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THE OCEAN HAS
AN IMPACT ON US.
WE HAVE AN
IMPACT ON THE
OCEAN.

SEA BEYOND,
promoted by the Prada
Group and UNESCO's
Intergovernmental
Oceanographic
Commission, is an
educational programme
for secondary schools
to raise awareness on
sustainability and the
ocean's preservation.

The future of the ocean
and its resources are in
the hands of the new
generations: by adopting
a more responsible and
mindful behavior, young
people can really make a
change to save our seas
and to protect life under
and above the water.

The project, which follows
the launch of the PRADA
RE-NYLON collection,
underscores the Prada
Group's commitment
to sustainable choices
and the ocean impact
on our future, in line
with the United Nations
2030 Agenda and its 17
Sustainable Development
Goals (SDGs).

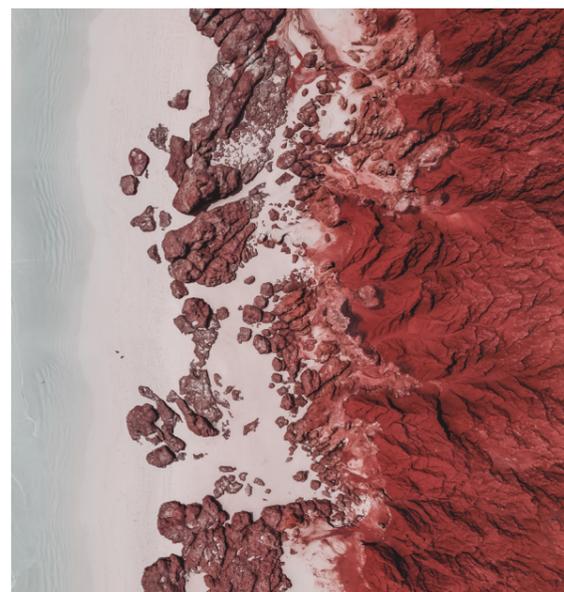
The project develops
through three phases:

LEARN — OCEAN LITERACY

The programme explores
the concept of ocean
literacy, the key to
understanding why
the seas are so vital,
facing topics like marine
pollution, particularly
with regards to plastics,
and how the fashion
sector's commitment to
sustainable production
can help protect the seas.

THINK

ABOUT SUSTAINABILITY



Students are engaged to
become "sea ambassadors",
showing their care about the
ocean with their behaviors
after having learnt ocean
literacy principles at school.

ACT — USING YOUR CREATIVITY

All the schools involved
in the project are asked to
create a powerful campaign
to raise awareness about
the ocean's preservation
and inspire others on how
to be more sustainable.
The best projects will be
awarded by IOC-UNESCO
and Prada.



Prada Re-Nylon is a
groundbreaking evolution
of the brand's most recognisable
signifier, nylon - an emblem
of Prada's distinct viewpoint on
modern luxury. The collection,
which offers accessories,
footwear and ready-to-wear,
is entirely crafted from ECONYL®
yarn, a regenerated nylon
created through the recycling and
purification of plastic collected
from oceans, fishing nets, landfills
and textile fibre waste globally.
Prada committed to convert all
virgin nylon into regenerated
nylon by the end of 2021.

#seabeyond

