

## SUSTAINABILITY

# Prada's Lorenzo Bertelli Speaks of Environmental, Financial Sustainability

● Prada's head of marketing and CSR hosted the award ceremony of the "Sea Beyond" education program with UNESCO.

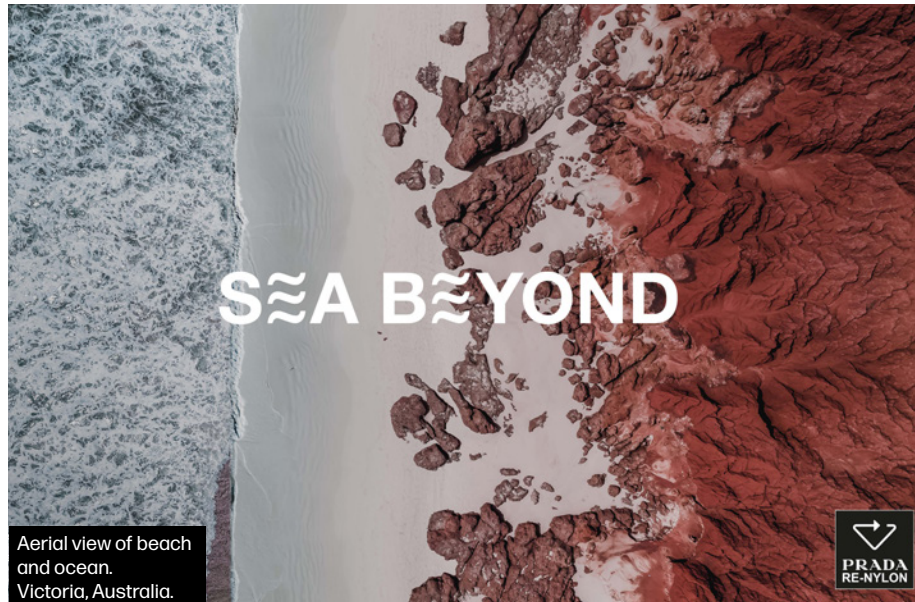
BY LUISA ZARGANI

MILAN — "The ocean is not too big to fail and too big to ignore," said Vladimir Ryabinin, executive secretary of the Intergovernmental Oceanographic Commission and assistant director general of UNESCO. He was speaking at the digital award ceremony on Friday that concluded the "Sea Beyond" education program launched last year by Prada and the commission.

The winning campaign among those developed by international secondary school students and dedicated to ocean preservation was produced by the Portuguese school Agrupamento de Escolas de Vialonga in Vialonga, Lisbon, with the short cartoon "Redes circulares: Cerco ao plástico no mar" (Circular nets: a sea of plastic), showing the catastrophic plastic pollution endangering the ocean ecosystems and how to collect plastic waste for upcycling opportunities.

Lorenzo Bertelli, Prada Group head of corporate social responsibility and marketing, admitted the difficulties the program encountered, launched just before the onset of the COVID-19 pandemic, but "we all committed to stick to the plan. This is a very important moment for me personally and it's the end of a journey."

Bertelli underscored that his efforts



Aerial view of beach and ocean. Victoria, Australia.

are channeled into "doing something that is both environmentally and financially sustainable." Prada's use of regenerated nylon exemplifies this goal. "We are not producing capsules or small quantities. Its impact is big and proves it is economically sustainable." Sharing this mind-set with the future generations is key, "showing that a more sustainable future is possible. There is no reason not to fight for it." He said Prada is succeeding in fully converting to Re-Nylon (regenerated nylon) by the end of 2021, as announced.

Prada will bestow 5,000 euros to the winning school to be invested in educational materials.

The Shanghai High School International Division in Shanghai, with the board game "Environopoly," which aims to

provide entertainment and environmental knowledge to students, ranked second, followed by Colegio Latino, Villahermosa and Tabasco, Mexico, with an awareness campaign titled "Sea Beyond," dedicated to the impact of microplastics on the ocean.

The top three campaigns will be uploaded on Prada and UNESCO social channels and websites.

Jury members included Italian writer Alessandro Baricco; aquanaut, oceanographic explorer and environmental advocate Fabien Cousteau; environmental artist Anne de Carbuca; marine scientist and social entrepreneur Kerstin Forsberg, and Italian gold-medalist free diver Alessia Zecchini.

"We need to stop saying things are impossible and use that as an excuse not to do something," said Cousteau. "Nature

is my teacher. No ocean, no life. Nature needs a break from our impact and COVID-19 has showed us [that]."

"Art has a big responsibility, almost a civic duty to talk about this," said de Carbuca, whose striking works prompt viewers to reflect on the damage mankind has done to nature and animals. Art, she believes, is "a tool to people's hearts, it's a shortcut to pass on messages, even scientific ones. I have experienced the ocean during all my childhood. I really started to see the changes, because the big changes had really started in the ocean. And so I try, as much as I can, through my work, to show you, to share with you that underworld, and that love."

For the Prada Group, the promotion of culture is "an integral part of our sustainability strategy," said Bertelli last year, launching the project.

Prada has been raising the bar on its sustainability goals and in February signed a new sustainability linked, five-year loan with UniCredit banking group for 90 million euros — the third such loan.

The loan is linked to key performance indicators: the regeneration and reconversion of production waste and Prada's ability to increase the share of self-produced energy.

The Italian company has invested in reducing production waste in clothing, leather goods and footwear and it is committed to transferring these waste materials to third parties for their introduction into other production cycles, either through their regeneration or conversion into fertilizers or energy. Prada has also invested in the construction of photovoltaic systems in the group's industrial and corporate sites.

## FASHION

## The Attico Wants to Join You at The Beach

● The brand is launching on March 29 a beachwear capsule collection, called "State of Nature," carrying bikinis and one-piece swimsuits with a sexy touch.

BY ALESSANDRA TURRA

MILAN — The Attico continues to expand its product offering.

The Milan-based brand founded by Gilda Ambrosio and Giorgia Tordini is entering the world of beachwear with the "State of Nature" capsule collection.

Offering 15 styles, spanning from bikinis to one-piece swimsuits, as well as a cropped T-shirt and a tubular miniskirt, the capsule mixes sexy, feminine touches with more athletic cuts. The designs are crafted from Lycra, both smooth and ribbed, as well as from a coated fabric with a metallic finishing. The color palette includes The Attico's signature vibrant tones of hot pink, turquoise, orange, lime green, along with a chic brown shade. Mainly developed



The Attico "State of Nature" Beachwear Capsule Collection

in solids, the capsule also features two prints, including a zebra pattern and a psychedelic, multicolor motif. Chains and torchon details enrich some of the styles.

"Summer is our favorite season and we really had a desire to create our own swimsuits," said Tordini. "Our biggest goal has been finding the right cuts and silhouettes, to give our swimsuits a sexy touch, but always staying elegant and never vulgar."

For the launch of the capsule, which retails at between 190 euros for basic bikini sets and 370 euros for a one-piece design with a chain embellishment, The Attico tapped South African photographer Henrik Purienne, who shot the collection on two models on a sandy beach in Cape Town, South Africa.

"Since we called the collection 'State of Nature,' we wanted to really communicate through the images and the video shot by Purienne the tight link that every woman experiences during the summer with the elements, such as the sand of the beach or the water of the ocean," said Ambrosio. "We tried to convey a sense of peace and harmony with the environment, which is something we think that people really dream of after these long months at home."

Debuting on Monday on The Attico's official online store and on Mytheresa, the beachwear capsule collection will be soon be available in 80 selected doors around the world.

"This is a first capsule, but we are already planning a full collection for next summer,"

said Tordini, explaining that beachwear will become a stable category for the brand.

The Attico, which is mainly known for its bold and flamboyant cocktail and evening attire, in February launched its first genderless streetwear capsule, called "Life at Large," which is available at around 200 global retailers.

The brand in 2018 received an investment from Remo Ruffini, who acquired a 49 percent stake in the company through a vehicle called Archive Srl, controlled by Ruffini Partecipazioni Holding Srl. In July it revealed its decision to change its presentation schedule, unveiling two main collections a year, along with a range of capsules focused on different product categories.





## LVMH, Richemont and Prada Join Forces in Blockchain Consortium



The "unprecedented collaboration" will help consumers trace the provenance and authenticity of luxury goods.

Three European rivals are joining forces in an "unprecedented collaboration" to help consumers trace the provenance and authenticity of luxury goods.

LVMH Moët Hennessy Louis Vuitton, which in 2019 initiated the Aura platform, will be joined by Prada Group and Compagnie Financière Richemont in the Aura Blockchain Consortium, which will promote the use of a single blockchain solution open to all luxury brands worldwide.

Bulgari, Cartier, Hublot, Louis Vuitton and Prada are already keyed into the platform, which will give consumers direct access to a product's history, proof of ownership, warranty and maintenance record.

According to a joint release revealing the creation of the consortium, it is in "advanced" discussions with several independent brands, and "brands within founder groups" to join soon since the blockchain "offers flexibility to support companies of various sizes and to adapt to individual needs."

LVMH, Prada and Richemont worked together to create a "single solution to address the shared challenges of communicating authenticity, responsible sourcing and sustainability in a secure digital format."

Known as a "multinodal private blockchain," the platform records information in a secure and non-reproducible manner and generates a certificate for its owner, "enhancing the desire for beautiful objects made with savoir-faire and high-quality sustainable materials," the consortium said.

Prada.jpg" alt="Antonio Belloni, Lorenzo Bertelli and Cyrille de Vigneron" width="640" height="430" id="17d7c024">

Antonio Belloni, Lorenzo Bertelli and Cyrille de Vigneron Antonio Belloni portrait by Robert Jean-François, Lorenzo Bertelli by Brigitte Lacombe, Cyrille de Vigneron by Nicolas Guerbe / All Pictures Courtesy

It stressed that "luxury brands have a unique story to tell on the quality of their materials,



craftsmanship and creativity” and that the blockchain would “increase customer trust in the brands’ sustainable practices and product sourcing.”

The Aura platform was developed in partnership with Microsoft and New York-based blockchain software technology company ConsenSys, and the consortium will operate out of Geneva.

In an interview, Toni Belloni, group managing director of LVMH, said consumer demand to know more about what they buy — from authenticity to traceability along the supply chain — is growing and has not been fully satisfied, until now. The blockchain will allow a jewelry purchaser to have information on ethical sources of diamonds, for example.

What’s more, luxury clients will be better served by “an industry standard rather than having to deal with the complexity of each brand having its own approach. The customer will have one known and trusted platform,” Belloni said.

Lorenzo Bertelli, head of marketing and corporate social responsibility at **Prada** Group, agreed, mentioning the confusion engendered by having various operating systems for mobile telephones.

“It was a common-sense decision,” he said when asked about joining forces with rivals. “It’s easier for everyone to build something together, instead of everybody investing by himself only to find out that is better to find a common platform, a common language.”

He noted **Prada** has yet to launch its consumer-facing app and online “environment,” but has been readying for the Aura blockchain by embedding radio-frequency identification chips, or RFID, into “millions” of products, which began reaching stores in the second half of 2020. Consumers can register their products retroactively as soon as its app goes live.

“In our eyes, it’s a service,” he said, speaking over Zoom, noting that the “hardest part” is deciding how to best leverage the blockchain as another differentiator for makers of luxury goods. “Every brand will have his own strategy.”

Louis Vuitton was the first to leverage the Aura platform and has already issued a “very significant” number of certificates, Belloni said, characterizing the blockchain as a tech-enhanced update on guarantee certificates sold with products such as high-end watches. “This is another way of protecting the brand and the purchaser.”

For brand marketers, the blockchain also offers a weapon against counterfeiters and gray-market distribution, he added.

Belloni said LVMH invested “a few millions” to establish the initial Aura blockchain, and there is a mechanism so the shared investments of the consortium founders are refunded over time, while ensuring that monies be invested to continue improving the technological platform for future needs. Participating luxury brands pay an annual licensing fee and a volume fee, he said, noting that the consortium is not-for-profit.

Belloni said the platform will be dedicated to all manner of luxury goods, even potentially cars, and any brand where “high standards of quality, traceability, transparency and authenticity” are a given.

“To be sure, the industry is very competitive and will stay very competitive. But this is one area where we have decided that an industry approach would be beneficial,” he said.

Bertelli agreed, calling the consortium a “deep collaboration” between major luxury groups, and one that opened the door to future possibilities.

“I see a lot of potential for collaboration with key players in the sector,” he said. “I don’t set limits. It’s something that never happened before. I really believe that we would be surprised how much [potential] we can unlock if we work together instead of



independently.”

The executives also stressed a desire to have brands of all scales join the consortium. Belloni confirmed French conglomerate Kering has had discussions with the consortium.

“We want a platform that is really an open-source platform, open to everybody, consumer brands, smaller brands. We’re going to be more than happy to welcome niche brands in the luxury sector,” Bertelli said.

The emergence of secure digital identities for luxury goods comes at a time when the commerce of online counterfeit and knockoff products is accelerating along with online fraud and the sale of stolen luxury goods. A blockchain provides clarity on where an item was originally purchased and when it is offered for resale, which will cast a spotlight on gray-market trading, such as China’s thriving daigou networks.

“The luxury industry creates timeless pieces, and must ensure that these rigorous standards will endure and remain in trustworthy hands,” said Cyrille Vigneron, president and chief executive officer of Cartier and a member of Richemont’s senior executive committee and board. “Blockchain is a key technology to enhance customer service, relationship with partners and traceability... We therefore invite the entire profession to join this consortium to design a new luxury era enabled by blockchain technology.”

**See also:**

**[How Blockchain Can Help Authenticate Ownership of Fashion Goods](#)**

**[Hublot to Top off ‘Exceptional’ Year With ‘Bitcoin’ Watch](#)**

**[Fighting Luxury Fakes With Blockchain Start-up Arianee](#)**





## Aura is born: Prada Group, Lvmh and Richemont come together in the name of blockchain



High-end segment and technology

The three luxury players give rise to a consortium that will welcome other luxury brands, of any size, country and sector. Lorenzo Bertelli explains how this unprecedented collaboration came about and what its objectives are.

by Giulia Crivelli

20 April 2021

Blockchain, this unknown entity. Or rather: we have all heard or read the word, even used it many times. Like bitcoin. But not all of us know exactly what it means, especially those of us who are not digital natives, or are not particularly familiar, for work or pleasure, with the evolving software and hardware tools linked to the Internet revolution. Knowing English is not enough: literally, blockchain means “chain of blocks”... not exactly a digital reference, on the contrary. Among the people with a very clear idea of its meaning - and who are able to explain it - we have **Lorenzo Bertelli, Head of Marketing and Head of CSR (Corporate Social Responsibility) of the Prada group**. He does it gladly and enthusiastically, to present the **Aura Blockchain Consortium**, joint project of Lvmh, the biggest luxury group in the world, Richemont (in particular the Cartier maison), and the **Prada Group**.

## Origin of the partnership

But what is more surprising than the details and technological explanations are the words to describe the partnership between three of the key players in the global high-end arena.

**It's hard to image a more aggressive trio of rivals in their conquest of global luxury consumers than Lvmh, Richemont and Prada Group** (whose portfolio also includes **Miu Miu, Car Shoe, Church's** and Pasticceria **Marchesi**). And yet, as the name selected for Aura suggests, they created a consortium. If blockchain is digital progress, we could define Lorenzo Bertelli's words as "analogically advanced". Or indeed progressive, an even more evocative term. **«There is more value in collaborating than competing - explains Lorenzo Bertelli –. One does not exclude the other:** the brands of the **Prada** Group will clearly continue to compete with those of Lvmh and Richemont, but on the technological front and, in particular, on the use of blockchain technology in the high-end segment, joining forces through a consortium approach is the best way to use the creative energies and vision of the future that we all possess».

## The consortium in short

Aura promotes the use of a single global blockchain solution, open to all luxury brands worldwide, «to guarantee greater transparency and traceability for consumers». To create the Aura Blockchain Consortium, the **Prada** Group, Lvmh and Cartier developed the exclusive platform together. **The technological system consists of a "private multi-nodal blockchain" and is protected by ConsenSys technology and by Microsoft.** It will record the information in a secure and non-reproducible manner and will generate a unique certificate for each owner. Because this is the essence of blockchain technology, which the high-end segment has decided to **use in the communication of authenticity, responsible provisioning and sustainability**, all increasingly important topics for consumers and, therefore, for the producers of luxury goods.



### A **Prada** Galleria Bag

The customer at the center and the ambitions of the platform

**The goal is to focus on our customers, who throughout the world demand detailed, certified or certifiable information on ancillary sectors, like in automotive**

A customer who wants to know everything about the sustainability of a product or the supply chain behind it may ask our sales personnel, even via a phone call, if they prefer this method over an analogue one

## Blockchain technology and the young generations

The “chain of blocks” is a shared and “unchangeable” data structure, which we could define as a digital register in which the items are, in fact, grouped into “blocks”, linked to one another in chronological order, and whose integrity is guaranteed by the use of cryptography (leading Aura’s partnership with specialists like ConsenSys and Microsoft). The size of a blockchain is destined by definition to grow over time, but at the same time it is an unchangeable structure since in general, once its content is written, it can no longer be modified or eliminated, unless the entire structure is invalidated.

**«We realize that technologies like blockchain sound more or less familiar depending on the age of people or on their profession - explains Lorenzo Bertelli –. But the information that Aura guarantees will also remain accessible in the more traditional format. A customer who wants to know everything about the sustainability of a product or the supply chain behind it may ask our sales personnel, even via a phone call, if they prefer this method over an analogue one».** While it is true that the pandemic accelerated investments in technology and the digitization of company processes, Bertelli highlights the fact that the genesis of Aura began well before Covid: «A project like this cannot be improvised, forced or accelerated: we have been working on it for five years. We have completed fundamental steps in the last two years but, I repeat, the willingness to join forces and to make this investment which projects everyone into the future is not strictly linked to what has happened in the world over the last year».

By joining forces with other luxury brands in this project, we are opening the path to transparency and traceability, and I hope other prestigious brands embrace our initiative.

The vision of Lvmh and Richemont

«Aura Blockchain Consortium is a major opportunity for our sector, to strengthen our relationship with customers by offering them simple solutions to become better acquainted with our products – adds **Toni Belloni, Managing Director of Lvmh** –. By joining forces with other luxury brands in this project, we are opening the path to transparency and traceability, and I hope other prestigious brands embrace our initiative». Echoing the words of Belloni, historic right hand of the founder, Chairman and CEO of Lvmh Bernard Arnault, is **Cyrille Vigneron, Chairman and CEO of Cartier International and member of the Board of Directors and of the Senior Executive Committee of Richemont**: «Aura Blockchain Consortium is an example of unprecedented cooperation in the luxury sector. Blockchain is a key technology to improve customer service, the relationship with partners and the traceability of products. The luxury industry creates timeless pieces and must ensure that rigorous standards continue and remain in trusted hands. We therefore invite the entire sector to join this consortium to create a new era of luxury, strengthened by the blockchain technology».

Medium-term developments

Cartier, the three maisons of Lvmh (Bulgari, Hublot and Louis Vuitton), and **Prada** are already active on the platform, but partners of the consortium explain that a number of discussions are in the advanced stages, **both within the founding groups as well as with independent brands, to join Aura**. Each brand has joined based on their specific characteristics and on the expectations of their customers, and will continue to be full owners and responsible for their own data, without any exchange of sensitive information in terms of competition. Information will be stored on the blockchain platform in such a way that it cannot be modified, tampered with or hacked, like any self-respecting blockchain.

The spirit of the founders as an objective for the future

The fact that the consortium is open to all luxury brands regardless of the sector or country in which they operate, confirms the spirit from which it originated, underlines Lorenzo Bertelli. «**Aura was not created to generate profits**: those that are achieved will be reinvested in the project, because every technology must be constantly updated and improved by definition. Aura is a flexible structure, able to support companies of various sizes and adapt to the requirements of individuals, not only large and structured maisons».





IL PROGETTO

# “Ci affidiamo ai ragazzi per salvare gli oceani”

SeaBeyond è una iniziativa Unesco in collaborazione con Prada. Una campagna per sensibilizzare gli studenti di tutto il mondo a comprendere le buone azioni per tutelare i nostri mari

di GIACOMO TALIGNANI

La speranza, per il futuro degli oceani, inizia da una piccola scatola di cartone. “Una piccola cosa per un grande cambiamento”, dirà poi Lorenzo Bertelli, Group Head of Corporate Social Responsibility di Prada. Perché in quel kit di cartone, sotto forma di gioco, oltre a spille, depliant e cartoncini per creare bidoni per il riciclo, ci sono soprattutto le istruzioni per salvare il mondo, a partire dalla salvaguardia degli oceani.

È così che per centinaia di studenti delle scuole secondarie di tutto il mondo è iniziato il viaggio all'interno del progetto SeaBeyond: ricevendo un kit di cartone, una scatola di speranza e istruzione.

Il progetto ha visto l'unione del noto marchio del fashion Prada e dell'Unesco, «un matrimonio fra due parti che erano pronte a sposarsi, visto il comune interesse per la sostenibilità», racconta Vladimir Ryabinin, Executive Secretary of the Intergovernmental Oceanographic Commission (IOC) dell'Unesco.

La campagna ha lo scopo di sensibilizzare e formare i giovani delle scuole secondarie del mondo a comprendere le scelte sostenibili, le abitudini e le buone azioni che potrebbero salvare gli oceani. Insegnanti e studenti vengono introdotti al problema della plastica che soffoca i nostri mari, alle esigenze del riciclo, alla lotta alla crisi climatica. Questo percorso, che fa parte della più grande operazione di sostenibilità Prada Re-Nylon, in



**Vladimir Ryabinin (IOC):**  
“Le nuove generazioni possono essere fondamentali per preservare quel patrimonio”

cui l'azienda in collaborazione con Aquafil sostiene la produzione e l'utilizzo di ECONYL®, un filo di nylon rigenerato che può essere riciclato all'infinito e ottenuto da rifiuti di plastica destinati alle discariche, è arrivato a conclusione il 26 marzo in occasione della premiazione delle scuole partecipanti.

Dopo aver ricevuto il kit salva oceani, preso parte a webinar e partecipato a moduli didattici condotti dagli esperti Unesco, in qualità di ambasciatori del mare gli studenti hanno lavorato a possibili campagne di sensibilizzazione sociale a favore della protezione degli oceani. Da Berlino a Venezia, passando per Città del Capo, Città del Messico, Lisbona,

Londra, Milano, New York, Parigi, Shanghai, oltre trecento ragazzi hanno preso parte al contest e a vincere un premio da 5mila euro per attività didattiche è stata la scuola portoghese Agrupamento de Escolas de Vialonga (Lisbona), con un corto dal titolo “Circular nets: a sea of plastic”. Fra i giudici che hanno premiato gli studenti anche l'acquanauta Fabien Cousteau, lo scrittore Alessandro Baricco e la campionessa di apnea Alessia Zecchini.

Per Vladimir Ryabinin, «Seabeyond è un progetto che può davvero aiutare le nuove generazioni a comprendere l'importanza e la fragilità degli oceani» racconta a Green&Blue. «Prada in questo è stato un partner ideale, che vole-

LA CLASSE



Con il poster

Alcuni dei ragazzi, tra le centinaia di studenti delle scuole secondarie di tutto il mondo, che hanno partecipato al progetto “SeaBeyond” di Prada e Unesco, conclusosi il 26 marzo scorso



**LORENZO BERTELLI**  
Direttore Marketing e Responsabile Sostenibilità del Gruppo Prada



**VLADIMIR RYABININ**  
È capo della Commissione oceanografica intergovernativa dell'Unesco (IOC)

va fare qualcosa di importante in termini di sostenibilità. Entrambi sapevamo che per cambiare le cose bisogna partire dalle persone, dalle coscienze dei ragazzi. Quando ero piccolo e facevo snorkeling nel Mar Nero, mi sono reso conto delle bellezze del mare, ma anche della presenza dei rifiuti. Ho iniziato ad appassionarmi, a leggere Jacques Cousteau, e adesso sono arrivato dove sono. Ecco: abbiamo bisogno di coinvolgere i giovani affinché diventino gli scienziati e oceanografi del futuro e ci aiutino a diffondere la scienza, a far comprendere che tutti noi dipendiamo dagli oceani, che sono fragili e vanno aiutati».

Spiega che oggi i mari soffrono per il surriscaldamento globale, acidificazione, plastica, sovrappesca, farmaci che finiscono nelle acque «ma è poco efficace agire su un unico sintomo se non ci concentriamo sul problema. Il problema sono le azioni delle persone: il nostro compito è aiutarle a comprendere di agire diversamente e cambiare le cose. Per questo è fondamentale partire dalla base, dagli studenti, dagli insegnanti. Più riusciremo a spiegare la sostenibilità ai giovani, anche quelli che vivono in estrema difficoltà e che appaiono lontani da queste problematiche, più loro apriranno cuore e mente e faranno la differenza».

Di questo è convinto anche Lorenzo Bertelli, responsabile della

**Lorenzo Bertelli:**  
“Se insegniamo ai ragazzi le regole fondamentali dell'educazione ambientale forse si potrà fare la differenza”

sostenibilità di Prada, certo che «educare i ragazzi fin da subito a questi aspetti sia fondamentale. Se insegno oggi alle future generazioni di non buttare qualcosa per terra, di come funziona il riciclo, di dove finiscono i rifiuti, forse potrai fare la differenza. Tanti piccoli insegnamenti che possono cambiare il futuro: è quello che abbiamo

tentato di fare con SeaBeyond coinvolgendo i ragazzi. Speriamo di poter collaborare ancora con l'Unesco, anche perché siamo sempre più consci di come il mondo del fashion debba scendere in campo con azioni di sostenibilità. Noi abbiamo lanciato Re-Nylon e da pochi mesi abbiamo anche avviato un percorso per tracciare la nostra impronta di carbonio e iniziare una road map per essere più sostenibili, sempre in linea con gli obiettivi dell'Agenda 2030. Come grande gruppo, siamo convinti di dover dare l'esempio, di trovare il giusto equilibrio fra sostenibilità ambientale e sociale». A partire da una piccola scatola di cartone, per un grande cambiamento.

**Bene prezioso**  
Il progetto vuole educare i giovani alla tutela di acqua e oceani

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## THE PROJECT

# “We’re relying on our young people to save the oceans”

Sea Beyond is an initiative of Prada in collaboration with UNESCO. A campaign to promote awareness of students throughout the world and encourage measures for the preservation of our seas.

by [GIACOMO TALIGNANI](#)

Hope for the future of the oceans starts with a small cardboard box. “Something small for a big change”, says Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility. Because that cardboard kit, in the form of a game, in addition to pins, brochures and construction paper to create recycling bins, predominantly contains the instructions to save the world, starting from protection of the oceans.

This is how the journey within the Sea Beyond project began for hundreds of secondary school students around the world: by receiving a cardboard kit, a box of hope and education.

The project has seen the collaboration of the well-known fashion brand Prada and UNESCO, “a marriage between two parties that were ready to unite, given their common interest in sustainability”, says Vladimir Ryabinin, Executive Secretary of the Intergovernmental Oceanographic Commission (IOC) of UNESCO.

The campaign aims to promote awareness and educate youth in the secondary schools of the world to understand sustainable choices, habits and positive actions that could save the oceans. Teachers and students are introduced to the problem of plastic suffocating our seas, recycling requirements and the fight against climate change. This journey, which is part of the larger Prada Re-Nylon project, in which the company, in collaboration with Aquafil, supports the production and use of ECONYL<sup>®</sup>, a regenerated nylon string that can be recycled an infinite number of times and is obtained from plastic waste destined for landfills, was completed on 26 March with awarding of the participating schools.

After receiving the ocean preservation kit, taking part in webinars and participating in the educational modules conducted by UNESCO experts, the students, as sea ambassadors, worked on possible campaigns to raise social awareness on protection of the oceans. From Berlin to Venice, and passing through Cape Town, Mexico City, Lisbon, London, Milan, New York, Paris and Shanghai, over three hundred students participated in the contest, with the award of 5 thousand euros going to the Portuguese school *Agrupamento de Escolas de Vialonga* (Lisbon), with a short cartoon entitled “Circular nets: a sea of plastic”. The jury members included aquanaut Fabien Cousteau, writer Alessandro Baricco and diving champion Alessia Zecchini.

For Vladimir Ryabinin, “Sea Beyond is a project that can truly help the new generations to understand the importance and fragility of the oceans”, he says to Green&Blue. “Prada has been an ideal partner in this, wanting to do something important in terms of sustainability. Both of us know that in order to change things, we needed to start from people, from the awareness of youth. When I was little and went snorkeling in the Black Sea, I realized the beauty of the sea, but I also noticed the presence of



trash. I became more interested and started reading Jacques Cousteau, and here I am. In a nutshell: we need to encourage youth to become the scientists and oceanographers of the future and help us spread the science, to make everyone understand that we depend on the oceans, which are fragile and must be preserved”.

He explains that the seas are currently suffering from global warming, acidification, plastic, over-fishing and pharmaceuticals ending up in the waters, “but that acting on a single symptom without concentrating on the problem is not effective. The actions of people are the problem: our duty is to help them understand how to act differently and change things. This is why it is essential to start from the base, from students, from teachers. The more we are able to explain sustainability to young people, even those living in extremely difficult situations and apparently far removed from these issues, the more they will open their hearts and minds and make the difference”.

Even Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility is convinced, firm in his belief that “immediately educating youth on these issues is fundamental. If today we teach the future generations not to throw something on the ground, how recycling works and where garbage ends up, maybe we can make a difference. Many small lessons that can change the future: this is what we tried to do with Sea Beyond, involving young people. We hope to collaborate with UNESCO again, as we are increasingly aware of how the fashion world must take concrete action with sustainability measures. We launched Re-Nylon and a few months ago also implemented a process to trace our carbon footprint and lay out a roadmap to become more sustainable, always in line with the objective of Agenda 2030. As a large group, we believe we should set an example and find the right balance between environmental and social sustainability”. Starting from a small cardboard box, for a big change.

#### THE CLASS

##### [With the poster](#)

Some of the youth, among the hundreds of students of secondary schools throughout the world, who participated in the “Sea Beyond” project of Prada and UNESCO, completed last 26 March.

#### [LORENZO BERTELLI](#)

Prada Group Head of Marketing and Head of Corporate Social Responsibility

#### [VLADIMIR RYABININ](#)

Executive Secretary of the Intergovernmental Oceanographic Commission (IOC) of UNESCO.

#### [Lorenzo Bertelli:](#)

[“If we teach young people the fundamental rules of environmental education, maybe we can make a difference”](#)

#### [Vladimir Ryabinin \(IOC\):](#)

[“The new generations may be fundamental in preserving this resource”](#)

#### **Precious resource**

The project aims to educate young generations on the preservation of the ocean