



CANADIAN OCEAN LITERACY COALITION

NATIONAL STRATEGY

IMPACT REPORT 2023

Published

July 2024

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Cover Photo: Fardou Photography for the Canadian Ocean Literacy Coalition



TABLE OF CONTENTS

2023 Impact Summary	03
Introduction	04
Ocean Literacy	05
The importance of the ocean	
The Canadian Ocean Literacy Strategy	07
Action streams	07
Key initiatives	09
The Impact Measurement Framework	10
Defining impact	10
Impact metrics	10
Metrics are connected	12
Impact 2023	13
Impact statement	13
Representation	14
Budget	15
Key Initiatives	16
Looking Ahead	41
Appendix	42



2023 Impact Summary



1 national project office



\$2,065,249 invested in Ocean Literacy Initiatives



74 community grants awarded totalling **\$132,425**



378 events (compared to 319 in 2022)



92 ocean literacy resources produced or circulated



632 partners (compared to 394 in 2022)



6,081,995 people reached (compared to 5.2-million in 2022)



2,556,177 people actively engaged (compared to 1.4-million in 2022)



9 Key Initiatives



10 action streams (as outlined in the National Strategy)



11 research projects underway



>90% partner satisfaction



>72% public user satisfaction



>78% reporting positive impacts on ocean knowledge, values, actions





Introduction

This report provides an update on progress being made to implement the Canadian Ocean Literacy Strategy, which is laid out in the 2021 publications [Land, Water, Ocean, Us: A Canadian Ocean Literacy Strategy](#) and [Implementation Plan: Pathways for Collaboration](#). It is a follow up to the first annual impact report, [The National Strategy Impact Report 2022](#) and the accompanying [Key Initiatives Impact Report 2022](#).

Impact measurement and impact reporting provide insight into progress being made on the National Strategy to build ocean literacy in Canada. Each report describes work that has taken place, the purpose of that work, and its influence on partners and participants. By reporting annually, readers can see how the work is evolving over time and how the community and its impacts are changing.



The report is published by the Canadian Ocean Literacy Coalition (COLC). COLC is an alliance of organizations, networks, institutions, communities, and individuals working together to better understand and advance ocean literacy in Canada. COLC serves as a hub for collaboration across regions and sectors to support work being done under the National Strategy.

Entremission, Montréal-based social enterprise working in close partnership with COLC, developed the impact measurement framework in 2021 and has been collecting and analyzing impact data since then.

Funding for the impact measurement program is made possible through a contribution from Fisheries and Oceans Canada through the Oceans Management Contribution Program.

Through these ongoing evaluation, impact measurement, and reflection efforts, we hope to fuel an ongoing dialogue about how to best connect people with the ocean and build a truly ocean literate society. More information about COLC's work, initiatives under the National Strategy, the impact measurement program, and ways to get involved is available at colcoalition.ca.





Ocean Literacy

Ocean literacy has been widely defined as an understanding of how the ocean influences us and how we influence the ocean. The Intergovernmental Oceanographic Commission of UNESCO has also described ocean literacy as the development of a “civic relationship with the ocean.” COLC’s work has positioned ocean literacy as an outcome – a society that better understands, values, and cares for the ocean.

“Understanding” the ocean goes deeper than facts and figures, such as the percentage of earth covered by water or the names of the ocean basins. “Understanding” also goes beyond one person’s individual knowledge of the ocean; it’s about community and societal connections, too.

“Understanding” is also not limited to understanding of science and academic ways of knowing the ocean. Ocean literacy also encompasses multiple knowledge systems, including Indigenous and local, place-based knowledge. There are many ways of understanding and connecting to the ocean; all of which are essential, and directly inform political, economic, cultural, and societal relationships with the ocean.

A community that is “ocean literate” has a strong societal-ocean connection, a bond that helps people live and act in ways that ensure a healthy ocean. Our work is an effort to build and strengthen these connections and actions across geographies and generations.

The importance of the ocean

There is no doubt that the ocean is important. Life on earth depends on water. The ocean regulates the climate and generates 50% of the earth’s oxygen. It is home to countless species. It feeds people around the world. It creates jobs for 3-billion people globally and facilitates economic development, including trade and tourism. Every aspect of our lives is influenced by the ocean, whether we live by the coast or in the heart of the Prairies.



As the country with the longest coastline in the world, Canada has deep ocean ties that run through history, culture, transportation, economy, livelihoods, recreation, and more. Yet, over 77% of the population lives inland, with approximately one in three residing along the Great Lakes and St. Lawrence River. For many people in Canada, it is not the ocean and coastline that define the national identity, but rather the vast interconnected landscape of wetlands, lakes, rivers, and waterways. In fact, these 2 million lakes and more than 8,500 rivers all flows through one of five drainage basins to the ocean, with 60% of it flowing north to Inuit Nunangat, the Inuit homeland in Canada. We are all connected.



Despite humankind's dependence on the ocean, many actions place it in jeopardy. "If we continue to behave as we do at a global scale, there will be catastrophic consequences," experts warn. These consequences will affect every corner of the planet and every community. Often, they will come in the form of loss: the loss of biodiversity and natural life, loss of access to clean air, loss of culture, loss of livelihoods, and loss of economic prosperity. When we act in ways that harm the ocean, we harm ourselves. New actions and choices are required if we are to reverse the declines in ocean and climate health and protect biodiversity, human health, and community well-being.

The UN Decade of Ocean Science for Sustainable Development ("The Ocean Decade") is a response to the urgent need for action. The Ocean Decade's main motivation is "to support efforts to reverse the cycle of decline in ocean health and create improved conditions for sustainable development of the Ocean." The Ocean Decade began in January 2021 and concludes in 2030.



Ocean literacy is one of the outcomes championed by the Ocean Decade. Outcome 7 specifically focuses on ocean connections: "An inspiring and engaging ocean where society understands and values the ocean in relation to human well-being and sustainable development." Furthermore, Challenge 10 (one of 10 Ocean Decade Challenges) is focused on "restoring society's relationship with the ocean" through four central drivers, including: multiple knowledge systems, education, communication, and cultural connections. Ocean literacy is not a stand-alone outcome; rather it is directly connected with all the other goals and priority actions of the Ocean Decade, as it bridges science and policy with society.

Strengthening societal-ocean connections "will collectively drive the motivation, build the capabilities, and generate the opportunities and access that will enable individuals and communities to contribute to and act on science". (In this context, "science" is used in the broadest sense – i.e., academic, Indigenous knowledge systems, local place-based knowledge, etc.) Advancing ocean literacy is essential to galvanizing the scale of societal transformation needed to achieve sustainability goals and global commitments.





The Canadian Ocean Literacy Strategy

The Canadian Ocean Literacy Coalition (COLC) was formed in late 2018 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. This effort to create a research baseline of ocean literacy in Canada was one of the first large-scale collaborative undertakings focused on ocean connections. Surveys and interviews were conducted and, in June 2020, COLC published the study [Understanding Ocean Literacy in Canada](#).

The study revealed that people in Canada value a healthy ocean. However, with the vast majority of the Canadian population based inland, connections to freshwater, local waterways, and watersheds were far more prevalent. The majority of people in Canada would like the country to be an international leader in ocean protection. Yet at the same time, members of the general public often do not understand how their actions affect the ocean or how the ocean affects their daily lives.

Based on the findings of this foundational study, in which over 400 organizations and more than 3,000 people participated, COLC facilitated a process to co-develop a strategy for strengthening ocean literacy in Canada and a plan to help implement it. [Land, Water, Ocean, Us: A Canadian Ocean Literacy Strategy](#), and the accompanying [Implementation Plan: Pathways for Collaboration](#), were published in 2021; together, these reports form the "National Strategy". The overarching goal described in the strategy is to strengthen people in Canada's ocean knowledge, values, and actions.

Now in its third year of implementation, the strategy to advance ocean literacy in Canada is an endorsed project of the Ocean Decade. It serves as a structure by which ocean literacy efforts are co-designed and coordinated nationally and supports collaborative action for the Ocean Decade and beyond.

Action Streams

The National Strategy identified nine specific Action Streams to address national priorities and serve as a holistic guide and barometer in achieving the overarching goal of the strategy. A tenth Action Stream was added in 2022 to capture the important leadership and community-building activities that are driving the strategy forward in Canada and advancing the ocean literacy movement globally.





The ten Action Streams are:

1. Develop the Ocean Literacy Map & Community Platform
2. Establish a Community Grants Program
3. Strengthen Ocean Education
4. Grow Ocean Week Canada
5. Enhance Ocean Knowledge Sharing through Media, Storytelling & the Arts
6. Advance Youth Engagement in Ocean Conservation & the Blue Economy
7. Improve Access & Diversity
8. Improve Government Collaboration
9. Connect Ocean & Human Health
10. Contribute to Ocean Literacy Leadership & Advocacy Globally

Each of the Action Streams and Key Initiatives are organized into one of three impact themes:

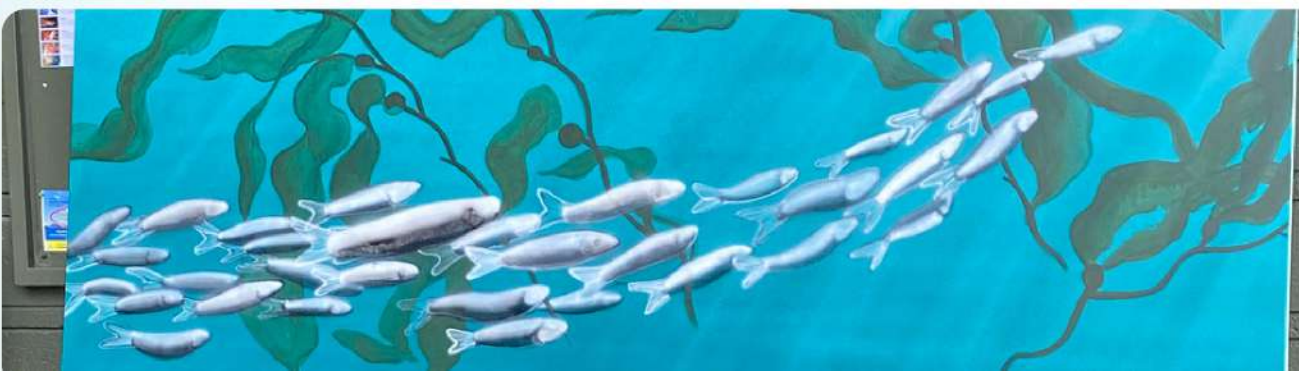
- Education & Engagement
- Research & Impact
- Leadership & Advocacy

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

Education & Engagement 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

Key initiatives are the projects and activities being implemented to bring the National Strategy to life. Key initiatives are tangible activities that contribute to the building of ocean literacy. They are the focal point for impact measurement and are discussed in detail in this impact report.

Some initiatives are full implementations of a single Action Stream, such as the Ocean Week Canada initiative, which corresponds to Action Stream #4 - Grow Ocean Week Canada. In other cases, multiple initiatives serve the same Action Stream; for example, Blue Schools Canada and the Ocean, Freshwater, and Us: Giant Floor Map initiative both serve Action Stream #3 - Strengthen Ocean Education. Where an Action Stream is cross-cutting (e.g., Action Stream #7 - Improving Access & Diversity), it may relate to several other initiatives.

In 2023, key initiative #9 (Leadership) was broadened to encompass all activities that are part of COLC's work to strengthen support for the field of ocean literacy (nationally and globally); in the previous report, these activities were listed individually.

Table: This table illustrates the relationship between Key Initiatives and Action Streams (AS)

Key Initiative	AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9	AS10
1. Ocean Week Canada				×	×		×	×	×	
2. Ocean Literacy Community Grants		×			×		×			×
3. Blue Schools Canada			×		×		×			
4. The Ocean, Freshwater, and Us Giant Floor Map Program			×		×		×			
5. ECOP Canada					×	×	×			
6. National Strategy Progress and Impact Measurement	×						×	×		×
7. Global Ocean Literacy Research Community					×			×	×	×
8. Public Ocean Perceptions Research			×	×	×			×	×	×
9. Ocean Literacy Leadership and Community Building	×						×	×		×

× primary relationship with Key Initiative

× secondary relationship with Key Initiative





The Impact Measurement Framework

Defining impact

Three years after the launch of the National Strategy, it is now possible to see early signs of impact, which is defined as “any change in outcome that was caused by a program or policy investment”.

The types of changes we expect to see link back to the original theory and strategy underlying each key initiative, the Action Streams, and the National Strategy as a whole. Based on our understanding of ocean literacy, both the definition and the known drivers, our impact measurement framework looks for three specific early indicators of impact:

1. An increase in the number of resources and opportunities available to build ocean connections;
2. An increase in the number of people using those resources regionally, nationally, and by target audience; as well as an increase in the depth of engagement in ocean connection opportunities;
3. Positive feedback on ocean literacy resources, engagement experiences, including shifts in public or user’s ocean perceptions.



Impact metrics

Impact is measured using metrics. In 2023, the impact measurement program used a consistent set of 95 metrics for all nine key initiatives, an increase from 26 in 2022. (The complete list of metrics can be found in the Taxonomy in Appendix X).

A metric is any value that can reasonably indicate that a result has occurred and the extent or significance of the occurrence; it describes a 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). The list of metrics tells us what changes to look for and how to record our findings.



Each metric is part of a metric family, which is a grouping that allows results of different activities to be aggregated and compared. The primary metric families reflect the main indicators of impact, and include:

Resources. A general term to describe deliverables, reports, toolkits, funding, and other products or services that increase the ocean literacy community's capacity to promote and strengthen ocean knowledge, ocean values, and/or ocean actions.

Engagement. The number and degree to which people are participating in each project and activity. For example, one important indicator of engagement is the number of partner organizations helping to implement an initiative.

Perceptions. Subjective feedback and survey responses that indicate one or both of these things: whether ocean knowledge, values, and/or actions are increasing or decreasing and/or whether the ocean literacy community's capacity to promote the above dimensions are increasing or decreasing. Perception metrics may be collected at the activity, project, or national level. They may be collected from the ocean literacy community or from the general public.

A set of secondary cross-cutting metric families provides insight into the nature of the primary metrics in order to understand how well the data represent the values and intent of the National Strategy. The National Strategy explicitly states the importance of using narrative techniques to engage people in ocean literacy efforts. It also highlights the importance of representation in the leadership of, production of, and engagement in ocean literacy activities. The cross-cutting metrics families are as follows:

Stories. Written, visual, audio, or video story content that passes ocean knowledge, values, or inspiration from one person (or group) to another. This metric does not stand on its own; it must reference specific resource results.

Representation. The presence of youth (ages 16–28), early career professionals, Canadian geographic regions, languages, Indigenous communities, cultural groups, and the freshwater community in activities and resources. This metric does not stand on its own; it references other engagement or resources results.

A new, emerging cross-cutting metric was collected in 2023: approaches. Approaches look at the techniques used to nurture ocean literacy at events, through grant projects, and in live-learning settings. It includes approaches such as storytelling, outdoor experiences, community-science, hands-on learning. In 2024, this list of approaches will be expanded based on information from all the key initiatives and the field of ocean literacy research. This metric may provide insight into which approaches are most effective at building ocean knowledge, values, and/or actions. Similar to the other cross-cutting metric families, it provides insight into how ocean literacy work is being done and what values are being centred.





Metrics are connected

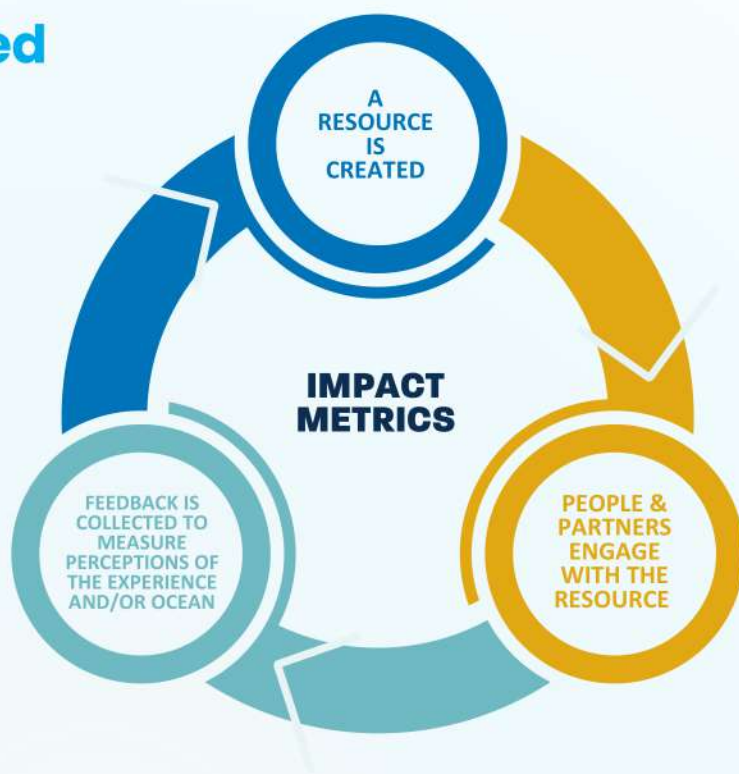
The power of the metrics is not the individual numbers or data points that are collected. Rather, it is the interconnected nature of the metric families that tell a powerful story about how ocean literacy is being built in Canada.

Impact begins with resources. **Resources** are new tools, funding, and opportunities that promote ocean connections. In the early stages of the National Strategy, the focus is on creating the resources necessary to implement the work. As initiatives mature, the focus naturally shifts to distributing resources that have been created.

When the number of resources in distribution increases, so does capacity for building ocean literacy in Canada. Barriers are lowered, and more people will be able to engage in ocean literacy leadership than before.

Engagement looks specifically at engagement with the resources that have been created. Engagement metrics reveal whether those resources are successfully reaching the community. When engagement is high, it confirms that there is a demand for ocean literacy resources and that people are actively participating in societal-ocean connection experiences. Partnership engagement also shows us that the number of ocean literacy practitioners is increasing and that COLC's efforts to seed ocean literacy activities in Canada are being picked up by an ever-growing and increasingly diverse group of voices.

Perceptions give us insight into whether the engagement with the ocean literacy experience had the desired effect: Did people learn something? Do they feel a stronger connection with the ocean? Are they willing to participate in the program again in the future, to help it grow and reach more people? Feedback on specific projects and initiatives complements public perceptions information, collected from the public at large. Together, they give us an indication of whether ocean literacy is building in Canada and point us towards the work that remains to be done.





Impact 2023

Impact Statement

In the second full year of National Strategy implementation, the Canadian Ocean Literacy Coalition stewarded **\$2.07-million** in funding for **9 key initiatives** – all national in scope and multi-partner collaborations.

The main trend revealed by the 2023 data is growth in both scale and impact. Initiatives are engaging more partners, reaching more people, and receiving positive feedback from participants.



Partner engagement is one of the most exciting trends. In 2023, **632 unique organizations and individuals** helped to bring ocean literacy initiatives to life. All sectors participated, and partners report a **90–100% satisfaction rate** with their experiences.

In 2023, the key initiatives produced and circulated **92 ocean literacy resources** that directly **engaged over 2.5-million people** in Canada in educational and participatory experiences. People from across the country took part, from the Pacific to Inuit Nunangat, the Atlantic, St. Lawrence, and inland regions.

Events and activities unfolded all year long – **378** in total. Nearly all were free, youth or family-friendly, and offered in English and/or French with some in Indigenous languages. The vast majority of events in 2023 took place in-person.

More than **\$130,000 in grants** were invested in **74 projects** supporting ocean literacy events, artistic projects, and early career professional development opportunities.

Eleven research projects were undertaken, developing a deeper understanding of public ocean perceptions and the field of ocean literacy.



Behind the statistics and data, we can see a strong foundation being laid that will help strengthen societal-ocean connections and deepen ocean knowledge, values, and actions for years to come.

Whether on the local pier or the global stage, the ocean literacy initiatives described in this report are part of a growing wave of positive momentum, collaboration, and action that is helping to bridge science and policy with society to ensure a healthy ocean and communities.



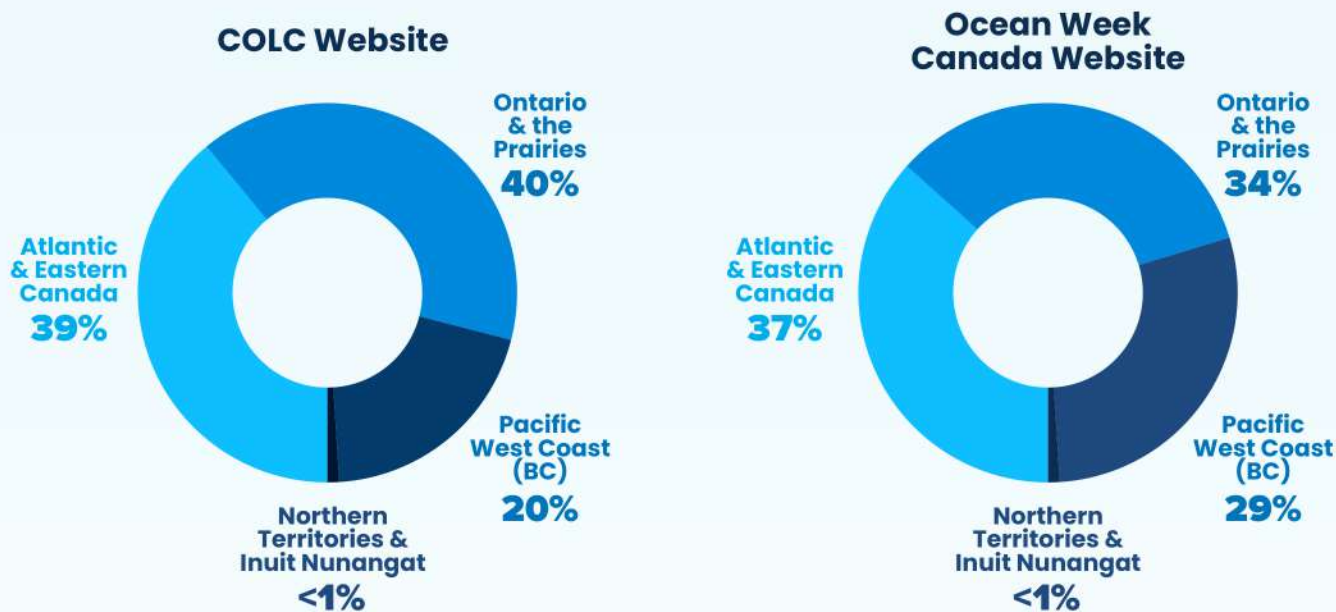
Representation

As part of the National Strategy's commitment to improving equity, diversity, and inclusion in ocean-related sectors, several representation metrics are tracked for key initiatives and participation in the COLC community:

- Youth (ages 16–28) and early career ocean professional representation
- Participation from geographic regions (provinces, territories, and ocean basins)
- Languages used
- Participation from and/or representation of Indigenous communities and languages
- Freshwater community engagement
- Sectors

All COLC materials, including the website and publications, are published in both English and French. Some learning resources and video collections include Indigenous languages – of particular note is the Ocean, Freshwater, & Us map and AR content that were launched in Inuktitut in 2023.

- 29% of the Ocean Week Canada Community Event Grant projects in 2023 were Indigenous-led
- Grants were distributed across 9 provinces
- When it comes to online engagement:



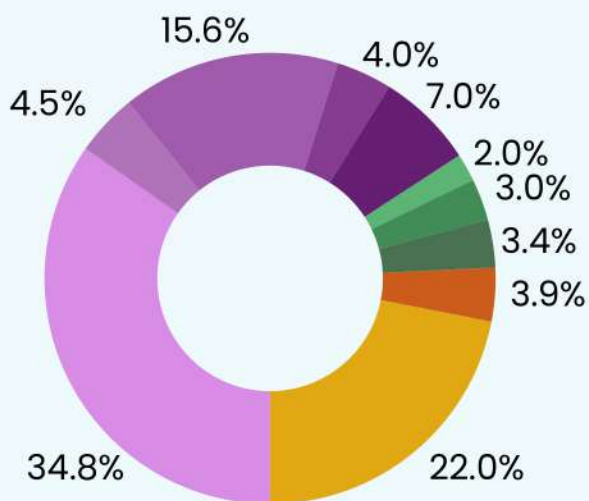
In all key initiatives, freshwater communities are represented in the resources. Freshwater communities are also active in all events and digital engagement opportunities.

Sector representation is also an important metric for evaluating ocean literacy's reach and impact. The National Strategy identifies ten sectors that must be actively engaged in ocean literacy activities for success: **Government, Non-Governmental Organizations (NGO) & Foundations, Research, Industry, Education, Youth, Community, Media, Arts & Culture, and Health.** In 2023, all sectors participated in one or more key initiative.



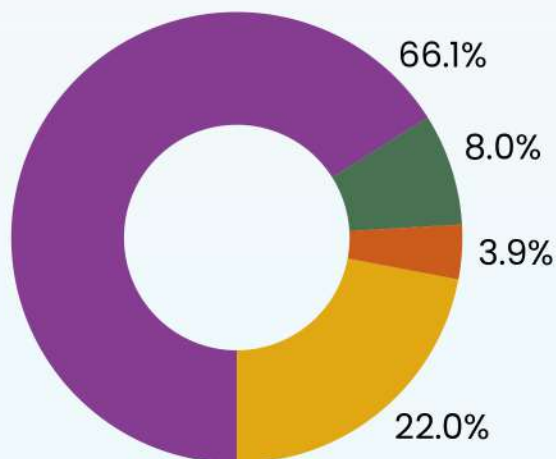
2023 Budget

By Key Initiative



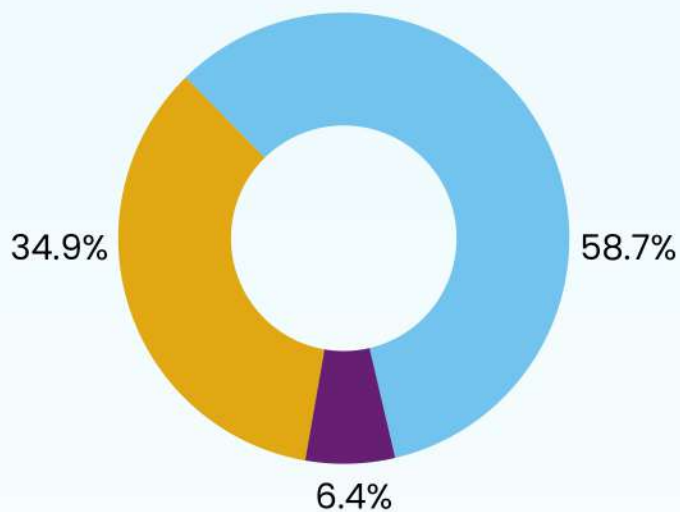
- Ocean Week Canada
- Blue Schools Canada
- The Ocean, Freshwater, and Us Giant Floor Map Program
- ECOP Canada
- Ocean Literacy Community Grants
- Public Ocean Perceptions Research
- Global Ocean Literacy Research Community
- National Strategy Progress and Impact Measurement
- Ocean Literacy Leadership and Community Building
- Coordination & Operations

By Theme



- Education & Engagement
- Research & Impact
- Leadership & Advocacy
- Coordination & Operations

By Distribution



- 10 Core Partners
- Community Grants
- COLC Project Office



Key Initiative #1: Ocean Week Canada

Impact Theme: Education & Engagement

Action Stream: 4



% OF BUDGET 34.8

Ocean Week Canada is a nationwide festival of events promoting ocean connection and conservation, coinciding with World Ocean Day (June 8th). Both community-led and larger national events bring together people across generations and geographies, including artists, educators, knowledge experts, filmmakers, storytellers, water recreation enthusiasts, community and cultural leaders, and more!

Through engaging the public in Ocean Week Canada events and outreach activities, public understanding about and connection to the ocean (and local waterways) is strengthened.

Ocean Week Canada is coordinated by the Canadian Ocean Literacy Coalition in collaboration with hundreds of partners and event hosts across the country.

Join the wave at www.oceanweek.ca

Highlights from 2023

- Growth was the major theme in 2023.
- Ocean Week Canada 2023 took place June 2 - 11 and featured 196 events across the country hosted by 235 organizations and their partners. The number of events increased by 94% compared to 2022, the celebration's inaugural year.
- Nearly 2.5-million people in Canada actively engaged in Ocean Week Canada events, programs, and conversations. More than 5.7-million people saw Ocean Week Canada announcements, stories, and ads. All told, the number of people who actively engaged in the celebration in 2023 increased by 74% compared to 2022.
- This year, COLC introduced 'regional hubs' in Victoria, Vancouver, Ottawa, Montreal, Halifax, and St John's. These hubs not only facilitated the growth of grassroots participation but also played a crucial role as anchors to the Ocean Week Canada movement.
- Check out the [Ocean Week Canada 2023 Impact Report](#) for more details.



Impact



196 events (73.3% In-Person; 17.4% Online; 5.6% Hybrid; 3.7% No Data)



254 media stories



33 resources distributed, including the OWC event portal, video collections, toolkits.



\$60,008 in funding awards to **28** grantees, for **28** events, in **9** provinces



235 unique partners, consisting of **11** core partners, **129** event hosts, and **106** other partners



354,277 event attendees (in-person and virtual)



44,856 people in the OWC digital community (consisting of website users, social media following, and mailing list subscribers)



5,772,797 people reached, with **2,455,629** actively engaged in OWC events and conversations, and **3,317,168** people who saw OWC ads and paid media



98% of event hosts satisfied with the project, with **90%** of partners saying they will participate again (based on 36% response rate from event hosts)



Partners

Core Partners

- Canadian Geographic / The Royal Canadian Geographic Society
- Canadian Museum of Nature
- Canadian Ocean Literacy Coalition
- ECOP Canada (Tula Foundation)
- Entremission
- Government of Canada (Fisheries and Oceans Canada)
- Indigenous Leadership Initiative
- Ocean Networks Canada (University of Victoria)
- Ocean School (ONF/NFB & Dalhousie University)
- Organisation Bleue (Semaine de l'océan QC)
- Water Rangers



Partners (continued)

Event Hosts

- ACAP Saint John
- Allied Arts Council of Pincher Creek
- Ambleside Parkrun
- Aquatic Biosphere
- Àros na Mara
- Balad'EAU
- Bamfield Marine Sciences Centre
- Bay Area Restoration Council (BARC)
- Bay Roberts Public Library
- BC Marine Trails
- British Columbia Environmental Film Festival (BCEFF)
- ByWard Market
- Canadian Meteorological and Oceanographic Society (CMOS)
- Canadian Museum of Nature
- Canadian Network for Ocean Education (CaNOE)
- Canadian Parks and Wilderness Society – British Columbia (CPAWS-BC)
- Canadian Parks and Wilderness Society (CPAWS) Manitoba
- Canadian Women in Ocean Industries Leadership (CWOIL)
- Capital Regional District's Regional Parks
- Carihi Secondary School
- Christine Fitzgerald
- Clean Foundation
- Club April Marine
- Coastal Water Protectors
- Coeur des sciences (UQAM)
- Commonwealth Blue Charter
- Council of the Haida Nation
- Discovery Global Geopark
- Discovery Passage Aquarium
- Downtown Dartmouth
- Eagle Wing Tours
- Early Career Ocean Professionals (ECOP) Canada
- Earth Rangers
- éCH2Oystème
- Ecoschools
- First Nations Marine Teams
- Fisheries Museum of the Atlantic
- Fortunate Ones (Artist)
- Frederic Back parkrun
- Friends of the Biodôme
- Geneviève Dupéré
- Girl Guides Canada – 1st Seymour Trex
- Harbourfront Centre
- Ingenium
- IRERI-Mexican, Latino & Cross-Cultural Society
- Jaguar Car Club of Victoria (JCCV)
- Johnson Geo Centre
- Kanata Parkrun
- Karen Tamminga-Paton (Artist)
- Kitselas Lands and Resources (KLRD)
- La Baleine Nomade
- Live It Earth
- Marine Education and Research Society (MERS)
- Marine Megafauna Foundation (MMF)
- Marine Museum of the Great Lakes at Kingston
- Maritime Heritage Centre
- Maritime Museum of British Columbia
- Maritime Museum of the Atlantic
- McMillan Arts Centre
- Medicine Wheel Publishing
- Memorial University
- Metro Vancouver's Youth 4 Action
- Mission Arts Council
- Moussette Parkrun
- Mundy Parkrun
- Nanaimo Science
- Natasha van Netten
- National Research Council (NRC)
- New Brunswick Teachers' Association (NBTA)
- Niagara Coastal
- Nicholas Sonntag Marine Education Centre
- Nikolas MacLean
- Nova Scotia Underwater Council (NSUC)
- Nuu-chah-nulth Tribal Council
- Ocean 98.5
- Ocean Networks Canada
- Ocean River Sports
- Ocean School (National Film Board and Dalhousie University)
- Ocean Technology Council of Nova Scotia (OTCNS)
- Ocean Week Halifax





Partners (continued)

Event Hosts

- Ocean Week Victoria
- Ocean Wise
- Oceanographers in your classroom
- Oceans Research in Canada Alliance (ORCA)
- Ottawa Public Library
- Ottawa Riverkeeper
- Pacheedaht First Nation
- Pacifica Paddle Sports
- Paint Nite
- Parks Canada
- Patagonia Halifax
- Prince of Whales – Whale Watching Adventures
- Quatsino First Nation
- Queen's University Faculty of Education
- Ripley's Aquarium
- Royal BC Museum
- Royal Canadian Geographical Society
- Royal Roads University
- Saint Paulin Parkrun
- Samuray Rose Diler
- Scotian Shores
- Scott Baker
- Seaquaria Ocean Education
- Shaw Centre for the Salish Sea
- Shorefast Foundation
- Social Justice NL Co-op's Rights of the Atlantic Ocean Group
- SOI Foundation
- Sooke Region Museum
- St. John's Aquarium Inc. | Petty Harbour Mini Aquarium
- St. Margaret Sailing Club
- STEAM PEI
- StFX Biology Department
- Strawberry Isle Marine Research Society (SIMRS)
- Sunshine Coast Conservation Association
- Surfrider Foundation
- The Aquatic and Crop Resource Development (ACRD) research center
- The Esgenoôpetitj Watershed Association (EWA)
- The Public Service
- Town of Fogo Island
- Tula Foundation
- University of British Columbia Ocean Hub
- Vancouver Aquarium
- Vancouver Public Library
- Victoria Park Kitchener Parkrun
- Victoria Sailing Coop
- Victoria Truro parkrun
- Water Canada
- Wild Bird Trust of British Columbia
- X-Oceans Outreach, St. Francis Xavier University





Partners (continued)

Other Event Partners

- Activism Studio
- Agiro
- APECS-France
- ArcticNet (Philippe Archambault)
- Atlantic Shark Expeditions
- Blue Jellyfish SUP Adventures
- CAANS Vancouver
- Canada Council for the Arts (CAC)
- Canadian Commission for UNESCO
- Canadian Network for Ocean Education
- Canadian Water and Wastewater Association (CWWA)
- Centre for Ocean Ventures & Entrepreneurship (COVE)
- Cetus Research & Conservation Society
- City of Nanaimo
- Coastal and River Engineering Research Centre
- CRD Parks
- CTV
- Dalhousie's Let's Talk Science
- DFO Stream to Sea
- Dr. Lyne Morissette
- Entreprise Marine
- Exploring By The Seat Of Your Pants
- Fogo Island Saltfire Pottery Ltd
- Fraser Valley Academy of Dance (FVAD)
- Galiano Conservancy Association
- Geological Association of Canada
- Gitselasu Stewardship Society
- Le Lévisium Festival des Sciences
- Greater Victoria Harbour Authority
- Green Films Series
- Greencoast Media
- Group Ocean Inc
- Gulf Islands National Park Reserve
- Harbour Authority
- Healthy Coast Team - Nature NB & Nature Trust NB
- Heiltsuk Tribal Council
- IFQM
- International Centre of Art for Social Change (ICASC)'s Judith Marcuse Projects Society
- Jasmine Rodman
- l'Expédition Bleue
- l'Institut Maritime du Québec
- Le Service de coopération et d'action culturelle du Consulat général de France à Québec
- Let's Talk Science
- Lisa Marie DiLiberto and Nathalie Bonjour
- M-expertises
- Marine Animal Response Society (MARS)
- Marine Environmental Observation, Prediction and Response Network (MEOPAR)
- Marine Institute
- Marine Stewardship Council
- Maritime Heritage Centre (MHC)
- Maurice-Lamontagne Institute
- Meg O'Hara
- Mexican Consulate of Calgary
- Mineralogical Association of Canada
- Miramichi River Environmental Assessment Committee (MREAC)
- Mme L'Ovary
- Montreal Biodome's Space for Life
- National Circus School (CRITAC)
- National Geographic
- National Research Council of Canada's Ocean
- Natural Sciences and Engineering Research Council of Canada (NSERC-CRSNG)
- Neptune & Salacia Diving
- Network Quebec Maritime
- Network School (EER)
- Ocean School (National Film Board of Canada and Dalhousie University)





Partners (continued)

Other Event Partners

- Ocean Uprise
- Oceana Canada
- One Earth
- Pacific Wild Alliance
- Padi Aware Foundation
- Parley for the Oceans
- Petter Harbour Mini Aquarium
- Prince Albert II of Monaco Foundation in Canada (FPA2)
- Project Sculptshore
- Quebec Maritime Institute
- Quebec Maritime Networks (RQM)
- Québec-Océan
- RioTinto
- Rolex
- Sara Ellison
- Sarah Board
- Science North
- Science Odyssey (NSERC)
- Science World
- Seachange Marine Conservation Society
- SEAMOR Marine
- SeeQuest Development Co
- Shaw Centre of the Salish Sea
- Society for Geology Applied to Mineral Deposits
- Southern Resident Killer Whale outreach team
- Summer Solstice Indigenous Festival
- Sustainable Ocean Alliance
- Swim Drink Fish
- Tabusintac Watershed Association (TWA)
- Takaya Tours
- The Nudi(branch)girls
- The Saskatchewan Science Centre
- Toronto and Region Conservation Authority (TRCA)
- University of Regina
- UPEI Climate Lab
- UQAR
- Victoria Natural History Society
- Wai Wah Environmental
- WILD Outside
- Woods Hole Oceanographic Institute
- Year of the Salish Sea





Key Initiative #2:

Ocean Literacy Community Grants

Impact Theme: Education & Engagement
Action Stream: 2

% OF BUDGET 7.0

Launched in Winter 2023, the Ocean Literacy Community Grants Program provides accessible funding opportunities for community-driven ocean literacy initiatives that are regionally, culturally, and linguistically relevant. The first grant streams supported Ocean Week Canada events, creators, schools, and early career ocean professionals.

To date, **\$113,424** in funding has been distributed.

Highlights from 2023

- Early in 2023, 17 grants totalling \$19,742 were given to early career ocean professionals to support travel and participation in the 5th International Marine Protected Areas Congress in Vancouver (IMPAC5).
- In spring 2023, \$60,008 in Ocean Week Canada Community Event Grants ranging from \$500 to \$3,000 were awarded to 28 grant recipients.
- In late 2023, \$33,675 in Blue Creators Grants were awarded to 6 artists for projects that will unfold in 2024. Creators grants ranged from \$5,000 - \$7,000.
- Also in late 2023, the first Blue Schools Canada Experiential Learning Grants were announced to support school ocean-climate learning experiences in 2024.

The different funded projects illustrate the wide range of ways community leaders are nurturing ocean literacy. They embrace a variety of approaches including: storytelling, outdoor experiences, visual arts, intergenerational sharing, cross-cultural exchange, fact-based presentations & community discussions, hands-on learning, citizen science, film, youth-led, emotional messaging, and dance.

In its first year, COLC received 197 grant applications requesting a total of \$571,690 – nearly six times the available funds. The enthusiasm for and diversity of this program suggests this initiative has the potential to blossom into a cornerstone of COLC’s work to advance the National Strategy in the future.





Impact



28 funded events



45 initiative partners



197 grants requested, with requests totalling **\$571,690**



\$113,425 in funding awards with **51** grants across **3** grant streams & **29%** funded events were Indigenous-led



214,311 people reached, with **207,073** people who saw grant program ads



7,238 people actively engaged in grant applications, grant programming, and conversations



100% of grantees satisfied with the project and 100% of grantees said the funding made a difference to their project (based on 79% response rate)



Partners

Core Partners

- Canadian Ocean Literacy Coalition
- Entremission
- Government of Canada (Fisheries and Oceans Canada)
- Ocean Networks Canada (University of Victoria)

Review Partners

- Parks Canada
- Water Rangers
- Christine Fitzgerald*
- Karen Tamminga-Paton*

**Blue Creators Grant*

Grantee Partners

- Allied Arts Council of Pincher Creek
- Aquatic Biosphere Society of Canada
- Bay Area Restoration Council
- BC Environmental Film Festival (BCEFF)
- Canadian Parks and Wilderness Society Manitoba Chapter
- Carihi Secondary - School District 72
- CarolAnne Black
- Clean Foundation
- Discovery UNESCO Global Geopark
- Gibsons Marine Education Centre Society (Nicholas Sonntag Marine Education Centre)
- Girl Guides Canada
- IRERI- Mexican, Latino & Cross Cultural Society
- Jesse Campbell
- Kitselas Lands and Resources
- La Baleine Nomade / The Nomadic Whale
- Logan Robins
- Maritime Museum of British Columbia (MMBC)
- Medicine Wheel Publishing
- Mission 1000 tonnes
- Nova Scotia Underwater Council
- Plankton Productions
- Project SculptShore
- Saturna Island Marine Research & Education Society
- Scotian Shores
- Seven Sacred Fires Society
- Shorefast Foundation
- Social justice Co-operative Newfoundland & Labrador
- St. John's Aquarium Inc. | Petty Harbour Mini Aquarium
- STEAM PEI
- Strawberry Isle Marine Research Society
- Surfrider Vancouver
- The Esgenoopetitj Watershed Association
- UBC Ocean Hub
- WBT Wild Bird Trust of BC



Key Initiative #3: Blue Schools Canada

Impact Theme: Education & Engagement
Action Stream: 3

% OF BUDGET 4.5



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 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

Teachers can register to join the Blue Schools Canada community [on the COLC website](#).

Highlights from 2023

- In 2023, Blue Schools Canada began the transition from pilot phase (i.e., listening to what educators were asking for / needing support with) to an established initiative. Blue Schools Canada now operates as a community of practice, uniting educators to exchange experiences and discover best practices for incorporating marine and freshwater themes in their classroom.

Registered members can engage in four program opportunities:

- Monthly [Community of Practice events](#) featuring speakers, resources, partners
- Access to Blue Schools Experiential Learning [Grants](#)
- The [Blue Learning Lab](#), a curated showcase of exemplary ocean-climate education resources to support transformative pedagogical practice
- Customized learning experiences with the [Ocean, Freshwater and Us Giant Floor Map program](#)



Impact



\$2,800 in funding announced



1 resource distributed (the new Blue Learning Lab website)



58 partnerships including **12** core project partners and **46** Blue Schools Members



19,124 people reached, with **18,828** actively engaged with BSC resources and conversations and **296** people reached through presentations and conferences



Partners

Core Partners

- All-Atlantic Blue Schools Network
- Canadian Geographic / The Royal Canadian Geographic Society
- Canadian Museum of Nature / Musée canadien de la nature
- Canadian Network for Ocean Education (CaNOE)
- Canadian Ocean Literacy Coalition
- CC-UNESCO Canadian Schools Network
- ECOP Canada (Tula Foundation)
- Exploring by the Seat of Your Pants
- Ocean Networks Canada (University of Victoria)
- Ocean School (ONF / NFB and Dalhousie University)
- Parks Canada
- Water Rangers

Registered Blue Schools Members: 46





Key Initiative #4: The Ocean, Freshwater, and Us Giant Floor Map Program

Impact Theme: Education & Engagement
Action Stream: 3

% OF BUDGET 15.6

The Ocean, Freshwater, and Us giant floor map showcases freshwater systems, watersheds, oceanic waters, and sea ice in Canada, as well as the different types and locations of marine conservation areas.

Used as a learning and engagement tool in schools, organizations, conferences, and public events (indoor or outdoor), people can experience the map in three different ways:

1. Through facilitator/educator-led activities (and curricula-linked learning modules for teachers) that explore the different data layers on the map;
2. With an Augmented Reality (AR) smartphone app that provides a guided immersive experience to connect people with marine protected areas, biodiversity of species, different voices leading ocean conservation efforts in Canada, and other geographic and human features;
3. Through DIY explorations of the map using some key prompts, with or without the AR app.

There were 24 maps in circulation in 2023, with 3 sizes to accommodate hosts' activation needs and demands (Full-size 8m x 11m; Classroom-size 6m x 8m; and Mini-map 4m x 5.25m).

Schools can book the maps through the [Canadian Geographic Education website](#). Partner organizations, conferences, Ocean Week Canada and other special events can book the maps through COLC directly. Details are on the [Ocean Week Canada website](#).

The Ocean, Freshwater, and Us Giant Floor Map Program 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), Indigenous Leadership Initiative, and the Government of Canada.





Highlights from 2023

- In 2023, a digital version of the Ocean, Freshwater and Us map was piloted, with the aim of enabling more people across Canada to explore the map and learn more about marine conservation efforts in Canada. <https://canadaoceanmap.ca/> The official launch, promotion, and tracking of user uptake of the interactive map will take place in 2024.
- Ocean School launched a new version of the AR app.
- 75% of map and AR App users report having a meaningful engagement experience, such as learning something new or and wanting to share what they've learned with others.

Impact



28

resources distributed Including
24 maps and the AR App



137

partners with 6 core
project partners



5

project
presentations



140

map
events



51,382

event
attendees



55,649

people reached, with 55,523 actively engaged and 126 people reached through other presentations and conferences



100%

of map hosts would participate again and 100% of hosts said the experience contributed positively to building ocean literacy (based on 11% response rate)



72%

of AR App users surveyed were satisfied with the experience and said the experience contributed positively to ocean understanding and/or connection



78%

of AR App users report favourable attitudes, beliefs, interest, or concern for the ocean and 11.5% report disinterest and/or unwillingness to take action

Partners

Activation Partners: 131

Core Partners

- Canadian Geographic / The Royal Canadian Geographic Society
- Canadian Ocean Literacy Coalition
- Government of Canada (Fisheries and Oceans Canada)
- Indigenous Leadership Initiative
- Ocean Networks Canada (University of Victoria)
- Ocean School (ONF/NFB & Dalhousie University)





Key Initiative #5: ECOP Canada

Impact Theme: Education & Engagement
Action Stream: 6

% OF BUDGET 4.0

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 node for the Global ECOP Programme, endorsed by the UN Ocean Decade. ECOP Canada provides early career professionals with meaningful networking and development opportunities in order to promote diverse voices and achieve intergenerational collaboration and equity.

In particular, ECOP Canada works with partners to fund 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 (COLC) over a 5-year commitment (2021–2026).



Highlights from 2023

- Distributed \$19,000 in funding to help 19 early career ocean professionals participate in conferences across Canada and internationally
- The ECOP Canada Ocean Decade Photo Competition collected visual stories on the diversity of ocean careers that exist in Canada and the people engaged in this meaningful work. In partnership with Canadian Geographic, the SOI Foundation, COLC, and others, ECOP Canada received 305 images in four categories: “Unexpected Encounters,” “Ocean Solutions,” “The Blue Future,” and “The Things We Do For the Ocean.”

Join the ECOP community to network with other early career professionals and learn about funding opportunities by visiting colcoalition.ca/projects/ecop-canada/



Impact



8 resources distributed



40 events led



1607 event attendees



\$92,600 in funding invested & **\$19,000** in awards



37 partners with **5** core project partners



36 presentations by **53** ECOP presenters



4,153 people reached



51 grants requested



14 conferences & key meetings attended by **19** ECOPs



91% of ECOP members surveyed were satisfied with the experience



1820 people in the national online community including **1448** social media followers and **372** mailing list subscribers

Partners

Core Partners

- Canadian Ocean Literacy Coalition
- ECOP Global Programme
- Government of Canada (Fisheries and Oceans Canada)
- Tula Foundation
- Intergovernmental Oceanographic Commission – United Nations Educational, Scientific and Cultural Organization (IOC-UNESCO)

Conference and Content Partners

- ArcticNet
- Blue Future Pathways – SOI Foundation
- Canadian Geographic / The Royal Canadian Geographic Society
- Exploring by the Seat of Your Pants
- International Council for the Exploration of the Seas ICES
- Le Centre Interdisciplinaire de Développement en Cartographie des Océans CIDCO
- Memorial University of Newfoundland
- Oceans Research in Canada Alliance (ORCA)
- The Canadian Integrated Ocean Observing System (CIOOS)
- The Canadian Meteorological and Oceanographic Society (CMOS)
- The New England Aquarium
- The North Pacific Marine Science Organization PICES
- The University of Edinburgh (Nippon Foundation-University of Edinburgh Ocean Voices Programme)
- University of South Hampton



Partners (continued)

Other Partners

- Bamfield Marine Sciences Centre
- Canada's Ocean Supercluster (OSC)
- Centre for Ocean Applied Sustainable Technologies (COAST)
- Earth Echo International
- Hakai Institute
- Institut de Ciencias del Ma
- International Carbon Ocean Network for Early Career (ICONEC)
- Marine Technology Society (MTS)
- MEOPAR
- Ocean Frontier Institute
- Ocean Startup Project
- Ocean Uprise
- Ocean Wise
- Open Ocean Robotics
- Surfrider Foundation Canada
- Sustainable Ocean Alliance
- University of British Columbia / Ocean Leaders program
- Youth Climate Corps





Key Initiative #6: National Strategy Progress and Impact Measurement



Impact Theme: Research & Impact
Action Stream: 10

% OF BUDGET 3.4

Published in March 2021, Land, Water, Ocean, Us: A Canadian Ocean Literacy Strategy and the accompanying Implementation Plan: Pathways for Collaboration form the “National Strategy”.



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. Now in its third year, the strategy to advance ocean literacy in Canada is an endorsed project of the UN Decade of Ocean Science for Sustainable Development and serves as a structure by which ocean literacy efforts can be co-designed and coordinated nationally.

The Impact Measurement program supports the strategy in two ways:

1. Collecting and sharing information about the Strategy’s progress, impact, and sustainability with the Canadian ocean literacy community;
2. Identifying relationships between ocean literacy activities and their contribution to long-term social and conservation goals (e.g., positive shifts in ocean 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 leaders, funders, and policymakers, including those in the international community.





Highlights from 2023

- Six reports were produced for the Impact Measurement program in 2023: the National Strategy and related Key Initiatives 2022 reports (April 2023); the IMPAC5 & the Ocean Literacy Dialogues 3rd Ed. Impact Report (April 2023); the Ocean Week Canada 2023 Impact Report and accompanying Methods Report (September 2023); and the Ocean Week Canada 2023 Community Grants Impact Report (September 2023).
- COLC also produced two video reports, one to celebrate Ocean Week Canada 2023 and one to commemorate COLC's 5th Anniversary.
- This year also marked the expansion of the Impact Measurement program to include data submitted by project partners, rounding out our understanding of projects such as the Ocean, Freshwater, and Us giant floor map program.
- The National Strategy Impact Taxonomy was refined, standardizing the impact metrics being collected across all Key Initiatives and increasing the number of datapoints captured from 351 in 2022 to 855 in 2023.

Impact



8 new impact resources published and distributed, including **6** reports and **2** videos



58 partners, including **2** core project partners and **8** program data contributors



3 research projects tracking **855** data points (**1** National Strategy Impact Project; **1** OWC Impact Project; **1** OL Grants Impact Project)



Partners

Core Partners

- Canadian Ocean Literacy Coalition
- Entremission

Other Data Contributors: 48



Program Data Contributors

- Canadian Ocean Literacy Coalition
- ECOP Canada
- Exploring by the Seat of Your Pants
- Ocean Networks Canada
- Ocean School (National Film Board and Dalhousie University)
- Organisation Bleue
- Royal BC Museum
- Water Rangers



Key Initiative #7: Global Ocean Literacy Research Community



Impact Theme: Research & Impact
Action Stream: 10

% OF BUDGET 3.0

Canadian Ocean Literacy Coalition is a co-founder of the global Ocean Literacy Research Community (OLRC) and serves as the coordinating organization. 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.

Highlights from 2023

- In February 2023, COLC led the Ocean Literacy Dialogues 3rd Edition at IMPAC5 in collaboration with IOC-UNESCO and the Marine Social Sciences Network (MarSocSci). The aim of the Ocean Literacy Dialogues series is to co-organize public events that enable knowledge exchange across different geographical and socio-cultural contexts, and inspire action. The 3rd Edition focused specifically on Ocean Literacy Research; for more details about the impact of this series, see the [IMPAC5 & the Ocean Literacy Dialogues 3rd Ed. Impact Report](#). COLC created an archive of the [3rd Edition Dialogues website](#) and maintains recordings of the sessions, which have been viewed nearly 400 times post-event.

Following the Ocean Literacy Dialogues, OLRC had three main focuses in 2023. These include:

1. Collaborative development of the Ocean & Society Survey (OSS)

The OSS tool aims to measure peoples' ocean connections, values, attitudes, and actions – in other words, to better understand public views of, and relationships with, the ocean in different countries and/or regions around the world. It also looks at how these views and relationships might be changing throughout the UN Ocean Decade (2021-2030) and beyond. COLC serves as the coordinator of the OSS research team.





Highlights from 2023 continued

2. Ocean Literacy and Climate Change Survey

One co-identified priority area of the OLRC is that of Ocean Literacy and Climate Change. Six members of the OLRC from Canada, Portugal, Spain, and Taiwan have worked to develop a survey to capture opinions on climate change messaging and action. The survey calls on the experience and suggestions of those actively involved in research, study, and/or volunteering related to ocean health. Its goal is to better understand our changing ocean, the ocean's connection with climate, and how the global community can improve engagement for climate-related ocean actions. The survey is open for public participation until September 15, 2024. Please visit: www.surveymonkey.ca/r/OceanLiteracyClimateAction

Upon closing, the collaborating team members will turn to planned outputs including quantitative analysis and a summary of results that will inform a policy brief for effective climate change messaging and action. The aim is to share how the results of this OLRC initiative compare to similar efforts on a global level, to then synthesize the most impactful practices for wide circulation and use.

3. Development of a Dedicated Ocean Literacy Research Community Website

The Canadian Ocean Literacy Coalition has successfully responded to a co-identified need of the OLRC: to develop an informative and engaging website to bring the Ocean Literacy Research Community together (e.g., including natural and social scientists; education, communication, and place-based, community experts; and program evaluators). The aim of this initiative is to provide a dedicated platform to foster global collaboration and exchange of thought leadership, research, and innovation focused on human-ocean relationships. To visit the OLRC website, and join the community, visit www.oceanliteracyresearch.com.





Impact



13 new resources distributed



\$58,333 in funding allocated



6 research projects



166 partners (Institutional representation in membership: College/University **43%**, Research/Research Institute **55%**, NGO/Non-Profit **17%**, IGO/Governmental **12%**, Education/Communication **33%**, Network/Association **9%**)

Partners

Core Partners (Co-Organizers and Lead Organizations/Institutions)

- Canadian Ocean Literacy Coalition
- Dalhousie University
- Cardiff University
- MarSocSci

Supporting Partners

- ECOP Global Programme
- IOC-UNESCO
- Instituto do Mar-Universidade Federal de São Paulo
- Fundação Grupo Boticário
- Ocean Conservation Trust
- Ocean Networks Canada (University of Victoria)
- Simon Fraser University
- University of Connecticut; Connecticut SeaGrant
- University of Portsmouth

Global Ocean Literacy Research Community Participants: 153





Key Initiative #8: Public Ocean Perceptions Research

Impact Theme: Research & Impact
Action Stream: 10

% OF BUDGET 2.0



Public ocean perceptions research (POPR) offers critical insight on the ways people feel about and connect with the ocean (or not); as well as their attitudes, values, and behaviours related to the ocean and all waterways that lead to it.



By conducting regular, periodic public ocean perceptions surveys, resultant public sentiment can better inform the design of – and garner support for – initiatives to strengthen understanding, value, and care for the ocean.

Canada's first public ocean perceptions survey, the Canadian Ocean Literacy Survey (COLS), was conducted by the Canadian Ocean Literacy Coalition (COLC) in 2019–2020. This initial survey was part of a larger national study which led to the co-development of the National Strategy. The aim of the initial survey was to develop a baseline understanding of public ocean perceptions in Canada.





Highlights from 2023

- In 2023, COLC completed a POPR Study, which evaluatively compared the COLS to four other, ocean-focused surveys in Canada from 2019–2022. The aim of this comparison was to expand baseline understandings of public ocean perceptions by analyzing themes and dimensions of ocean literacy across surveys. In so doing, the POPR Study highlighted approaches, needs, and opportunities for future research.
- COLC led in the co-development of an enhanced survey tool, the Ocean & Society Survey (OSS), together with an international team of researchers. The OSS will be launched by COLC in Canada in June 2024, before being administered by other countries later this year and beyond. Specific to the OSS in Canada, the aim is to assess potential changes in attitudes, values, and behavioural intentions among the people of Canada over the last four years. It will also explore how societal connections to the ocean are nurtured and what factors motivate or hinder public support and engagement in society-ocean health initiatives.

Impact



1 new resource created



2 research projects



8 core partners

Partners

Core Partners

- Canadian Ocean Literacy Coalition
- Entremission

Other Partners

- Ocean Networks Canada (University of Victoria)
- Oceans North

Project Partners & Research Sources

- Canadian Parks and Wilderness Society (CPAWS)
- Environment Funders Canada (formerly Canadian Environmental Grantmakers Network)
- Government of Canada (Fisheries and Oceans Canada)
- SeaBlue Coalition





Key Initiative #9: Ocean Literacy Leadership and Community Building



Impact Theme: Leadership & Advocacy
Action Stream: 1 & 10

% OF BUDGET **3.9**

COLC is recognized nationally and internationally as a centre for ocean literacy collaboration, leadership, research, and innovation. Through the development of the world's first national ocean literacy strategy, to our mandate of and approach to collaborative joint action across regions, sectors, and scales, COLC's work has directly influenced the global ocean literacy movement. In particular, COLC has helped to reframe ocean literacy from being widely understood as a term and field associated with ocean education, knowledge, and learning exclusively, to being more accurately positioned as a societal outcome – a "society that better understands, values, and cares for the ocean."



Ocean literacy is an area of both practice and research. In contributing to the development of each, we recognize the essential role and relevance that ocean literacy plays in building an ocean-connected society. Pollution, overfishing, loss of biodiversity, and climate change, as examples of ocean (planetary) threats, are outcomes of human behaviour. Deepening public understanding through meaningful connection-making, and building pathways for collaborative and sustained action across all sectors and scales of society is necessary to ensure a healthy ocean, contributing to our own health and community well-being.

COLC's focus is on building and strengthening the national community of over 10,000 individuals, organizations, and institutions that are directly or indirectly working to advance ocean literacy. In strengthening this community, COLC nurtures the collaborative space needed to identify, exchange, and innovate effective practices; advance transdisciplinary research; connect, align, and contribute local, regional, and national efforts to global initiatives/frameworks/networks (several of which COLC is co-leading); and measure impact, amplifying what works, and pivoting from what is not. The aim of these efforts is to strengthen support for the field of ocean literacy and to ultimately cultivate an ocean-connected society.



Highlights from 2023

Canada's Ocean Decade Community of Champions

- Coordinated by the Government of Canada, this community of champions is a multi-stakeholder national platform to mobilize the Canadian ocean community and foster innovative and transformative science-based actions, ensuring a strong contribution by Canada to the UN Ocean Decade (2021-2030). COLC's Executive Director, Diz Glithero, serves as the Champion for Ocean Decade Outcome #7 - "An Inspiring and Engaging Ocean". Learn more on the [Fisheries and Oceans Canada website](#).

UN Ocean Decade Conference & Vision 2030 Challenge 10 White Paper (Barcelona, April 2024)

- The Vision 2030 initiative is a strategic ambition setting process to identify a common measure of success for each of the 10 Ocean Decade Challenges on the road to 2030. Starting in June 2023, COLC's Executive Director, Diz Glithero, serves as co-chair and co-author of the Challenge 10 - Restoring Humanity's Relationship with the Ocean white paper, together with Nicola Bridge, Ocean Conservation Trust in the UK and a diverse global working group with 18 expert members. Learn more on the [Ocean Decade website](#).

Ocean Literacy with All

- Ocean Literacy With All (OLWA) is a Decade endorsed programme led by IOC-UNESCO, together with a global team of partners, including COLC (a founding steering committee partner). OLWA aims to advance ocean literacy through designing and implementing transformative locally and globally relevant research-based activities and projects by and for diverse stakeholders (e.g., the Ocean Literacy Dialogues series). Learn more on the [OLWA website](#).

All-Atlantic Ocean Research & Innovation Alliance

- The All-Atlantic Ocean Research and Innovation Alliance (AAORIA) is the result of science diplomacy efforts involving countries from both sides of the Atlantic Ocean. AAORIA aims to enhance marine research and innovation cooperation along and across the Atlantic Ocean. COLC's Executive Director, Diz Glithero, serves on the Ocean Citizen Awareness and Literacy Convergence expert working group which leads the All-Atlantic Blue Schools Network joint action. Learn more on the [AAORIA website](#).





Highlights from 2023 continued

● National and International Presentations

→ COLC's lead staff are regularly invited to present at national and international conferences, forums, and events to highlight the ocean literacy work being done in Canada and to help advocate for the relevance and advancement of ocean literacy globally. Learn more on the [COLC website](#).

● Social Network Analysis

→ COLC launched a social network analysis project to better understand the community, facilitate communications, strengthen decision-making, and convey the significance of partnerships and collaborations driving the key initiatives. COLC will release the national community visualization in 2024.

Impact



1 research project



8 presentations



632 partners (**19** key initiative partners & **613** other partners across all initiatives)



10,808 people in COLC's online community (**55,664** when Ocean Week Canada is included)



13,284 people reached (**12,434** actively participating in leadership activities, engaged with online resources, or part of COLC partnerships and **850** people reached through other presentations and conferences)

Partners

Lead: Canadian Ocean Literacy Coalition

Other Project Partners

- AA Ocean Research & Innovation Alliance
- Acqua Mater
- Australia Association for Environmental Education
- Cardiff University
- Direção-Geral de Política do Mar
- ECOP Global Programme
- EMSEA
- Government of Canada (Fisheries and Oceans Canada)
- Int'l Pacific Marine Educators Network
- Irish Ocean Literacy Network
- National Marine Educators Assoc
- Ocean Conservation Trust
- Ocean Literacy Italia
- Relato
- The Lawrence Hall of Science
- Thyssen-Bornemisza Academy
- U of Gothenburg
- UNIFESP
- Intergovernmental Oceanographic Commission – United Nations Educational, Scientific and Cultural Organization (IOC-UNESCO)



Looking Ahead

We use impact measurement to help understand how our work has created change – in particular, to understand whether more people are experiencing opportunities to build their personal and community ties to the ocean, and whether those experiences are creating positive shifts in ocean knowledge, values, and actions.

We also look to impact data for clues about what's to come. This is where 2024 promises to be an exciting year. In 2024, we anticipate seeing progress in community development and public perceptions research, including:

- Continued growth and recognition for the contributions the ocean literacy community is making to ocean conservation and climate efforts in Canada;
- Deepening understanding of approaches to ocean literacy and pro-ocean behaviour change, as well as public ocean perceptions;
- The cross-pollination of ideas and joint actions between activities in Canada and activities internationally.



COLC will play an important role on the global stage, championing ocean literacy alongside other leaders in the field at the 2024 Ocean Decade Conference. An updated public ocean perceptions survey will collect information about people's attitudes and connections with the ocean in Canada, and globally. The Blue Schools Canada program will launch its new Experiential Learning grants and continue to grow the community of practice and monthly learning series. Now in its third year, the all-time attendance for Ocean Week Canada will surpass one-million people. Those are just a few of the milestones that the COLC community will experience in the next year.



If 2021-2023 were all about putting in place partnerships, collaborative structures, and resources to build ocean literacy in Canada, then 2024 is a time to focus on deepening support for and investment in key initiatives that are strengthening societal-ocean connections, bridging the science-policy-society interface, and closing the knowledge-action gap. Onwards together.

Contact COLC if you would like to join the impact measurement program and share your impact data in 2024.

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Appendix

Metric ID	Icon	Parent Metric	Child Metric
RESOURCES			
1.00		Number of resources / toolkits / learning objects / GFM with AR in circulation / reports / publications	
1.10			Languages used in the delivery of the project (incl French, Indigenous, English specifically)
1.20			Use of storytelling
2.00		# of live events hosted, co-hosted, co-created (including GFM events)	
2.10			Languages used in the events (incl French, Indigenous, English specifically)
2.20			Types of events: In-Person, Online, Hybrid
2.30			Approaches to ocean literacy
3.00		Amount (\$) of funding invested (sum of awarded + announced + allocated)	
3.10			Amount (\$) of funding awarded
3.20			Amount (\$) of funding announced (but not yet awarded; additional amount)
3.30			Amount (\$) of program funding allocated
3.40			Number of grants awarded



Metric ID	Icon	Parent Metric	Child Metric
3.50			Number of provinces receiving funding
3.60			% of funded projects that were Indigenous-led (or all Indigenous relationships)
3.70			Approaches to ocean literacy
3.80			Freshwater inclusion / representation within grantees and project
4.00		# of research projects	
4.10			Types of projects: survey, method, peer-reviewed paper, article, guide, etc.
4.20			ECOP participation
4.30			Indigenous participation
4.40			# of impact metrics recorded
5.00		# of additional outreach opportunities created (conversations)	
5.10			# of presentations delivered by COLC or Key Initiative leads
5.11			# of ECOP presenters
5.20			# of unique media stories



Metric ID	Icon	Parent Metric	Child Metric
5.21			total # of media stories (including syndicated, duplicate, reprints)
5.30			# of third party stories (e.g., blogs, newsletters)
6.0		New policies, calls-to-action to promote ocean literacy	

ENGAGEMENT

10.00		# of partners participating in the initiative (Tier 1+Tier2+Tier3)	
10.10			Number of core partners involved in creating/ managing the initiative (Tier 1)
10.20			The number of event hosts, schools, or similar activation partners (Tier 2)
10.30			The number of other participating partner organizations (Tier 3)
10.40			Number of countries represented amongst the partners
10.50			Other partner representation data
12.00		Digital resource usage	
12.10			Number of uses (views) of resources /toolkits / learning objects / reports / publications, etc
12.20			Number of app downloads



Metric ID	Icon	Parent Metric	Child Metric
12.30			User engagement (specifics will flow from analytics)
12.40			Number of video views
12.50			# of event portal views
12.60			Languages used in the delivery of the resource (incl French, Indigenous, English specifically)
12.70			Geographic representation: watersheds, urban/rural
13.00		# of event attendees	
13.10			Breakdown of people participating in school events, webinars, live-learning sessions (students, educators, public)
14.00		Number of grants requested	
14.10			Amount of funding requested
14.20			Languages used (incl French, Indigenous, English specifically)
14.30			# of applications by province and territory
15.00		# of outreach and network-building opportunities	
15.10			# of conferences, key meetings attended



Metric ID	Icon	Parent Metric	Child Metric
15.11			Number of ECOPS sent to conferences
16.00		# of people in the digital community	
16.10			# of people who view the Initiative information page(s) on COLC website
16.20			# of people who viewed the Project website
16.30			# of people who view the videos
16.40			Number of social media followers
16.50			Organic social media reach
16.60			# of people on ocean literacy mailing lists
17.00		# of people reached through additional promotion and outreach	
17.10			# of people who saw online ads
17.20			# of people reached through paid media placement
17.30			# of people attending presentations and meetings
17.40			# of participants (metric TBC) in Canadian Geographic Photo Competition



Metric ID	Icon	Parent Metric	Child Metric
17.50			# of people responding to user / PPR surveys

COMPOUND - ENGAGEMENT

20.00		# of people actively engaged nationwide	
21.00		# of people reached by ocean literacy programming nationwide	

PERCEPTIONS

30.00		Partner feedback	
30.10			# survey responses from partners (e.g. event hosts)
30.20			partner survey response rate (%)
30.30			% of partners who would/ will participate again
30.40			% of respondents who were satisfied with the project or experience
30.50			% of partners (e.g., grantees) who said the resources (e.g., funds) made a difference for their events
30.60			% of partners who said the experience / resource contributed positively to ocean literacy



Metric ID	Icon	Parent Metric	Child Metric
31.00		Attendee / user feedback	
31.10			# survey responses from attendees and users
31.20			% of attendees /users who would/ will participate again
31.30			% of attendees /users who were satisfied with the project or experience
31.40			% of attendees /users who said the experience / resource contributed positively to ocean literacy
31.50			Composition of survey respondents
32.00		Public perceptions	
32.10			# survey responses
32.20			public ocean perceptions (quantitative)
32.30			change in public ocean perceptions compared to previous survey(s)
32.40			Composition of survey respondents