling practices. We will do this by adopting an incentive logic. Finally, in the field of new technologies, we are investing in the blockchain as a system to combat counterfeiting and promote Made in Italy and fashion, which continues to be a distinctive brand worldwide.”

Simone Venturini,

Deputy Mayor for Social Welfare and Economic Development, Venice:

“Venice has always been a city of the world, a capital of dialogue and research. We must continue to work and invest in the cities of art so that they continue, indeed strengthen, their fundamental role as ambassadors for Italy around the world.”

Mariarosa Cutillo,

Chief of Strategic Partnerships UNFPA:

“This year, the UN celebrates its 75th anniversary and never as this year is it clear to what extent multilateralism is in danger and at the same time crucial for facing today’s challenges. The public sector must unite with the private and academic sectors. The effort must be collective; partnerships must be built and the different languages united.

The world of fashion can bring a new element of soft power precisely because of the strong impact it has on public opinion and young people. The time has come to build an ecosystem, to have honest conversations between public and private sectors.”

Ana Luiza M. Thompson-Flores,

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

“Rather than seeing young people only as current and future customers, the industry should accept the burden and the honour of giving the right impetus to the minds of tomorrow. Rendering operational the potential of soft power that the fashion industry holds means using it conscientiously to influence public opinion and behaviour through commercial and manufacturing practices that promote the values of sustainability, including respect for cultural diversity.”

Marzio Galeotti,

Professor of Energy and Environmental Economics, University of Milan:

“As environmental economists note, the quality of the environment, environmental protection and conservation are themselves luxury items because demand for them grows as prosperity increases. There is therefore an important correlation between the fashion product and the environment, of which the industry has now shown itself to be aware.”

Matteo Lunelli,

Chairman Altagamma Foundation:

“Sustainability is a central and essential theme: a strategic horizon that is the priority to which Altagamma companies must strive. It represents an urgent change that is demanded by both consumers and the financial community. Sustainability changes the way we do business and leads us towards business processes that are aware and take into account all the stakeholders. Altagamma’s companies can represent a virtuous model because this value is part of our DNA and our heritage. The cultural and creative industry can therefore be a powerful soft power able to communicate and promote sustainable development, and it must position itself as a leading sector in sustainability.”

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.

For further information:

Prada Press Office

Tel. +39 02 567 811

e-mail: corporatepress@prada.com

www.pradagroup.com