

SAILING TOWARDS OCEAN CONSERVATION: LUNA ROSSA AND UNESCO RENEW THEIR PARTNERSHIP

Ahead of the 38th America's Cup, Luna Rossa and UNESCO are strengthening efforts to advance ocean literacy and global awareness of ocean protection

Cagliari, Paris, July 8, 2026 – The ocean connects us all, across borders, generations, and communities. First launched in 2024, the partnership between Luna Rossa and UNESCO enters a new chapter for the 38th America's Cup, reaffirming a shared commitment to ocean conservation which is at the core of SEA BEYOND, the project by Prada Group conducted in partnership with the Intergovernmental Oceanographic Commission (IOC) of UNESCO since 2019, on the occasion of the International Day of the Mediterranean Sea.

As a visible symbol of this commitment, the UNESCO and SEA BEYOND logos will appear on the sails of Luna Rossa, highlighting the role of the sailing community in fostering sustainable practices and protecting marine ecosystems.

A key initiative of this renewed partnership will be a new edition of the **Ocean&Climate Village** – the travelling, immersive, and interactive science exhibition that explores the complex connections between the ocean and the global climate – which will be hosted at the Luna Rossa Base in Cagliari (Italy) in October. For this new iteration, the Ocean&Climate Village will be curated by design and research studio Formafantasma.

The exhibition, so far, has been showcased in China (Shanghai and Qingdao), Spain (Barcelona, on the occasion of the 37th America's Cup) and in Italy (Naples, Venice, and Milan).

“Sport has the power to inspire beyond competition. Together, UNESCO and Luna Rossa will harness that energy to advance ocean literacy, inspire new generations, and strengthen global action to protect the ocean”, declared **Magdalena Landry, Director, UNESCO Regional Bureau for Science and Culture in Europe.**

“We are proud to renew this partnership, which confirms a shared commitment to ocean education and the protection of the marine environment”, said **Max Sirena, Chief Executive Officer of Luna Rossa.** *“For our team, it is a great honor to contribute, together with UNESCO, to spreading knowledge, awareness and a love for the ocean on a global scale. Luna Rossa will continue to champion this message within the world of sailing and the America's Cup, with responsibility, passion and determination”.*

“Renewing this partnership represents a meaningful continuation of a shared path built on common values”, commented **Lorenzo Bertelli, Prada Group Head of Sustainability.** *“The recognition of Luna Rossa as an ambassador further reinforces Prada Group's commitment to advancing ocean knowledge and fostering a deeper collective awareness of its importance”.*

SEA BEYOND

SEA BEYOND is a project by Prada Group conducted in partnership with the Intergovernmental Oceanographic Commission (IOC) of UNESCO since 2019 to raise awareness of sustainability and ocean preservation, contributing to the progress of ocean education on a global scale through a series of training initiatives for younger generations. Since its debut, the educational program has shared the principles of ocean literacy with more than 38,000 students around the world. Moreover, the “Kindergarten of the Lagoon” project – outdoor education activities for preschool children in Venice – was launched in 2023 to create links between kids and the lagoon ecosystem. While the main focus remains education, SEA BEYOND has recently extended its scope to new areas of focus: support for scientific research, community engagement activities and policy advocacy dedicated to the ocean. The commitment was further reinforced in 2025 with the launch of the SEA BEYOND – Multi-Partner Trust Fund for Connecting People and Ocean, designed to mobilize financial resources from a broad coalition of partners to help restore the relationship between humanity and the ocean. As of July 2023, 1% of the proceeds from the Prada Re-Nylon for SEA BEYOND Collection benefit SEA BEYOND. The list of products in this Collection is available at www.prada.com. Through SEA BEYOND, Prada Group has also trained its more than 14,000 employees worldwide on ocean literacy principles via VR educational content and the AWorld app, the official platform selected by the United Nations to live more sustainably.

PRADA GROUP

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

LUNA ROSSA

Luna Rossa is the challenger with the most participations in the America’s Cup. The team was founded in 1997 by Patrizio Bertelli to compete in the 30th edition of the event in 2000. Since then, it has taken part in six editions of the America’s Cup, winning the Challenger Selection Series twice (the Louis Vuitton Cup in 2000 and the PRADA Cup in 2021) and reaching the finals also in 2007, 2013 and 2024. Luna Rossa represents the Circolo del Remo e della Vela Italia yacht club in the challenge for the 38th edition of the America’s Cup, which will be held in Naples, Italy, in 2027.

UNESCO

UNESCO is the United Nations Educational, Scientific and Cultural Organization. It contributes to peace and security by leading multilateral cooperation in the fields of education, science, culture, communication and information. As part of this mandate, UNESCO Intergovernmental Oceanographic Commission promotes international cooperation in marine sciences to improve management of the ocean, coasts and marine resources. UNESCO also leads the United Nations Decade on Ocean Science for Sustainable Development (2021-2030). With 194 member states, UNESCO employs over 2000 people, has offices in 54 countries and coordinates a network of over 2000 protected cultural and natural sites. Its headquarters are in Paris, and its current Director General is Khaled El-Enany.

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