

SUSTAINABILITY

## Prada announces winners of ocean sustainability campaign

March 30, 2021



*The winning project from Portugal only used recycled materials. Image credit: Prada Group*

By LUXURY DAILY NEWS SERVICE

Italy's Prada Group and UNESCO's Intergovernmental Oceanographic Commission (IOC) have revealed the winners of its "Sea Beyond" educational initiative.

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Through the program, students from 10 participating secondary schools from around the world developed campaigns building awareness for ocean preservation. The winning campaign, "Circular nets: a sea of plastic," explored the dangers of plastic pollution on the ocean and showed how to collect plastic waste for upcycling.

### Sea of support

Sea Beyond, which began in October 2020, was funded by a percentage of the sales proceeds of upcycled Prada Re-Nylon collection. More than 300 students participated in the program.

High school teachers in Berlin, Cape Town, Lisbon, London, Mexico City, Milan, New York, Paris, Shanghai and Venice participated in webinars led by UNESCO-IOC experts, learning how to develop an educational module dedicated to the theme of ocean sustainability.

Every school received a "Sea Beyond" toolkit made of recycled cardboard, containing educational and creative materials to enable students to play an active role in a global ocean sustainability movement. Then students developed their own sustainability awareness campaigns, which were reviewed by an international jury ([see story](#)).

Lisbon's Agrupamento de Escolas de Vialonga school won first place with a stop-motion animated short, which was made using only recycled plastic and cardboard. The institution will receive 5,000 euro, or about \$5,858 at current exchange, to spend on educational materials.

Congratulations to [#SeaBeyond](#) winning school Agrupamento de Escolas de Vialonga whose campaign "Circular Nets" took first place in the award ceremony of [#Prada](#) and [@IocUnesco](#).

Discover more: <https://t.co/BtBsUgTzhV@UNESCO> [#PradaGroupImpact](#) [#PradaReNylon](#)

[pic.twitter.com/vVx04ydzWO](https://pic.twitter.com/vVx04ydzWO)

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*Circular Nets was the winning awareness campaign*

Shanghai High School International Division won second place with the educational board game "Environopoly" and Mexico's Colegio Latino "Sea Beyond" campaign won third place.

"Along the project these incredible students learned ocean literacy and were invited to be part of an international ocean movement, committed to advocate its value," said Lorenzo Bertelli, head of corporate social responsibility at Prada Group, in a statement. "It has been very hard for both the teachers and the students to stay on board during these difficult months, experiencing home schooling and all the pandemic challenges.

"Their enthusiastic participation is really touching," he said.

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