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PRESS RELEASE

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KERING TO SUPPORT A NEW MASTER IN 'TRANSFORMATIVE SUSTAINABILITY' IN COLLABORATION WITH BOCCONI UNIVERSITY AND POLITECNICO DI MILANO

AN AMBITION TO FORM A NEW CLASS OF YOUNG PROFESSIONALS LEADING THE EVOLUTION TOWARDS SUSTAINABLE ORGANIZATIONS

Following the successful project "Bocconi Challenge On Environmental, Social And Governance (ESG) Performances" of 2022, Kering is proud to give continuity with a new partnership with Bocconi University & Politecnico di Milano. The Bocconi-PoliMi joint program, MSc in Transformative Sustainability, will provide new generations with the hard and soft skills to put sustainability at the heart of an organization's strategy, leveraging on innovation as a key accelerator of the process.

This two-year master's degree takes the best of the complementarity of the two leading Italian institutions on high-level education: while Politecnico will bring knowledge on the most advanced technologies and engineering approach to design, innovate and manage sustainable systems, Bocconi University will share its expertise on the strategic, financial, and economic aspects of sustainability. The outcome is an interdisciplinary and well-balanced foundation on sustainability followed by deeper technical or managerial specializations.

This interdisciplinary program will welcome 80 first-year students from the beginning of the academic year 2023/2024 and will be jointly directed by representatives of the two educational excellences, Professor Francesco Perrini (Bocconi University) and Professor Irene Bengo (Politecnico Milano). In both years, the first semester will be held at Bocconi and second semester at PoliMi. The program will envisage various classes, including Sustainable Finance and ESG Investing, Technologies for the Energy Transition Towards Sustainability, Sustainable Entrepreneurship Workshops, Data Analytics for Sustainability. The mission of the program is to prepare students to enter the job market as Sustainability Analysts or Sustainability Specialist/managers, supported by a strong background gained in the two-years' Master.

Commenting on the initiative, Marie-Claire Daveu, Kering Chief Sustainability and Institutional Affairs Officer, said: *"It is a pleasure and a tremendous opportunity for Kering to collaborate again with best-in-class universities such as Bocconi and PoliMi. With this program, our common ambition is to form a new class of young professionals able to contribute to transform the organizations to answer our major century's challenges. As a company, Kering will continue to promote and foster a stronger collaboration between top-class companies, public and private institutions, and universities to join forces always keeping in mind our common objective: crafting a more sustainable future."*

Francesco Billari, Rector of Bocconi University, stated: *"To become more sustainable, organizations need to embed innovative, transversal and complex practices in their DNA. This can only be achieved through a new generation of professionals, trained in interdisciplinary programs like the one we developed with the Politecnico. The partnership with Kering, a world-class business who is also a pioneer in sustainability, will allow our students to touch and feel directly transformative actions and practices."*

Donatella Sciuto, Rector Politecnico di Milano, confirmed: *"Contributing to the development of the key competencies needed for a transformative change of the business paradigm towards sustainability is a key priority for Politecnico di Milano, as sustainable development is at the core of the new Strategy Plan of our University. The collaboration with Università Bocconi and with leading partner companies such*

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as Kering shows this commitment and makes this effort particularly effective thanks to the complementary knowledge provided by the different partners”.

With this project, Kering confirms its commitment with the top business schools in the world to help future leaders to emerge and learn how to handle luxury brand management challenges in the most sustainable and responsible way, developing an in-depth understanding on how innovation and technology are key to meeting.

About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods and Jewelry: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ginori 1735 as well as Kering Eyewear and Kering Beauté. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow’s Luxury in a sustainable and responsible way. We capture these beliefs in our signature: “Empowering Imagination”. In 2022, Kering had over 47,000 employees and revenue of €20.4 billion.

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