

One Ocean Foundation and Luna Rossa Prada Pirelli Team: a partnership for the safeguard of marine ecosystems

Milan/Cagliari, 17 December 2019 – The One Ocean Foundation (OOF), an association dedicated to the protection of the seas, and the Luna Rossa Prada Pirelli Team, the Italian challenger to the 36th America's Cup, have announced a new partnership dedicated to promoting the safeguard of marine ecosystems and a culture of environmental sustainability. Linked by their love for the sea, the OOF and the Luna Rossa Prada Pirelli Team have joined forces to pursue a common goal: protecting marine environments.

"A sustainable challenge" is the name of the campaign launched by the Luna Rossa Prada Pirelli Team, with the primary objective of raising awareness on environmental sustainability issues, and with the OOF supporting the Team in its aim.

"Safeguarding our seas, raising awareness among the greatest possible number of people on the perilous state of marine ecosystems, and on ways to protect them, is the objective that we pursue on a daily basis through a number of initiatives and projects that we are involved in on various levels, together with our partners " - commented **Riccardo Bonadeo, Vice President of the One Ocean Foundation**. *"We are delighted that the Luna Rossa Prada Pirelli Team has chosen the OOF as its Sustainability Partner for its challenge at the 36th America's Cup".*

Thanks to the partnership, the Luna Rossa Prada Pirelli Team has taken a firm stance in favour of the sea, becoming a spokesperson for the values of the One Ocean Foundation as well as the principles of the Charta Smeralda: an innovative code of ethics that is accessible to all on the website www.1ocean.org. Everyone can follow in the footsteps of the Luna Rossa Prada Pirelli Team by signing it and committing to respect a shared code of conduct for the protection of the seas.

The OOF is engaged on a daily basis in multiple activities ranging from education to supporting scientific research, communication and sport, as part of its mission to raise awareness on environmental protection while stimulating constructive relations between all stakeholders, of varying age groups and involved on different levels, in the preservation of marine ecosystems.

"The sea is our home and every day we strive to respect and protect it. Our team has taken many steps forward, such as using more sustainable fibres for our technical clothing, introducing alternative solutions to disposable plastics and daily activities to safeguard the area, such as cleaning the water when we are out at sea. But there is still much to do. Hence the launch of the hashtag #ASustainabilityChallenge which will guide us on our journey, reminding us that everything we do we owe it to the sea, which makes it essential to promote its protection" - commented **Max Sirena, Skipper and Team Director of Luna Rossa Prada Pirelli**.

The **One Ocean Foundation** (OOF), created in March 2018, is an Italian initiative of international relevance for the marine preservation. Led by Chair Princess Zahra Aga Khan and Vice President Riccardo Bonadeo, the OOF was born thanks to the Yacht Club Costa Smeralda (YCCS), which is directly committed to the protection of the marine environment.

The Mission of the Foundation is to foster sea protection through a series of projects, raising awareness among international leaders, institutions, companies and the general public of the culture of

sustainability. The distinctive feature of the One Ocean Foundation is represented by its own network of partners and by a scientific committee of the highest level and, at the same time, by a strong educational drive, in order to increase awareness and establish constructive relationships between all stakeholders of several age groups engaged at different levels in marine preservation. Ethical Code of the OOF, the Charta Smeralda: an innovative document, accessible to all through the website www.1ocean.org that guides individuals and organizations towards environmentally respectful behavior.

The **Luna Rossa Prada Pirelli team** is one of the most well-known competitors in the America's Cup, the oldest international trophy in the history of sports.

The team, extremely competitive and respected by all, counts among the most famous and talented sailors and engineers in the world and is the only team to have entered the competition six times and won the Challengers' Selection Series of 2000, and reached the Finals in three competitions out of four.

In 2017, Luna Rossa launched its sixth America's Cup challenge, surpassing the historic record previously held by Sir Thomas Lipton. Luna Rossa Prada Pirelli was the first team to challenge Emirates Team New Zealand (the Defender) in this 36th edition, and is also the Challenger of Record, the representative of all the Challengers in the race for the America's Cup.

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