

S ≈ A B ≈ YOND

PRESS RELEASE

World Ocean Day and SEA BEYOND: Prada Group's initiatives in partnership with IOC/UNESCO

Milan and Venice, June 8th, 2023 - On World Ocean Day, Prada Group reinforces its commitment to educate on ocean literacy through several initiatives as part of SEA BEYOND, the educational programme that the Group has been conducting in partnership with UNESCO's Intergovernmental Oceanographic Commission since 2019 to raise awareness on ocean preservation:

- **SEA BEYOND learning experience through the AWorld app, official partner of the United Nations, to train Prada Group employees worldwide**

Today, the Prada Group launches a **learning experience for its 14,000+ employees** with the aim of deepening ocean literacy and encouraging the adoption of sustainable behaviors in everyday life. The training programme, in collaboration with AWorld - the official platform of the United Nations Act Now campaign - and IOC/UNESCO, is composed of six episodes, available in six languages for a duration of four months. Topics will include "*The Prada Group's Commitment on Ocean Literacy with IOC/UNESCO*", "*What is Ocean Literacy*", "*The UN Ocean Decade*", "*The Ocean and the UN 2030 Agenda*", and "*The Ocean Decade Challenges*".

The project combines educational activities with a "challenge" for the Group's colleagues: employees across the world are invited to record their daily sustainable actions and choices to climb the leaderboard and win. The champion will be announced in October.

- **The Kindergarten of the Lagoon**

Prada Group presents two dedicated events for the pre-school kids in Venice, within the framework of the **Kindergarten of the Lagoon**, the educational project based on the principles of outdoor education aiming to create a link between children and the Venice lagoon ecosystem. On June 8, Marta Musso, winner of the "*Donna di Mare 2022*¹" award, will teach children about plankton with the support of her mobile van laboratory. On Saturday, June 10, the outdoor experience will be extended to families, and will allow the kids and their parents to discover the biodiversity of the Venetian lagoon together.

- **Ocean&Climate Village**

Palazzo Zorzi, Venice headquarters of the UNESCO Regional Office for Science and Culture in Europe, hosts the **Ocean&Climate Village**, the traveling exhibition curated by IOC/UNESCO and designed to bring young generation closer to the ocean.

¹ Award conceived by IOC/UNESCO in 2022 and dedicated to young women active in preserving our planet and the Sea in particular

The initiative, which debuted at Triennale Milano in October 2021, has already made several stops in Italy, and the Prada Group participates again with educational contents dedicated to SEA BEYOND, including information panels, interactive games and an “immersive” virtual reality video to raise awareness on the need to protect our ocean.

In addition, a video installation tells the story of the SEA BEYOND project, from the most recent initiatives of the Kindergarten of the Lagoon to describing the past two editions of educational modules in secondary schools around the world. The exhibition can be visited for free on June 8, from 10 a.m. to 6 p.m.

Prada Group

The Prada Group is socially engaged to contribute to the sustainable development of the communities and stimulate the cultural debate in all its forms of expression. The Group partners with recognized players and international entities to develop educational and training programs, value talent, support scientific research, foster women’s empowerment, and promote local culture and artistic heritage. The Prada Group operates in the luxury sector through the Prada, Miu Miu, Church’s, Car Shoe, Marchesi 1824 and Luna Rossa brands.

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.

For further information

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