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PRESS RELEASE

PRADA AND UNESCO TO PARTNER ON OCEAN SUSTAINABILITY EDUCATION PROGRAMME

International campaign to raise awareness among younger generations

Milano and Paris, 5th February 2020 - Prada and UNESCO's Intergovernmental Oceanographic Commission present an educational programme dedicated to sustainability and the circular economy for a network of secondary schools around the world over a period of four months - from February to May 2020.

The goal is to educate and raise awareness among the new generation about adopting more responsible and mindful behaviour towards the ocean and its resources, promoting an attitude of sustainable consumption in line with the United Nations 2030 Agenda and its 17 Sustainable Development Goals (SDGs).

The project, which follows the launch of the PRADA RE-NYLON capsule collection, underscores the Prada Group's commitment to sustainable choices. It will be financed through a portion of the proceeds from the PRADA RE-NYLON capsule collection sales, donated to UNESCO's IOC, the world's foremost authority on ocean science.

Over the next few months, high school teachers in 10 cities around the world (Berlin, Mexico City, Johannesburg, Lisbon, London, Milan, New York, Paris, Shanghai, Venice) will participate in webinars where they will learn how to develop an educational module consisting of 4 lessons dedicated to the theme of sustainability. The project will explore our understanding of the ocean and its importance, the problem of marine pollution, particularly with regards to plastics, and the fashion sector's commitment to sustainable production to help protect the seas. The fourth lesson will involve students in the creation of an awareness campaign for the conservation of the oceans.

In May, an international jury composed of members representing Prada, UNESCO and others will choose the winning campaign, which will then be presented among the program of activities conducted by UNESCO's Intergovernmental Oceanographic Commission at the Second United Nations Ocean Conference (Lisbon, 2 - 6 June 2020), and subsequently disseminated on Prada and UNESCO channels and on pradagroup.com.

Lorenzo Bertelli, Prada Group Head of Marketing, said: *"For the Prada Group, the promotion of culture and education is an integral part of the sustainability strategy. The collaboration with UNESCO embraces this path and translates it into a direct channel of communication with students around the world. We are proud to see the creation of an ocean awareness project from what was initially a product innovation and sustainable materials initiative"*.

Vladimir Ryabinin, Executive Secretary of the Intergovernmental Oceanographic Commission and Assistant Director General of UNESCO: *"The global scale of the problems facing the ocean means that no single country or organization can fix them all. We need partnerships across science, decision-makers and the private sector to create a sustainable ocean economy that uses the ocean but also preserves and cherishes it. Together with the Prada Group, we hope to mobilize students from around the world around these ideas, transforming their energy and creativity into a vector towards a more ocean-literate society."*

PRADA Group

Prada S.p.A. - HKSE Code 1913 - is one of the global leaders in the luxury goods industry. The Group, which owns the Prada, Miu Miu, Church's and Car Shoe brands, produces and distributes luxury leather goods, footwear and apparel manufactured in 22 company-owned industrial sites. It also operates in the food sector with Marchesi 1824, and in the eyewear and fragrance industries under licensing agreements. The Group's products are sold in 70 countries worldwide through 637 directly operated stores as of June 30, 2019 and a selected network of multi-brand stores and department stores.

UNESCO's Intergovernmental Oceanographic Commission

The Intergovernmental Oceanographic Commission of UNESCO (IOC-UNESCO), established in 1960 as a body with functional autonomy within UNESCO, is the only competent organization for marine science within the UN system. The purpose of the Commission is to promote international cooperation and to coordinate programmes in research, services and capacity-building, in order to learn more about the nature and resources of the ocean and coastal areas and to apply that knowledge for the improvement of management, sustainable development, the protection of the marine environment, and the decision-making processes of its Member States. In addition, IOC is recognized through the United Nations Convention on the Law of the Sea (UNCLOS) as the competent international organization in the fields of Marine Scientific Research (Part XIII) and Transfer of Marine Technology (Part XIV).

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