



CANADIAN
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COALITION

IMPAC5 & the Ocean Literacy Dialogues 3rd Ed. Impact Report

APRIL 2023





INTRODUCTION

Canadian Ocean Literacy Coalition

The Canadian Ocean Literacy Coalition (COLC) is an alliance of organizations, networks, institutions, communities, and individuals working together to better understand and advance ocean literacy in Canada. COLC launched in September 2018 at the Oceans Inspiration Expo, as part of the G7 Ministerial Meetings in Halifax, Nova Scotia. Since inception, COLC has functioned as an independent national project office with an administrative home first at the Canadian Museum of Nature and currently at Ocean Networks Canada at the University of Victoria.

Serving as a hub for collaboration across regions and sectors in Canada, COLC's initial project was 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.

In June 2020, COLC published the final regional and national reports of the [Understanding Ocean Literacy in Canada study](#), establishing the first research baseline of ocean literacy in Canada. [Land, Water, Ocean, Us: A Canadian Ocean Literacy Strategy](#) and the accompanying [Implementation Plan: Pathways for Collaboration](#) (collectively, the "National Strategy") are directly built on the findings of this study, and have been co-developed in the original spirit of COLC's community-driven, regionally-focused mandate. The Strategy to advance Ocean Literacy in Canada is an endorsed project of the UN Decade of Ocean Science for Sustainable Development.

COLC 2022 Impact: At a Glance



1 National Project Office



394 Partnerships



14 Key Initiatives



\$2.5M Invested in Ocean Literacy Initiatives



10 Action Streams



319 Events



1.4M People Engaged



5.2M People Reached



88 New Ocean Literacy Resources Created



\$83K Ocean Literacy Community Grants



\$27K ECOP Travel Grants

More information: www.colcoalition.ca



IMPAC5 - Feb 3-9, 2023

The Fifth International Marine Protected Areas Congress (IMPAC5) took place in February 2023 in Vancouver, Canada. It was an opportunity for the global community of marine conservation managers, practitioners, and decision makers to exchange knowledge, experience, and best practices to strengthen the conservation of marine biodiversity and to protect the natural and cultural heritage of the ocean. **More information:** www.impac5.ca

Ocean Literacy Dialogues 3rd Edition @ IMPAC5

The Ocean Literacy Dialogues series is a global collaboration led by the Ocean Literacy with All community. The series brings together every sector of society – from individuals to institutions, schools to businesses, communities to governments, academia to media – to play an active role in ensuring a healthy ocean for current and future generations. The first edition took place in July 2022 in Lisbon, Portugal as part of the UN Ocean Conference. The 2nd edition took place in Santos, Brazil in October 2022. Learn more about the Ocean Literacy Dialogues [here](#).

The 3rd edition of the Dialogues series took place as part of IMPAC5 and was led by the Canadian Ocean Literacy Coalition with collaborative support from the IOC-UNESCO and the Marine Social Sciences Network (MarSocSci).





The primary focus of the Ocean Literacy Dialogues 3rd Edition was on ocean literacy research. There were 7 workshops, each focused on a priority area as co-identified by the global Ocean Literacy Research Community. These include:

- Ocean Literacy and Climate Change
- Ocean Literacy and the Sustainable Blue Economy
- Ocean Literacy as a Policy Tool
- Ocean Literacy and Justice, Equity, Diversity, and Inclusion
- Public Ocean Perceptions Research and Measuring Ocean Literacy
- Reaching Mass Audiences through Technology and Media Communications
- Ocean Literacy Research (OLR) Cafe - Bridging OLR with the Marine Protected Areas Agenda

 **7** Ocean Literacy Dialogue workshops

 **600** Attendees

 **7** Organizing partners

 **25+** International Collaborating partners

 **1** Working group established to organize the 4th Edition in Africa in 2023

Watch the Ocean Literacy Dialogues Highlight Video: https://youtu.be/-wLTdfXy9_w

More information: www.oceanliteracydialogues.com/gallery

Beyond the Workshops: IMPAC5

Ocean Festival

The Ocean Festival was a free two-day, all-ages festival celebrating the ocean featuring diverse musicians from across Canada, and featured innovative programming to educate and inspire all ages about the global ocean. Family-focused activities included an interactive giant ocean floor map with augmented reality experiences, the Sacred Journey Exhibit on Indigenous-led conservation, 'Build-A-Whale' - constructing the skeleton of an orca, an interactive art installation of a Giant Pacific Octopus, the Ocean Wise 'Sea Dome', and more!



 **10,000+** People in attendance

 **25** Collaborating partners

More information: www.impact5.ca/ocean-festival/



Schools Day @ IMPAC5

COLC, together with a dozen collaborating partners, also hosted “Schools Day” as part of the Ocean Festival at IMPAC5. **Three hundred students** from **7 schools** participated in this 3-hour interdisciplinary learning experience supporting global citizenship, reconciliation, and sustainability education through hands-on activities by Canada’s leading ocean educators.



 **300** Participating Students

 **7** Participating Schools

More information: www.oceanliteracydialogues.com/schools



Live From IMPAC5: Ocean Conservation for Schools

COLC, together with Exploring by the Seat of Your Pants, the ECOP Programme, and the All-Atlantic Blue Schools Network, held daily **live broadcasts** to schools from IMPAC5 on February 6-9, 2023. Sessions featured presentations by young ocean professionals, followed by Q&A. More than 1,000 students from 10 countries participated in these sessions. The event series built on the success of the ‘live hangouts’ held during Ocean Week Canada 2022.



 **1000+** Participating Students

 **10** Participating Countries

More information: www.oceanliteracydialogues.com/sessions/oceanconservation4schools



The Giant Ocean Floor Map

The **Giant Floor Map** with an augmented reality app experience, entitled *Ocean, Freshwater, and Us* was created and launched for Ocean Week Canada 2022 and has rapidly grown into a national program traveling to schools, conferences, and events across Canada. The giant ocean map (8m x 11m) was showcased at IMPAC5 in the Canada Pavilion and in the outside Ocean Festival.



ECOP Canada Travel Grants

ECOP Canada is the Canadian chapter (or node) for the Global ECOP Programme, endorsed by the UN Ocean Decade. ECOP Canada provides young professionals with meaningful networking and development opportunities in order to promote diverse voices and achieve intergenerational equity. ECOP Canada receives core salary funding and conference travel honorariums from the Canadian Ocean Literacy Coalition.

 **21** ECOPS sponsored to attend IMPAC5

 **\$15K** Travel grants from COLC

More information: www.ecopdecade.org/canada





CONTACT

For questions about the Canadian Ocean Literacy Coalition and the Ocean Literacy Dialogues 3rd Edition at IMPAC5, email Diz Glithero:

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