



# Ocean Week Canada

2023 IMPACT REPORT

Published September 2023







Dear friend,

As I reflect on the rapid growth of Ocean Week Canada, I'm reminded of the centrality of relationships and our unique, yet shared, connections to local waters and the global ocean. Welcome to the Ocean Week Canada 2023 Impact Report. This report serves as a testament to how local ripples, such as knowledge-sharing conversations, shoreline clean-ups, and artist-led creations, contribute to a larger wave of societal engagement across a country as vast, and geographically and culturally diverse, as what we now call Canada.

With the longest coastline of any country, over 2 million lakes, and more than 8500 named rivers, our unique connections with inland waterways, coastal areas, sea ice, and the open ocean are deeply shaped by diverse experiences. Ocean Week Canada provides an annual celebration to share and learn from these different experiences, and together, to engage in collaborative action to ensure a healthy ocean and freshwaters for current and future generations.

Building on the widespread success of the inaugural Ocean Week Canada launched in June 2022, which was extended throughout the summer (exclusive to that year) in the lead up to the [Ocean Festival in Vancouver at IMPAC5](#), Ocean Week Canada 2023 gained significant momentum. This year, we 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. In 2024, we plan to expand further by adding more regional hubs, with a particular emphasis on the northern and prairie provinces. Additionally, we introduced the Community Grants program this year, with over \$60,000 in funding awarded to 28 community-led organizations and events.

By connecting, supporting, and celebrating community and regional events taking place across the country, we create a shared national movement. Together, we are strengthening public understanding of, access to, and participation in freshwater-ocean conservation efforts. Stories and experiences that strengthen our relationship with water- fresh or salty- are essential. Our own health and community well-being, regardless of where we each call home, are dependent on this relationship.

Enjoy the report. Onwards together.

Diz Glithero

*National Lead, Canadian Ocean Literacy Coalition*





## OCEAN WEEK CANADA

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

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

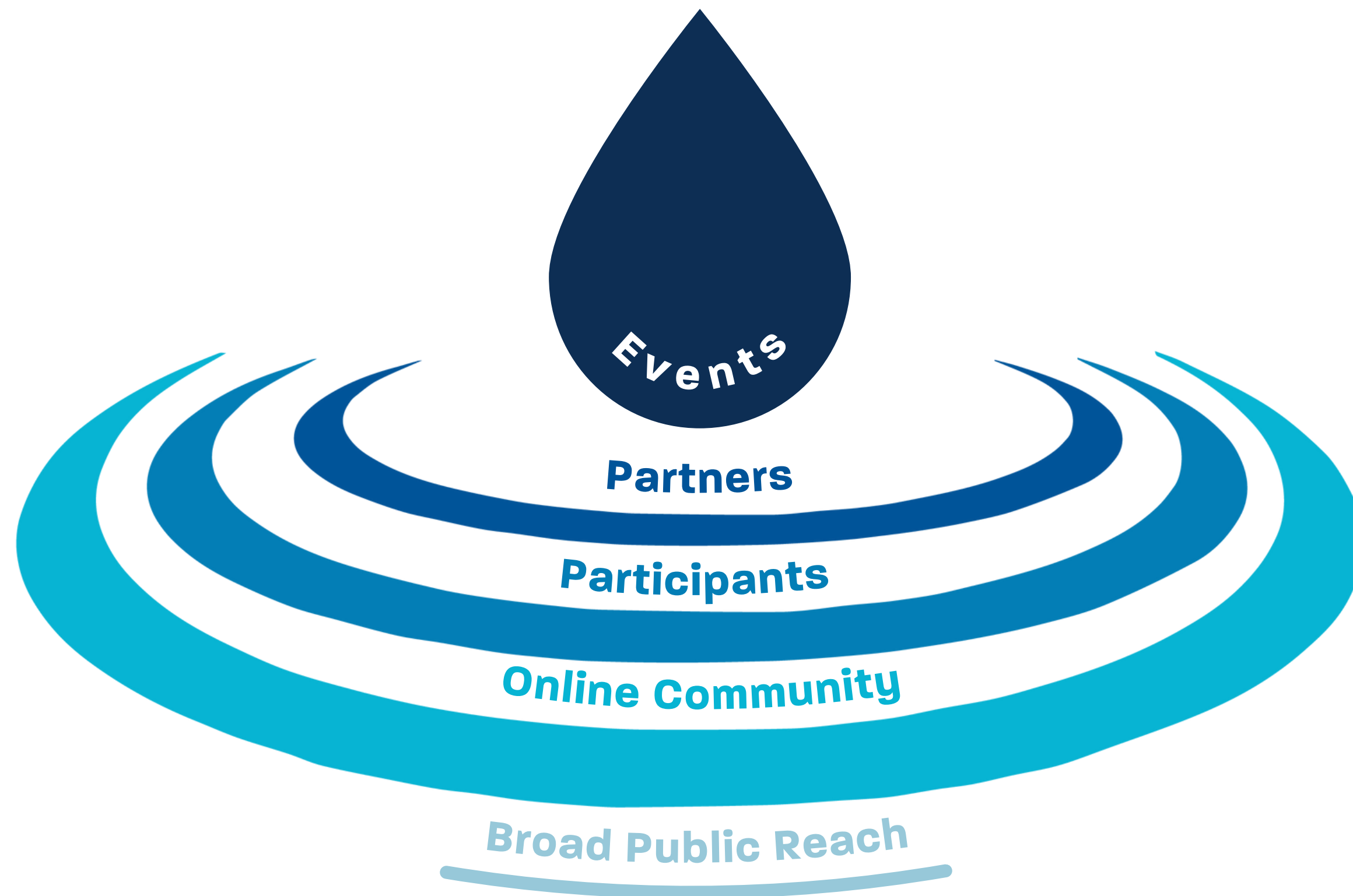
*Join the wave at [www.oceanweek.ca](http://www.oceanweek.ca)*





# OCEAN WEEK CANADA 2023

## IMPACT SUMMARY

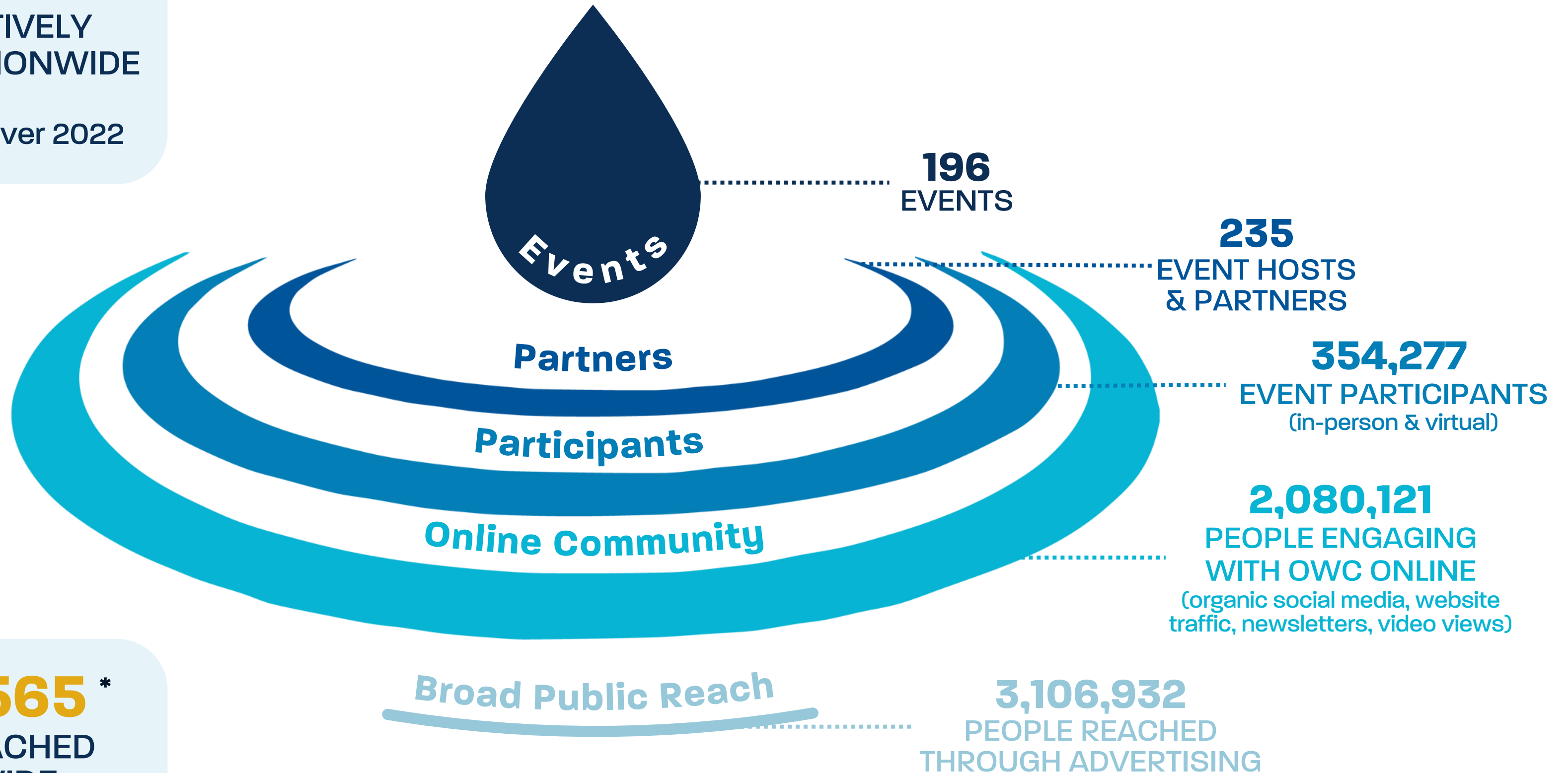




**2,434,633\***

PEOPLE ACTIVELY  
ENGAGED NATIONWIDE

87% increase over 2022



**5,541,565 \***

PEOPLE REACHED  
NATIONWIDE

39% increase over 2022

(\*tracking period from May 1st - June 30th)







# EVENTS





# LOCATIONS

There were a total of  
**196 events**  
across Canada during  
Ocean Week 2023

a 94% increase  
over 2022





# Regional Hubs Spotlight

*Regional hubs are the anchors of  
Ocean Week Canada.*

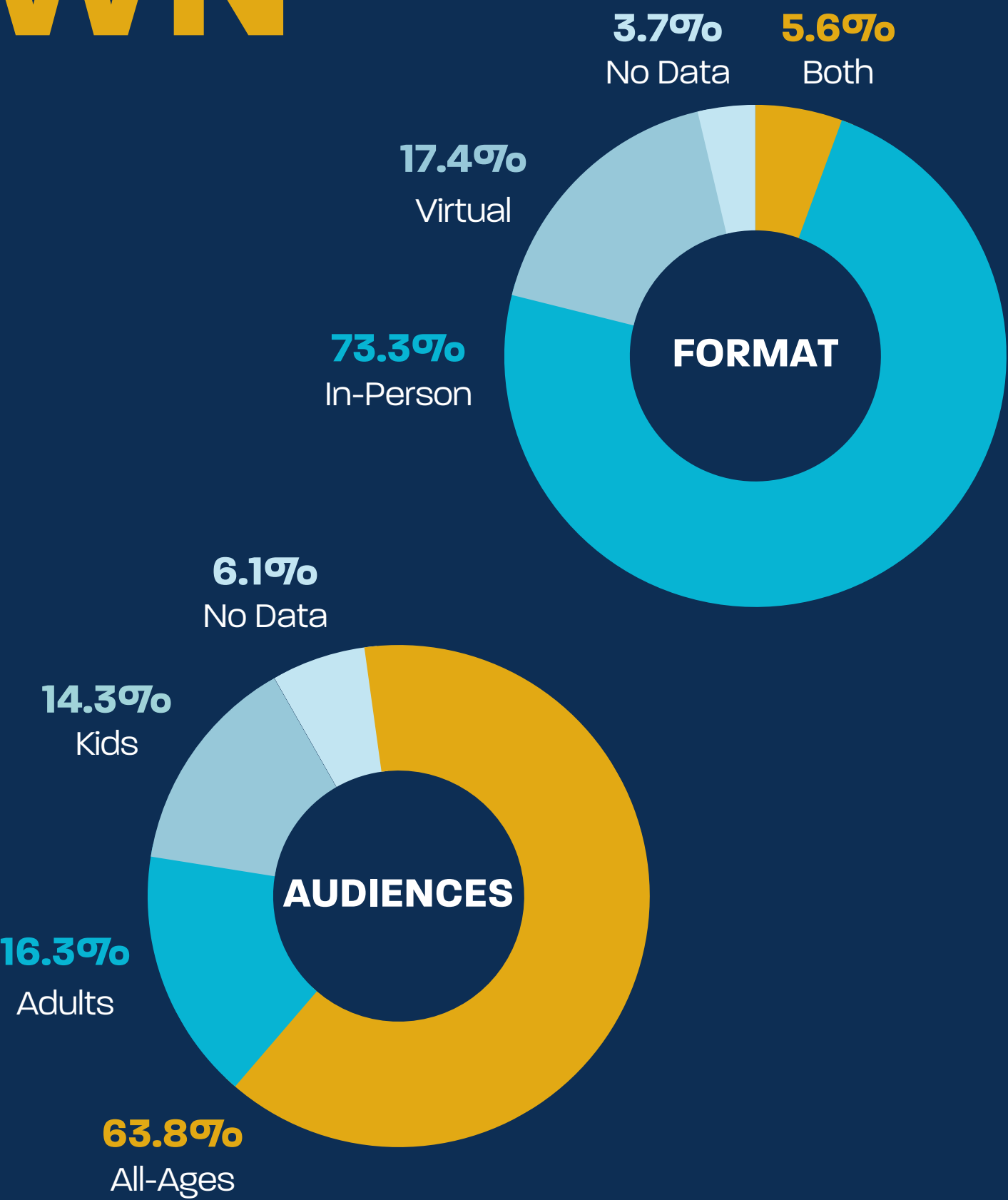
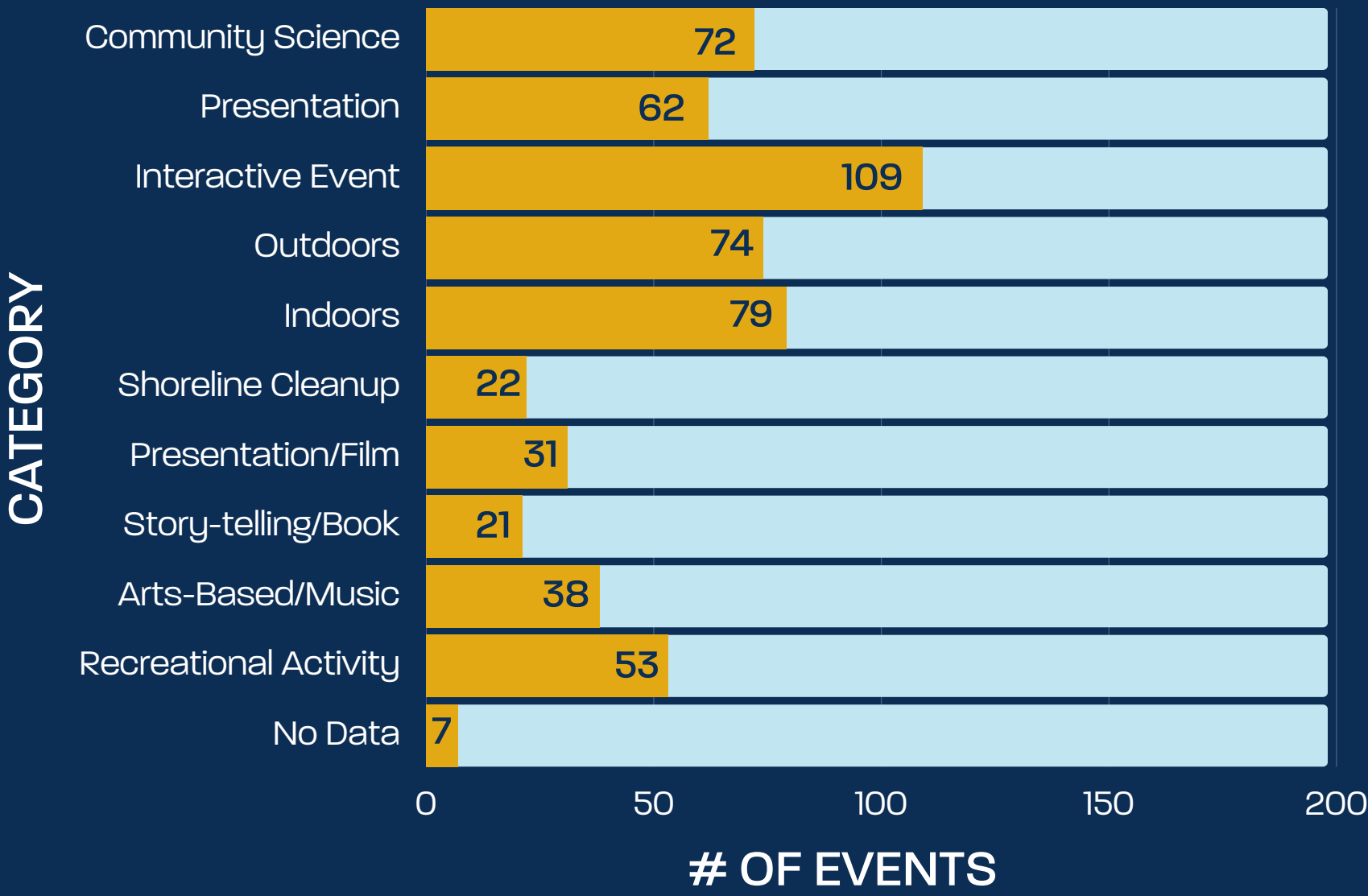
*The regional teams of collaborating  
partners organize events, coordinate  
media relations, and strengthen ties  
between organizations in their regions.*





# EVENT BREAKDOWN

354,277  
EVENT PARTICIPANTS





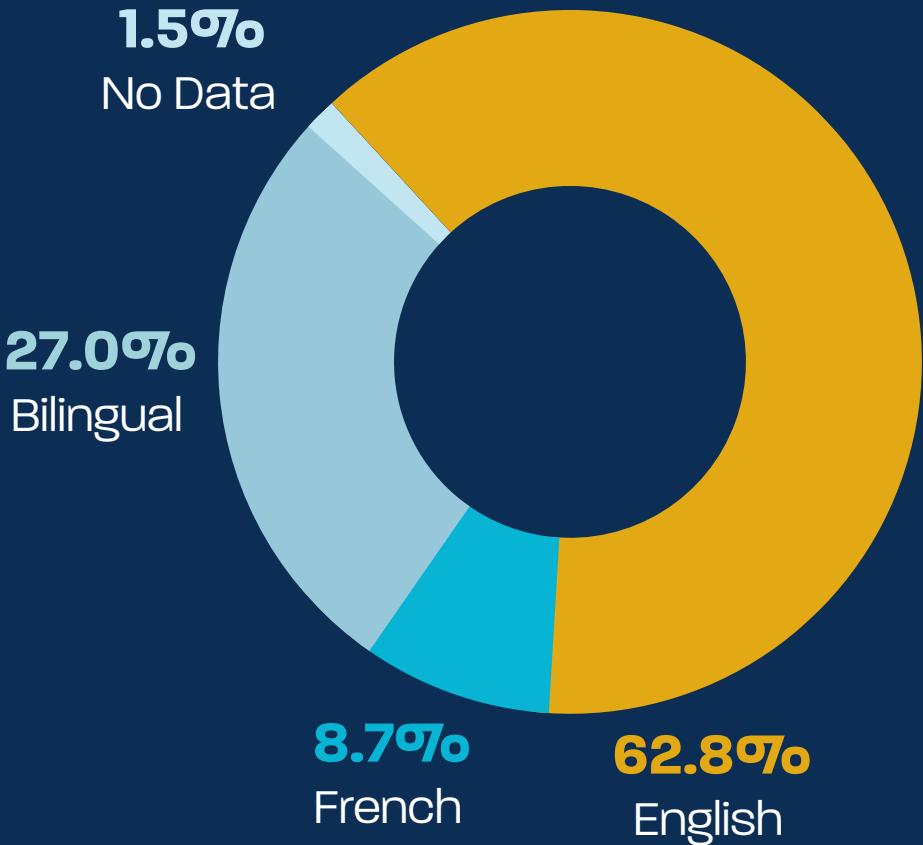
# Spotlight on Event Representation & Accessibility

SECTOR	PARTICIPATION
Government	✓
Non-Governmental Organizations	✓
Research	✓
Industry	✓
Education	✓
Youth	✓
Community	✓
Media	✓
Arts & Culture	✓
Health	✓

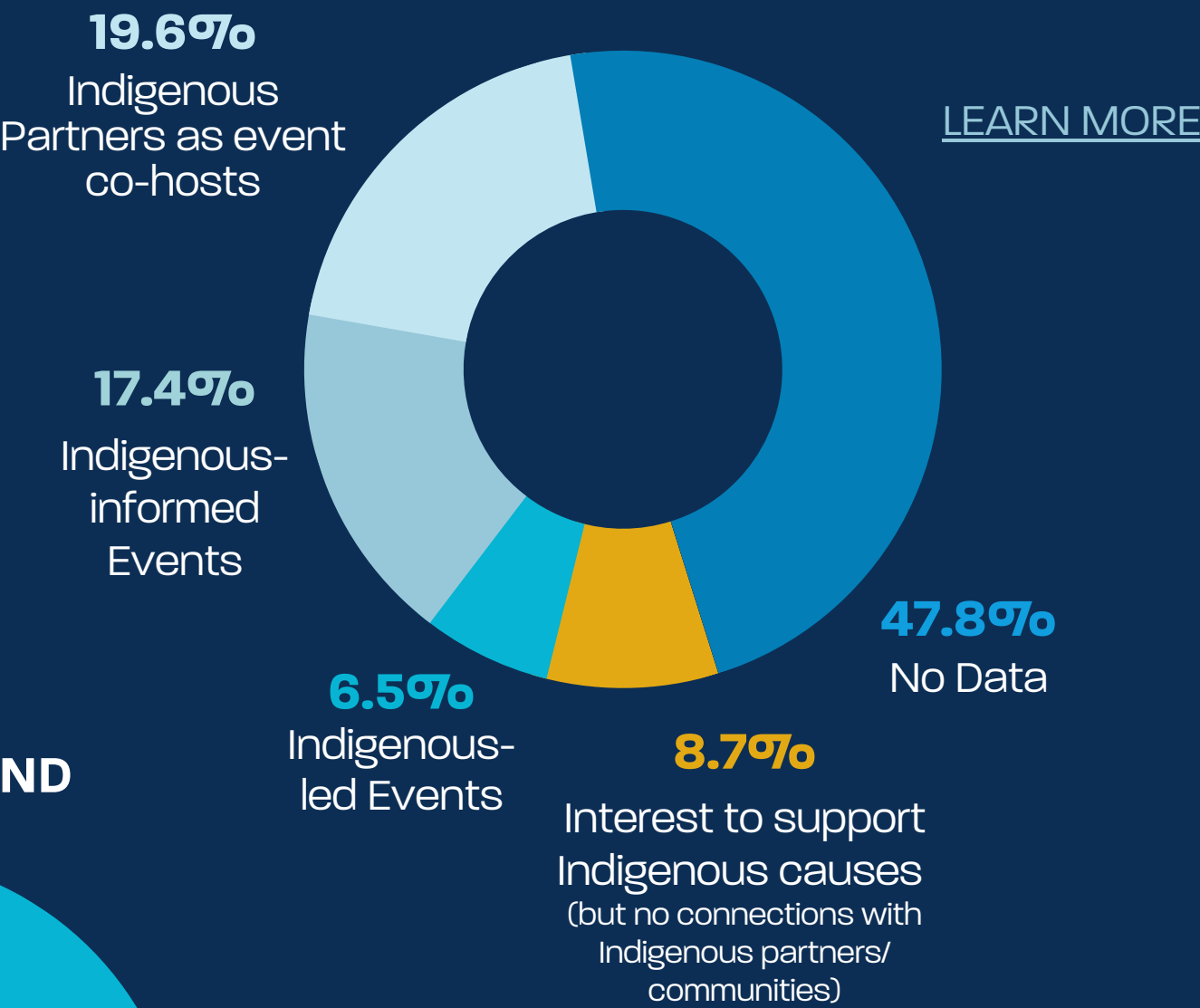




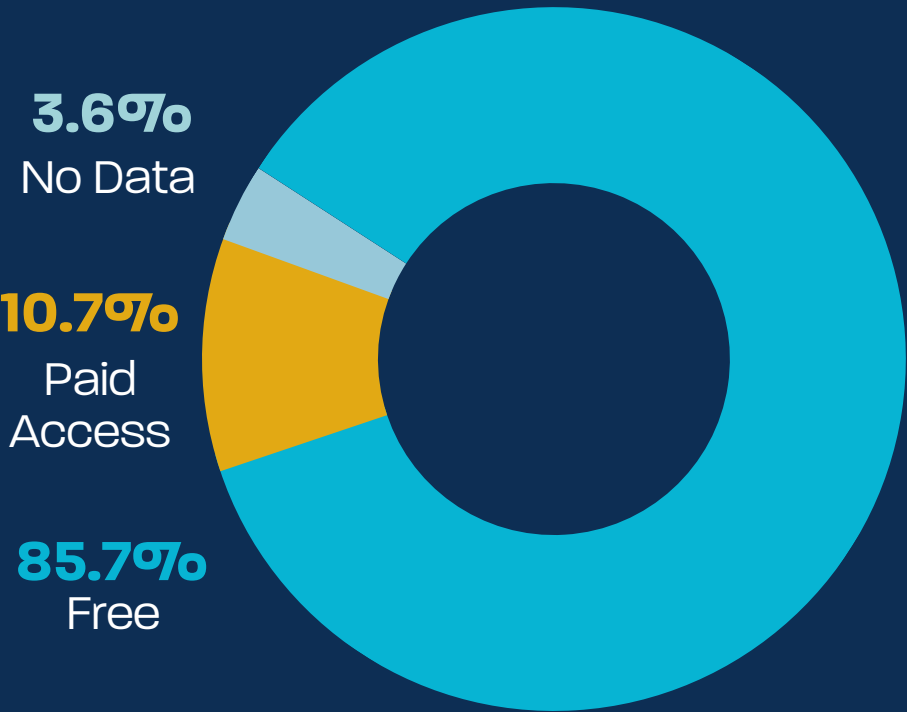
LANGUAGE



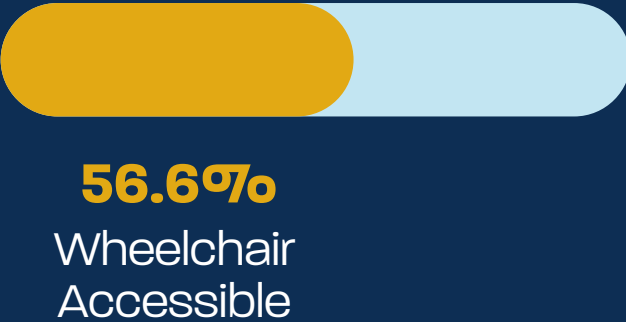
INDIGENOUS LEADERSHIP AND REPRESENTATION



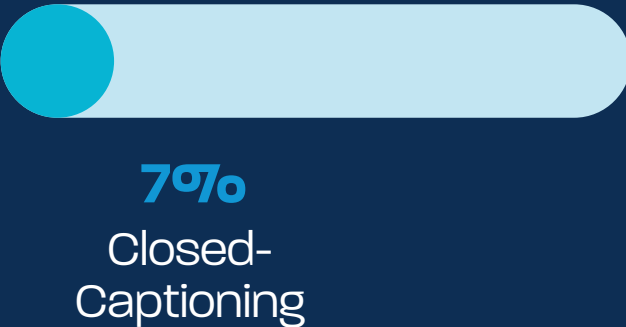
COST TO ATTEND



WHEELCHAIR ACCESSIBILITY (in-person)



CLOSED-CAPTIONING







# **HOSTS & PARTNERS**





# EVENT HOSTS & PARTNERS

**235**

Unique  
Participating  
Organizations\*

**133**

Hosts

**126**

Partners

*\*Some organizations served as event hosts, some as partners, and some as both. A full list of event hosts and partners can be found at the end of this report.*



**Register now for OWC 2024:** [oceanweek.ca/register](https://oceanweek.ca/register)





# EVENT HOST SURVEY

46 of 133 host organizations participated in a survey (35%)

**50%** of event hosts held more than one event

**98%** of event hosts said that Ocean Week Canada met or exceeded expectations

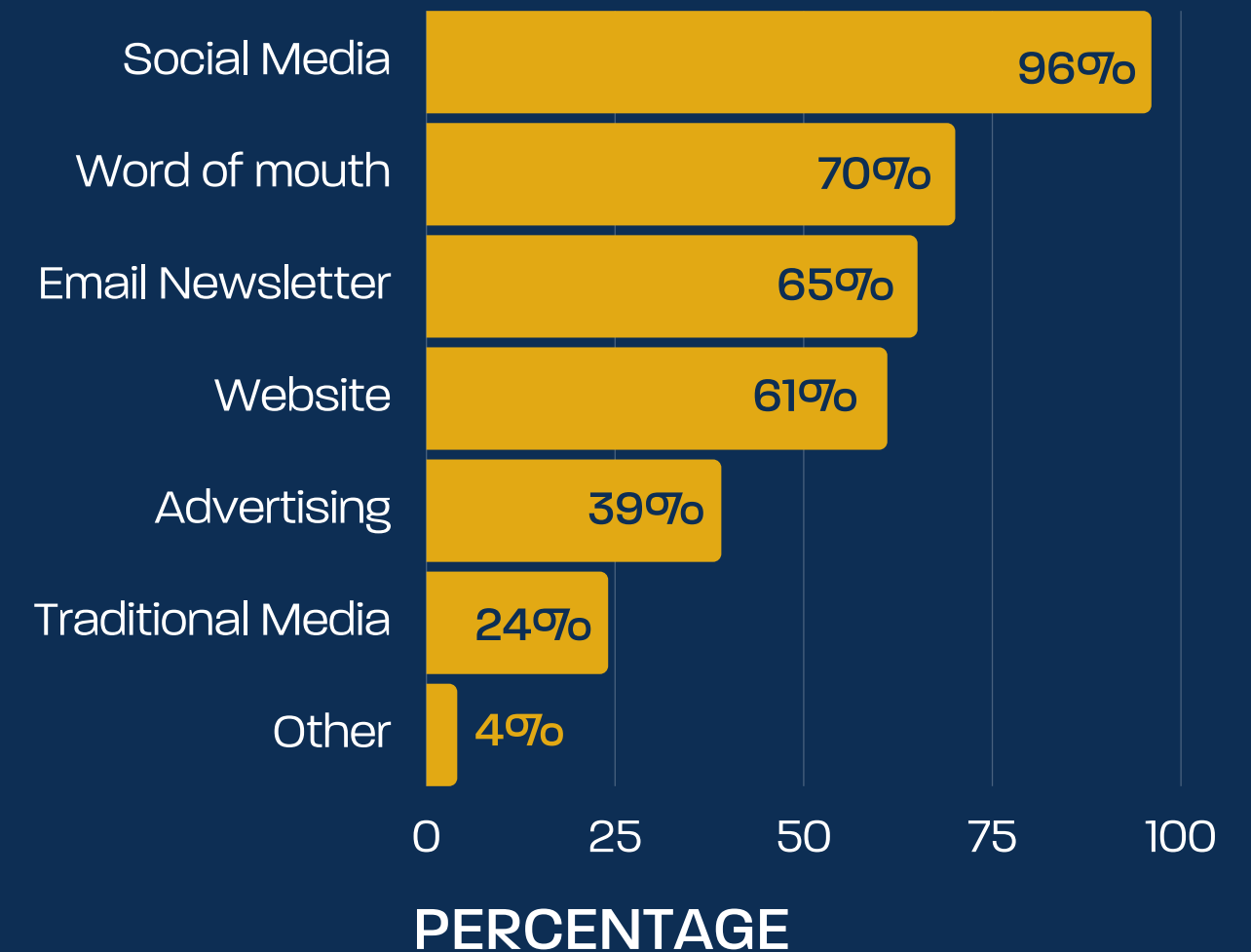
**100%** of event hosts recommend Ocean Week Canada to other organizations



# Top benefits of Ocean Week Canada 2023 to event hosts:

- 1 Increasing public participation in events
- 2 Increased funding for ocean outreach and education events
- 3 Increased media coverage
- 4 Connecting with local organizations
- 5 Increased social media attention
- 6 Connecting with national organizations
- 7 Connecting with international organizations

## HOW DID YOU PROMOTE EVENTS?





# Spotlight on Community Grant-Funded Events

Established in 2023 with funding from Fisheries and Oceans Canada, the Ocean Literacy Community Grants program aims to create accessible and streamlined funding for community-driven ocean literacy initiatives that are regionally, culturally, and linguistically relevant. The first round of funds were distributed to organizations and individuals to host Ocean Week Canada 2023 events.

**28**

Grants Awarded

**\$60,008**

in funding distributed

**29%**

of projects were  
Indigenous-led

**100%**

of grantees were satisfied or  
thrilled with their events

**100%**

of grantees said the funds made  
a difference for their events  
*(67% said the event wouldn't have happened  
otherwise)*



# Community Grant Recipients

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





# Spotlight on the Featured Artists

## PERFORMING ARTISTS

The Public Service



Fortunate Ones



Geneviève Dupéré –  
éCH2osystème



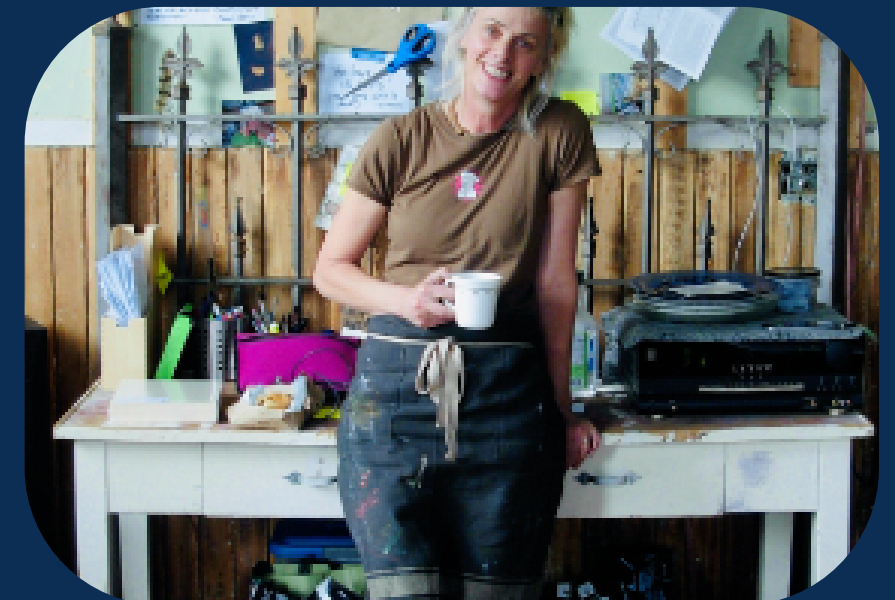
Christine Fitzgerald



Meg O'Hara



Karen Tamminga-Paton



## VISUAL ARTISTS



# **ONLINE COMMUNITY**





# ONLINE COMMUNITY



**1,923,236**

people reached through organic social media

(159% increase over 2022)

Join Ocean Week Canada online!



@OceanWeekCanada



@oceanweek\_canada



**2,064**

people subscribed to the  
Ocean Week Canada mailing list

(764% increase over 2022)



**223**

subscribers to the special  
OWC event host mailing list

(148% increase over 2022)



**517**

media contacts on  
the new Ocean Week  
Canada media list

[SUBSCRIBE to the Ocean Week Canada mailing list here!](#)

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33,308

Website Unique Users  
(Jan 1 - June 30)



121,513

Video Views  
(May 1 - June 30)



25,030

Event Portal Users  
(Jan 1 - June 30)



3,207

Toolkit Users  
(Jan 1 - June 30)



Visit [www.oceanweek.ca](http://www.oceanweek.ca)







# **MEDIA ATTENTION**



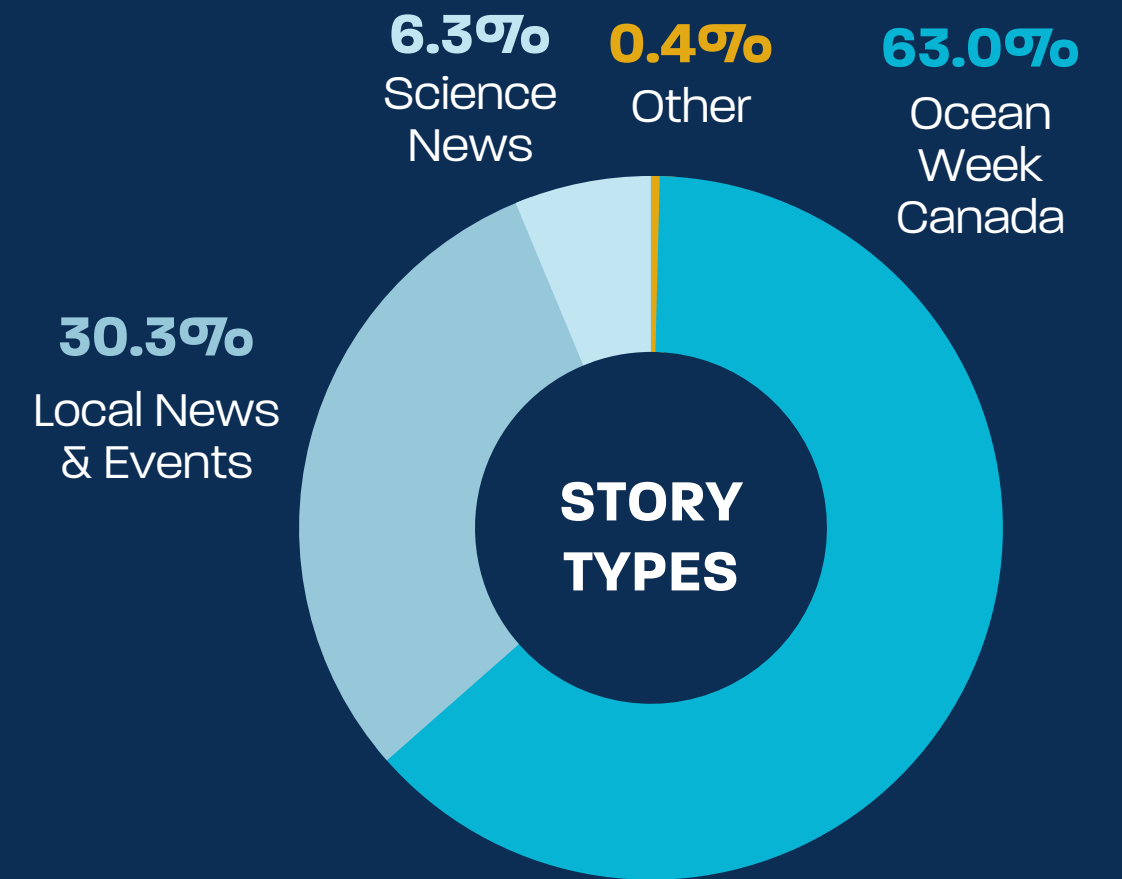
# MEDIA ATTENTION

**254**

Ocean Week Canada  
media stories between  
May 1 and June 30, 2023

**18**

Press Releases from  
**12**  
Partners



THE CANADIAN PRESS 



CBC  Radio-Canada

iPOLITICS

LE JOURNAL  
DE QUÉBEC



mediaplanet

NATIONAL POST

TIMES  COLONIST







# **ADVERTISING AND PROMOTION**



# ADVERTISING & PROMOTION

**3,106,932+**

people saw

**12,190,934**

advertisements and paid promotions  
about Ocean Week Canada 2023



**105,000+** people saw Google ads  
(search and video)

**3,000,835** people saw  
Meta ads

**1,097+** people saw paid  
placement stories

(Tracking period from  
May 1 - June 30)



**785,135**

Google ad  
impressions

**10,614,102**

Meta ad  
impressions

**791,697**

Paid placement  
impressions





# OCEAN WEEK CANADA 2023

## NATIONAL PARTNERS



Ocean  
School

École de  
l'Océan



INDIGENOUS  
LEADERSHIP  
INITIATIVE



ENTRE  
MISSION



ORGANISATION  
BLEUE



canadian museum of nature  
**nature**  
musée canadien de la nature

CANADIAN  
**Geographic**  
EDUCATION

Tula

TULA FOUNDATION



CaNOE

Canadian Network for Ocean Education

Canada

The Ocean Week Canada annual celebration has been made possible in part through the Government of Canada, Oceans Management Contribution Program.



# 2023 EVENT HOSTS

- ACAP Saint John
- Allied Arts Council of Pincher Creek
- Ambleside Parkrun
- Aquatic Biosphere
- Āros na Mara
- Balad'EAU
- Baleine Nomade
- 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 Ocean Literacy Coalition (COLC)
- Canadian Parks and Wilderness Society - British Columbia
- Canadian Parks and Wilderness Society - Manitoba
- Canadian Women in Ocean Industries Leadership
- Capital Regional District's Regional Parks
- Carihi Secondary School
- Christine Fitzgerald (Artist)
- 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 and Oceans Canada
- Fisheries Museum of the Atlantic

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- Fortunate Ones (Artist)
- Frederic Back parkrun
- Friends of the Biodôme
- Geneviève Dupêrê (Artist)
- 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 1000 Tonnes
- Mission Arts Council
- Moussette Parkrun
- Mundy Parkrun
- Nanaimo Science
- Natasha van Netten (Artist)
- National Research Council (NRC)
- New Brunswick Teachers' Association (NBTA)
- Niagara Coastal
- Nicholas Sonntag Marine Education Centre
- 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
- Ocean Week Victoria
- Ocean Wise
- Oceanographers in your classroom
- Oceans Research in Canada Alliance (ORCA)

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- Organisation Bleue
- Ottawa Public Library
- Ottawa Riverkeeper
- Pacheedaht First Nation
- Pacifica Paddle Sports
- Paint Nite
- Parks Canada
- Patagonia (Toronto)
- Petty Harbour Mini Aquarium
- 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 (Artist)
- Scotian Shores
- Seaquaria Ocean Education
- Shaw Centre for the Salish Sea
- Shorefast Foundation
- Social Justice Co-op Newfoundland
- 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 (Artist)
- Town of Fogo Island
- University of British Columbia Ocean Hub
- Vancouver Aquarium
- Vancouver Public Library
- Victoria Park Kitchener Parkrun
- Victoria Sailing Coop
- Victoria Truro parkrun
- Water Canada
- Water Rangers
- Wild Bird Trust of British Columbia
- X-Oceans Outreach, St. Francis Xavier University





# 2023 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 Geographic
- Canadian Meteorological and Oceanographic Society (CMOS)
- Canadian Network for Ocean Education
- Canadian Parks And Wilderness Society (CPAWS)
- 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
- Dr. Sara Ellison
- Earth Rangers
- Entreprise Marine
- Exploring By The Seat Of Your Pants
- Fisheries and Oceans Canada
- Fogo Island Saltfire Pottery Ltd
- Fraser Valley Academy of Dance (FVAD)
- Galiano Conservancy Association
- Geological Association of Canada
- Gitselasu Stewardship Society
- Greater Victoria Harbour Authority
- Green Films Series
- Greencoast Media
- Group Ocean Inc
- Gulf Islands National Park Reserve
- Hakai Institute
- Harbour Authority
- Healthy Coast Team - Nature NB & Nature Trust NB

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- Heiltsuk Tribal Council
- Ingenium
- International Centre of Art for Social Change (ICASC)'s Judith Marcuse Projects Society
- Jasmine Rodman (artist)
- Johnson Geo Centre
- L'Institut France-Québec Maritime (IFQM)
- l'Expédition Bleue
- l'Institut Maritime du Québec
- Le Lévisium Festival des Sciences
- 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
- McMillan Arts Centre
- Meg O'Hara (Artist)
- Memorial University
- Mexican Consulate of Calgary
- Mineralogical Association of Canada
- Miramichi River Environmental Assessment Committee (MREAC)
- Mme L'Ovary
- Montreal Biodome's Space for Life
- Natasha van Netten (artist)
- National Circus School (CRITAC)
- National Geographic
- National Research Council (NRC)
- 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 Networks Canada
- Ocean School (National Film Board of Canada and Dalhousie University)
- Ocean Uprise
- Ocean Wise





- Oceana Canada
- Oceans Research in Canada Alliance (ORCA)
- One Earth
- Organisation Bleue
- Pacific Wild Alliance
- Padi Aware Foundation
- Parks Canada
- Parley for the Oceans
- Petty 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
- Science North
- Science Odyssey (NSERC)
- Science World
- Scotian Shores
- Seachange Marine Conservation Society
- SEAMOR Marine
- SeeQuest Development Co
- Shaw Centre of the Salish Sea
- Shorefast Foundation
- Society for Geology Applied to Mineral Deposits
- Southern Resident Killer Whale outreach team
- Summer Solstice Indigenous Festival
- Surfrider Foundation
- 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
- Water Rangers
- WILD Outside
- Woods Hole Oceanographic Institute
- Year of the Salish Sea



# PHOTO CREDITS

*Photos used in this report are courtesy of the following organizations and individuals. Thank you!*

- Allied Arts Council of Pincher Creek
- Canadian Museum of Nature
- Canadian Ocean Literacy Coalition
- Caroline Andrade
- IRERI- Mexican, Latino & Cross Cultural Society
- Kitselas Lands and Resources
- Baleine Nomade
- Mission 1000 Tonnes
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- Ocean Week Victoria
- Ocean Wise
- Petty Harbour Mini Aquarium
- Project SculptShore
- Girl Guides Canada - 1st Seymour Trex

- Shawn Thomson
- Social Justice Co-op Newfoundland
- The Esgenoôpetitj Watershed Association
- Water Rangers

*Thank you to all event hosts that submitted photos of your event.*

*If you have not had the chance to submit your Ocean Week Canada photos and would like to, please send them to [media@colcoalition.ca](mailto:media@colcoalition.ca)*



# SAVE THE DATE

## OCEAN WEEK CANADA 2024

Saturday June 1 - Sunday June 9



**CANADIAN  
OCEAN  
LITERACY  
COALITION**

*Ocean Week Canada is nationally coordinated by the Canadian Ocean Literacy Coalition (COLC) project office. COLC works with hundreds of partners and event hosts each year to coordinate a national program of events.*

