

# S ≈ A B ≈ YOND

**AS PART OF SEA BEYOND, THE PRADA GROUP AND IOC/UNESCO SUPPORT THE  
PROMOTION OF THE SCIENTIFIC DISCOVERY BY MARINE BIOLOGIST  
GIOVANNI CHIMIENTI**

**A documentary that tells the story of the black coral forests of Marettimo,  
to inspire new generations to protect the sea**

**Marettimo, 19 July 2023** – Yesterday, in the evocative setting of Marettimo, the wildest of the Egadi Islands, the documentary “Il Bianco nel Blu” (“Deep White Forests”), has been premiered outdoors under the evening sky. The documentary recounts the scientific research of black coral by marine biologist and National Geographic Explorer Giovanni Chimienti, which was conducted in the waters of the Egadi Islands. The Prada Group has supported the dissemination of Chimienti’s studies and discoveries as part of its SEA BEYOND project, in order to share the research findings, spread the principles of ocean literacy and inspire new generations to protect the sea.

The screening was preceded by a talk, moderated by Marco Cattaneo, Editor in Chief of National Geographic Italia, and attended by Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility, Francesca Santoro, IOC/UNESCO Senior Programme Officer, and marine biologist Giovanni Chimienti.

Lorenzo Bertelli stated: *“Through the SEA BEYOND project and in partnership with UNESCO, the Prada Group continues its commitment to generate a real impact, both through ocean literacy and spreading scientific research, to create shared knowledge. We would like to sincerely thank the Marettimo community, who have welcomed us and provided the setting for the launch of a new phase of SEA BEYOND”.*

Indeed, the initiative signals the extension of the project’s intervention areas which were recently announced in partnership with IOC/UNESCO. Along with ongoing educational activities, there will be additional support for scientific research dissemination and the development of humanitarian projects, both related to the sea. The objective is to make SEA BEYOND an “open platform”, welcoming third-party projects with ocean preservation principles at the core, which will be validated by IOC/UNESCO to guarantee their value. The expansion of the programme is made possible by the donation of 1% of the proceeds from the Prada Re-Nylon collection to SEA BEYOND, to support and further develop the initiative.

### **The documentary**

Directed by Igor D’India, a video-maker expert on documentaries dedicated to environmental protection, the project depicts the various stages of biological research over the course of a year. The film follows a team of scuba divers, technicians, and scientists through three expeditions that resulted in the discovery of vast stretches of black coral between 60 and 500 metres deep off the coast of Marettimo. This very rare species of coral indicates the presence of an almost uncontaminated ecosystem and emphasises the importance of studying and understanding the marine biodiversity of places like the Egadi Islands.

During Giovanni’s last residence period on the island, a group of young people from the Marettimo community participated in an educational session dedicated to the local marine ecosystem. Together with the biologist, the SEA BEYOND team - represented by Valentina Lovat (expert in ocean literacy for UNESCO’s Intergovernmental Oceanographic Commission) - involved the group in an ocean education experience, to help them understand the rarity of the local ecosystem and the need to preserve it. At the same time, the locals reciprocated in the exchange by sharing the secrets of the island with Giovanni and Valentina.

## **SEA BEYOND in short**

Since 2019, the SEA BEYOND programme has contributed significantly to the progress of ocean education on a global scale, through a series of initiatives:

- Since its debut, the project has trained more than 600 international secondary school students. In its 1st and 2nd edition, 20 secondary schools joined a dedicated educational module from Brazil, China, Italy, Mexico, Peru, Portugal, the United Kingdom, and South Africa. Over the 2nd edition, students have been invited to freely interpret (with text, graphics, or interactive content), one of the ten challenges of the Ocean Decade. The winning projects were awarded during the UN Ocean Conference event in Lisbon in June 2022;
- The “Kindergarten of the Lagoon”, an educational programme of outdoor lessons in Venice for children in preschool, which was launched in January 2023 and has already reached more than 120 children;
- Strengthened understanding of ocean literacy for Prada Group’s ~14,000 employees worldwide, via **AWorld** app, the official platform selected by the United Nations to live more sustainably;
- On 27 June 2023, the Prada Group announced its commitment to donate 1% of the proceeds of the Prada Re-Nylon collection to the SEA BEYOND project. This increase in resources in favour of the initiative has allowed:
  1. The strengthening of the partnership with IOC/UNESCO, broadening the educational programme with a two-year new programme on ocean literacy. This includes the opening of an Ocean Decade Coordination Office in Venice, which will be responsible for the development of the programme;
  2. The expansion of the SEA BEYOND programme’s intervention areas, from now on extended to support for scientific research dissemination and to the development of humanitarian projects, both connected with ocean preservation

## **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 more information**

Prada Group Press Office

[corporatepress@prada.com](mailto:corporatepress@prada.com)

[www.pradagroup.com](http://www.pradagroup.com)