

SEA BEYOND

Dear Colleagues,

As you will recall, last June 8th, on the occasion of World Oceans Day, Prada Group launched the second edition of the SEA BEYOND educational programme dedicated to ocean preservation, in partnership with UNESCO-IOC.

After contributing to disseminating the principles of ocean literacy in schools via the UNESCO global network throughout 2020, meeting the challenges introduced by distance learning, we decided to enrich the programme with new initiatives dedicated to all ages, officially teaming up with the "Ocean Decade" of the United Nations, which began in January 2021.

In addition to continuing with education in schools and involving students from new countries, we have begun collaborating with UNESCO to create an experimental educational programme based on outdoor education principles and dedicated to children in kindergarten, with the first pilot project to start in September in Venice.

Sustainability is one of the values of our Manifesto, and SEA BEYOND strives to be a project that reaches all of Us, as part of the Group.

Therefore, we have created a virtual reality content that describes our commitment to protecting the Sea through the Prada Re-Nylon project and the collaboration with UNESCO, which encourages Us to expand our knowledge to learn how to implement sustainable behaviours in our everyday lives.

I invite you to dive into the content of SEA BEYOND, with further initiatives dedicated to each and every one of Us to be rolled out during the year, in collaboration with UNESCO, to experience the Sea more responsibly.

Enjoy!

Lorenzo Bertelli
Prada Group Head of Corporate Social Responsibility