



**Ocean  
Week  
Canada**

OCEAN WEEK CANADA 2022 & OCEAN FESTIVAL  
**IMPACT REPORT**

PUBLISHED MARCH 2023

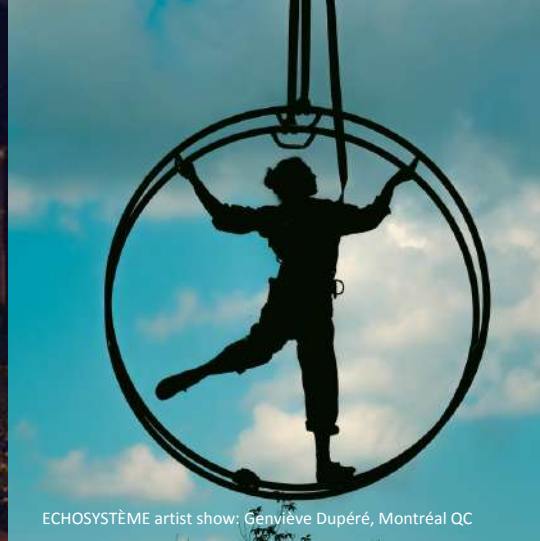


Prepared for the Canadian Ocean Literacy Coalition by Entremission

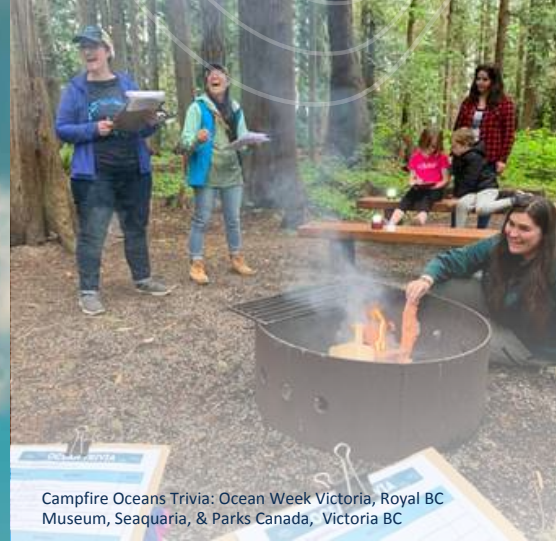
Graphic design: Meg Callon, Canadian Ocean Literacy Coalition



The Ocean Station: Ocean School x MAPP MTL, Montréal QC



ECHOSYSTÈME artist show: Genviève Dupéré, Montréal QC



Campfire Oceans Trivia: Ocean Week Victoria, Royal BC Museum, Seaquaria, & Parks Canada, Victoria BC

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Canada’s oceans connect us all and are a vital part of our past, present, and future as Canadians. Restoring and regenerating them for future generations is a goal we can only achieve by working together. That’s why I am so proud the Government of Canada’s Oceans Management Contribution Program provided \$2.3M over two years to support the Canadian Ocean Literacy Coalition and its many organizations, networks, and communities that are working together to better understand and advance ocean literacy in Canada. With such exciting and meaningful initiatives on the agenda for the coming year, I look forward to joining forces to help educate millions of Canadians about the importance of valuing and protecting our oceans.

*-The Honourable Joyce Murray, Minister of Fisheries, Oceans and the Canadian Coast Guard*



# PROJECT OVERVIEW

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. It debuted as a small (all virtual) pilot in 2021, and became an official annual event in 2022. Ocean Week Canada took place June 3-12, 2022.

Unique to 2022, Ocean Week Canada kicked off a summer-long Ocean Festival intended to lay a foundation of ocean awareness as Canada geared up to host the the Fifth International Marine Protected Areas Congress ([IMPAC5](#)) in Vancouver.

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

**There were 206 events in 2022, including 101 Ocean Week Canada events and 105 Ocean Festival summer events, representing every province across the country. More than 670,294 people participated in Ocean Week Canada and Ocean Festival events in 2022.**

Ocean Week Canada 2022 and the Ocean Festival celebrated Indigenous-led, community, government, and private sector conservation success stories to help build momentum towards reaching Canada's marine conservation targets of protecting 30% of land and ocean by 2030. By raising awareness and building connections, civic understanding of marine conservation is strengthened, pathways for participation in conservation action become more accessible to Canadians, and a willingness to act, informed by an ethic of care, is fostered.

Growing Ocean Week Canada is one of nine Action Streams (Action Stream #4) identified as paths to reaching the [National Strategy](#) goals for Ocean Literacy in Canada: strengthening Canadians' Ocean Knowledge, Ocean Values, and Ocean Action. The mandate of Action Stream #4 is to support and grow World Ocean Day events (June 8) into a week-long celebration, connecting Canadians to the ocean and local waterways and contributing to ocean solutions .

**206**  
**EVENTS**

**MORE THAN**  
**670,294**  
**PEOPLE**

**MORE THAN**  
**3.7 MILLION**  
**REACHED**

<sup>1</sup>Canadian Ocean Literacy Coalition. Implementation Plan: Pathways for Collaboration 2021 to 2024. 2021. Page 4.



# PROJECT STRATEGY

Launching Whale of a Journey: Project Sculptshore, Scots Bay, NS



The strategy behind the Ocean Week Canada 2022 project is simple:

If many people host ocean events and share their passion and knowledge with others, then more people in Canada will develop a sense of connection to, and responsibility for, the ocean and the local waterways leading to it.

For the project strategy to work, two things need to happen. First, events need to be promoted effectively enough that people hear about them and decide to participate. Second, event leaders need to have easy access to compelling ocean knowledge, stories, and Ocean Week Canada information. Once those two criteria are satisfied, it becomes possible to study whether events are influencing Canadians' Ocean Knowledge, Ocean Values, and Ocean Action.

In order to ensure that events were promoted and information was easy to find, the Canadian Ocean Literacy Coalition (COLC) focused its efforts on promoting Ocean Week Canada, the Ocean Festival, and the associated events. COLC also organized flagship events and developed resources to enable participation, awareness-raising, and knowledge-sharing.

COLC asked three impact questions about Ocean Week Canada and the Ocean Festival 2022:

1. Did events help people develop a sense of connection to the ocean and local waterways?
2. Did enough people hear about the events and choose to participate?
3. Did event hosts have the information and resources they needed to host successful events? In particular, did the learning hub, toolkits, videos, and giant floor maps add value to event hosts' efforts to strengthen peoples' connection with the ocean?

The answer to each of these questions is "Yes". When surveyed, 100% of event hosts said that they would participate in Ocean Week Canada again in 2023 and that they would recommend Ocean Week Canada to other organizations. The learning hub, toolkits, and Giant Floor Map received positive feedback and usage actually increased after Ocean Week ended. These projects are featured in more detail in COLC's Key Initiatives Impact Report, 2022.

There is also opportunity for deeper impact over time. As the first official national celebration, Ocean Week 2022 laid a strong foundation for ongoing efforts to strengthen the connection between people in Canada and the ocean.



# MEASURING PROJECT IMPACT

The impact measurement model for Ocean Week Canada 2022 looks like this:



Components determine what activities take place to meet objectives. Activities determine what outputs are created. Outputs generate results, which in turn lead to the achievement of Ocean Literacy goals.

## The Measurement Model Explained

### Terminology

**Components** describe the types of activities undertaken in order to implement the project (e.g., public events, marketing).

In 2022, there were six project components:

<p><b>Events</b></p> <p>Hold ocean events across the country during Ocean Week Canada (June 3-12) and Ocean Festival (June 13 - December 31).</p>	<p><b>Marketing</b></p> <p>Promote Ocean Week Canada and Ocean Festival through earned and paid media, social media, and peer networks.</p>	<p><b>Empowerment</b></p> <p>Equip educators, parents/ caregivers, and ocean enthusiasts to spread ocean literacy.</p>
<p><b>Outreach</b></p> <p>Establish and maintain relationships with project partners and participants.</p>	<p><b>Impact</b></p> <p>Deepen connections between Ocean Week Canada and other Action Streams in the National Strategy.</p>	<p><b>Growing Ocean Week Canada</b></p> <p>Grow in ways that are consistent with the National Strategy values and ideals.</p>

**Objectives** describe how a component will be implemented (e.g., securing local event hosts, securing media coverage). They typically explain what the project team and partners will do. A detailed list of Objectives can be found in Appendix A.

**Outputs** describe the products that result from the implementation process (e.g., an online event portal, a press release). They typically explain what the project team and partners will create. A detailed list of Outputs can be found in Appendix A.



**Initial Results** provide short-term indicators of whether or not the outputs are achieving their intended purpose. They are typically observable conditions, behaviours, and trends (e.g., people attending events, people downloading the branding resources). Results are expressed as metrics (e.g., the number of people who attended events, the number of times resources were downloaded). A detailed list of Initial Results and Metrics can be found in Appendix A.

This project has been an exciting opportunity for me to integrate art, marine research, marine research, creative action to inspire community engagement in environmental stewardship of our inland waterways.

- Christine Fitzgerald, Artist in Residence for Ocean Week Canada

**Goals** are the anticipated longer-term impacts that the initial results are expected to produce. They typically explain why the project exists and what change it is expected to create in the world. Goals are usually achieved by a variety of results coming together to create significant impact. In the case of the Ocean Week Canada project, goals come directly from the National Strategy: strengthening people in Canada's Ocean Knowledge, Ocean Values, and Ocean Action. These goals are the hallmarks of Ocean Literacy.

## Assumptions

The model reflects these assumptions:

- That the components and objectives do result in the intended outputs;
- That the outputs do produce the intended initial results;
- That the results contribute to the achievement of the National Strategy goals for Ocean Literacy.

## Limitations

The collective impact of Ocean Week Canada activities will be larger than what COLC is able to measure directly. Measurement limitations stem from a variety of causes:

- The large number of partners involved and the diffusion of participant data
- The time-gap between when Ocean Week Canada occurs and when impact may result
- The difficulties in measuring knowledge, values, and action within the general population
- The inability to trace changes in knowledge, values, and action to one specific experience or product





## Learning From The Measurements

Performance goals are a good way to monitor and measure progress.

The impact measurement strategy doesn't just look at each individual phase (e.g., components, outputs). It looks at the relationship between the phases in order to generate meaningful insights.

The strategy provides insight into whether or not the project activities generated the intended outputs, and whether those outputs led to the intended results. The purpose of this is to provide insight into what behaviours are most effective at achieving positive results over time – for example, do press releases generate more media coverage? Does media coverage increase event attendance? COLC and other Ocean Literacy organizations can learn from the results and do more of what works.

Because 2022 was Ocean Week Canada's first official year, the data collected is intended to form a baseline for future years. This baseline can be used to measure growth, define success, manage projects, and increase return on investment for funders and partners.

Over time, the measurements should also provide insight into the influence of Ocean Literacy efforts (such as community events) on Ocean Literacy Goals (Ocean Knowledge, Ocean Values, and Ocean Action).

Ingenium is proud to collaborate with so many amazing partners to tell the Canadian story of how innovation and technology contributes to our better understanding and appreciation of our oceans. Supporting the critical work of advancing ocean literacy in Canada through this new education and conservation celebration is an exciting way to support our mission.

*- Lisa Leblanc, Director General of the Canada Science and Technology Museum, one of three national museums under the Ingenium brand*





# 2022 RESULTS

## Summary of Impact Measures

Ocean Week Canada's impact falls into four categories: Engagement, Representation, Resources, and Stories.

### ENGAGEMENT

How many people participated in Ocean Week Canada?

### RESOURCES

What toolkits, reports, and other products were created to assist the Ocean Literacy community?

### REPRESENTATION

What regions, sectors, ages, languages were represented at Ocean Week Canada events?

### STORIES

What written, visual, audio, or other storytelling content was created to help Canadians learn about our varying relationships with the ocean and waterways?



The vision of ECOP Canada is to elevate and strengthen the diverse perspectives of new generations of ocean professionals, ensuring that knowledge is transferred between experienced and early-career ocean professionals. Ocean Week Canada is an amazing opportunity for ECOPs across the country to be meaningfully engaged in the Canadian Ocean landscape.

- Neha Acharya-Patel, Co-Chair, Early Career Ocean Professionals Canada



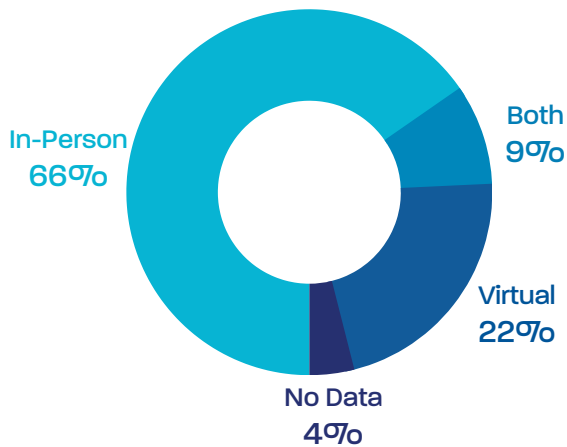


# Engagement

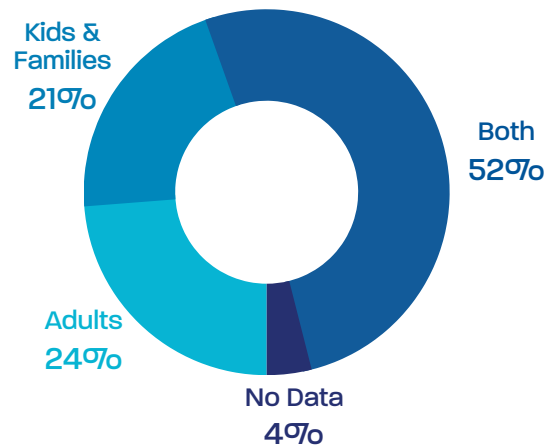
## Events and Event Participation

670,294 people in Canada participated in two hundred and six (206) events listed in the Ocean Week Canada event portal. Of those events, 66% were in-person\*.

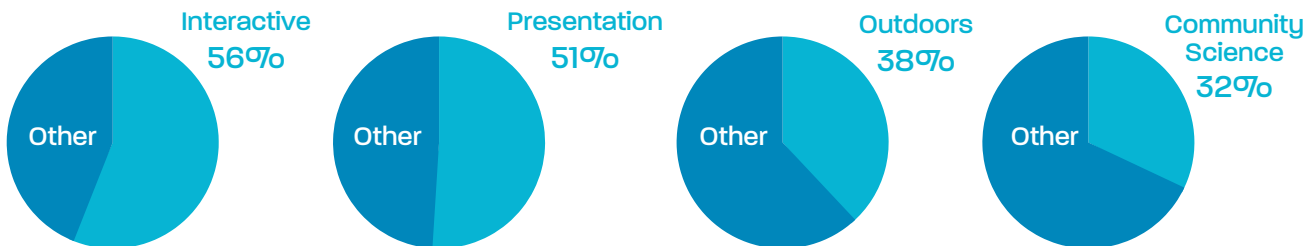
### EVENT TYPES



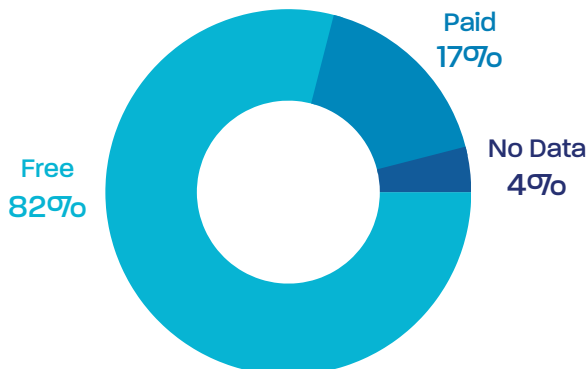
### EVENT AUDIENCES



### EVENT FEATURES



### EVENT COST



\*Numbers in charts may not equal 100% due to rounding

[Canada's] creative, inclusive, and collaborative efforts to prioritize ocean literacy and engage citizens in conservation action are an example for other countries to replicate. I look forward to seeing these efforts grow throughout the UN Ocean Decade and beyond.

- Samantha Gibb, World Ocean Day Manager at The Ocean Project



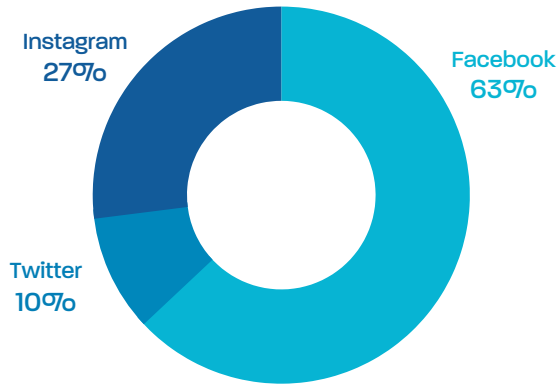
## OceanWeekCan.ca

COLC created a new website for Ocean Week Canada ([oceanweekcan.ca](http://oceanweekcan.ca)). The focus for the website was a community events portal to list and promote Ocean Week Canada and Ocean Festival events, as well as a resource section to share toolkits, stories, and other tools. The entire site is available in both English and French.

In 2022, **86,427 people** viewed OceanWeekCan.ca, generating **52,912 views** of the Ocean Week Canada events.

## Social Media

Ocean Week Canada social media posts reached over **743,949 people** in 2022.



Ocean Wise Shoreline Cleanup: Ocean Wise, Toronto ON

## Advertising Reach

Ocean Week Canada and Ocean Festival promotional messages reached **3,778,101 people** in 2022 on Facebook, Instagram, Twitter, Google, and YouTube.

## Media Reach

Ocean Week Canada media announcements reached **31 media outlets**, were viewed **1,022 times**, generated **36 stories**. The majority of media interest came from the release distributed through the Cision Newswire service on June 1, 2022.



Ocean Wise Sustainable Seafood: Ocean Wise, Vancouver BC



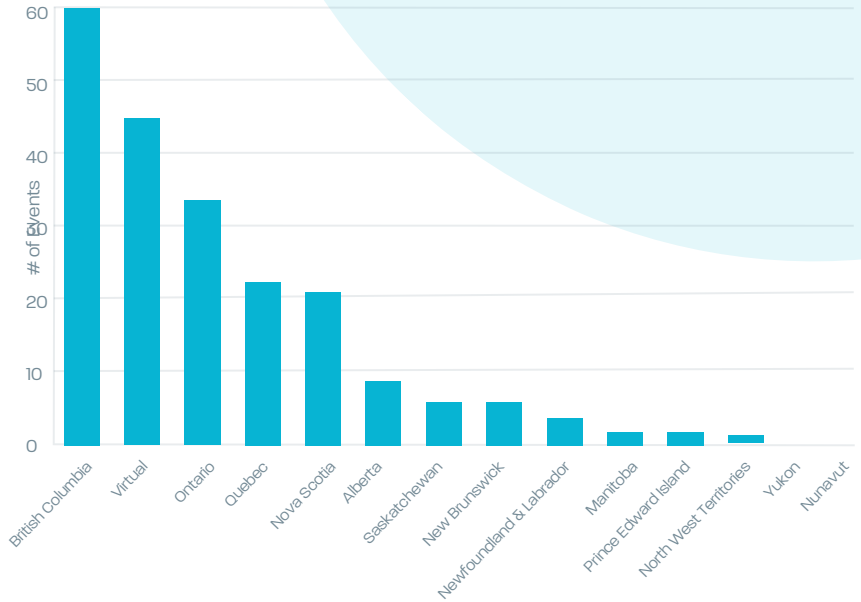
# Representation

In 2022, Ocean Week Canada representation measurements focused on geographic region, age, language, accessibility, Indigenous voices, and sector.

## Region

Events were hosted in every province of Canada and the Northwest Territories.

Vancouver led the way for Canadian cities, hosting 22 events. Victoria came next with 20 events, followed by Montreal (18), Toronto (15), Halifax (13), and Ottawa (8).



## Age

The majority of events were family-friendly, with 73% of events geared to all-ages.

## Language

One-fifth (20%) of Ocean Week Canada events were produced in French. One-fifth (19%) of website visitors used French as their primary language; French-language content accounted for 32% of all pageviews.

Media coverage spoke to national, regional, and local audiences, with coverage in both English and French languages.

## Accessibility

Of the 135 events offered in-person, 47% identified as wheelchair accessible.

Most events were also affordable, with 79% being offered to the public free of charge.

## Indigenous Voices

Five of the six toolkits published and both curated video collections (21 of 24 videos) featured Indigenous voices, perspectives, leadership, and/or organizations. The Indigenous Water Guardians video collection was designed and produced in full by Indigenous Leadership Initiative and participating communities.

The Indigenous Leadership Initiative is a proud partner in this national collaboration and the special attention paid to featuring and learning from Indigenous-led ocean and water conservation and stewardship by Indigenous Guardians.

- Valerie Courtois, Director, Indigenous Leadership Initiative



## Sector Representation

Ocean Week Canada events engaged or represented all sectors recognized in the National Strategy.

### SECTOR REPRESENTATION SUMMARY

SECTOR	EVENTS	TOOLKIT & COLLECTIONS
Government	✓	✓
Non-Governmental Organizations	✓	✓
Research	✓	✓
Industry	✓	✓
Education	✓	✓
Youth	✓	✓
Community	✓	✓
Media	✓ (as coverage)	✓
Arts & Culture	✓	✓
Health	✓	✓

## Resources

The creation of Ocean Week Canada resources was a major focus for the Canadian Ocean Literacy Coalition (COLC) in 2022. COLC developed and launched a new national brand for Ocean Week Canada. COLC also developed a new website to share Ocean Week Canada resources and promote events across the country.

The website hosted six toolkits and two [video storytelling collections](#) featuring high quality, powerful coastal and Indigenous water guardian stories (24 in total) from around Canada.

The [toolkits](#) were viewed by 6,337 people in 2022, including educators and facilitators leading group ocean literacy events. They were geared towards these audiences: Schools (2 toolkits); Postsecondary and Early Career Individuals; Museums, Science Centres, and Aquariums; Public Libraries and Community Groups; and Parks Canada. The Coastal Stories and Water Guardians educational video collections were viewed 4,580 times online. They are also embedded in the AR app (mentioned below) and are available year-round on [oceanweekcan.ca](http://oceanweekcan.ca). Along with the above two video collections, the Ocean Week Canada 2022 Awareness Videos were viewed 313,058 times.

COLC also partnered with the Royal Canadian Geographic Society, Canadian Geographic Education, and Ocean School to co-design and distribute a [giant, interactive floor map with accompanying augmented reality experiences](#) to educate people about the ocean, watersheds, and marine conservation efforts in Canada. There were 83 map bookings across 9 provinces and a total of 74,952 Map users, as well as 3,678 views of the Giant Floor Map webpage.

In addition, COLC developed an Ocean Week Canada event guide, a social media guide and social posts, a branding guide, backgrounder deck, and a key messages poster. View these docs in [English](#) and [French](#).



## Stories

The Ocean Week Canada website features two curated [video collections](#):

- Coastal Stories curated by the SOI Foundation
- Indigenous Water Guardians curated by the Indigenous Leadership Initiative in collaboration with partnering communities

Ocean Week Canada also championed the Stories for Stream2Sea initiative, a COLC-led community science journalism research initiative hosted on an independent online story map.

## Dashboard

Throughout Ocean Week Canada and the Ocean Festival, COLC maintained a dashboard to highlight key indicators for the project. Here is a snapshot of some of the metrics from the Dashboard:



Key dashboard metrics included:

- A live visitor map to see where the Ocean Week Canada website is being used
- The number of individuals who have accessed the Ocean Week Canada website
- The number of other websites linking to OceanWeekCan.ca
- The most common sources of traffic to the Ocean Week Canada website
- The number of times Ocean Week Canada events have been viewed
- The number of times the Communications page and toolkit has been viewed
- The number of items people have visited the page to register as an Ocean Week Canada event host
- The number of organizations that are official content partners for Ocean Week Canada
- The number of requests for the Giant Floor Map
- The number of stories in the media that talk about Ocean Week Canada
- The number of formal requests for permission to use the Ocean Week Canada logo
- The number of times the toolkit pages were viewed and the relative popularity of each toolkit
- The number of times Ocean Week Canada videos have been played

The ability to see a shared set of metrics in real-time was very beneficial for project planning and communications. COLC intends to provide an additional service in future years.



## The Next Wave

Ocean Week Canada is a key component of the Canadian Ocean Literacy Strategy. It provides local event hosts with an opportunity to connect their ocean celebration and education events with regional, national, and international organizations.

The success of Ocean Week Canada and Ocean Festival 2022 is a direct result of the enthusiasm and commitment of 158 event hosts and 111 supporting event partners. In total, 255 organizations contributed to events over the course of the year. The Canadian Ocean Literacy Coalition is honoured to support the work of these organizations.

Canadian Geographic is pleased to bring innovative educational and engagement tools to this important collaboration to make Canada's enormous ocean better known to Canadians and the world.

*-John Geiger, CM, CEO, Canadian Geographic*



Giant Floor map at the Shaw Centre for the Salish Sea: COLC and the Shaw Centre for the Salish Sea, Sydney BC

## 2022 Event Hosts & Their Partners

- Association of Science Teachers
- Earth Rangers
- Envision Saint John
- xʷməθkʷəy̓əm (Musqueam Nation)
- A Greener Future
- ApneaCity
- Aquaculture Association of Canada (AAC)
- ArcticNet
- Āros na Mara
- Atlantic Science Enterprise Centre (ASEC) / Le Centre d'entreprise des sciences de l'Atlantique (CESA)
- Back to the Sea
- Bamfield Marine Sciences Centre
- Bayside Village
- BC Marine Trails
- Beaty Biodiversity Museum
- Benjamin Von Wong
- Billy Bishop Toronto City Airport
- Blowing Bubbles
- Blue Jellyfish SUP Adventures
- Blue Mar 4 Change
- Bodhi Biggs
- Canada Media Fund
- Canada's Ocean Supercluster

continued...



## Event Hosts & Their Partners

- Canadian Commission for UNESCO (CCUNESCO) / La Commission canadienne pour l'UNESCO (CCUNESCO)
- Canadian Film or Video Production Tax Credit
- Canadian Geographic Education
- Canadian Meteorological and Oceanographic Society (CMOS)
- Canadian Museum of Nature / Musée canadien de la nature
- Canadian Network for Environmental Education and Communication (EECOM)
- Canadian Network for Ocean Education (CaNOE)
- Canadian Ocean Literacy Coalition (COLC)
- Canadian Parks and Wilderness Society-NS
- Canadian Water Summit (now Water Canada)
- Canadian Women in Ocean Industries Leadership (CWOIL)
- Cascadia Seaweed
- CBC
- Central Alberta Teachers' Convention Association (CATCA)
- Children's Water Festival (Upper Thames River Conservation Authority)
- Christine Fitzgerald
- City of Richmond
- City of Vancouver
- Classrooms to Communities Network
- Clean Foundation
- COAST
- Communauto
- Conservation Corps of Newfoundland and Labrador
- Corina Brdar (M.Sc.)
- COVE Start Up Yard
- CPAWS New Brunswick
- Daily Hive
- Dalhousie University - Marine Affairs Program
- Digital Nova Scotia
- Discovery Centre
- Discovery Passage Aquarium
- Diversity of Nature
- Dominique Normand
- Douglas Park Community Centre
- DP World
- Eagle Wing Tours
- Early Career Ocean Professionals Canada
- Earth Science for Society (ESfS)
- École en Réseau (ÉER)
- Ecology Action Centre
- Ecology North
- EcoMaris
- Environmental Services Association of Alberta's (ESAA) Remediation Technologies (RemTech) Symposium East
- Esri Canada
- Exploramer
- Exploring by the Seat of Your Pants (EBTSOYP)
- Faculty of Environmental & Urban Change at York University
- False Creek Friends
- False Creek Friends Society
- Festival TransAmériques (FTA)
- Fifth International Marine Protected Areas Congress (IMPAC5)
- First Capital
- First Mile Technologies
- Fisheries and Oceans Canada (DFO) / Pêches et Océans Canada (MPO)
- French Consulate in Vancouver
- French National Committee of Association of Polar Early Career Scientists (APECS-France)
- Friends of McNabs Island
- Gaia Project
- Geneviève Dupéré
- Georgia Strait Alliance
- Gibsons Building Supplies,
- Girl Guides of Canada
- Global Encounters
- Government of Canada / Gouvernement du Canada
- Government of Northwest Territories / Gouvernement des Territoires du Nord-Ouest
- Government of Ontario / Gouvernement de l'Ontario
- Government of Quebec / Gouvernement du Québec
- Great Lakes Ecoregion Network
- Great River Rapport
- Great West Life Reality Advisors (GWLRA)
- Greater Victoria Harbour Authority
- Green Coast Media
- Green Marine
- GreenLearning
- Guayakí Yerba Mate

continued...



## Event Hosts & Their Partners

- Gulf of Georgia Cannery Society
- Hakai Institute / l'Institut Hakai
- Havergal College
- Heiltsuk Tribal Council
- Helly Hansen
- Hillside Centre
- Hines
- HitPlay Productions
- Indiecan Entertainment
- Indigenous Leadership Initiative
- Indigenous Tourism Ontario (ITO)
- Ingenium
- INREST
- Institute for the Oceans and Fisheries
- International Council for the Exploration of the Sea (ICES)
- International Research Conference
- KOVE Ocean Foods
- L'Université du Québec à Rimouski (UQAR) / L'Université du Québec à Rimouski (UQAR)
- L'île du savoir
- L'Institut France-Québec pour la coopération scientifique en appui au secteur maritime (IFQM)
- L'Odyssée des Sciences (CRSNG)
- LaBase
- Lake Surfistas
- Live It Earth
- LOJIO
- M - Expertise Marine
- Manitoba Museum
- Maple 3
- MAPP\_MTL
- Marie France L'Ecuyer
- Marine Animal Response Society
- Marine Education and Research Society
- Marine Museum of the Great Lakes
- Maritime Aboriginal People's Council
- Maritime Heritage Centre
- Maritime Museum of British Columbia
- Maritime Museum of the Atlantic
- Mayne Island Conservancy
- McGill University / L'Université McGill
- Menkes Developments Ltd.
- MEOPAR
- Merinov
- Mining Justice Action Committee
- Music by the Sea Society
- Newfoundland Aquaculture Industry Association (NAIA)
- NGO-UNESCO Liaison Committee
- Nicholas Sonntag Marine Education Centre
- Nieuport Aviation
- North Pacific Marine Science Organization (PICES)
- North York Central Library (NYCL)
- Oak Bay Beach Hotel
- Ocean 98.5
- Ocean Frontier Institute
- Ocean Minded
- Ocean Networks Canada (ONC)
- Ocean School (National Film Board of Canada)
- Ocean Start Up Project
- Ocean Technology Council of Nova Scotia (OTCNS)
- Ocean Wise
- Oceans Initiative
- Oceans North
- Off the Fence
- One Yoga
- Ontario Association of Geographic and Environmental Education (OAGEE)
- Ontario Creates
- Ontario Film and Television Tax Credit
- Organisation Bleue
- Pacific Rim Whale Festival (PRWF)
- Paddlefest
- PAL Airlines
- Parks Canada / Parcs Canada
- Parlons Sciences
- Port of Sept-Îles
- Port Saint John
- Porter
- Project Aware Dive Against Debris
- Project SculptShore
- Province of Nova Scotia
- Québec-Océan, l'Université Laval
- Queen's Quay Terminal
- Raina the Mermaid
- RAVEN
- Redpath
- Replay Storytelling
- Réseaux Québec Maritime (RQM)
- Ripley's Aquarium of Canada
- River First YGK

continued...





## Event Hosts & Their Partners

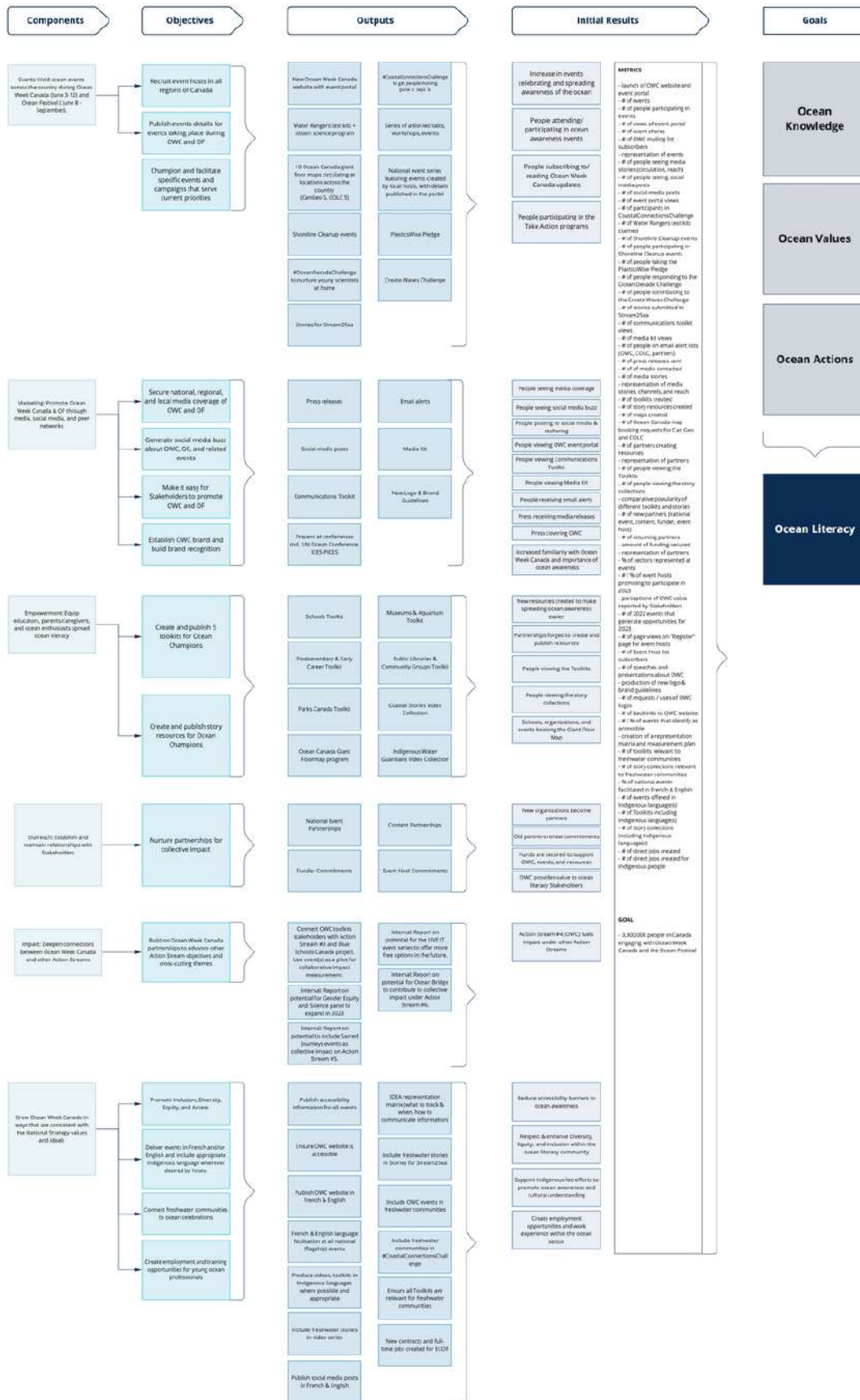
- River Institute
- Robi Smith
- Rogers Documentary Fund
- Royal Bank of Canada / La Banque Royale du Canada
- Royal BC Museum
- Royal Canadian Geographical Society
- Royal Ontario Museum (ROM) / Musée royal de l'Ontario (ROM)
- Sacred Journey Exhibition
- Saskatchewan Science Centre
- Sault Ste. Marie Innovation Centre
- Science World
- Scotian Shores
- Scout Canning
- Sea Around Us initiative
- Sea Smart
- Seaquaria Ocean Education
- SeeQuest Development
- SEGO Initiative
- səililwətał (Tseil-Waututh) Nation
- Shaw Centre for the Salish Sea
- Shoreline Cleanup
- Skaana
- Skwxw̓mesh (Squamish Nation)
- SLA Location
- SOI Foundation
- Space for Life / Espace pour la vie
- STEAM Ecosystem BC
- Steveston Community Society
- Stratégies Saint-Laurent
- Surfrider Foundation Vancouver
- Swim Drink Fish
- SWR/ARTE
- Synergy Foundation
- TAIGA
- TakingITGlobal
- Telefilm Canada
- The Clean Up project
- The Great Northern Ontario Roadshow
- The Halifax Partnership
- The Howe Sound Biosphere Region Initiative
- The Manitoba Museum
- The Maritime Museum of British Columbia
- The Outdoor Learning Store
- The River Institute
- The Sustainability Education Alliance at NBEN
- The Three Nations Education Group
- The Westin Harbour Castle Toronto
- Torpedo Rays Scuba Adventures
- Tridel
- Tseil-Waututh Nation
- Tula Foundation
- UBC's Faculty of Science
- UN Biodiversity Conference: COP15 in Montréal
- UofT Trash Team
- Vancouver Maritime Museum
- Water Rangers
- Waterfront BIA
- Waterfront Neighbourhood Centre (WNC)
- Waterfront Toronto
- Wendy Luella Perkins
- World Aquaculture Society (WAS)
- World Fisheries Trust (WFT)
- World Oceans Day - Newfoundland and Labrador
- World Rivers Day
- World Wildlife Fund Canada / le Fonds mondial pour la nature Canada
- WWF-Canada
- Year of the Salish Sea





# APPENDICES

## Appendix A: Ocean Week Canada Impact Model



# Acknowledgements

Ocean Week Canada is nationally coordinated by the Canadian Ocean Literacy Coalition (COLC) project office.



CANADIAN  
OCEAN  
LITERACY  
COALITION

LA COALITION  
CANADIENNE DE  
LA CONNAISSANCE  
DE L'OcéAN

COLC works with dozens of existing and new partners each year to coordinate a national program of events. This year's celebration brought together 15 diverse organizations/ institutions from across Canada as national content partners, along with more than 250 event partners.



Thank you to the Government of Canada for their generous support of Ocean Week Canada 2022 and the Ocean Festival through the Oceans Management Contribution Program.

# Canada

## Contact

For questions about the impact report, contact Krystyn Tully:  
[krystyn@entremission.com](mailto:krystyn@entremission.com)

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