



# Ocean Week Canada

An annual national celebration of ocean events, learning, and engagement held during the week of World Ocean Day (June 8)



# What is Ocean Week Canada?

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Ocean Week Canada is an annual national celebration of ocean events, learning, and engagement. OWC was first piloted in June 2021 with 22 (virtual) national events attended by over 20,000 Canadians, and viewed by over 100,000 post-event.

The Canadian Ocean Literacy Coalition coordinates a multi-partner, collaborative program of national events and activities held during the week of World Ocean Day (June 8th). Community-scale events taking place across the country are also amplified and supported through the Ocean Week Canada website and the network of partner communications.





# World Ocean Day

The origins of Ocean Week Canada



The World Ocean Day initiative was initially conceived by Canada's International Centre for Ocean Development (Halifax, NS) in 1991. It was officially launched in 1992, in partnership with the Ocean Institute of Canada, on behalf of the Government of Canada, at the United Nations Conference on Environment and Development in Rio de Janeiro, Brazil.

Each year since World Ocean Day volunteers and organizations around the world have mobilized schools, communities, businesses, and more to celebrate and help protect the health of the global ocean. World Ocean Day (June 8) was officially recognized by the United Nations as an international day of celebration in 2008 and is now celebrated widely across Canada and globally. Learn more about the mission and history of World Ocean Day [here](#).



# Canadian Ocean Literacy Coalition



## What is COLC's role?

Ocean Week Canada is nationally coordinated by the Canadian Ocean Literacy Coalition (COLC) project office. COLC is an alliance of organizations, networks, institutions, and communities working together to better understand and advance ocean literacy in Canada.

On March 16, 2021, COLC launched *Land, Water, Ocean, Us: A Canadian Ocean Literacy Strategy*. There are 9 Action Streams outlined to advance ocean literacy in Canada over the course of the United Nations Decade of Ocean Science for Sustainable Development (2021–2030).

Action Stream #4 is dedicated to growing Ocean Week Canada. Learn more and read the National Strategy [here](#).



# Ocean Week Canada 2022

June 3 – June 12

## **Leads**

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- Canadian Ocean Literacy Coalition  
(National Lead)
- Fisheries and Oceans Canada  
(Funding Lead)
- IMPAC5 Secretariat  
(Ocean Festival Lead)

## **National Event Partners**

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20 as of March 30 (e.g., Canadian Commission for UNESCO, Ocean Wise, NRC, Taking it Global, Exploring by the Seat of your Pants, etc.)

## **Content & Communication Partners**

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- Canadian Geographic
- Canadian Museum of Nature
- Canadian Network for Ocean Education (CaNOE)
- Early Career Ocean Professionals Canada
- Entremission
- Hakai Institute (and Tula Foundation)
- Ingenium
- Indigenous Leadership Initiative
- Media Style
- Ocean Networks Canada
- Ocean School (National Film Board & Dalhousie University)
- Parks Canada
- Students on Ice Foundation
- Water Rangers





# Ocean Week Canada Goals

Strengthen Canadians' understanding of, and relationship with, the ocean and local waterways

Organize and collaborate on a program of national events

Support and celebrate community events

Develop collaborations that are respectful and inclusive of all peoples and cultures

Promote ocean optimism and a focus on solutions

Empower youth engagement and leadership

Co-create accessible and inclusive activities, learning resources, and communications

Achieve measurable action and impact



# Ocean Week Canada Values



Collaboration



Respect



Diversity



Inclusivity



Optimism



Creativity



Trust



# The Ocean Festival

## Celebrating Marine Conservation & IMPAC5

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Ocean Week Canada 2022 kicks off a unique summer-long Ocean Festival that will lay a foundation of ocean awareness as Canada gears up to host the Fifth International Marine Protected Areas Congress (IMPAC5) in Vancouver.

IMPAC5 is a global forum that brings together ocean conservation professionals and officials to inform, inspire, and act on Marine Protected Areas. Any community-scale ocean event taking place from June to September can become part of the Festival program and amplified on the Ocean Week Canada/Festival website.

Learn more about IMPAC5 [here](#).





# Project Elements





# Contact Information

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