

## PRESS RELEASE

### **Federica Brignone is the new Ambassador for One Ocean Foundation and launches the first educational board game for the protection of the sea**

Besides being a great ski champion, **Federica Brignone** loves nature and a fundamental element for the planet Earth and the human being is very important to her: water. Our planet is called “blue planet” thanks to its seas and its oceans.

*“As a sportswoman working on the snow my connection with this element and with water is very strong; snow is solid water. - declares Federica - Since I was a child I have had a strong bond with the sea and many memories having spent the summer holidays there. Sea conditions have been changing in the last decades, this is the era of consequences, and it’s not just about having a cleaner sea but also a balanced ecosystem.”*

After an exceptional start of the competitive season, Federica continues in her commitment, started in 2017, for the environmental sustainability project “Traiettorie Liquide” that aims to raise public awareness of marine pollution.

Her mission is in strong synergy with what **One Ocean Foundation** promotes and supports.

From this shared purpose Federica’s decision to sign the **Charta Smeralda** was born, the behavioural ethical code that everyone is invited to sign online, as well as to welcome the invitation to join the **One Ocean Ambassadors**, including sailors Paul Cayard, Mauro Pelaschier and Max Sirena (Luna Rossa skipper), freediver Davide Carrera and explorer Alex Bellini, who has recently launched his new project 10 Rivers 1 Ocean.

*“We welcome Federica - states Riccardo Bonadeo, vice president of One Ocean Foundation, on the occasion of the press conference organized in Cortina on 18<sup>th</sup> January - whom we thank for her efforts to protect the sea, a battle that affects us all.”*

#### **“Traiettorie Liquide”**

It is a social project of environmental responsibility that aims to raise public awareness of marine pollution by emphasizing the sustainability and value of water as a limited and not infinite resource, to arouse a new awareness, an invitation to change mentality.

The idea was born from the meeting - promoted by manager **Giulia Mancini** - the harmony and alignment of thought with photographer **Giuseppe La Spada**, one of the most interesting and original visual artists on the international scene that for some years has carried out an artistic research on the theme water.

*“Like all great champions, Federica has felt the duty and the pleasure of making her time and image available to the social project. A Nielsen survey of April 2018 showed that her popularity index, at 74%, is much higher than the average of female sports champions.*

*Thanks to her results in the races and her commitment off the slopes, the index of her reputation has increased from 43% in 2017 to 49% in 2018, as well as the sympathy from 52% to 79%.”* states Giulia Mancini.

#### **First “trajectory” phase**

For the first phase of the project, in the summer of 2017 Federica dived in the Sicilian waters of Lipari dressed and equipped with race clothing (skis, helmet, boots and sticks) to tell us, through the beautiful and evocative photos of **Giuseppe La Spada**, her commitment and her bond with the sea.

*“The photo shoot, made underwater in the Aeolian Islands, was a unique experience. - tells Federica - With boots and skis you can get to the sea bottom in a moment. I had a team of divers who helped me get back to the surface. It was magical skiing in the big blue.”*

#### **Second “trajectory” phase**

In 2018 Federica dived back into the water to document us, through the even more striking images of the previous ones, realized by **Giuseppe La Spada**, how the pollution due to the presence of plastic in the seas is putting the life of marine flora and fauna in serious danger and, as a consequence, also that of all of us. The photos aim to convey the great sense of claustrophobia and suffocation felt by Federica who has identified with the inhabitants of the sea.

*“As happened last summer in Lipari, I willingly put myself at the disposal of the project again this year to dive in the water with my competition clothing and equipment to tell you, through Giuseppe’s photos, the terrible feeling of being surrounded and suffocated by plastic with enormous difficulties of movement. Unfortunately this is what fish, turtles and the other inhabitants of our seas are experiencing... We have to commit ourselves to stop this terrible catastrophe.”* says Federica.

Giuseppe also states: *“Although the plastic problem is mediatically under everyone’s eyes, there does not seem to be a plausible solution. Waste is everywhere in visible and invisible forms, plastic is found from fish to sea salt; it is now within us. We must change behaviours and become aware of the management of a problem that is no longer negligible. With this second series of images we aim to reinforce the concept conveyed last year with even more expressive images, with a Federica in an unexpected role, in search of the real escape route.”*

### **The mascot of the project**

Next to Federica came **Blue**, the dolphin who will be alongside her to communicate the message to all children and their families.

*“I am happy that this year there will also be BLUE by my side. She will help me to tell children and raise awareness on how to respect nature and the sea.”* tells Federica *“Thanks to Giuseppe La Spada and all the professionals and companies that joined me to help convey this important and urgent message.”*

Blue will accompany Federica on her gloves and helmet in the competitions of the 2018/2019 season.

### **How Blue was born**

**Gruppo Alconi**, the Company that has created and designed the mascot.

Francesco and Sergio Manfio declare: *“It is with great pleasure that we have accepted the proposal to create a character to be a mascot for the project “Traiettorie Liquide”. Initially we had considered using one of the six Mini Cuccioli, a series on air with extraordinary success in Italy on Rai Yoyo but also in the world. Then, together with Federica, we decided to create a completely new character: THE DOLPHIN BLUE. For us it is basically a seventh Cucciolo - who joins Olly, Diva, Pio, Cilindro, Portatile and Senzanome - who wants to help children and their parents understand the great danger we can all run if we do not stop the pollution in the seas. And as the good tree Matusalemme, great friend and wise advisor to the Mini Cuccioli, would say: if we get together we can do it!”*

**Grani & Partners, Company of Giochi Preziosi Group**, stands by and supports Federica’s project by producing and distributing the Dolphin Blue as stuffed animal made with eco-sustainable materials.

### **The board game “Traiettorie Liquide”**

The idea was born to develop and spread this project in a fun way: to create a board game for the whole family, an educational game that provides curious and entertaining information with a good level of challenge and a simple but compelling game mechanism.

The game includes a dashboard with the planisphere and all the oceans and seas with their main sea currents. Each team of players will lead an ecological ship, whose task is to collect the plastic waste in the water. In turn, each team will respond to multiple-choice quizzes (for example, who knows how long it takes for a plastic bottle to dissolve completely in water? A) 30 years, b) 500 years, c) 1000 years (the correct answer is B, 500 years). Based on the correct answers they can proceed and collect tokens that could turn out to be floating plastic waste or other bonuses. A counter will regulate each game: when the time ends, the team that has collected the most plastic waste wins. In addition in the box there will be a large poster of Federica, some photos of Traiettorie Liquide and an infographic on water and pollution. The poster is very important because it is hung and enters children’s rooms, with important messages related to recycling and plastic in the seas, and will have Federica as a populariser: she will be in the graphics of the poster to explain sea balance and the importance of water!

The game was developed by **Raptorstudio**, a creative agency specialized in publishing, communication and board games, which has often ventured into special projects, such as the game on the mountain “Sfida agli 8000” developed for the Italian climber Marco Confortola.

The game will be produced and distributed by **Grani & Partners**.

### **Initiatives**

**Banca Generali**, Federica’s personal sponsor

Federica's commitment to plastic-free seas finds a back-up in Banca Generali. The historic personal sponsor of the champion has in fact decided to support her also in “Traiettorie Liquide” to extend the scope of the message to its customers through a traveling exhibition. Starting from next April, Giuseppe La Spada’s photos will be on show in the most prestigious offices on the territory of the leading private bank of Piazza Affari. The appointments will also be accompanied by an ad hoc advertising campaign that will have Federica’s face wrapped up in plastic at the centre.

### **Blue and Federica in competitions**

**Level**, Federica’s gloves

Davide Compagnoni declares: *“Level has been alongside Federica on the ski slopes for years and today we are thrilled to be part of this project that Federica is promoting with a strong personal commitment. The theme is very current and the aim is absolutely important; this is why we are proud to present together with Swarovski a ski glove produced exclusively for Federica that will help to make the awareness message made with the project “Traiettorie Liquide” even stronger.”*

**Swarovski**

Swarovski has chosen to illuminate the dolphin BLUE on Level gloves with its crystals, realizing the design in Crystal Fabric, to give an extra touch of magic to the extraordinary message of the special project that Federica brings with her. Swarovski crystals want to emphasize the feminine element of an athlete and a woman engaged on the slopes and in life.

**We thank all partner companies and professionals that are supporting the project for free. Any revenue will be donated to awareness initiatives to support the project.**

#### **One Ocean Foundation**

In the year of its 50<sup>th</sup> anniversary the Yacht Club Costa Smeralda launched an environmental sustainability project: One Ocean. Strongly supported by Princess Zahra Aga Khan, the initiative focused on preserving the marine environment. The will of YCCS to add its own voice to one of the most urgent themes of our times was born from the awareness that, as a yacht club, the sea is the primary element on which all the main activities are based.

In 2017 the initiative reached its highest point with the One Ocean Forum, the first forum organized in Italy on the theme of sea conservation in partnership with the UNESCO Intergovernmental Oceanographic Commission and SDA Bocconi Sustainability LAB.

On 3-4 October in Milan 800 people participated for about 12 hours of work in which scholars alternated, “eye witness”, companies with an international profile with their own contributions. Following the success of the Forum, in 2018 the One Ocean Foundation was born, of which YCCS is a founding member.

The mission of the Foundation is to accelerate solutions regarding marine pollution by inspiring international leaders, promoting the Blue Economy and spreading the culture of sustainability and preservation of the marine environment. The Foundation aims to become a platform that can bring together and consolidate all the institutions operating in various parts of the world to protect the seas. It has also developed a code of ethics, the Charta Smeralda, which defines in 10 points principles and actions that everyone can put into practice to protect our seas.

For more information visit the Foundation's website: [www.locean.org](http://www.locean.org)

#### **The situation of the sea**

Data are staggering: in 8 years there will be 1 ton of plastic every 3 tons of fish. We went from 15 million tons in 1964 to 311 million in 2014 and the drama is that the estimate will be doubled in twenty years.

Today 95% of plastic packaging goes lost after the first rapid use and 40 years after the first recycling symbol was launched, only 14% of the packs are being recycled.

We need to rethink plastics economy and totally change our approach by coexisting in the best way for the survival of the planet.

#### **The message:**

In each of us there is a small part of the primordial ocean and for this we are called to preserve it. It is no longer a distant problem, it is fundamental for our survival. Being able to make as many people aware as possible is our mission.

#traiettorieliquide

#### **Federica Brignone, 28**

Ski champion, top athlete of the Italian alpine skiing team.

Daughter of the famous skier Maria Rosa "Ninna" Quario and Daniele Brignone.

Historic bronze medal in Giant Slalom at the 2018 Pyeongchang Olympic Games that Italy had been waiting for more than 20 years.

Silver medal at the World Championships, 26 podiums and 9 wins in World Cup.

Third most successful Italian ever in World Cup and first Italian ski champion in history to win in three different disciplines in the same competitive season 2017/2018.

**Giuseppe La Spada**, sicilian born in 1974, he lives and works in Milano and is one of the most interesting and original visual artists on the international scene for his commitment to raising awareness on environmental issues. He is the only Italian artist to have won in 2007 - together with great personalities such as David Bowie and YouTube founders - the prestigious “Webby Award”, the Oscar for the web awarded every year by the International Academy of Digital Arts and Sciences in New York.

**Photo and video Traiettorie Liquide:** <http://bit.ly/FedericaBrignoneTL>

**Video One Ocean Foundation:** <https://www.locean.org/mission/> - <https://www.locean.org/charta-smeralda/>

Management and Press Office Federica Brignone

Mancini Group S.r.l.

Giulia Mancini, Daniela Mancini

+39 0444 977996 - [info@mancinigroup.it](mailto:info@mancinigroup.it)

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