

PRESS RELEASE

OCEAN LITERACY: THE SEA BEYOND IDEAS BOX, A MOBILE MULTIMEDIA CENTER, ARRIVES IN NAPLES

Biblioteche Senza Frontiere (*Libraries Without Borders*) delivers the SEA BEYOND Ideas Box to FOQUS - Fondazione Quartiere Spagnoli, in Naples. This mobile multimedia center facilitates a learning experience around Ocean and its protection, made possible with the support of the SEA BEYOND educational program, launched by the Prada Group in partnership with UNESCO-IOC.

Naples, September 10, 2024 - The importance of disseminating the principles of Ocean Literacy to explore the relationship between Ocean and climate, and deal with the related environmental challenges, is what brought the first **SEA BEYOND Ideas Box** to the city of Naples, a city which has played a vital role in the Mediterranean Sea for centuries.

It consists of a mobile multimedia center created by **Biblioteche Senza Frontiere**, a non-profit organization that works to enable access to information, education and cultural resources for children and young people in vulnerable communities, with the support of **SEA BEYOND**, the educational program launched by the **Prada Group** and conducted since 2019 in partnership with **UNESCO's** Intergovernmental Oceanographic Commission (IOC) with the goal of raising awareness of sustainability and ocean preservation.

The mobile multimedia center has now been delivered to **FOQUS - Fondazione Quartieri Spagnoli**, which will install it on their premises. The Ideas Box can be configured in 20 minutes and is composed of four modules. Once laid out it creates a cultural space of more than 100 square meters, offering a comprehensive learning experience around the Ocean. It is equipped with 15 tablets and e-readers, 10 PCs, 250 books, board games, video games, VR headsets, headphones, consoles, an audiovisual module and hundreds of educational materials designed to familiarize new generations with the sea, its health and the importance of taking care of it.

FOQUS - Fondazione Quartieri Spagnoli will launch an annual program of workshops, meetings, activities and outings in the metropolitan city of Naples curated by Biblioteche Senza Frontiere, with the goal of involving a greater number of children. The Ideas Box will stop at Stazione Zoologica Anton Dohrn, Fondazione Terzoluogo Cultural Space of Sant'Anna a Capuana and in East Naples area in collaboration with Maestri di Strada Onlus - Centro Polifunzionale Ciro Colonna. It will also visit the islands of Ischia and Procida, in collaboration with the Area Marina Protetta Regno di Nettuno.

The presentation ceremony, which took place this morning at FOQUS - Fondazione Quartieri Spagnoli was attended by **Rachele Furfaro**, President of FOQUS, **Francesca Santoro**, UNESCO-IOC Senior Program Officer, **Ilaria Gaudiello**, Director of Biblioteche Senza Frontiere and **Lynda Attias**, Operations Director of *Bibliothèque Sans Frontière*.

Lorenzo Bertelli, Head of Corporate Social Responsibility of the Prada Group and Executive Director, Patron of the Ocean Decade Alliance, and **Philippe Starck** introduced the event with a video message.

Biblioteche Senza Frontiere Italia A.P.S.

The SEA BEYOND Ideas Box was presented at the first UN conference dedicated to Ocean education, the “Ocean Literacy World Conference”, held in Venice in June 2024. The Ideas Box tool was first developed ten years ago by the famous French creator Philippe Starck: Naples will be one of more than 100 communities around the world to benefit from it.

“The Ocean and education are primary commodities for the future of the climate and people. Those denied them suffer exponential consequences of environmental discrimination. This partnership will work to help replace exclusion with involvement, and improve the alliance between man and the environment, focusing on young people and families”, stressed **Ilaria Gaudiello, Director of Biblioteche Senza Frontiere Italia.**

“We are proud that SEA BEYOND has supported Biblioteche Senza Frontiere in creating the first SEA BEYOND Ideas Box, which will enable children to gain the knowledge required to become well-informed adults who are conscious of the future. We are equally proud that it is FOQUS, an oasis of culture and opportunities, that is welcoming it into its spaces”, stated **Lorenzo Bertelli, Head of Corporate Social Responsibility of the Prada Group and Executive Director, Patron of the Ocean Decade Alliance.**

Francesca Santoro, UNESCO-IOC Senior Program Officer, stated: *“Making Ocean Literacy accessible to the greatest possible number of different communities is vital for increasing public awareness about the Ocean. The materials chosen for the SEA BEYOND Ideas Box are resources which have already been successfully trialed by UNESCO-IOC in other educational programs, and we are delighted to bring this initiative to Naples, involving more and more young people and raising their awareness of the importance of safeguarding our planet’s most precious ecosystem.”*

“We have undertaken a journey of environmental awareness and protection that involves teachers, children, teens and adults, and all the FOQUS and school communities” – states **Rachele Furfaro, President of FOQUS,** adding – *“The educational partnership with SEA BEYOND fits into this new groove: the abundance of the project’s developments and structures that make the sea the center of consideration for children and adults also represents the new way of understanding learning which we have strived towards for years.”*

At the end of the presentation ceremony, two of the SEA BEYOND project ambassadors, known as SEA BEYONDers, **Carmelo Isgrò** (Founder and Director of the MuMa Museo del Mare Milazzo - MuMa Milazzo Sea Museum) and **Valentina Gottlieb** (environmental advocate and actress) – in collaboration with the educators from Biblioteche Senza Frontiere – led a meditation class inspired by the movements of yoga and the waves and a ‘charades’ game inspired by the animals that live in or near the Ocean.

In the days before that, **Biblioteche Senza Frontiere** organized a series of community activation workshops in collaboration with **Edizioni Precarie**, highlighting the need to develop a collective consciousness regarding issues of marine ecosystem protection. These included the “Ocean Atlases” workshop, which involved 25 children, called upon to create a series of small atlases dedicated to the sea by using food cards from the markets of Palermo and those recovered from the Pignasecca market in Naples.

A series of posters, or *manifesti*, including messages to the Ocean written by a group of 30 children, were placed in the foundation's courtyard, the product of the "Essere Manifesti" (to be manifest) workshop.

BSF

Founded in 2007 by historian Patrick Weil, Biblioteche Senza Frontiere is an international Non-Governmental Organisation working to strengthen access to education, information, culture. Through the creation of emergency micro-libraries, media libraries and innovative social technologies, BSF works for the socio-linguistic inclusion, affirmation of the right to knowledge, autonomy and empowerment of vulnerable populations in more than 30 countries worldwide. In Italy, BSF supports communities in seven regions (Sicilia, Puglia, Calabria, Campania, Lazio, Piemonte, Lombardia) through donations of educational, recreational and cultural resources and the activation of training programmes in collaboration with institutional and civil society actors.

SEA BEYOND

SEA BEYOND is a project by Prada Group conducted in partnership with the Intergovernmental Oceanographic Commission of UNESCO (UNESCO-IOC) since 2019 to raise awareness of sustainability and ocean preservation, contributing to the progress of ocean education on a global scale through a series of training initiatives for younger generations. Since its debut, the educational program has shared the principles of ocean literacy with more than 35,000 students around the world. Moreover, the "Kindergarten of the Lagoon" project – outdoor education activities for preschool children in Venice – was launched in 2021 to create links between kids and the lagoon ecosystem. While the main focus remains education, SEA BEYOND has recently extended its scope with two new areas of focus: support for scientific research dissemination and humanitarian projects, both dedicated to the ocean. As of July 2023, 1% of the proceeds from the Prada Re-Nylon Collection support SEA BEYOND. A list of such products is available on www.prada.com. Through SEA BEYOND, Prada Group has also trained its more than 14,000 employees worldwide on ocean literacy principles via VR educational content and the AWorld app, the official platform selected by the United Nations to live more sustainably.

FOQUS

FOQUS - Fondazione Quartieri Spagnoli ETS, is presided by Rachele Furfaro and directed by Renato Quaglia who manages services, promotes the initiatives and coordinates the common activities within the Foundation, or the organizations settled within the former Istituto Montecalvario, in the heart of Naples' Quartieri Spagnoli.

FOQUS was established to take over the project design and investment initially supported by the Social Company "Dalla Parte Dei Bambini" between the end of 2012 and the autumn of 2014: it is an urban regeneration project that envisages network, networking and co-production practices among all the subjects settled inside the former Istituto Montecalvario, different in terms of mission and identity, but active in a shared context, which allows for strong correlations among the skills and specialisations that inhabit it.

In ten years, the Foundation has created 208 jobs, its schools from kindergarten to secondary school are attended by more than 1,000 children, a system of training and production that hosts more than 30,000 people every month who find, in the former monastery regenerated in recent years, a cultural and social reference point in the heart of the historic centre.