

# S ≈ A B ≈ YOND

**PRADA GROUP PRESENTS THE SECOND EDITION OF SEA BEYOND,  
THE EDUCATIONAL PROGRAMME ON OCEAN PRESERVATION  
IN PARTNERSHIP WITH IOC-UNESCO**

***"From the Ocean we have to the Ocean we want"***

**Milan and Venice, June 8<sup>th</sup>, 2021** – Today, on the occasion of the World Oceans Day, Prada Group and the Intergovernmental Oceanographic Commission of UNESCO, project office of the Regional Bureau for Science and Culture in Europe, announce the launch of the second edition of SEA BEYOND, a tailor-made educational programme dedicated to ocean preservation and sustainability, originally debuted in 2019.

Given the success of the first edition and with the intention of linking the project to the UN Decade of Ocean Science for Sustainable Development, officially started in January 2021, the programme will be enriched with global and local initiatives dedicated to all ages.

The aim is to engage the highest number of people in the Ocean Decade through a set of different activities:

- Following an extremely positive experience in previous years, **Prada Group and IOC-UNESCO will design a new educational module for secondary school students around the world**, continuing to work with the same countries, which took part in the first edition, but also adding other nations that have already expressed interest in participating, such as Brazil, Peru and Namibia. At the end of the learning process, an innovative global contest will be launched to select the best student projects – to be nominated, once again, by an international jury of "Sea Beyonders", experts who dedicated their lives to the ocean and education;
- An additional component will be **the involvement of Prada Group's 13,000 employees around the world**. Targeted resources will be developed to make everyone more ocean literate and to encourage an active role in protecting the ocean. Engaging webinars as well as an app will be used to commit every country and organize a "sustainable challenge" on a global scale;
- In the context of the Ocean Decade, **Prada Group will support IOC-UNESCO in founding the "Kindergarten of the Lagoon" (Asilo della Laguna) in Venice**. The kindergarten will be established on the basis of outdoor education principles. The first of its kind in a lagoon, it will be launched in 2022 with some 20 children as an experimental phase.

*"We are very proud of the success of Sea Beyond, stemming from UNESCO's Oceanographic Commission's passion to continuing to dedicate every day to the promotion of a more responsible ocean. Today we are pleased to launch a new phase of the project, which plans to address not only students from all over the world but also a wider audience, with the aim of engaging local communities and our employees on a global scale",* said Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility.

*"UNESCO is pleased to continue its collaboration with the Prada Group. This partnership has led to the successful implementation of ocean literacy projects; it has also supported the activities of museums during the pandemic. Promoting public-private partnerships, such as this one, is critical for the successful implementation of the Agenda 2030 for Sustainable Development. The Ocean Decade provides an unparalleled opportunity to promote and enhance the way we study and understand the ocean; it can revolutionise public engagement towards the protection and safeguarding of the ocean. Ultimately, these new initiatives promoted in collaboration with the Prada Group will constitute an important step forward towards the achievement of the ocean we want,"* declared Ana Luiza M. Thompson-Flores, Director of the UNESCO Regional Bureau for Science and Culture in Europe.

### **About the "Kindergarten of the Lagoon"**

The project will focus on the promotion of Ocean Education, giving children the opportunity to get to know the sea since early childhood, becoming the protagonists of a future *Ocean Generation*.

This approach allows for a direct connection between children and nature through outdoor activities and in direct contact with the local community: Venice, the city in the lagoon, is a perfect place to build a strong relationship with the environment.

Following the principles of the "Blue Schools", didactic activities will help children understand the ocean and develop a sense of responsibility towards the planet.

### **About the Ocean Decade**

The mission of the Ocean Decade is "to catalyse transformative ocean science solutions for sustainable development, connecting people and our ocean".

Seven outcomes describe the "Ocean we want" at the end of the Ocean Decade:

1. **A clean Ocean**, where sources of pollution are identified and reduced or removed;
2. **A healthy and resilient Ocean**, where marine ecosystems are understood, protected, restored and managed;
3. **A productive Ocean**, supporting sustainable food supply and a sustainable ocean economy;
4. **A predicted Ocean**, where society understands and can respond to changing ocean conditions;
5. **A safe Ocean**, where life and livelihoods are protected from ocean-related hazards;
6. **An accessible Ocean**, with open and equitable access to data, information technology and innovation;
7. **An inspiring and engaging Ocean**, where society understands and values the ocean in relation to human wellbeing and sustainable development.

## **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.

### **For further information:**

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