LUXOS Loves: One Ocean Forum Milan

Yacht Club Costa Smeralda becomes an eco-warrior for Ocean Sustainability

Milan, Italy - The Costa Smeralda on Sardinia’s northern shores is something of a rarity in modern luxury circles: long beloved by Italians as a secluded summer getaway, it has garnered interest in recent years for its devotion to the sustainability and maintenance of its historic nautical culture. The most of recent of these being the collaboration between the Yacht Club Costa Smeralda (YCCS) and the Intergovernmental Oceanographic Commission of UNESCO, with the SDA Bocconi Sustainability Lab, which will culminate in the One Ocean Forum, on the 3rd and 4th of October, the Franco Parenti Theatre, in Milan.

The forum will focus on innovative projects for the preservation of the marine environment and the promotion of pragmatic actions aiming at ensuring its conservation from commercial and business level down to everyday behaviors. The program is designed to address issues of global importance related to problems affecting the marine and coastal ecosystem. Conceived with the goal of promoting a feeling of 'environmental culture', especially among young people, this independent NGO aims to become the driving force for local and international initiatives, engaging with stakeholders from every social background as well as developing into a platform that promotes best practice.

The Forum, supported by Princess Zahra Aga Khan's sponsorship, relies on a Scientific Committee, whose members include personalities from the Italian and International academic world, coming from prestigious universities as well as primary scientific organisations which specialise in the study of issues related to the sustainability of the marine environment. The committee is chaired by Francesca Santoro who is also member of the Intergovernmental Oceanographic Commission at the UNESCO.

The Italian actress Cristina Capotondi, who has always been engaged with environmental causes, and Davide Carrera, free-diving world champion, whose interest in the sea and its safeguard is both a job and a passion, expressed their interest in participating to the #nobottle4theocean challenge.