

SUSTAINABILITY

Prada Group debuts two-year ocean literacy program

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Italian fashion brand Prada is enriching its collaboration with an international governing body. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italy's Prada Group is enriching a standing partnership in the name of marine preservation.

Launched in 2019 alongside the Intergovernmental Oceanographic Commission UNESCO (IOC/UNESCO), the company's Sea Beyond program seeks to spread education regarding the Earth's biggest biome. With leaders at both organizations leaning more heavily into the philanthropic effort, Prada Group is launching a two-year ocean literacy program, further bolstering its sustainability pursuits.

"It is critical that everyone understands how culture and education are fundamental for making change happen," said Lorenzo Bertelli, group head of corporate social responsibility at [Prada Group](#), in a statement.

"We need to invest in a constructive dialogue with young generations to contribute to a more sustainable future and preserve our ocean," he said. "UNESCO is the only UN agency with a mandate on both education and ocean science and its Oceanographic Commission has demonstrated a strong ability to bring stakeholders together."

"I am really proud we will continue this journey together."

Expanding and expending

Sea Beyond is an ongoing endeavor that has benefitted from continued investment. Already donating 1 percent of all revenues from its Re-Nylon collection back into the oceanic initiative, Prada Group is committing to the cause in a new way.

Alongside this continued endowment, the fashion empire will present a brand-new literacy program centered around two new content areas: support for scientific research and humanitarian projects, with the eventual goal of evolving Sea Beyond into an open-source platform with third-party input.

The debut was announced during a press conference hosted by the UNESCO Intergovernmental Oceanographic Commission's Member States Assembly, taking place from June 21 through June 30.

"We want to live in harmony with the ocean, and for that, we need to know it," said Vladimir Ryabinin, executive secretary at IOC/UNESCO and assistant director general at UNESCO, in a statement.

"That is why Ocean Literacy is an enabling factor for the success of the Ocean Decade," he said. "In a most friendly and fruitful

cooperation with the Prada Group, we are seeding ocean knowledge in the minds of school students from many countries.”

“What a great way it is to make people kinder and ocean healthier!”

Another major feat is marked by the opening of an Ocean Decade Coordination Office in Venice, Italy. This branch of Sea Beyond will expand the program’s reach, opening the doors to new opportunities within the city.

As part of Prada Group’s recently-released 10th sustainability report, the parent company announced its intention to cut “Scope 3” emissions by 42 percent by 2029 ([see story](#)).

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