

S ≈ A B ≈ YOND

PRESS RELEASE

PRADA GROUP AND UNESCO-IOC TOGETHER FOR SEA BEYOND

Update of the educational programme on the occasion of the World Water Day

Milan and Venice, 22nd March 2022 – Today, on the occasion of the World Water Day, the Prada Group and UNESCO's Intergovernmental Oceanographic Commission (UNESCO-IOC), are pleased to provide an update on SEA BEYOND, the educational programme launched in 2019 and dedicated to the preservation of the sea.

The initiative focuses on three main pillars: an international educational module for secondary school students; the "Kindergarten of the Lagoon" project in Venice; and the training activities on ocean literacy for Prada Group's 13,000+ employees.

1. The 2021/22 educational module dedicated to international secondary school students:

Ten schools in the following countries have joined this second edition: Brazil, China, Italy, Mexico, Peru, Portugal, South Africa and United Kingdom.

A series of webinars led by UNESCO experts, dedicated to teachers and students of the participating schools started in October 2021¹. These trainings provided an opportunity to learn more about the ten challenges of the Ocean Decade for Sustainable Development².

During spring 2022, Prada Group and UNESCO-IOC will launch a competition inviting students to freely interpret (using text, graphics or interactive contents) one of the ten challenges of the Ocean Decade. The projects will be selected by an international jury of "Sea Beyonders", composed of (in alphabetical order):

Enzo Barracco, photographer and climate artist;

Fabien Cousteau, aquanaut, oceanographic explorer and environmental advocate;

Kerstin Forsberg, marine scientist and social entrepreneur;

Valentina Gottlieb, environmental influencer and activist;

Hugo Vau, athlete, ocean explorer and surfer.

Vladimir Ryabinin, Executive Secretary of the Intergovernmental Oceanographic Commission and Assistant Director General of UNESCO, and **Lorenzo Bertelli**, Prada Group Head of Corporate Social Responsibility, will chair the jury.

The winning schools will be announced on 29th June 2022 in a dedicated event, during the UN Ocean Conference taking place in Lisbon and moderated by Brazilian marine activist **Patricia Furtado de Mendonça**.

Participating schools include:

Avenues, São Paulo (Brazil); Shanghai High School International Division, Shanghai (China); Istituto Marcelline Tommaseo, Milan (Italy); Colegio Latino, Villahermosa, Tabasco (Mexico); Newton College, Lima (Peru); Markham College, Lima (Peru); Anselmo De Andrade, Almada (Portugal); Agrupamento de Escolas de Vialonga, Vialonga (Portugal); Protea Heights Academy, Protea (South Africa); the Kingston Academy, Surrey (United Kingdom).

¹ As part of the training project, the participating schools received a recyclable cardboard to experience a virtual reality content dedicated to the SEA BEYOND initiative.

² The 10 challenges represent the most immediate and urgent priorities for the Ocean Decade, aiming to unite the Decade partners in collective action on a global, regional, national and local scale, and will contribute to achieving the results of the Ocean Decade.

2. The "Kindergarten of the Lagoon" in Venice:

Prada Group and UNESCO-IOC are collaborating on an educational project for kids based on the principles of outdoor education that will start in September 2022.

The programme will be presented in May in Venice, at the presence of Prada Group and UNESCO representatives as well as local institutions.

3. Ocean literacy trainings:

The training activity for Prada Group's 13,000+ employees continues to be delivered on a global scale, raising their awareness on ocean literacy and encouraging them to play a more active role in protecting the ocean.

"On this important day for our planet, let's remember that sustainability and the preservation of our resources are closely linked to education. Even though it is difficult to find solutions for the climate emergency that surrounds us, only through education and daily small gestures, we will concretely accelerate towards the change we need", declared Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility.

"UNESCO-IOC is pleased to continue its fruitful collaboration with the Prada Group. We communicate the importance of learning about the ocean and 'walking the talk' with concrete actions that are science-based and lead to tangible solutions. Investing in ocean literacy will help us shape the next generation of ocean stewards and sustain ocean action into the future", said Vladimir Ryabinin, Executive Secretary of UNESCO's Intergovernmental Oceanographic Commission.

PRADA GROUP

Pioneer of a dialogue with contemporary society across diverse cultural spheres and an influential leader in luxury fashion, Prada Group founds its identity on essential values such as creative independence, transformation and sustainable development, offering its brands a shared vision to interpret and express their spirit. The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe and the historic Pasticceria Marchesi.

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 10 CHALLENGES OF THE OCEAN DECADE:

- 1 - Understand and track the sources of terrestrial and marine pollutants and contaminants and their potential impact on human health and ocean ecosystems, and develop solutions to remove or mitigate them.
- 2 - Understand the effects of multiple factors of stress on ocean ecosystems and develop solutions to monitor, protect, manage and restore ecosystems and their biodiversity under changing environmental, social and climatic conditions.
- 3 - Generate knowledge, support innovation and develop solutions that optimise the role of the ocean in sustainably feeding the world's population under changing environmental, social and climatic conditions.
- 4 - Generate knowledge, support innovation and develop solutions for an equitable and sustainable development of the ocean economy under changing environmental, social and climatic conditions.
- 5 - Improve understanding of the ocean-climate nexus and generate knowledge and solutions to mitigate, adapt and build resilience to the effects of climate change in all geographical areas and at all scales, and to improve services, including marine, meteorological and climate forecasting.
- 6 - Improve multi-hazard early warning services for all marine and coastal hazards of a geophysical, ecological, biological, meteorological, climatic and anthropogenic nature, as well build up preparedness and resilience of the core community.
- 7 - Ensure a sustainable marine observing system in all ocean basins providing accessible, timely and usable information and data to all users.
- 8 - Through multi-stakeholder collaboration, develop a comprehensive digital representation of the ocean, including a dynamic sea map, providing free and open access to explore, discover and visualise past, current and future marine conditions in a way that is relevant to the different stakeholders.
- 9 - Ensure comprehensive capacity development and equitable access to data, information, knowledge and technology in all aspects of marine science and for all stakeholders.
- 10 - Ensure that the multiple values and services of the ocean for human wellbeing, culture and sustainable development be widely understood, and identify and overcome barriers to behavioural change for radical change in the relationship between humans and the sea.