



Ocean Week Canada

Led by



WHAT IS OCEAN WEEK CANADA?

Ocean Week Canada is an annual national celebration of ocean events, learning, and engagement held during the week of World Ocean Day (June 8). It's the largest ocean engagement initiative of its kind in the country, bringing together a network of over 550 partners and communities, from coast to coast to coast, **to help people in Canada better understand, value, and care for the ocean.**


Nationally coordinated by the Centre for Ocean Literacy Collaboration (COLC), Ocean Week Canada turns knowledge into action through events that are community-led, regionally relevant, and grounded in diverse ways of knowing. Whether it's a shoreline cleanup in Halifax, a film screening in Winnipeg, or a paddle in Vancouver, each event strengthens the connection between people and the water that sustains us all.




WHY IT MATTERS

COLC conducts periodic national research to understand how people in Canada perceive, value, and connect with the ocean. The findings tell a clear story: **Canadians care deeply, but the gap between caring and acting remains wide.**


FAST FACTS:

 **89%**
of people in Canada agree that ocean health is important to them

 **82%**
agree that action is needed to support ocean health

 **73%**
are willing to make lifestyle changes to help protect the ocean

Yet, only  **47%** believe their day-to-day actions impact the ocean, and

 **29%** say a better understanding of how their lifestyle affects the ocean would be the #1 factor to inspire change

Source: Nanos-COLC National Survey, 2024 (n=1,114, ±2.9%, 19/20)

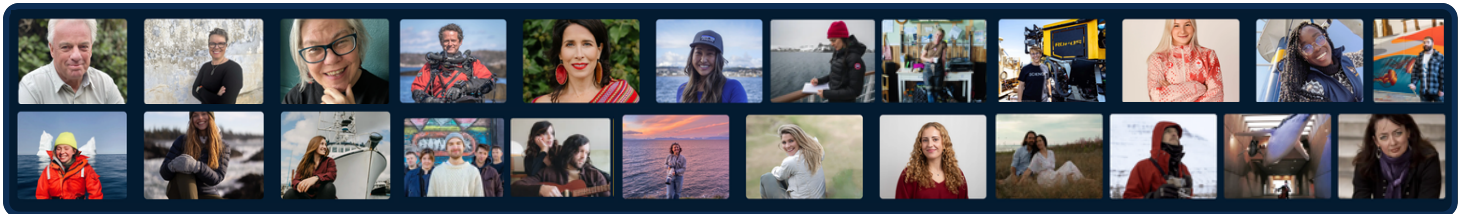
People want to act for the ocean, but they need stronger connections and better understanding to do so. That's exactly what Ocean Week Canada is designed to provide. With the longest coastline in the world (243,042 km) and nearly 30 million people living inland, Canada carries both a unique responsibility and a unique opportunity to be a leader on ocean engagement.

WHO'S INVOLVED

Ocean Week Canada is made possible through collaborative partnerships across sectors: government, Indigenous communities, academic institutions, NGOs, industry, and community organizations. A network of 13 regional hubs serves as local anchors, connecting communities and ensuring programming reflects the cultures, languages, and waterways of the places they represent, while hundreds of additional events take place independently across the country.



Our ambassadors and featured artists include some of **Canada's most influential ocean voices**, bringing Ocean Week Canada to life through events, content, and outreach.



OUR IMPACT

Since its official launch in 2022, the momentum behind Ocean Week Canada has been extraordinary.



National coverage from CBC, CTV, Global News, and regional outlets from coast to coast to coast continues to grow. Through research-driven, collaborative partnerships, Ocean Week Canada has become a trusted, leading voice for ocean engagement in Canada.



JOIN US

Ocean Week Canada is growing every year. So is the movement behind it.

Together, let's make this year the most impactful yet.

