



**PARLEY FOR THE OCEANS IS A COLLABORATOR OF THE ITALIAN PAVILION AT THE 17TH INTERNATIONAL  
ARCHITECTURE EXHIBITION - LA BIENNALE DI VENEZIA**

Venice, 23 April 2021

**Parley for the Oceans** is a new form of environmental organisation that brings together creators, thinkers, and leaders across brands, governments, creative communities and environmental groups to raise awareness for the beauty and fragility of the oceans and collaborate on projects to end their destruction. What started as a collaboration space has fast become an award-winning global movement and network with its multidisciplinary approach and AIR Strategy (Avoid, Intercept, Redesign), Parley works to accelerate solutions to marine plastic pollution, climate change and overfishing. Parley for the Oceans understands current plastic is a design failure, sees the long-term solution in a Material Revolution. To catalyse awareness and fund initiatives focused on direct impact, education, material science and eco-innovation, Parley introduced Ocean Plastic®. This range of premium materials is made from intercepted marine plastic waste to replace virgin plastic while raising awareness and funds that empower leaders in the sports, fashion and luxury industries to transform products into symbols of change.

With dedicated coordinators and volunteers in 28 countries and counting, the Parley Global Cleanup Network works to protect marine environments from plastic pollution and other threats. Through collaborative cleanups with local businesses and organisations, teams intercept plastic waste from beaches, remote islands, rivers, mangroves and coastal communities. Local education, awareness campaigns and government engagement help to drive lasting change.

Parley for the Oceans has formed alliances with major partners including adidas, Anheuser Busch InBev (Corona), American Express, the Republic of the Maldives, the United Nations, the World Bank, the British Fashion Council, Giesecke+Devrient and other collaborators spanning the worlds of science, art, fashion, design, entertainment, sports, space and ocean exploration.

Learn more and join the movement at [www.parley.tv](http://www.parley.tv)

For more information please contact Camron PR:  
Valentina Giani, [valentina.giani@camronpr.com](mailto:valentina.giani@camronpr.com)