

# S ≈ A B ≈ YOND

## PRESS RELEASE

### PRADA AND UNESCO ANNOUNCE THE COMPLETION OF THE SEA BEYOND EDUCATIONAL PROGRAMME

**Milan and Paris, 15th February 2021** – Prada and UNESCO's Intergovernmental Oceanographic Commission (IOC) present the last phase of the educational programme *Sea Beyond*, a tailor-made pilot conceived for secondary schools all around the world to raise awareness on ocean preservation and sustainability.

*Sea Beyond* sought to educate the new generations about adopting more responsible and mindful behaviors towards the ocean and its resources, promoting sustainable consumption in line with the United Nations 2030 Agenda and its 17 Sustainable Development Goals (SDGs).

During the first phase of the project (October 2020 - January 2021), high school teachers in ten cities around the world (Berlin, Cape Town, Lisbon, London, Mexico City, Milan, New York, Paris, Shanghai, Venice) took part in webinars conducted by UNESCO-IOC experts, in which they received training on how to develop an educational module dedicated to the theme of ocean sustainability. Every school received a "Sea Beyond" toolkit made of recycled cardboard, containing educational as well as creative materials to enable students to play an active role in a global ocean sustainability movement.

During the project's second phase, starting on the 25<sup>th</sup> January 2021, students, as true "sea ambassadors", have been tasked with developing awareness campaigns focused on ocean preservation as part of an international competition.

At a virtual event on the 26<sup>th</sup> March 2021, an international jury will announce the winning campaign. Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility and Vladimir Ryabinin, Executive Secretary of the Intergovernmental Oceanographic Commission and Assistant Director General of UNESCO, will be joined by international personalities who have dedicated their talent and careers to saving our ocean.

Jury members include: Italian writer **Alessandro Baricco**; aquanaut, oceanographic explorer and environmental advocate **Fabien Cousteau**; environmental artist **Anne de Carbuccia**; marine scientist and social entrepreneur **Kerstin Forsberg**; and Italian gold-medalist free diver **Alessia Zecchini**. The jury will help Prada and UNESCO selecting the most creative project.

The event will be moderated by Brazilian marine activist and artist **Patricia Furtado de Mendonça**.

The winning campaign will be disseminated on Prada and UNESCO social channels as well as on [www.pradagroup.com](http://www.pradagroup.com) and [www.ioc.unesco.org](http://www.ioc.unesco.org), while the school of the selected project will be honored with an award of € 5,000 to be invested in educational materials.

The whole event will be live-streamed on [www.pradagroup.com](http://www.pradagroup.com), starting from 2.00 pm CET on March 26<sup>th</sup>, 2021.

Participating schools include: Aristoteles Gesamtschule Bernau Montessori schule Niederbarnim, Berlin (Germany); Protea Heights Academy, Protea (South Africa); Escola Básica e Secundária Anselmo De Andrade, Alameda (Portugal); Agrupamento de Escolas de Vialonga, Vialonga (Portugal); the Kingston Academy, Surrey (UK); Colegio Latino, Villahermosa, Tabasco (Mexico); Istituto Marcelline Tommaseo, Milan (Italy); New Rochelle High School, New Rochelle (USA); Lycée International Saint Germain en Laye, Saint-Germain-en-Laye (France); Shanghai High School International Division, Shanghai (China); Benedetti Tommaseo, Venice (Italy).

## **PRADA GROUP**

Prada S.p.A. is a global leader 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 benefitting from a supply chain which includes 22 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 employs nearly 14,000 people and its products are sold in 70 countries worldwide through 637 directly operated stores as of June 30, 2020, brand's e-commerce, a selection of luxury department stores and multi-brand stores in the most prestigious locations as well as through the most important e-tailers.

The Prada Group is synonymous with innovation, transformation and independence and it is committed to promote a business culture oriented towards sustainability. These principles offer its brands a shared vision in which they are able to express their essence.

The company is listed on the Hong Kong Stock Exchange as 1913.HK.

## **UNESCO'S INTERGOVERNMENTAL OCEANOGRAPHIC COMMISSION**

The Intergovernmental Oceanographic Commission of UNESCO (IOC-UNESCO) promotes international cooperation in marine sciences to improve management of the ocean, coasts and marine resources.

The IOC enables its 150 Member States to work together by coordinating programmes in capacity development, ocean observations and services, ocean science and tsunami warning. The work of the IOC contributes to the mission of UNESCO to promote the advancement of science and its applications to develop knowledge and capacity, key to economic and social progress, the basis of peace and sustainable development.

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## THE JURY

### **Lorenzo Bertelli**

Lorenzo Bertelli, aged 32, has been Group Head of Marketing since 2019 and from 2020 has been appointed Group's Head of CSR. He is responsible, on one side, for the Group's Marketing and Communication strategy and for the development, innovation and sales analysis of the retail channel for all the Group's brands and, on the other, for the Group's overall approach to sustainability strategy and initiatives. He joined the Group in 2017 as Head of Digital Communication and was appointed as Head of Marketing and Communication in 2018. Mr. Bertelli has also been Director of Prada Holding S.p.A. since 2015. Lorenzo Bertelli obtained a degree in Philosophy at San Raffaele University in Milan in 2008; he is the son of Miuccia Prada and Patrizio Bertelli, the Chief Executive Officers of the Prada Group.

### **Vladimir Ryabinin**

Dr Vladimir Ryabinin (Engineer, 1978; Ph.D., 1982; and Doctor of Sciences, 1995) is the Executive Secretary of the Intergovernmental Oceanographic Commission of UNESCO and Assistant Director-General of UNESCO. Dr Ryabinin is an oceanographer, marine engineer, climatologist, and emeritus meteorologist of Russia. His research has led to a number of achievements in weather prediction, marine engineering, and in ocean and climate science. Some of his previous affiliations include the Hydrometcentre of Russia (as a researcher and head of laboratory), Moscow State University (as a lecturer), International Ocean Institute (as the director), and World Climate Research Programme (as a senior scientific officer). Dr Ryabinin's research started from mathematical modelling of ocean currents. He is a key developer of the first Soviet model that started predicting weather for the country for 5-7 days ahead. Later he worked in the Russian Arctic studying sea-ice and leading a big project for shelf engineering. He also developed a mathematical model of wind waves on the surface of the ocean. With his knowledge of ocean and atmosphere, sea ice, in 1980s he started to act as an expert for the United Nations, in 1990s contributed to the core design of the ocean observing system, and in 2000s-2010s was coordinating international climate research. Since 2015 his focus has been on using the science for saving the ocean.

### **Alessandro Baricco**

Alessandro Baricco is one of Italy's most versatile contemporary writers and public intellectuals. Known for his bestselling novels "Land of Glass" (Campiello and Prix Medicis Prize winner), "Ocean Sea" (1993) and "Silk" (1996, translated into 16 languages), Baricco has also had a prolific career as television host of cultural programs, as a playwright, and essayist. His fourth non-fiction book "The Barbarians" (2006) tackled the relationship between writing and the digital cultural revolution. In his latest book "The Game" (2018), Baricco has returned to this topic enlarging his perspective to the impact of the digital revolution on humanist thought and culture at large. The book represents an intellectual preface to the principles that Baricco has applied to the Academy program of the Holden School of Contemporary Humanities that he founded in 1994 in Turin (Italy).

### **Fabien Cousteau**

Grandson of Jacques-Yves Cousteau, Fabien spent his early years aboard his famous grandfather's ships, Calypso and Alcione and learning how to scuba dive on his fourth birthday.

From 2006 to 2010, Fabien was part of a multi-hour docu-series called, "Ocean Adventures" with his father, Jean-Michel Cousteau, and sister, Céline, inspired by his grandfather's famous 1978 series, "The Cousteau Odyssey". In the following years, and as a member of multiple cause-driven, Fabien has been working with local communities and children worldwide to help restore local water ecosystems. In June 2014, Fabien and his team of aquanauts embarked on *Mission 31*, the longest science expedition to take place at Aquarius, the world's only underwater marine laboratory located in Florida.

Fabien's *Mission 31* broke new ground in ocean exploration and honored the 50<sup>th</sup> anniversary of his grandfather's original underwater living experiment (Conshelf Two) by going deeper, longer and further, while broadcasting the Mission live on multiple channels. Early in 2016, he founded the Fabien Cousteau Ocean Learning Center ("FCOLC"), to fulfill his dream of creating a vehicle to make a positive change in the world. Currently, he is working on multiple projects and dedicates much of his time to the FCOLC's marine restoration programs and research initiatives including: Coral Reef Restoration, Mangrove Restoration, Beach Clean Ups, Sea Turtle Restoration and PROTEUS™. Recently Fabien was named an Honorary Advisor to the NGO Committee Sustainable Development-NY, whose purpose is to monitor and influence the implementation of the UN Sustainable Development Goals (SDGs).

### **Anne de Carbuccia**

Anne de Carbuccia is a French American artist and filmmaker who travels to the world's most remote locations to document through her art endangered environments, species and cultures. Her images have been exhibited in museums and public institutions throughout Europe and the United States. Her debut short film, *One Ocean*, was presented at the 75<sup>th</sup> Venice International Film Festival. Anne has established the Time Shrine Foundation in the USA and the One Planet One Future Association in Italy, to raise awareness on climate breakdown and human-caused threats to the planet. She is currently working on a feature a forthcoming documentary on the challenges of the "Anthropocene".

### **Kerstin Forsberg**

Founder and Director of *Planeta Océano*, a Peruvian non-profit organization empowering coastal communities in marine conservation through research, education and sustainable development efforts. She is Board Member of the international non-profit Migramar and has served as a consultant for the private, governmental, and inter-governmental sectors, including UNESCO and the Intergovernmental Oceanographic Commission. As a public speaker, she has presented in over 16 countries, in venues including the World Economic Forum Annual Meeting in Davos, the United Nations Headquarters and the Royal Geographic Society. Her efforts have included pioneering giant manta ray conservation in Peru, securing legal protection for critically endangered sawfish, setting-up Northern Peru's Marine Educators Network, among others. Forsberg has been named as one of Fortune Magazine's "50 World's Greatest Leaders", a "Next Generation Leader" by TIME and a "30 Under 30 Social Entrepreneur" by Forbes Magazine. She is a Rolex Award for Enterprise Laureate, Whitley Award ("Green Oscars") Winner, a World Economic Forum Young Global Leader, an Ashoka Fellow and member of Friends of Ocean Action.

### **Alessia Zecchini**

Alessia Zecchini (Rome, June 30, 1992) is an Italian freediver, world champion in six freediving disciplines, European indoor champion in 2019 and outdoor world champion in the same year. At the age of 13, she obtained her first federal apnea license in the A.s.d. "Apnea Blu Mare". Since 2012, she has been part of the Italian national team of indoor and outdoor freediving, so far winning sixteen gold medals, five silver and two bronze medals at the World Championships and three golds, six silvers and one bronze at the European Championships. She is currently the "deepest woman in the world" with her -113 meter in constant weight (monofin), achieved in August 2019 during the *World Championship in Roatan*, Honduras. On October 18, 2019 she becomes the first woman to have touched the depth of -100 meter exclusively with the use of her arms (free immersion), during the "Nirvana Oceanquest" in Curacao.

## THE MODERATOR

### **Patricia Furtado de Mendonça**

Patricia is a Brazilian Artist, an Inspirational Speaker, a Marine Activist and a "Water & Ocean Reconnection Experience" Facilitator. She holds a Master's degree in Performing Arts from the University of Rio de Janeiro and a Bachelor's degree in Drama, Arts and Music Studies from the University of Bologna, Italy. In 2017, after working for 20 years with ARTS + EDUCATION + SUSTAINABILITY interactions in artistic and academic environments, as well as in NGOs, private companies and governmental bodies, she decides to dedicate her life to what she loves the most: the Ocean. She founds ACQUA MATER, an organization that develops multidisciplinary projects to reconnect us to Ocean. In 2019 she releases "We are Water", the first documentary produced by Acqua Mater's "Nomadic Water School", in which she works with children in vulnerable situation. Besides promoting the construction of a New Water Culture and the dissemination of Ocean Literacy's principles and contents, she runs ongoing research about our Marine Memories, associating traditional knowledge, human and natural sciences. She collaborates with various international organizations directed to the Youth as a Mentor and an Advisor, such as: *Sustainable Ocean Alliance, Waterlution, UNFCCC Youngo Ocean's Voice and Mermaid Federation International*. She's also the Brazilian Coordinator of the Latin American Marine Educators Association and an "ImPact Professional" of the UN Brazilian Global Compact Network.

## **SOME PROFESSORS AND STUDENTS' VOICES**

### **PROFESSORS**

#### **Carmen Glenn**

**New Rochelle High School, New York City (USA)**

"Students care deeply about the ocean and want to do something to conserve natural resources".

#### **Jesus Fernandez**

**Junior High Principal, Colegio Latino, Mexico City (Mexico)**

"We must encourage the new generations to create awareness of their own ecological commitment".

#### **Elia Martins**

**Agrupamento de Escolas Anselmo de Andrade, Almada (Portugal)**

"Ocean's future is in the hands of next generations. They must be trained towards more ethical choices".

#### **Francesca Boscolo**

**Liceo Benedetti Tommaseo, Venice (Italy)**

"It's important to promote sustainable behaviours. Young people enthusiasm, like the sea, is boundless".

### **STUDENTS**

#### **Bruno Silva**

**Agrupamento de Escolas de Vialonga (Portugal)**

"We must create awareness within communities on marine pollution. All together we will be better".

#### **Leonor Castro**

**Agrupamento de Escolas de Vialonga (Portugal)**

"Increase the responsibility and the awareness of conservation depend on you, on all of us".

**Iris Atende****Agrupamento de Escolas de Vialonga (Portugal)**

"Thanks to SEA BEYOND, I learned how to take the right steps to help and save our planet".

**Jessica Martin and Alberta Carraro****Liceo Benedetti Tommaseo, Venice (Italy)**

"Through the SEA BEYOND programme, we discovered how air pollution affects ocean's health".

**Kayla Labuschagne****Protea Heights Academy, Cape Town (South Africa)**

"Never stop trying to better our environment, because without it none of us would exist".

**Daniella Wood****Protea Heights Academy, Cape Town (South Africa)**

"We need to learn to sustain and conserve the ocean. And together we can make a difference".