



CANADIAN  
OCEAN  
LITERACY  
COALITION

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CANADIAN OCEAN LITERACY STRATEGY

# KEY INITIATIVES IMPACT REPORT 2022

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APRIL 2023



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# INTRODUCTION

The Canadian Ocean Literacy Coalition (COLC) is an alliance of organizations, networks, institutions, communities, and individuals working together to better understand and advance ocean literacy in Canada. COLC launched in September 2018 at the Oceans Inspiration Expo, as part of the G7 Ministerial Meetings in Halifax, Nova Scotia. Since inception, COLC has functioned as an independent national project office with an administrative home first at the Canadian Museum of Nature and currently at Ocean Networks Canada at the University of Victoria.

Serving as a hub for collaboration across regions and sectors in Canada, COLC's initial project was to lead a Canada-wide research initiative to better understand Canadians' varying relationships with the ocean and to understand how ocean literacy is understood and practiced across the country.

In June 2020, COLC published the final regional and national reports of the *Understanding Ocean Literacy in Canada* study, establishing the first research baseline of ocean literacy in Canada. Land, Water, Ocean, Us: A Canadian Ocean Literacy Strategy and the accompanying *Implementation Plan: Pathways for Collaboration* (collectively, the "National Strategy") are directly built on the findings of this study, and have been co-developed in the original spirit of COLC's community-driven, regionally-focused mandate. The Strategy to advance Ocean Literacy in Canada is an endorsed project of the UN Decade of Ocean Science for Sustainable Development.

In Fall 2021, COLC was awarded funding from Fisheries and Oceans Canada to advance work under the National Strategy.

This Key Initiatives Impact report describes major collaborative programs and activities implemented in support of the National Strategy. For a high-level summary of impact and the current status of the National Strategy, please see the companion National Strategy Impact Report 2022.

In addition to the Key Initiatives being implemented in support of the National Strategy, there are hundreds of diverse organizational and community-led ocean literacy initiatives taking place across Canada. COLC is honoured and grateful to work alongside the many institutions and individuals who champion ocean literacy and celebrate the ocean in their work and lives.

This Key Initiatives Impact report was prepared for the Canadian Ocean Literacy Coalition by Entremission, a Montréal-based social enterprise that equips social impact organizations with tools to create an equitable, sustainable society.





# IMPACT THEMES

Each of the Key Initiatives has been organized according to one of three impact themes:

- Outreach & Education
- Research & Impact
- Leadership & Advocacy

These themes explain why a particular program or initiative is being undertaken:

**Outreach & Education** initiatives are intended to engage members of the public to enhance their knowledge of the ocean, their connection with water, and the behaviours and actions that will contribute to ocean conservation.

**Research & Impact** initiatives collect information about ocean literacy activities. They provide insights as to which experiences and approaches help to transform people's understanding of, connection to, and relationship with the ocean. They also identify gaps and opportunities in ocean literacy efforts and document some of the aspects of ocean literacy work that are fostering agency, driving behaviour change, and influencing policy. These initiatives strengthen the field of ocean literacy.

**Leadership & Advocacy** initiatives develop support for ocean literacy within Canada and internationally. These initiatives help other institutions and sectors understand the value of ocean literacy and the linkages between ocean and climate action, generate funding and research support for ocean literacy, and strengthen the community of individuals and organizations committed to ocean literacy.





# KEY INITIATIVES IMPACT

## Outreach & Education

### Ocean Week Canada 2022 & Ocean Festival

Action Stream: 4

#### Ocean Week Canada

Ocean Week Canada is a national celebration of ocean events, learning, and engagement led by the Canadian Ocean Literacy Coalition in collaboration with a team of content and event partners across the country. Growing Ocean Week Canada is one of the Action Streams identified as paths to reaching the National Strategy goals for ocean literacy in Canada.

Debuting as a small (all virtual) pilot in 2021, Ocean Week Canada became an official annual event in 2022. Ocean Week Canada 2022 took place June 3-12 with 101 official events across the country.



#### Ocean Festival

Ocean Week Canada 2022 kicked off a summer-long festival of more than 105 events to lay a foundation of ocean awareness as Canada prepared to host the Fifth International Marine Protected Areas Congress (IMPAC5) in Vancouver. This momentum culminated in a two-day public ocean celebration at IMPAC5 in February 2023. This public celebration is discussed in the IMPAC5 section of this report.

Ocean Week Canada 2022 and the Ocean Festival events ranged from a travelling interactive giant floor map with augmented reality app, to the Sacred Journey Exhibit, interactive art shows, talks by ocean experts, shoreline cleanups, and film screenings.

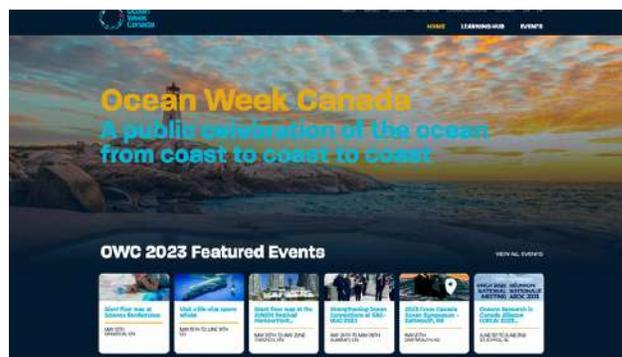
All told, more than 670,294 people participated in the 206 events hosted by 255 organizations and their partners in 2022.



## Highlights from Ocean Week Canada 2022 and the Ocean Festival

To lay the foundation for many years of successful Ocean Week Canada events, the Canadian Ocean Literacy Coalition, together with a national team of partners, created a number of free key resources. These included:

1. The **Ocean Week Canada website and event portal** is a website where event hosts can register their events with Ocean Week Canada. When event hosts register their events, they get access to event planning and promotional resources, free publicity, ocean literacy tools and resources, and inclusion in the annual impact report. In 2022, 86,427 people visited the Ocean Week Canada website and viewed events 52,912 times.



**Theme 2: Ocean is Life**  
We are all ocean people no matter where we live. Explore how the arts allow us to express

**Marine Garbage Transformed**  
Tackle this challenge with an optimistic spirit and allow the art of Pete Clarkson to inspire your own classroom of upcycled art projects!  
Grade Level: Elementary, Middle, Secondary  
Photo credit: Ariane Shaw  
[LEARN MORE](#)

**My Octopus Teacher**  
Watch the trailer of this touching tale of interspecies friendship, and examine where we, as humans, place ourselves in the natural world. Beautiful underwater cinematography and ocean imagery inspires wonder. To view the full film, Netflix is offering subscribers the opportunity to [host educational community screenings free of cost.](#)  
Download the Discussion Guide  
Grade Levels: Elementary, Middle, Secondary  
Photo credit: Ariane Shaw  
[WATCH THE TRAILER](#)

2. A series of **six toolkits** were created to help organizations promote ocean literacy:

- Schools Toolkits #1 and #2
- Postsecondary & Early Career Toolkit
- Museums, Science Centres & Aquariums Toolkit
- Public Libraries & Community Groups Toolkit
- Parks Canada Toolkit

The toolkits were viewed 7,289 times by 6,337 people. They can be accessed for free year-round at [oceanweekcan.ca](http://oceanweekcan.ca). These toolkits weave priority Action Stream #3 from the National Strategy into Ocean Week Canada, strengthening ocean education.

3. The **Giant Floor Map** with an augmented reality app experience, entitled Ocean, Freshwater, and Us was created and launched for Ocean Week Canada 2022. This resource has rapidly grown into its own initiative and is described in more detail in this report.





4. Three **Video Collections** were curated to help organizations promote place-based connections with the ocean, waterways, coastal areas, and the people who best understand and care for these places:

- *Coastal Stories* by the SOI Foundation
- *Water Guardians* by the Indigenous Leadership Initiative
- *Ocean Week Canada 2022 Awareness* by the Canadian Ocean Literacy Coalition



The **Coastal Stories** and **Water Guardians** educational video collections were viewed 4,580 times online. They are also embedded in the AR app that accompanies the Giant Floor Map and can be accessed for free year-round at [oceanweekcan.ca](http://oceanweekcan.ca). The Ocean Week Canada 2022 **Awareness Videos** were viewed 313,058 times.

Collectively, all three video collections were viewed 317,852 times. These video collections weave priority Action Stream #5 from the National Strategy into Ocean Week Canada, enhancing ocean knowledge sharing through storytelling.



5. The **Artist Hub** was a COLC-led initiative to integrate arts into ocean literacy. Through a series of artist-led talks, creative community workshops, and immersive experiences, artists brought unique ocean engagement opportunities into public spaces in regions across the country.

The 2022 Artist Hub was curated by Dr. Melissa Rombout and included artists Corina Brdar, Geneviève Dupéré, Christine Fitzgerald, Dominique Normand, Robi Smith, and Patrick Thompson. The Artist Hub also weaves priority Action Stream #5 from the National Strategy into Ocean Week Canada, *enhancing ocean knowledge sharing through the arts.*

6. The **Coastal Connection Challenge** was designed by Early Career Ocean Professionals as an Ocean Decade campaign to engage young people in Canada (ages 16-30) to connect with the ocean. Piloted in 2022, 77 participants logged their outdoor movement as they virtually travelled the Canadian coastline. The journey will continue in 2023.

The **Challenge** weaves priority Action Stream #6 from the National Strategy into Ocean Week Canada, *amplifying and advancing youth engagement.* It was supported by 6 project partners and 9 prize partners.





**206**

Ocean Week Canada  
2022 and Ocean  
Festival events



**670,294**

People  
participating in  
events



**3,778,101**

People reached through  
social media



**284**

Partnerships



**36**

Media stories



**6**

Toolkits created



**86,427**

Ocean Week Canada  
2022 website visitors



**52,912**

Ocean Week Canada  
event portal visitors



**981**

Mailing list  
subscribers



**24**

Video stories created as  
part of 2 educational  
collections



**20**

Giant Floor Maps in  
national circulation with  
AR App launched



**1,047**

Downloads of the  
Ocean Week  
Canada app

**More information:** <https://oceanweekcan.ca/>



## Ocean Literacy Community Grants Program

### Action Stream: 2

Launched in February 2023, the Ocean Literacy Community Grants program provides more accessible funding opportunities for community-driven ocean literacy initiatives that are regionally, culturally, and linguistically relevant. Establishing a Community Grants program was identified as a priority action (Action Stream #2) in the National Strategy.

In early 2023, the fund offered grants ranging from \$500 - \$3,000 to be used by community organizations to support events during Ocean Week Canada. The grant program was announced February 6, 2023 and the grant portal closed on February 20. On March 6, 2023, **26 grants** were awarded **\$55,858** in funding (total) for events to be held in May and June 2023.

The program received 146 complete applications for events, requesting a total of \$345,448 in funding for community ocean literacy events in 32 languages across Canada.

Of the applications reviewed by the grant committee, 56% featured education or interpretive explorations, 42% included a recreational activity, 31% were requests for shoreline cleanups, 26% were arts-based, 23% were for presentations and film screenings, 11% featured storytelling, and 5% were book launches. Nearly one-third of these applicants heard about the submissions through word-of-mouth, 60% through Instagram and Facebook, and 15% via email.

The majority of events are geared towards families and involve collaborations or partnerships between multiple community organizations. Nearly all (97%) of the applications were for in-person and hybrid events.



 **\$55,858** In funding awarded

 **26** Grants awarded in 12 provinces and territories

 **5,300** Website views Feb 6 and 20 (English and French pages combined)

 **4** Grants awarded to promote ocean literacy in freshwater communities

 **5** Partners involved in the grant program design and launch

 **152** Organizations added to the Ocean Week Canada network

 **30** Applications received for events in Indigenous languages

**More information:** <https://oceanweekcan.ca/grant/>



## Blue Schools Canada

### Action Stream: 3

In Canada, a “Blue School” is any school community that engages in purposefully planned experiential learning about marine, freshwater, and coastal areas.

Students and teachers:

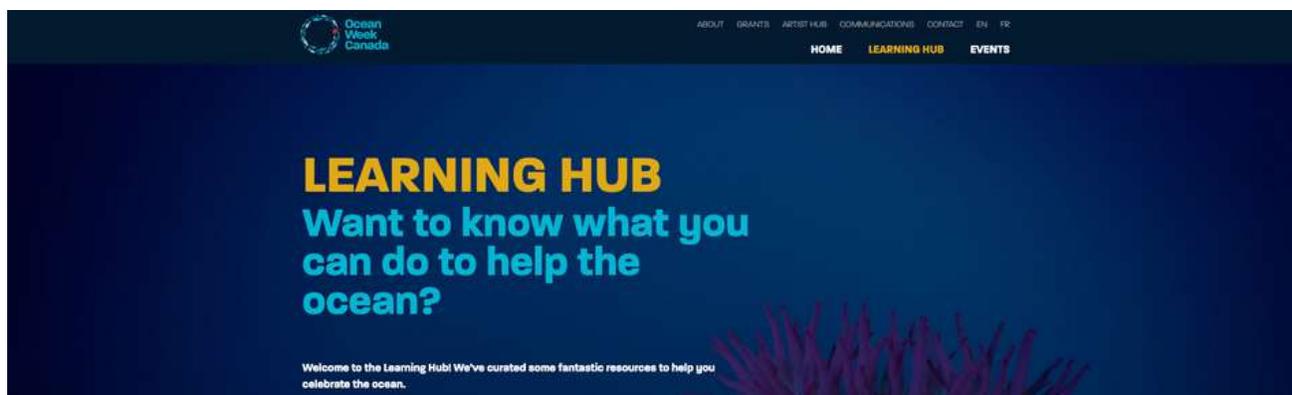
- actively engage in learning events offered or initiate their own
- demonstrate how learning is being applied
- share learning and impacts with network

The Blue Schools Canada initiative is part of the [All-Atlantic Blue Schools Network](#), a joint action of the [All-Atlantic Ocean Research and Innovation Alliance](#) of which Canada is a member. Launched in 2021, this global initiative connects schools from countries that border the Atlantic Ocean and engages students in educational projects that deepen ocean and freshwater understanding, raise awareness about ocean issues, and involve local intergenerational community initiatives that inspire action for a healthy ocean.

In its first 18-months, the Blue Schools Canada program has focused on creating and testing engagement and skill building opportunities for schools, formal and non-formal educators, and students from elementary to postsecondary levels. The pilot period ran from Fall 2021 to January 2023.

## Highlights of the Blue Schools Canada initiative in 2022

In collaboration with Ocean Week Canada content partners, a ‘Learning Hub’ was developed to centralize innovative resources from different ocean education organizations across Canada. The toolkits are intended for use by teachers, community educators, instructors, and other ocean literacy mentors. The toolkits have been viewed 7,289 times by 6,337 people (including educators using the toolkits in group settings). They can be accessed for free, year-round at [oceanweekcan.ca](http://oceanweekcan.ca).



Blue Schools Canada also created a Foundational Understandings reference graphic and a Science Literacy Week Canada resource for use by educators.



## Blue Schools Canada @ IMPAC5

COLC, together with members from the Blue Schools Canada team, also hosted “[Schools Day](#)” in February 2023 as part of the Ocean Festival at IMPAC5 in Vancouver. **Three hundred students** from **7 schools** participated in this 3-hour interdisciplinary learning experience supporting global citizenship, reconciliation, and sustainability education through hands-on activities by Canada’s leading ocean educators.



COLC, together with Exploring by the Seat of Your Pants, the ECOP Programme, and the All-Atlantic Blue Schools Network, held daily [live broadcasts](#) to schools from IMPAC5 on February 6-9, 2023. Sessions featured presentations by young ocean professionals, followed by Q&A. More than 1,000 students from 10 countries participated in these sessions. The event series built on the success of the ‘live hangouts’ held during Ocean Week Canada 2022.



**8** Toolkits and resources created



**17** Program partners



**30** Blue Schools and teachers registered



**7** Resource sharing and training webinars for educators



**10** Live learning webinars for students



**7,637** Students, educators, and public engaged

**More information and registration form:** <https://colcoalition.ca/projects/blue-schools-canada/>



## Ocean, Freshwater, and Us: The Giant Floor Map & AR App

Action Stream: 3

The Giant Floor Map is an 8-metre by 11-metre giant map of the freshwater systems, watersheds, oceanic waters, and sea ice in Canada, as well as the different types and locations of marine conservation areas. People walk around on the map guided by an Augmented Reality (AR) smartphone app that provides immersive experiences to connect people with marine protected areas, biodiversity of species, different voices leading ocean conservation efforts in Canada, and other geographic and human features.

The goal of the map is to help people better understand the connection between themselves and the water that surrounds and sustains us. Among other unique educational features, it includes information and stories about Indigenous communities, treaties, and Indigenous languages spoken across the entirety of what we now call Canada. As people explore the map, video collections from the SOI Foundation, the Indigenous Leadership Initiative, and Ocean School provide a rich, multimedia learning experience.

There are 20 maps available for free to schools, educational conferences, museums, science centres, libraries, and public festivals. A resource guide accompanies the map with instructions for learning activities covering topics and themes such as Indigenous perspectives on water, life below water, ocean and climate, marine biodiversity, marine conservation, ocean exploration, and freshwater-ocean linkages. A half size map (4-metre x 5.5-metre) was created in late 2022 to accommodate smaller spaces and reach more audiences. The map was designed by cartographer, Chris Brackley, in collaboration with a national multi-partner design committee.

*Ocean, Freshwater, and Us* is a collaboration between the Canadian Ocean Literacy Coalition, The Royal Canadian Geographic Society, Canadian Geographic Education, Ocean School (a project of the National Film Board of Canada and Dalhousie University), and the Government of Canada. The giant floor map and broader Ocean Week Canada project is an endorsed activity of the United Nations Decade for Ocean Science for Sustainable Development.



**74,952** Map users



**8** Project Partners



**9** Provinces visited



**20** Physical Maps with Android and iOS App



**3,678** Views of the Giant Floor Map webpage



**83** Bookings including 2 activations in the Canada Pavilion at global conferences



**1,047** Downloads of the Ocean Week Canada app

More information and registration form: <https://oceanweekcan.ca/learning-hub/map/>



## ECOP Canada

### Action Stream: 6

Early career ocean professionals (ECOPs) are people with ten years or less professional experience (paid or unpaid) within any occupation related to the ocean.

ECOP Canada is the Canadian chapter (or node) for the Global ECOP Programme, endorsed by the UN Ocean Decade. ECOP Canada provides young professionals with meaningful networking and development opportunities in order to promote diverse voices and achieve intergenerational equity.

In particular, ECOP Canada funds travel and participation in major conferences for young ocean professionals and creates content, resources, training, and events that share knowledge between generations of ocean professionals.

ECOP Canada receives core salary funding and conference travel honorariums from the Canadian Ocean Literacy Coalition. Supporting ECOP Canada directly advances priority Action Stream #6 from the National Strategy, *amplifying and advancing youth (and young professionals) engagement*.

ECOP Canada spearheaded the Ocean Decade Campaign Workshop that created the Coastal Connections Challenge and the development of the ECOP Toolkit for Ocean Week Canada.



**225** Members and engaged ECOPs



**968** Social media followers



**8** Program Partners



**8** Major ocean conferences attended by ECOPs



**25** Project and conference partners



**3,367** People using the ECOP Toolkit



**7** National or international conference presentations



**\$27,000** in funding delivered to support ECOP participation in ocean conferences



**33** Resources published by/ for ECOPs



**110** ECOPs contributing to a survey and workshop on young ocean professionals, their interests, and needs

**More information and registration form:** <https://colcoalition.ca/projects/ecop-canada/>  
<https://www.ecopdecade.org/canada/>



## Research & Impact

### National Strategy Progress & Impact Measurement

#### Action Stream: 10

Many ocean literacy efforts in Canada are organized under the framework of the National Strategy, *Land, Water, Ocean Us: A Canadian Ocean Literacy Strategy* that was launched in March 2021. The Strategy was co-developed through a community-driven engagement process in which over 400 organizations and more than 3,000 individuals in Canada participated.

The National Strategy identifies Ocean Knowledge, Ocean Values, and Ocean Actions as three dimensions of ocean literacy. It recognizes that these dimensions are interconnected and mutually reinforcing; for example, feeling a moral responsibility to the ocean may increase a person's commitment to changing their behaviour or supporting ocean conservation policies.

#### The Impact Measurement program serves two purposes:

1. It monitors projects and activities implemented under the National Strategy to share information about progress, impact, and sustainability with the Canadian ocean literacy community.
2. It seeks ways to identify connections between ocean literacy activities, short term impacts, and long-term social and conservation goals. Short-term impacts include observations such as the number of people who participated in a workshop. Long-term goals include positive shifts in knowledge, values, and action. As it develops in the coming years, this aspect of the Impact Measurement program will be of interest to other ocean literacy practitioners, funders, and policymakers, including those in the international community.

Seven reports were produced as part of the inaugural year for the Impact Measurement program: The National Strategy Impact Framework (March 2022), Action Streams Measurement Plan (March 2022), Action Stream #4: Ocean Week Impact Measurement Plan (March 2022), Ocean Week Canada & Ocean Festival Interim Impact Report (September 2022), National Ocean Literacy Strategy Key Initiatives Report, 2022 (April 2023), National Strategy Impact Report, 2022 (April 2023), and the Ocean Week Canada 2022 & Ocean Festival Impact Report (April 2023).

As part of the Impact Measurement project, the Ocean Literacy Map hosted on the Canadian Ocean Literacy Coalition website is also being updated. This map will soon feature a number of datasets describing ocean literacy initiatives across Canada. It is intended to serve as a visual representation of the growing impact of ocean literacy efforts across Canada.

The work done in 2022 laid the foundation for ongoing impact measurement and reporting. It identified the metrics to be tracked, methods for tracking, and created a baseline against which to measure impact in the future.



**1** Framework for impact measurement developed



**351** Metrics recorded



**7** Reports produced

**More information and registration form:** <https://colcoalition.ca/our-work/canadas-ocean-literacy-strategy/>



## Global Ocean Literacy Research Community

Action Stream: 10

The Canadian Ocean Literacy Coalition is a co-founder of the global Ocean Literacy Research Community (OLRC) and serves as co-lead with Emma McKinley from Cardiff University & the Founder of Marine Social Sciences Network (MarSocSci). The goal of the OLRC is to identify ocean literacy research priorities and gaps and to advance collaborative research efforts that strengthen ocean literacy globally.

COLC served as the lead applicant and co-organizer of the Developing a Global Ocean Literacy Research Program satellite activity at the first UN Ocean Decade Laboratory: An Inspiring & Engaging Ocean which took place on July 7-8th, 2021. This workshop was the first in a series to build a collaborative ocean literacy research community and a 'real-time' StoryMap of ocean literacy research and researchers.

Since then, COLC has co-led two more OLRC workshops and conducted three surveys to better understand research gaps and priorities in ocean literacy. The OLRC story map is available [here](#). In February 2023, COLC led the [Ocean Literacy Dialogues 3rd Edition](#) at IMPAC5 in collaboration with IOC-UNESCO and MarSocSci, building off and advancing the work of the above workshops.



 **147** Members

 **20** Countries represented

 **4** Organizing program partners

 **600** Ocean Literacy Dialogues 3rd Edition participants

 **5** Established research working groups

**More information:** <https://colcoalition.ca/projects/ocean-literacy-research-community/>



## Public Perceptions Research Review

Action Stream: 10

The Public Perceptions Research (PPR) review is a follow up to the Canadian Ocean Literacy Survey (“COLS”), completed in 2019-2020. The COLS measured the various ways people in Canada connect with the ocean and the ways ocean literacy is understood and practiced across different regions and sectors.

The review compared the results of the COLS to other recent (2019-2022) PPR ocean surveys in Canada in order to deepen current understandings of national ocean perceptions and define needs for future surveys.

With consent from the leads of the five included studies, COLC led the review by organizing all survey questions and responses according to 9 themes (such as Ocean Values, Blue Economy, Governance) and 5 dimensions of ocean literacy (such as Ocean Knowledge).

The result is a framework and rationale for structuring future public ocean perceptions surveys. Five resources were produced, including two detailed analyses documents, a Road Map for Future PPR, a data visualization, and a Summary Report.

Public perceptions surveys are crucial to understanding patterns and changes in public views of the ocean and the impact of ocean literacy and conservation initiatives. These surveys can provide insight into the links between project-level impact and population-level trends.

-  **1** Research review completed
-  **5** Studies and study partners
-  **5** Reports produced



## Stories for Stream2Sea

Action Stream: 5

Stories for Stream2Sea was a storymapping initiative led by researcher Dr. Jen McRuer in 2022 with the intent of documenting and mapping stories of people’s changing connections with the ocean. Twenty-three stories were submitted and woven into an interactive online story map. The project methodology has since inspired a global Ocean Literacy Research Community StoryMap with over 140 active contributors.

Stories for Stream2Sea focused on priority Action Stream #5 from the National Strategy, enhancing ocean knowledge sharing through storytelling. With an emphasis on engaging less-heard voices in Ocean Science across Canada (e.g., Indigenous People, People of Colour, Francophone Canadians, minority language groups, new immigrants, women, early career professionals, youth), the project also supported Action Stream #7, *evaluating and improving diversity within Canada’s blue spaces and ocean-related sectors*.

-  **23** Stories collected
-  **1** Story map produced
-  **7** Project partners
-  **1** Publication
-  **1** Methodology for soliciting stories and standardizing data developed
-  **31** Kickstarter campaign backers pledging \$13,100

More information: <https://colcoalition.ca/projects/stories-for-stream2sea/>



## Leadership & Advocacy

### Ocean Literacy Leadership and Community Building

*Action Stream: 10*

In order to improve understanding of ocean literacy within Canada and strengthen the global ocean literacy community, COLC participates in numerous regional, national, and international initiatives. These efforts are key to Canada's effectiveness, credibility, and leadership in ocean literacy, conservation, and the ocean sector. Highlights of this work include:

#### Ocean Literacy with All

Ocean Literacy With All (OLWA) is an Ocean Decade-endorsed project led by the Intergovernmental Oceanographic Commission of UNESCO in collaboration with global partners. OLWA is focused on strengthening international partnerships and networks to design, implement, and support research-based activities and projects by and for diverse stakeholders. COLC is a founding partner of OLWA, and Diz Glithero serves on the Steering Committee and co-leads the Research component.

**More information:** <https://oceanliteracy.unesco.org/ocean-literacy-with-all/>

#### Ocean Decade Community of Champions

Canada's Ocean Decade Community of Champions is a multi-stakeholder platform designed to mobilize the Canadian ocean community, foster innovation, and encourage science-based action. Announced in 2022, the community of champions features one champion for each of the seven Ocean Decade outcomes.

Diz Glithero of the Canadian Ocean Literacy Coalition is the champion for "An inspiring and engaging ocean". This Decade outcome signals that "society understands and values the ocean in relation to human wellbeing and sustainable development."

**More information:** <https://www.dfo-mpo.gc.ca/campaign-campagne/un-decade-decennie-nu/canada-eng.html#community>

#### All-Atlantic Ocean Research & Innovation Alliance

The All-Atlantic Ocean Research and Innovation Alliance (AAORIA) consists of experts from northern and southern Atlantic countries, including academia, industry, funding agencies, and non-governmental organizations. The Canadian lead for the Alliance is Fisheries and Oceans Canada, with many organizational partners across Canada, including the Canadian Ocean Literacy Coalition. Diz Glithero of the Canadian Ocean Literacy Coalition serves on the AAORIA Ocean Literacy and Citizen Awareness Working Group. The Alliance is responsible for several international joint-action initiatives, including the All-Atlantic Blue Schools Network.

**More information:** [https://www.allatlanticocean.org/aanchor\\_csa](https://www.allatlanticocean.org/aanchor_csa)



## National and International Presentations

The Canadian Ocean Literacy Coalition is frequently invited to speak about the development of the National Strategy, current initiatives, and ocean literacy research. In addition to the events and presentations described elsewhere in this impact report, COLC spoke at several high-profile national and international events in 2022, such as:

- June 2022: UN Ocean Conference, Lisbon, Portugal: Multi-sector panel on Ocean Literacy
- July 2022: All-Atlantic Ocean Research & Innovation Forum, Washington, United States: Roundtable Discussion on Ocean Literacy & Capacity Building
- July 2022: Fourth ICES PICES Early Career Scientist Conference, St. John's, Canada
- October 2022: Ocean Literacy Dialogues 2nd Edition, Santos, Brazil: Ocean Literacy Research: Essential to Ocean Literacy and Ocean Decade Success
- November 2022: NGO-UNESCO Forum, Ottawa, Canada: Mobilizing NGOs for the International Decade of Indigenous Languages and the Ocean Decade
- December 2022: ArcticNet Annual Scientific Meeting, Toronto, Canada: Plenary Panel: Ocean Decade Initiatives for a Changing Arctic

 **19** Partners

 **6** Major presentations

 **5** Contributing author publications

## Ocean Literacy Dialogues 3rd Edition @ IMPAC5

*Action Stream: 10*

The Ocean Literacy Dialogues series is a global collaboration led by the Ocean Literacy with All community. The series brings together every sector of society – from individuals to institutions, schools to businesses, communities to governments, academia to media – to play an active role in ensuring a healthy ocean for current and future generations.

The 3rd edition of the Dialogues series was led by the Canadian Ocean Literacy Coalition with collaborative support from the IOC-UNESCO and the Marine Social Sciences Network (MarSocSci) during IMPAC5 in Vancouver, February 3-9, 2023.

The primary focus of the Ocean Literacy Dialogues 3rd Edition was on ocean literacy research. There were 7 workshops, each focused on a priority area as co-identified by the global Ocean Literacy Research Community. These include: Ocean Literacy and Climate Change; Ocean Literacy and the Sustainable Blue Economy; Ocean Literacy as a Policy Tool; Ocean Literacy and Justice, Equity, Diversity and Inclusion; Public Ocean Perceptions Research and Measuring Ocean Literacy; Reaching Mass Audiences through Technology and Media Communications; and an Ocean Literacy Research Cafe to bridge the ocean literacy research agenda with the marine protected areas agenda.

There was significant cross-over between many of the Dialogues and other Key Initiatives and National Strategy priorities. The above hybrid workshops were attended by more than 600 people.

 **7** Ocean Literacy Dialogue workshops

 **600** Attendees

 **7** Program partners

 **1** Working group established to organize the 4th Edition in Africa in 2023

**More information:**  
<https://www.oceanliteracydialogues.com>



# RIPPLES AND CURRENTS

The world is facing an ocean and climate crisis. The state of ocean literacy in Canada will determine, in part, how we respond: the solutions we adopt will flow from what we know, what we believe, and what we choose to do.

It will be generations before the real impact of today's ocean literacy efforts is known. Even then, many of the challenges facing the ocean stem from complex problems that will not be solved by any single action, project, or organization.

In preparing this Impact Report, we recognize that individual impact measures don't prove impact in and of themselves. The fact that 100 people viewed a webpage, for example, is not necessarily proof that ocean knowledge increased or behaviours changed. Likewise, the fact that knowledge increased does not necessarily mean that the ocean is protected. A single impact measure is the beginning of an impact story, not the end.

The National Strategy impact model views initial impact measures like the first ripple caused by a stone or a raindrop falling in the water. The measure tells us that something has occurred, but we don't know yet how far its impact will reach.

The Ocean Literacy Community Grants program is one example of a "ripple" initiative. Launched in early 2023, the Grants program was inspired by the success of Ocean Week Canada 2022. In its first year, the program will cause ripples of its own as the microgrants help communities organize Ocean Week Canada 2023 events across the country. These events, in turn, will lead to new relationships, collaborations, and education opportunities.

Measuring ripples could be one way to predict which activities are likely to lead to increases in Ocean Knowledge, Ocean Values, and Ocean Actions. As the pattern became apparent in 2022, this ripple effect was documented anecdotally. In 2023, it will be included as an official impact metric.

Similarly, many initiatives have their greatest impact as they flow through others. The Giant Floor Map and the Toolkits, for example, were created for Ocean Week Canada. Today, the set of floor maps serve as a year-round traveling education program and the Toolkits as a resource for Blue Schools Canada educators. Like currents in the water, these initiatives circulate through multiple ocean literacy programs. The "current" metric will also be added to the 2023 impact measurement program.

Several of the original Action Streams identified in the National Strategy do not function as stand-alone efforts, either. Like the "current initiatives", they flow through other ocean literacy efforts. To this end, events, resources, and engagement produced during Key Initiatives have been analyzed for representation (Action Stream 7), and storytelling (Action Stream 5). These cross-cutting streams are discussed more in the National Strategy Impact Report, 2022.

The goal of the National Strategy is to mobilize an intergenerational and multi-sectoral community of people and partners to empower Canadians to better understand, value, and care for the ocean. This report is a first effort to tell the story of what happened in the first full year of implementing the National Strategy, to provide reliable data to track changes over time, and to inspire the next set of ripples.

# CONTACTS

For questions about this Key Initiatives Impact Report and specific metrics, email Krystyn Tully:

**[krystyn@entremission.com](mailto:krystyn@entremission.com)**

For questions about the Canadian Ocean Literacy Strategy, COLC's work, and collaboration opportunities email Diz Glithero:

**[diz@colcoalition.ca](mailto:diz@colcoalition.ca)**



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