



**Ocean  
Week  
Canada**

EVENT HOST & PARTNER

# ONBOARDING PACKAGE

[oceanweek.ca](https://oceanweek.ca)



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The background features a dark blue globe with a pattern of lighter blue fish silhouettes swimming in various directions. The text is centered over the globe.

OCEAN WEEK CANADA

# BACKGROUND

INFORMATION



Photo: Benjamin Foucault, Ocean Week Vancouver



# ABOUT OCEAN WEEK CANADA



Ocean Week Canada (OWC) is an annual national celebration of ocean events, learning, and engagement.

The Canadian Ocean Literacy Coalition coordinates hundreds of partners to lead community, regional, or national events and activities during the week of World Ocean Day (June 8th). Events taking place across the country are amplified and supported through the Ocean Week Canada website, media strategy, and partner team communications.

**Our vision:**

We work together, from coast to coast to coast, to engage people in Canada in ocean learning, celebration, and action. We recognize the important role a healthy ocean plays in our everyday lives and the lives of future generations.

# PURPOSE

Ocean Week Canada builds and celebrates Canada's ocean culture.

**BIG COASTLINE.  
BIG WATER.  
BIG RESPONSIBILITY.**

# VISION

An ocean literate society, where everyone:

- recognizes their **connection** with the ocean
- understands their **responsibility** to the ocean
- takes positive **action** for the ocean



# THEMES

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## Diversity, Equity, Access, Inclusion

A commitment to diversity, equity, access, and inclusion should be central to all events and communications

## Support for Indigenous leadership

Events should strive to raise awareness of and support for Indigenous leadership in land-water-ocean conservation

## Multi-sector participation

Engagement from each of these sectors is encouraged: NGO & Foundations; Education & Youth; Arts & Culture; Government; Businesses; Media; Community; Academia

## Youth engagement

Events should amplify and advance youth engagement in event preparation and participation

## Freshwater connection

Freshwater communities and watersheds are connected to the ocean and that connection should be promoted

## Language inclusivity

Event hosts are encouraged to offer programming with dual language facilitation (French and English) and Indigenous languages

# VALUES

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Collaboration



Respect



Diversity



Inclusivity



Optimism



Creativity



Trust

# WORLD OCEAN(S) DAY: JUNE 8TH

## What's the difference between World Ocean Day and World Oceans Day?

**World Ocean Day**, initiated in 2002, is coordinated by The Ocean Project, a U.S.-based organization. It is aimed at supporting event organizers like aquariums, zoos, museums, and youth-focused groups. The Ocean Project's efforts aim to enhance global understanding of the ocean and its conservation and protection.

**World Oceans Day** was officially designated by the United Nations on June 8th in 2008, with Canada playing a leading role in its establishment. World Oceans Day serves as a global platform to raise public awareness about the essential role oceans play in our lives and the necessity of sustainable practices.



**World  
Ocean  
Day**

[worldoceanday.org](http://worldoceanday.org)



**WORLD  
OCEANS  
DAY 2024**  
UNWORLDCEANSDAY.ORG

[unworldoceansday.org](http://unworldoceansday.org)

Both World Ocean(s) Days originated from a proposal at the 1992 Earth Summit in Rio de Janeiro, led by Canada.

Ocean Week Canada actively collaborates with both initiatives, while it promotes and uses 'Ocean' singular. See page 11 ('Language Use') for more info.

# OCEAN WEEK CANADA REGIONAL HUBS

## What is a regional hub?

An Ocean Week Canada Regional Hub represents a dynamic region in Canada, serving as a nexus for community engagement. Each hub is led by one or more dedicated organizations ('Anchor Partners') that mobilize their community to host a large number of events during Ocean Week each year.

Within that group of anchor partners, one organization may take more of a leadership role. This organization acts as the overall 'Hub Coordinator.

Anchor partners and/or the Hub Coordinator work(s) closely with the Ocean Week Canada team to amplify Ocean Week's reach and impact, promoting the initiative through various channels and community networks. In doing so, these Regional Hubs contribute significantly to the success of OWC each year, uniting communities across the country.



**OW Campbell River, OW Fogo Island, OW Fundy, OW Halifax  
OW Iqaluktuuttiaq (Cambridge Bay), OW Ottawa, OW Quebec,  
OW Saskatoon, OW St John's, OW Sunshine Coast,  
OW Toronto, OW Vancouver, OW Victoria**



OCEAN WEEK CANADA

# MESSAGING

AND DEMOGRAPHICS



# KEY MESSAGES



## OWC evergreen message:

Ocean Week Canada is a public celebration of the ocean from coast to coast to coast. Building connections and catalyzing action for the ocean and climate:

**Big coastline. Big water. Big responsibility.**



## What do we want OWC participants to know?

- The ocean is vital to all life on Earth
- Local waterways connect us all to the ocean and each other
- Marine biodiversity is essential for a healthy ocean and must be protected through conservation efforts and sustainable practices
- The ocean provides many benefits to our everyday lives (food, medicine, transportation, recreation, well-being, and more)
- Indigenous knowledge systems and leadership play a critical role in marine protection and conservation
- Everyone has a role to play in protecting the ocean. Our choices, habits, decisions, and actions matter

# LANGUAGE USE

## Why Ocean Week Canada, not Oceans Week Canada?

The use of "Ocean Week Canada" instead of "Oceans Week Canada" is based on the fact that there is only one interconnected global ocean, despite the different names given to its basins.

By using the singular form of "ocean," it emphasizes the interconnectedness of this essential resource and helps people focus on the linkages between marine (and freshwater) ecosystems and the impact of human activities. We become more aware of how our local choices and decisions have global impacts. This approach encourages people to take action to protect and preserve the ocean as a shared resource for all living things.

**We encourage event hosts and partners to use the singular of 'ocean' for both World Ocean Day and Ocean Week Canada.**

~~OCEANS~~

OCEAN ✓

## Why don't we say 'our' ocean?

Referring to the ocean as "our" ocean can be problematic as it implies human ownership over a natural entity. Recognizing the ocean as a living ecosystem, with its own rights, is imperative. It is our collective responsibility to manage our behaviours in ways that are in the best interest of the ocean, which in turn will provide for humanity and all living beings for generations to come.

**We encourage event hosts and partners to avoid the use of the possessive 'our' when referring to the ocean/local waterways.**

~~OUR OCEAN~~

THE OCEAN ✓

# PRIORITY AUDIENCES

A priority audience is a group of people in a population that a campaign's messaging is primarily designed to reach and engage. Priority audiences may differ between communities. Members of a priority audience are linked by shared attributes such as age, gender, income, education, or interests.



## Ocean Week Canada priority audience

The broad, evergreen (annual) priority audience for Ocean Week Canada is **intergenerational families across Canada**. This encompasses people of all ages and backgrounds that are united by a shared interest in the ocean (ocean life, ocean conservation, ocean livelihoods, ocean education, etc.)

## Contextual priority audience(s)

You may discover more focused, contextual priority audiences in your community. Determine them by:

- **Reflecting on your goals:** Who most needs to hear this message or would benefit from participating?
- **Connecting with local partners:** Community organizations, educators, and leaders can help identify priority audiences
- **Considering your community context:** Think about local demographics, cultures, industries, or groups that may have a connection



HOW TO

# REGISTER

AND PLAN YOUR EVENT



# REGISTERING YOUR EVENT

[DOWNLOAD THE EVENT PORTAL MANUAL](#)

To register your event on the Ocean Week Canada website, visit the 'register your event' page [here](#).

## Step 1:

Sign up for the [Event Portal](#). After you submit the registration form, you will receive an invite to access your new account in the Event Portal.

## Step 2:

Login into your new account and add the information about your event. When you are finished, submit your event for review, sending it to the OWC team for approval. We will then make it live on the Ocean Week Canada website!

## Step 3:

Stay in the loop! Once your event is published you will receive updates as part of the Ocean Week Canada event host crew.

## Benefits to listing your event:

When your event is approved, it will be added to the Events Calendar and Map on the Ocean Week Canada website! It will be included in our national Ocean Week Canada promotion efforts. Join with hundreds of other organizations coordinating celebrations, activities, and actions.

## Details needed to list your event:

- Event title and description
- Event time and date
- Link to a website or social media page for your event or group (if applicable)
- Uploading a(n) image(s) for your event
- Your contact information
- City where event is happening (can also be Canada-Wide or virtual)
- Address (Used to list your event on our map. Virtual events will not appear on the map)
- Also select...
  - Format, Category, Region, Audience, Accessibility, Local Hub

Is your event happening in one of the **regional hubs**? Be sure to select the correct hub (if any) when uploading your event to the Event Portal.

# EVENTS THAT CREATE IMPACT

[DOWNLOAD THE  
EVENT DESIGN GUIDE](#)



## HEAD

There is someone who shares  
(or creates space to  
exchange) knowledge

### Events have...

- a clearly defined audience
- specific messaging/knowledge to be shared
- credible messenger(s)
- an engaging activation/experience that builds connection (emotional, physical, etc)
- a clear call to action
- a creative, dynamic approach



## HEART

There is something that creates  
an emotional connection

### Events are...

- inclusive, accessible
- interdisciplinary
- celebratory and collaborative
- focused on people, place, theme
- well-organized



## HANDS

There is a clear call to action

# EVENT TIPS

[DOWNLOAD THE  
EVENT DESIGN GUIDE](#)

- **Keep it positive and solutions-focused** with ways for everyone to get involved.
- **Define your event goals:** Before planning anything, define what you want to achieve with your Ocean Week Canada event. Determine what message you want to convey, and what type of impact you hope to make.
- **Include youth** (teens and young adults) in a variety of ways, such as having them help plan activities or including youth-oriented educational activities.
- **Engage your participants by using educational materials** found on OWC website. Incorporate an action-oriented activity that makes a direct impact.
- **Partner with other organizations** in your community, including Indigenous-led organizations, youth-oriented organizations, schools, local aquariums or parks, and/or local businesses.
- **Promote your event:** Use social media and other channels to promote your event and encourage people to attend. Consider reaching out to local media outlets to help spread the word.
- **Take photographs and share them** on social media and with the Ocean Week Canada team to further amplify your efforts.
- **Use the Ocean Week Canada logo** to connect your community efforts to the coordinated national celebration. List your event so we can share your activities on the Ocean Week Canada Calendar and map.
- **Make it inclusive:** Ensure that your event is inclusive and accessible to everyone. Consider providing accommodations for people with accessibility needs and making your event welcoming to people from diverse backgrounds.
- **Leave a lasting impact:** Consider ways to make impact beyond your event. This could include encouraging attendees to take action on ocean conservation issues, and following up with attendees with more information and ways to connect.
- **Have fun and be engaging:** Remember that your event is not just about sharing information but also about inspiring and motivating your audience. Use interactive activities, engaging visuals, and compelling storytelling to make your event memorable and impactful.

OCEAN WEEK CANADA

# BRANDING

KIT AND GUIDELINES



# LOGO

[DOWNLOAD THE  
LOGO PACK](#)

**Ocean  
Week  
Canada**



**Semaine  
de l'océan  
Canada**



**Ocean  
Week  
Canada**



**Semaine  
de l'océan  
Canada**

## LOGO VARIATIONS:



Black



White



Dark



Light

### Use the official 'Ocean Week Canada event badge'

Once your event has been accepted and published on [oceanweekcan.ca](http://oceanweekcan.ca), please use the official logo on your site with the following language...



**"This event is part of the  
official Ocean Week  
Canada program"**

# LOGO USE

[DOWNLOAD THE LOGO PACK](#)

## Safety Zone

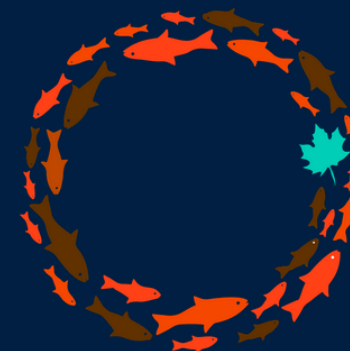
The "safety zone" is the minimum amount of space (or breathing room) required around the logo. This defines the minimum amount of room required between the logo and other type or graphic elements.



## Logo Dos and Don'ts

### Correct logo usage with examples

In order to maintain brand consistency, it is important to not alter the logo in any way. The logo should not be cropped, rotated, or flipped, nor should it be applied with effects or alternative colours.



DO NOT change the colour.



DO NOT crop the logo.



DO NOT add shadows or effects.



DO NOT rotate the logo.



DO NOT flip the logo.

# COLOUR PALETTE

[DOWNLOAD THE  
FULL BRAND GUIDE](#)

**Hex Code**  
#E2A914

**Hex Code**  
#07B4D3

**Hex Code**  
#97C8D9

**Hex Code**  
#037EB6

**Hex Code**  
#005499

**Hex Code**  
#0D2E54

# FONT

[DOWNLOAD THE  
FONT PACK](#)

## Headings

PARALUCENT - HEAVY OR BOLD

### Paralucent- Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### Paralucent- Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## Subheadings

PARALUCENT - DEMIBOLD OR MEDIUM

### Paralucent- DemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### Paralucent- Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## Paragraph & Web

POPPINS - LIGHT OR REGULAR

### Poppins- Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### Paralucent- Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# MERCHANDISE

[ORDER OWC MERCH](#)

As an Ocean Week Canada partner and/or event host, you have the exclusive opportunity to order branded merchandise at a discounted rate. Our merchandise is locally sourced, using ocean-friendly materials, reflecting our commitment to sustainability. Orders are fulfilled by our partner, Water Rangers.

Our current selection includes t-shirts, sweatshirts, hats, and tote bags. Additionally, we have designed a special 2026 edition of the OWC t-shirt!

We look forward to see you sporting your OWC merch soon!

## Follow these steps to place your order:

1. **Visit the Website:** [At this link](#) you'll find a dedicated section for Ocean Week Canada merchandise.
2. **Choose Your Merch:** Select from t-shirts, sweatshirts, hats, tote bags, and our new 2025 special edition t-shirt
3. **Use Discount Code:** Enter [OWCPARTNER2026](#) at checkout for a 35% discount (valid until June 10th, limits apply. If you would like to place a bulk order, email [roxanne@colcoalition.ca](mailto:roxanne@colcoalition.ca)).
4. **Place Your Order:** Fill in the required details and complete your purchase.





OCEAN WEEK CANADA

# SOCIAL MEDIA

TIPS & RULES OF ENGAGEMENT



# SOCIAL MEDIA ACCOUNTS

[DOWNLOAD SOCIAL MEDIA TEMPLATES](#)



## 1. Follow Ocean Week Canada on social:



[Facebook](#) (@OceanWeekCan)



[Bluesky](#) (@oceanweek.ca)



[Instagram](#) (@OceanWeek\_Canada)

## 2. Use the following hashtags:

#OceanWeekCanada

#SemaineDelOceanCanada

## 3. Tag Ocean Week Canada on social platforms

# RULES OF ENGAGEMENT

[DOWNLOAD SOCIAL MEDIA TEMPLATES](#)

These guidelines are designed to ensure a unified and effective social media presence for Ocean Week Canada across all partner and host channels.

**1. Follow and Notification:** Follow OWC on Instagram and Facebook. Click the notification bell to stay in-the-know about all things OWC.

**2. Event Information Posts:** Draft posts with clear information about the event's name, date, time, location, type, delivery mode, etc.

**3. Branding Guidelines:** Use the provided OWC logo, fonts, and colour palette for consistency across all events. If you have your own brand guidelines, please simply include the OWC logo and indicate that your event is part of the national program!

**4. Language and Tone:** Adhere to the language guidelines in the onboarding package. Refer to [Key Messages](#), [Language Use](#), and [Event Tips](#) for more.

**5. Post Timing:** Ideally, post about events a minimum of 3-4 days in advance with relevant links and a clear call-to-action.

**6. Tagging and Collaboration:** Tag OWC (@oceanweek\_canada / @oceanweekcan) and any regional hubs or partners involved in your event so that we can re-share the information.

**7. Use of Hashtags:** Employ relevant hashtags (#OceanWeekCanada, #SemaineDelOceanCanada, #OceanWeek<hub>, etc.) to enhance visibility and reach. This is very important to ensure that we are able to re-share your event and include its reach in post-OWC reporting!

**8. Use of Visuals:** Add eye-catching images or videos to your posts to maximize engagement and make your posts more impactful.

**9. Re-share and Re-post:** Amplify visibility by re-sharing and re-posting content shared by OWC and other event host/partner content that relates to your event(s) or those in your region.

**10. Engagement Tracking:** Monitor the engagement and performance of your posts to gauge impact. This information can be used in your post-event reporting.

OCEAN WEEK CANADA

# REPORTING

POST-EVENT



# POST-EVENT REPORTING

Following the conclusion of Ocean Week Canada, event hosts play a crucial role in providing valuable insights and feedback to help shape future iterations of this national celebration.

**Hosts will be asked to participate in a short survey** that seeks to collect information about various aspects of your event(s), such as...

- the **number of attendees**
- the **demographic composition**
- overall **successes, challenges**
- **photos** and/or **videos** of your event
- **testimonials**
- **media coverage**, if applicable

This information is vital in understanding the reach and impact of OWC across the country.

Feedback on the event hosts' experiences working with the OWC national coordinating team is also a component of the survey. Hosts are encouraged to share their thoughts on what worked well and areas where improvements can be made, including suggestions for future themes, resources needed, and/or additional supports to ensure successful events.

To express appreciation for the time and effort invested in both organizing your events and providing feedback, **you will be automatically entered into a sponsored prize draw upon completion of the survey!**

[Read previous years' reports](#)



# RESOURCE PAGE

[DOWNLOAD THE EVENT PORTAL MANUAL](#)

[DOWNLOAD THE EVENT DESIGN GUIDE](#)

[DOWNLOAD THE LOGO PACK](#)

[DOWNLOAD SOCIAL MEDIA TEMPLATES](#)

[DOWNLOAD THE FULL BRAND GUIDE](#)

[ORDER OWC MERCH](#)

[DOWNLOAD THE FONT PACK](#)

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