SKY Perfect JSAT Corporation

News Release

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SKY Perfect JSAT Corporation

Colors Discovered from Space Take the Stage at the United Nations! SATELLITE CRAYON PROJECT at the UN Ocean Conference at the invitation of UNESCO-IOC



SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Eiichi Yonekura; hereinafter "SKY Perfect JSAT") is proud to present the SATELLITE CRAYON PROJECT, an initiative that transforms real colors captured from satellite imagery into physical crayons that represent the true colors of the Earth.

We are pleased to announce that following a request from the Intergovernmental Oceanographic Commission of UNESCO (UNESCO-IOC), the Crayons of the Seas, representing the colors of the world's ocean, will be exhibited at the UN Ocean Conference 2025 (UNOC3), to be held in June, 2025, in Nice, France. The project will be showcased in the Beyond Border: Ocean Futures Pavilion within the official side event, Green Zone of UNOC3, at the Palais des Expositions, also known as La Baleine (The Whale).

Additionally, 100 sets of Crayons of the Seas, which symbolize the project, will be donated to support an interactive drawing activity open to the general public entitled "Kids Ocean-Inspired Painting Workshop". This is organized in the framework of SEA BEYOND, a project by Prada Group conducted in partnership with 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. Through this hands-on experience, visitors will be encouraged to deepen their understanding and appreciation of the ocean. Together with UNESCO-IOC and Prada Group, we aim to create a space that fosters a sense of

wonder and appreciation for the Earth and the ocean, particularly among future generations.





Introduction video shown at the pavilion

Introduction Video：Crayons of the Seas

Introduction Video：SATELLITE CRAYON PROJECT

About the 2025 United Nations Ocean Conference (UNOC3)

The UNOC3 is a high-level international conference aimed at advancing the implementation of Sustainable Development Goal 14 (SDG14): "Life Below Water." It will be co-hosted by France and Costa Rica and held in Nice, France, from June 9–13, 2025.

The theme of the conference is:

"Accelerating action and mobilizing all actors to conserve and sustainably use the ocean."

Government leaders, international organizations, civil society, the scientific and academic communities, and private sector representatives will gather to discuss challenges and opportunities related to ocean conservation, and share efforts toward achieving SDG14.

UN 2025 Ocean Conference | Department of Economic and Social Affairs

About the Green Zone

The Green Zone is a public space organized in conjunction with UNOC3 that welcomes general visitors and celebrates marine culture and ocean literacy. It will feature various pavilions, talks, and exhibitions hosted by multiple organizations. In addition to UNESCO-IOC, other exhibitors will include the European Commission (EC) and the United Nations Conference on Trade and Development (UNCTAD).

About the Beyond Borders Pavilion

This UNESCO-IOC-led pavilion in the Green Zone, called Beyond Borders, is dedicated to deepening public understanding of the ocean and nurturing an ocean-literate generation. The pavilion will feature exhibitions, discussions, and interactive experiences that highlight the relationship between people and marine ecosystems, and serve as a key hub for promoting the importance of marine conservation and sustainable management. On the last day of the United Nations Ocean Conference, June 13, the pavilion will host an entire day, dubbed SEA BEYOND Day, dedicated to the project's mission and impact.

Collaboration between SATELLITE CRAYON PROJECT and SEA BEYOND

By combining curiosity, creativity, and education, the SATELLITE CRAYON PROJECT and SEA BEYOND support children in seeing the ocean not just as a place, but as an essential part of our collective future. The

participatory drawing space will allow visitors to create artwork using “Crayons of the Seas” — crafted from real ocean colors collected via satellite imagery — providing a fun and tangible way to learn about and connect with the ocean.
SKY Perfect JSAT will continue collaborating with diverse partners to inspire curiosity about our planet.

Comment from Francesca Santoro
Senior Programme Officer for Ocean Literacy at UNESCO-IOC:
“The Satellite Crayon Project inspires curiosity and creativity, nurturing a deeper understanding of our ocean. It beautifully captures the essence of Ocean Literacy by merging science, culture, and engagement, motivating children to become active stewards of marine ecosystems. This collaboration demonstrates the powerful role innovative partnerships play in fostering ocean awareness and empowering future generations to protect our blue planet.”

About the SATELLITE CRAYON PROJECT
Launched through a crowdfunding campaign by volunteer employees of SKY Perfect JSAT, the SATELLITE CRAYON PROJECT is based on the concept: “Inspiring people to learn more about Earth through the colors we’ve discovered from space.” The project began in 2022 with the release of Crayons of the Seas, followed by Crayons of the Mountains and Crayons of the Lakes. These products have won numerous national and international design awards, including the iF Design Award and Red Dot Design Award. Today, the project has evolved into a full color branding initiative based on 36 unique satellite-derived colors, their coordinates, and the stories behind them — with licensing plans underway for corporate and institutional collaboration.

About 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 2023 to create links between kids and the lagoon ecosystem. While the main focus remains education, SEA BEYOND has recently extended its scope to new areas of focus: support for scientific research, community engagement activities and policy advocacy dedicated to the ocean. As of July 2023, 1% of the proceeds from the Prada Re-Nylon for SEA BEYOND Collection benefit SEA BEYOND. The list of products in this Collection is available at 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.