

S ≈ A B ≈ YOND

NOTE TO THE PRESS

PRADA GROUP PARTNERS WITH UNESCO FOR THE "OCEAN&CLIMATE VILLAGE" EVENT

Triennale Milano - 1, 2, 3 October, 2021

Milan, September 28th, 2021 - On the occasion of the Pre-Cop26 event, from September 28th to October 2nd - five days of preparatory work to take place in Milan for the United Nations Annual Conference on Climate Change (COP26) which will be staged in Glasgow at the beginning of November and will be organized in collaboration between Italy and the United Kingdom - the Prada Group will be partnering with UNESCO for the "Ocean&Climate Village" programme, participating with the SEA BEYOND project. The initiative will run from October 1st to October 3rd at Triennale Milano.

Within the Ocean Decade aim to spread ocean literacy and educate young generations towards ocean preservation, UNESCO will take-over a portion of the Museum at the first floor, to set up an educational pavilion in which children and teens, from primary school to University students, will experience the sea throughout a series of interactive activities and laboratories.

The Prada Group will offer dedicated contents related to the SEA BEYOND educational programme, developed in partnership with UNESCO-IOC since 2019 and supported by the proceeds of the Prada Re-Nylon collection in regenerated nylon. Graphics, games as well as a video, will describe the project to guests of all ages.

Moreover Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility, will be part of the jury selecting the most innovative solutions for the benefit of the Ocean that will be presented within an "Oceanthon", a digital Hackathon dedicated to Ocean and climate, open to all the scientific University students of the Mediterranean countries.

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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