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Ocean
Week
Canada

OCEAN WEEK CANADA 2023 IMPACT: METHODS REPORT

OCTOBER 2023





OCEAN WEEK CANADA

Ocean Week Canada is a nationwide festival of events promoting ocean connection and conservation, coinciding with World Ocean Day (June 8th).

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 Week Canada 2023 took place June 2-11 with 196 official events and reached more than 5.5-million people.

Ocean Week Canada is led by the Canadian Ocean Literacy Coalition (“COLC”) in collaboration with dozens of partners and hundreds of event hosts across the country. It is one of several key initiatives being implemented across Canada that is directly actioning the National Strategy and advancing ocean literacy.

www.oceanweek.ca





IMPACT REPORTING: AN ANNUAL TRADITION

Impact – any change in outcome caused by a program or policy investment.

When COLC and its partners developed the Canadian Ocean Literacy Strategy, they saw potential for Ocean Week Canada to become a high-impact ocean literacy initiative – specifically, **engaging millions of people** across the country and deepening **ocean knowledge**, strengthening **ocean values**, and inspiring **ocean action**.

COLC, in collaboration with the social enterprise Entremission, developed a framework to measure and report on Ocean Week Canada’s impact beginning in 2022. This impact measurement work is an invaluable part of the process of building momentum, fostering collaboration, and ensuring that Ocean Week Canada activities succeed in promoting ocean literacy.

This Methods Report describes which impact metrics are being measured, explains why they have been selected and what they signify, and highlights opportunities to deepen impact reporting in the future. We hope this information provides valuable information for Ocean Week Canada event hosts, funders, partners, and members of the international ocean literacy community.

Supplemental Reading:

- [Ocean Week Canada 2023 Impact Report](#)
- [Community Grants 2023 Impact Report](#)
- [Ocean Week Canada 2022 and Ocean Festival Impact Report](#)
- [Canadian Ocean Literacy Strategy National Strategy Impact Report 2022](#)
- [Canadian Ocean Literacy Strategy Key Initiatives Impact Report 2022](#)

The Ocean Week Canada impact measurement program is part of the Canadian Ocean Literacy Strategy Impact Measurement Framework, which captures the ongoing impact of work being implemented under the National Strategy for ocean literacy ([Land, Water, Ocean, Us: A Canadian Ocean Literacy Strategy and the accompanying Implementation Plan: Pathways for Collaboration](#)).



A quick intro to impact measurement

Impact measurement involves documenting changes that result from Ocean Week Canada activities, analyzing the data, and drawing conclusions about their effects.

In order to “do” impact measurement, we first define what project or activities are being observed. In this case, it is Ocean Week Canada, the associated community events and communications.

Next, we select specific metrics that can tell us (a) if a result has occurred; and, (b) the extent or significance of the occurrence. In general, a “metric” always describes some sort of result. Metrics can be quantitative (e.g., the number of people who attend an event) or qualitative (e.g., a story about one person’s experience at that event).

Those metrics are rolled up into metrics families, which are groupings of similar metrics that allow the results of different activities to be compared or aggregated. (E.g., the number of people who attend an event and the number of people who downloaded a toolkit are part of the same family of ‘engagement’ metrics).

In 2022, the first suite of impact metrics was developed to document Ocean Week Canada 2022 and the subsequent Ocean Week Festival. The suite of metrics was refined in 2023 and are explored in more detail in this report.

The benefits of measuring impact

Impact measurement is an invaluable process, especially for an initiative such as Ocean Week Canada – an annual, national collaboration that engages hundreds of partners and reaches millions of people.

Impact measurement enables COLC and its partners to:

1. Learn, improve, and innovate continuously;
2. Determine whether or not Ocean Week Canada activities have achieved their intended outcomes;
3. Provide transparency and accountability to partners, stakeholders, funders, and the public;
4. Document and make replicable activities and projects that achieve significant impact;
5. Identify and fill gaps in the current programming;
6. Recruit additional partners and resources to support the mission of Ocean Week Canada;
7. Record learnings that can be shared with the international ocean literacy community.

This Methods Report provides additional contextual information to help members of the ocean literacy community understand, borrow, or improve upon the annual impact reports.



THE OCEAN WEEK CANADA 2023 IMPACT METRICS

Ocean Week Canada is crafted to have a positive influence on Ocean Knowledge, Ocean Values, and Ocean Actions – the three overarching goals of the Canadian Ocean Literacy Strategy. It does so by creating a series of community events, then providing tools and resources to engage a large number of people across Canada in an annual ocean celebration.

To that end, the metrics developed to measure Ocean Week Canada’s impact reflect how many events and resources are created, how many people are engaged, and peoples’ perceptions of the efficacy of Ocean Week Canada in promoting ocean literacy. They can be organized into metric families: engagement, resources, perceptions, representation, and stories.



Engagement Metrics

Engagement refers to the number and degree to which people are participating in each project and activity.

Ocean Week Canada is intended to engage as many people as possible in ocean events, making community participation and engagement a crucial indicator of impact.

There are more engagement metrics than any other kind of metric, in part because of the importance of public outreach and participation, and in part because there are many different ways to capture engagement data. Broadly, the purpose of these metrics is to provide insight into engagement, reach, and growth of the network of event hosts, partners, and participants.



Some engagement metrics require additional explanation:

- One of the most prominent impact measures in the annual report is **the number of people who actively engaged** with Ocean Week Canada. (In 2023, this figure was 2,434,633 people). Total engagement is a compound metric that combines the number of people who attended an event, hosted an event, followed or shared Ocean Week Canada messages on social media, subscribed to an Ocean Week Canada list or community, used the website and toolkits, or watched videos. It does not count people who were passively exposed to Ocean Week Canada advertisements.
- The promotional reach of Ocean Week Canada refers to the number of individuals who saw an Ocean Week Canada advertisement or other paid content placement. (In 2023, this figure was 5,541,565 people). Reach is different from impressions, which refers to the number of times a particular advertisement was shown; one person could see the same advertisement 100 times, which would indicate a reach of 1 and 100 impressions. (In 2023, the impressions figure was 12,190,934).
- The total reach of Ocean Week Canada is the number of people who were engaged combined with the number of people who saw advertisements.
- Earned media reach is not included in the impact report because audience and circulation numbers for earned media are difficult to accurately estimate. This means that the true reach of the celebration will be larger than what is reported.

List of engagement metrics tracked in 2023

- # of events
- # of page views on "Register" page for event hosts
- # of people viewing the Toolkits
- # of visitors to the OWC website
- # of event portal views
- # of backlinks to OWC website
- # of sites backlinking to OWC website
- # of people viewing the COLC story collections (videos)
- # of people viewing the Semaine de l'ocean story collections (videos)
- # of OWC mailing list subscribers
- # of Event Host list subscribers
- # of contacts on the Media list
- # of people receiving partner alerts, emails about OWC (2022 only)
- # of people seeing organic social media posts (not ads)
- # of people seeing Semaine de l'océan social media posts (not ads)
- # of organic social media posts
- # of people in Canada participating in OWC digitally
- # of people in Canada engaged
- # of people seeing Meta Ads (Reach)
- # of Meta Ad Impressions (Views)
- # of Google Ad Impressions (Views)
- Total # of all ad Impressions (Meta + Google)
- Total # of people reached by ads (Meta + Google low-end estimate)
- # of people reached by Google Ads
- # of people reached by paid media placements



- # of paid media impressions (views)
- Total paid impressions (ads + paid placement)
- # of people reached by ads and other paid promotions
- # of people reached by Quebec media
- # of media kit views
- # of media stories
- # of media outlets with stories
- # of new partners (national event, content, funder, event host, event partner)
- # of returning partners (in 2023)
- # / % of event hosts promising to participate in 2024
- # of organizations hosting Ocean Week Canada Events
- # of event attendees
- # of organizations partnering with Ocean Week Canada event hosts
- # of unique hosts + partners
- # of COLC Video Views
- # of SDO Video Views
- # of all Video Views
- # of organizations hosting Ocean Week Canada Events for the first time
- # of organizations returning as Ocean Week Canada event hosts
- # of events that are in-person vs. virtual vs. hybrid
- # of partner pieces published (newsletter, website, blog etc)
- # of events in each Regional Hub
- # of events by different event format (e.g., presentation, outdoors)

Resources Metrics

Resources are the deliverables, reports, toolkits, funding, and other products or services that increase the ocean literacy community's capacity to promote Ocean Knowledge, Ocean Values, and/or Ocean Actions.

Without resources, many Ocean Week Canada event organizers would face significant barriers promoting ocean literacy and creating high-quality event experiences. Whether the resources are funds for event management or toolkits to lead educational discussions, resources ensure that individuals and organizations can easily host an effective Ocean Week Canada event.

It is worth noting that the list of resource metrics in 2023 was shorter than the list of resource metrics in 2022. Because 2022 was the inaugural Ocean Week Canada event, COLC and its partners had to do a tremendous amount of work to develop foundational resources that would enable a successful launch of a national celebration. For example, COLC developed the Ocean Week Canada website and event portal, the Toolkits, and the video collections (all available at oceanweek.ca). Ocean School, Canadian Geographic, and COLC co-developed the Ocean, Freshwater, and Us Giant Floor Map Program, including an augmented reality app, becoming a flagship engagement tool at many Ocean Week Canada events. Much of the work in 2023 builds off these foundational resources.

In 2023, the Ocean Literacy Community Grants program launched, representing a major new addition of resources to the Ocean Week Canada initiative.



List of engagement metrics tracked in 2023

- amount of funding secured
- # of events supported by microgrants
- # of press releases created (and sent)
- # of communications and brand resources distributed to event hosts and partners

Perceptions Metrics

Subjective feedback and survey responses are called **perceptions**. Perceptions indicate one or both of the following: whether Ocean Knowledge, Ocean Values, and/or Ocean Actions are increasing or decreasing and/or whether the ocean literacy community's capacity to promote Ocean Knowledge, Ocean Values, and/or Ocean Actions is increasing or decreasing. The first indicator gives us insight into whether an event or resource led to an increase in ocean literacy; the latter gives us insight into whether or not our collective capacity to foster ocean literacy is increasing. The former is backwards-looking, and the latter is forwards-looking, giving us a glimpse into future trends and trajectories.

Perception metrics may be collected at the event/activity, project, or national level. They may be collected from the ocean literacy community or from the general public. They provide insights into what people are thinking and access to knowledge that may not be easily observable; however they are dependent on the accuracy and completeness of those who respond to the questions.

List of perceptions metrics tracked in 2023

- Survey Question: What aspects of Ocean Week Canada are important to you and your organization?
- # of surveys received
- # of grant reports received
- Ease of use of the Ocean Week Canada event portal
- Usefulness of Ocean Week Canada branding and event resources
- Survey Question: Did Ocean Week Canada 2022 meet your expectations?
- # of event hosts willing to participate in Ocean Week Canada again next year
- # of event hosts who would recommend Ocean Week Canada to other organizations
- Survey Question: How can we improve Ocean Week Canada in 2023?
- Relative importance of different communications channels for disseminating Ocean Week Canada, events, and ocean literacy messages
- Grantee Survey Question: How did your event contribute to strengthening Ocean Knowledge, Ocean Values, or Ocean Action?
- Grantee Survey Question: Please describe one lesson your organization learned while organizing the Ocean Week Canada event:
- Grantee Survey Question: How important was the Community Grant to your event?
- # of 2022 events that led to opportunities in 2023
- # of 2023 events that generate opportunities for 2024



Cross-Cutting Metrics

Representation

The suite of **representation** metrics reflects the priorities identified during the National Strategy development as well as other key accessibility measures, including the following: the presence of youth (typically defined as ages 16-28), geographic regions, languages, Indigenous communities, cultural groups, and the freshwater community in activities and resources.

Representation metrics are cross-cutting, meaning that they have to be applied to other measurements (typically engagement and resources).

List of representation metrics tracked in 2023

- Languages used in each event (French, English, Indigenous languages, other)
- Geographic representation of media stories
- Topic/ perspective representation of media stories (e.g., local news, science)
- # / % of events that identify as accessible
- # of events offered in Indigenous language(s)
- % of sectors represented at events
- Survey Question: The Canadian Ocean Literacy Strategy emphasizes the importance of Reconciliation, Indigenous leadership, as well as Inclusion, Diversity, Accessibility, and Equity. Do you have any observations or recommendations for promoting these values in 2023?
- # of Ocean Week Canada events in each city
- # of Ocean Week Canada events in each province
- # of Ocean Week Canada events in each ocean region (e.g., Atlantic)
- # of events that are held for kids & families vs. adults vs. all-ages
- # of in-person events that are wheelchair/ physically accessible
- # of in-person multi-media events that offer subtitles or closed-captioning
- Cost to attend each event
- Level of indigenous leadership and representation across OWC events

Stories

We track the use of **stories** and narrative techniques in the delivery of ocean literacy content on the understanding that these techniques are effective for building emotional connections that in turn, help to nurture ocean literacy. Stories include written, visual, audio, or video story content that passes ocean knowledge, values, or inspiration to act from one person (or group) to another.

The stories metric is cross-cutting, meaning that it has to be applied to something else that has been measured (typically resources). Once the resources created have been itemized, those which employ stories and narrative techniques are identified. This metric was applied to the resources developed in 2022 and not applied in 2023.



Metrics Segment: Ocean Literacy Community Grants

In March 2023, COLC awarded \$60,008 in funding to 28 organizations to help support community-led Ocean Week Canada events. These projects were tagged in the Ocean Week Canada event dataset in order that COLC could report separately on engagement, resources, perceptions, representation, and stories within this group of events.

Grantees were asked to provide additional perceptions information for the grant impact report, including:

- How did your event contribute to strengthening Ocean Knowledge, Ocean Values, and/or Ocean Action?
- Please describe one lesson your organization learned while organizing the Ocean Week Canada event.
- How important was the Community Grant to your event?

The results of the first Community Grants impact analysis can be found in the [Ocean Literacy Community Grants Impact Report](#) from fall 2023.

INSTRUMENTATION

Instrumentation is the process by which metrics are recorded. Instruments used to collect and record impact metrics for the Ocean Week Canada program include:

- Cision
- Event Host & Grantee Survey responses (WP Forms)
- Facebook
- Google Ads Reports
- Google Alerts
- Instagram
- LinkedIn
- Mailchimp
- MediaPlanet
- Mention.com
- Meta Ad Reports
- OWC Event Portal (Wordpress Custom Build)
- Partner Reports (Email, Verbal)
- Semaine de l'océan (SDO)
- X (formerly Twitter)

Where compound metrics were created (multiple metrics added together) or data standardization required, Google Sheets was used.



MOVING THE NEEDLE

This is not an academic exercise. Ocean literacy, our relationship with the ocean and the multiple ways that individuals, society, and the ocean interact, is more than a passing interest. It is foundational to a healthy planet and a healthy society.

Many of the early impact measures are – by necessity – leading indicators such as engagement and resources created; they help measure progress and provide feedback while projects are still underway, which is crucial during the foundational years of Ocean Week Canada of which phase we are currently in.

These leading indicators are not the end of the impact story; they are just the beginning. Each individual Ocean Week Canada event is part of a wave of events that take place across the country, building momentum from year to year, with the ultimate goal of fostering an ocean literate society.

With each passing year, the impact reports have more potential to explore emerging trends and cumulative and/or deepening impact. They can provide insight into the ways Ocean Week Canada impacts ocean knowledge, ocean values, and ocean action, as well as inspires replication and innovation.

STAY CONNECTED

To monitor the progress of Ocean Week Canada and other ocean literacy initiatives, subscribe to COLC's mailing list and receive annual report alerts.

To learn more about the impact measurement program or contribute data, contact:

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APPENDIX A: TABLE OF ALL METRICS

Metric Family	Specific Metric	Instrumentation
Engagement	# of events	OWC Event Portal
Engagement	# of page views on "Register" page for event hosts	Google Analytics
Engagement	# of people viewing the Toolkits	Google Analytics
Engagement	# of visitors to the OWC website	Google Analytics
Engagement	# of event portal views	Google Analytics
Engagement	# of backlinks to OWC website	Ubersuggest
Engagement	# of sites backlinking to OWC website	Ubersuggest
Engagement	# of people viewing the COLC story collections (videos)	Google Analytics
Engagement	# of people viewing the Semaine de l'océan story collections (videos)	Google Analytics
Engagement	# of OWC mailing list subscribers	Mailchimp
Engagement	# of Event Host list subscribers	Mailchimp
Engagement	# of contacts on the Media list	Mailchimp
Engagement	# of people receiving partner alerts, emails about OWC (2022 only)	Partner reports, Google Sheet
Engagement	# of people seeing organic social media posts (not ads)	Social media software
Engagement	# of people seeing Semaine de l'océan social media posts (not ads)	Report from SDO
Engagement	# of organic social media posts	Manual data collection from social media software, Google Sheets
Engagement	# of people in Canada participating in OWC digitally	Compound metric
Engagement	# of people in Canada engaged	Compound metric
Engagement	# of people seeing Meta Ads (Reach)	Meta Ad Reports
Engagement	# of Meta Ad Impressions (Views)	Meta Ad Reports
Engagement	# of Google Ad Impressions (Views)	Google Ad Reports
Engagement	Total # of all ad Impressions (Meta + Google)	Compound metric
Engagement	Total # of people reached by ads (Meta + Google low-end estimate)	Compound metric
Engagement	# of people reached by Google Ads	Google Ad Reports
Engagement	# of people reached by paid media placements	Report from paid media partners, Google Sheets, compound metric
Engagement	# of paid media impressions (views)	Report from paid media partners, Google Sheets, compound metric
Engagement	Total paid impressions (ads + paid placement)	Compound metric
Engagement	# of people reached by ads and other paid promotions	Compound metric
Engagement	# of people reached by Quebec media	Report from SDO
Engagement	# of media kit views	Google Analytics
Engagement	# of media stories	Google Alerts, Mention.com, Cision, partner reports, Google Sheets
Engagement	# of media outlets with stories	Google Alerts, Mention.com, Cision, partner reports, Google Sheets
Engagement	# of new partners (national event, content, funder, event host, event partner)	OWC Event Portal
Engagement	# of returning partners (in 2023)	OWC Event Portal, Google Sheets
Engagement	# / % of event hosts promising to participate in 2024	OWC Event Portal + Survey
Engagement	# of organizations hosting Ocean Week Canada Events	OWC Event Portal
Engagement	# of organizations partnering with Ocean Week Canada event hosts	OWC Event Portal
Engagement	# of unique hosts + partners	OWC Event Portal
Engagement	# of event attendees	Event Host Survey responses (WP Forms)
Engagement	# of COLC Video Views	YouTube
Engagement	# of SDO Video Views	SDO Report
Engagement	# of all Video Views	Compound metric
Engagement	# of organizations hosting Ocean Week Canada Events for the first time	Event Host Survey responses (WP Forms)
Engagement	# of organizations returning as Ocean Week Canada event hosts	Event Host Survey responses (WP Forms)
Engagement	# of events that are in-person vs. virtual vs. hybrid	OWC Event Portal
Engagement	# of partner pieces published (newsletter, website, blog etc)	Partner reports, Google Sheets
Engagement	# of events in each Regional Hub	OWC Event Portal
Engagement	# of events by different event format (e.g., presentation, outdoors)	OWC Event Portal
Perceptions	Survey Question: What aspects of Ocean Week Canada are important to you and your organization?	Event Host Survey responses (WP Forms)
Perceptions	# of surveys received	Event Host Survey responses (WP Forms)
Perceptions	# of grant reports received	Event Host Survey responses (WP Forms)
Perceptions	Ease of use of the Ocean Week Canada event portal	Event Host Survey responses (WP Forms)
Perceptions	Usefulness of Ocean Week Canada branding and event resources	Event Host Survey responses (WP Forms)
Perceptions	Survey Question: Did Ocean Week Canada 2022 meet your expectations?	Event Host Survey responses (WP Forms)
Perceptions	# of event hosts willing to participate in Ocean Week Canada again next year	Event Host Survey responses (WP Forms)
Perceptions	# of event hosts who would recommend Ocean Week Canada to other organizations	Event Host Survey responses (WP Forms)
Perceptions	Survey Question: How can we improve Ocean Week Canada in 2023?	Event Host Survey responses (WP Forms)
Perceptions	Relative importance of different communications channels for disseminating Ocean Week Canada, events, and ocean literacy messages	Event Host Survey responses (WP Forms)
Perceptions	Grantee Survey Question: How did your event contribute to strengthening Ocean Knowledge, Ocean Values, or Ocean Action?	Event Host Survey responses (WP Forms)
Perceptions	Grantee Survey Question: Please describe one lesson your organization learned while organizing the Ocean Week Canada event.	Event Host Survey responses (WP Forms)
Perceptions	Grantee Survey Question: How important was the Community Grant to your event?	Event Host Survey responses (WP Forms)
Perceptions	# of 2022 events that led to opportunities in 2023	Manual data collection, standardization
Perceptions	# of 2023 events that generate opportunities for 2024	Manual data collection, standardization



Perceptions	# of 2023 events that generate opportunities for 2024	Manual data collection, standardization
Representation	Languages used in each event (French, English, Indigenous languages, other)	OWC Event Portal
Representation	Geographic representation of media stories	Google Sheets
Representation	Topic/ perspective representation of media stories (e.g., local news, science)	Google Sheets
Representation	# / % of events that identify as accessible	OWC Event Portal
Representation	# of events offered in Indigenous language(s)	OWC Event Portal
Representation	% of sectors represented at events	OWC Event Portal
Representation	Survey Question: The Canadian Ocean Literacy Strategy emphasizes the importance of Reconciliation, Indigenous leadership, as well as Inclusion, Diversity, Accessibility, and Equity. Do you have any observations or recommendations for promoting these values in 2023?	Event Host Survey responses (WP Forms)
Representation	# of Ocean Week Canada events in each city	OWC Event Portal
Representation	# of Ocean Week Canada events in each province	OWC Event Portal
Representation	# of Ocean Week Canada events in each ocean region (e.g., Atlantic)	OWC Event Portal
Representation	# of events that are held for kids & families vs. adults vs. all-ages	OWC Event Portal
Representation	# of in-person events that are wheelchair/ physically accessible	OWC Event Portal
Representation	# of in-person multi-media events that offer subtitles or closed-captioning	OWC Event Portal
Representation	Cost to attend each event	OWC Event Portal
Representation	Level of indigenous leadership and representation across OWC events	Event Host Survey responses (WP Forms)
Resources	# of press releases created (and sent)	Google Alerts, Mention.com, Cision, partner reports, Google Sheets
Resources	amount of funding secured	Manual data collection, standardization
Resources	# of events supported by microgrants	Google Sheets
Resources	# of communications and brand resources distributed to event hosts and partners	Google Sheets
Resources	Note: The development of key resources, including the Ocean Week Canada event portal, the Toolkits, and the video collections was a major focus for 2022. Much of the work in 2023 builds off these foundational resources.	2022 Baseline