



CANADIAN
OCEAN
LITERACY
COALITION

IMPLEMENTATION PLAN: PATHWAYS FOR COLLABORATION

2021 TO 2024

ACCOMPANYING DOCUMENT TO
LAND, WATER, OCEAN, US: A CANADIAN OCEAN LITERACY STRATEGY

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ACKNOWLEDGEMENTS

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The Canadian Ocean Literacy Strategy and Implementation Plan were co-developed through a bottom-up, regionally-focused, community-driven engagement process. For a complete list of reviewers, advisors, contributors, and funding partners, see the Acknowledgements in *Land, Water, Ocean, Us: A Canadian Ocean Literacy Strategy*, available on COLC’s website at www.colcoalition.ca.

ABOUT COLC

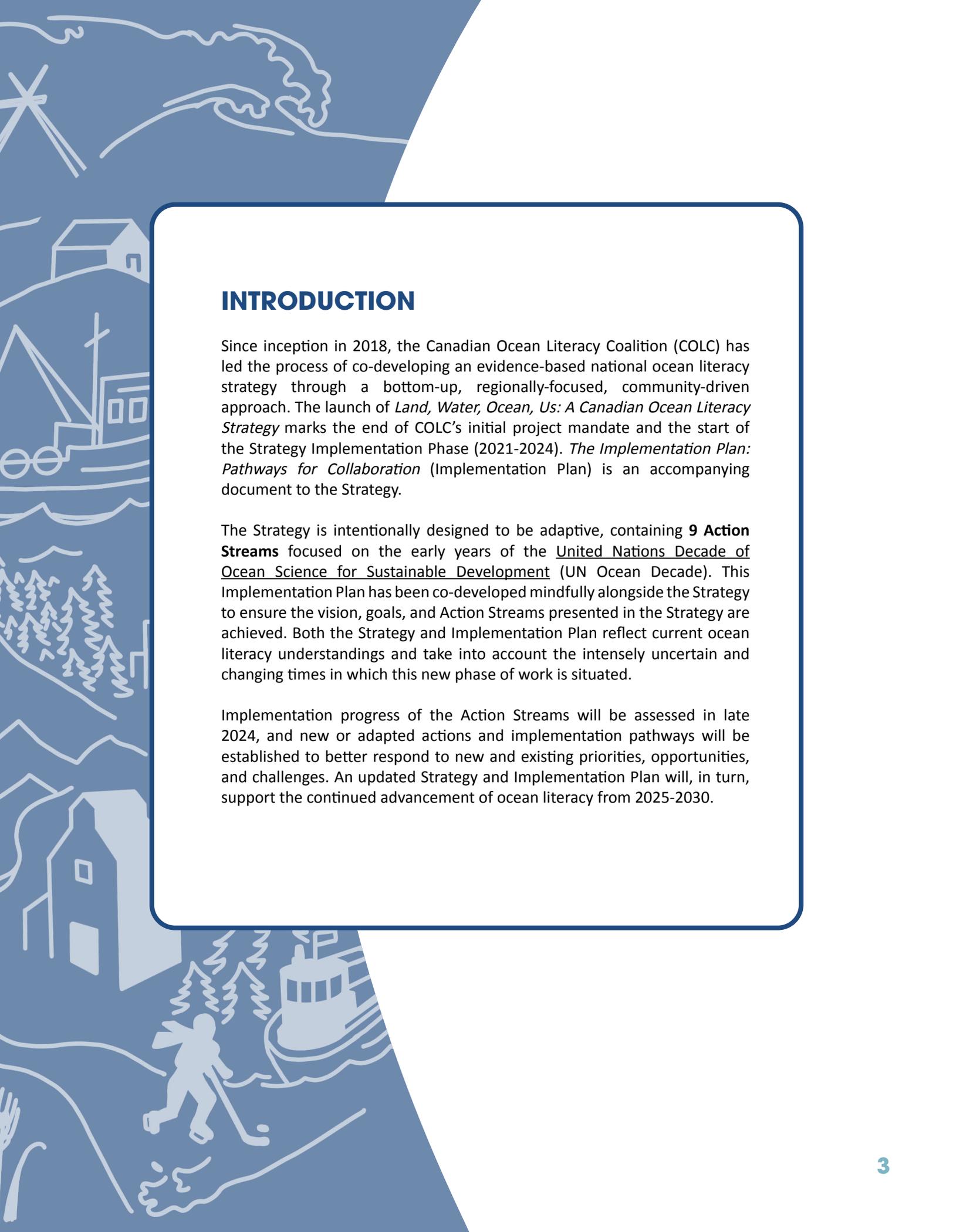
The Canadian Ocean Literacy Coalition (COLC) is an alliance of organizations, networks, institutions, communities, and individuals working together to better understand and advance ocean literacy in Canada. COLC launched in September 2018 at the Oceans Inspiration Expo, as part of the G7 Ministerial Meetings in Halifax, Nova Scotia. Since inception, COLC has functioned as an independent national project office with an administrative home at the [Canadian Museum of Nature](#). Serving as a neutral convening entity 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* are directly built on the findings of the national study, and have been co-developed in the original spirit of COLC's 'community-established' mandate (see below). As of April 2021, COLC will continue to operate as an independent national project office with a new administrative home at [Ocean Networks Canada](#).

COLC'S COMMUNITY-ESTABLISHED MANDATE

- 💧 Maintain the collaborative momentum and relationship building developed across the previously fragmented ocean literacy landscape and continue to bridge this work with other organizations and spaces across Canada
- 💧 Oversee the Canadian Ocean Literacy Strategy launch and Strategy Implementation Phase (2021-2024), as well as the process to draft, launch, and implement an updated Strategy and Implementation Plan (2025-2030)
- 💧 Advocate for regional organizations and communities at a national level through common language, coordinated action, and awareness-raising of funding needs and opportunities
- 💧 Co-design and lead ocean literacy-related research initiatives in Canada
- 💧 Support Canada's contributions to international ocean literacy objectives and initiatives, including the [United Nations Decade of Ocean Science for Sustainable Development](#), the [All-Atlantic Ocean Research Community](#), the [Atlantic Ocean Research Alliance](#), and other international ocean literacy initiatives of which Canada is an active collaborator (e.g., [EU4Ocean](#), [International Pacific Marine Educator Network](#), etc.)

LEARN MORE ABOUT COLC'S WORK AT
WWW.COLCOALITION.CA



INTRODUCTION

Since inception in 2018, the Canadian Ocean Literacy Coalition (COLC) has led the process of co-developing an evidence-based national ocean literacy strategy through a bottom-up, regionally-focused, community-driven approach. The launch of *Land, Water, Ocean, Us: A Canadian Ocean Literacy Strategy* marks the end of COLC's initial project mandate and the start of the Strategy Implementation Phase (2021-2024). *The Implementation Plan: Pathways for Collaboration* (Implementation Plan) is an accompanying document to the Strategy.

The Strategy is intentionally designed to be adaptive, containing **9 Action Streams** focused on the early years of the United Nations Decade of Ocean Science for Sustainable Development (UN Ocean Decade). This Implementation Plan has been co-developed mindfully alongside the Strategy to ensure the vision, goals, and Action Streams presented in the Strategy are achieved. Both the Strategy and Implementation Plan reflect current ocean literacy understandings and take into account the intensely uncertain and changing times in which this new phase of work is situated.

Implementation progress of the Action Streams will be assessed in late 2024, and new or adapted actions and implementation pathways will be established to better respond to new and existing priorities, opportunities, and challenges. An updated Strategy and Implementation Plan will, in turn, support the continued advancement of ocean literacy from 2025-2030.

VISION

WE TAKE ACTION TOGETHER TO ENSURE A HEALTHY, SUSTAINABLE, AND EQUITABLE RELATIONSHIP WITH THE GLOBAL OCEAN AND CANADA'S WATERWAYS FOR PRESENT AND FUTURE GENERATIONS.

GOALS

1 OCEAN KNOWLEDGE

Increase understanding of how the ocean influences us and how our behaviours, decisions, and actions impact the ocean.

2 OCEAN VALUES

Strengthen positive public and organizational perceptions of the ocean and promote a greater ethic of care.

3 OCEAN ACTIONS

Reduce barriers and increase engagement to contribute to behaviour and societal changes that support ocean health, community livelihoods, and human well-being.

ACTION STREAMS

OBJECTIVES

1

DEVELOP THE DIGITAL CANADIAN OCEAN LITERACY MAP & COMMUNITY PLATFORM

Increase support, collaboration, and coordination across the growing community of practice; develop tools to measure trends, changes, and progress in ocean literacy over the UN Ocean Decade

2

ESTABLISH THE CANADIAN OCEAN LITERACY COMMUNITY MICROGRANT PROGRAM

Provide more accessible, streamlined, and sustained funding opportunities for community-driven ocean literacy initiatives that are regionally, culturally, and linguistically relevant

3

STRENGTHEN OCEAN EDUCATION

Provide research-based understandings of effective teaching practices to inform integration of ocean and water education within Ministries of Education, school districts, and classrooms (both formal and non-formal), aligning with climate and environmental sustainability education and empowering action

4

GROW OCEAN WEEK CANADA

Support and grow World Oceans Day events into a week-long celebration, connecting Canadians to the ocean continuum and contributing to ocean solutions

5

ENHANCE OCEAN KNOWLEDGE SHARING THROUGH MEDIA COMMUNICATION, STORYTELLING & THE ARTS

Increase communication of diverse ocean stories; support community science journalism and artists building land-water-ocean-human connections

6

AMPLIFY AND ADVANCE YOUTH ENGAGEMENT IN OCEAN CONSERVATION & SUSTAINABLE BLUE ECONOMY OPPORTUNITIES

Engage and support diverse youth in ocean conservation, policy, and decision-making processes; increase awareness of and opportunities in the sustainable blue economy

7

EVALUATE AND IMPROVE THE CURRENT STATE OF ACCESS AND DIVERSITY WITHIN CANADA'S BLUE SPACES & OCEAN-RELATED SECTORS

Eliminate barriers for all Canadians to accessing and benefitting from blue spaces; respond to community-based priorities and vulnerabilities related to a changing ocean

8

IMPROVE GOVERNMENT INTEGRATION OF WATER-OCEAN-CLIMATE LITERACY IN POLICY & PUBLIC ENGAGEMENT

Improve coordination and collaboration across levels of government to better bridge land and freshwater, ocean, and climate initiatives aimed at communication with and engagement of the Canadian public

9

BUILD OCEAN & HUMAN HEALTH CONNECTIONS

Respond to the identified gap in ocean health and human well-being connections; strengthen ocean and human health research, education, and communication in Canadian society

4

PATHWAYS FOR ENGAGEMENT

Implementation of the Action Streams is not possible by any one organization, level of government, or region. Collaboration is essential and requires both a national coordinating and community-led approach. As such, two implementation pathways have emerged.

1 JOIN AN ACTION TEAM

Action Teams will be established for each of the 9 Action Streams to work closely with COLC's national project office staff in spring 2021. Action Teams will serve as a coordinated national voice, ensuring leadership, momentum, Canada-wide collaboration, and measured progress. More specifically, Action Teams will:

- Co-create a detailed work plan(s) for their Action Stream, building off the logic framework provided in this Implementation Plan
- Grow the Action Team(s) as needed and collaborate on fundraising efforts
- Contribute to the co-development of an evaluative framework to track progress and impact over time
- Fulfill the Action Team role outlined for each respective Action Stream, which can include but is not limited to:
 - Co-identifying, supporting, and strengthening existing initiatives
 - Co-developing new targeted Canada-wide initiatives
 - Serving on expert working groups
 - Serving as formal delivery partners

2 REGISTER YOUR PROJECT ON THE CANADIAN OCEAN ACTION STREAMS TRACKER (C.O.A.S.T.)

Important ocean literacy work is already taking place across Canada using diverse approaches and through a variety of initiatives launched across regions, sectors, and scales. To honour these existing efforts, and to ensure ocean literacy is advanced in meaningful, place-based ways, it is necessary to avoid a one-size-fits-all approach in the implementation of the Action Streams.

The Canadian Ocean Action Streams Tracker (C.O.A.S.T.) is a tool to track community-led projects and on-the-ground advancement of each of the Action Streams from coast to coast to coast. Initiatives registered on the C.O.A.S.T. will be organized by Action Stream(s) and integrated into evaluating our collective progress during the initial Strategy Implementation Phase (2021-2024) and throughout the rest of the UN Ocean Decade (2025-2030).



TO LEARN MORE ABOUT HOW TO GET INVOLVED,
VISIT WWW.COLCOALITION.CA

In this section, a detailed (working) logic framework is provided for each Action Stream that includes the Objectives, Specific Actions & Considerations, and Key Performance Indicators (KPI). Also included for each Action Stream framework is the role of the Action Team and a brief 'Looking Ahead: Possibilities for 2025-2030'.



NOTE: Some of the broader barriers and priorities identified in the study are cross-cutting and require large-scale societal actions (e.g., potable water, high-speed internet connectivity, wide-spread infrastructure needs, and recognition and respect for Indigenous treaty rights to fishing and harvesting). These actions are beyond the scope of an ocean literacy strategy but are essential to achieving true equity and justice in the ocean continuum space.

HELPFUL TERMS

OCEAN CONTINUUM

A more holistic term that includes land, freshwater, coasts, sea ice, and open ocean.

BLUE SPACES

In its most common use, “blue spaces” is a term for outdoor environments – natural or manmade – that feature visible water, such as waterfront parks, harbours, marinas, rivers, canals, ponds, fountains, etc. For the purposes of the Strategy and Implementation Plan, there is a shared understanding that this term also refers to a metaphorical space that encompasses ocean/water-related discussions and initiatives.

SUSTAINABLE BLUE ECONOMY

As defined by the World Bank, “the sustainable use of ocean resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health”.

#1 DEVELOP THE DIGITAL CANADIAN OCEAN LITERACY MAP & COMMUNITY PLATFORM

OBJECTIVES

Increase support, collaboration, and coordination across the growing community of practice; develop tools to measure trends, changes, and progress in ocean literacy over the UN Ocean Decade

The **OCEAN LITERACY MAP** will:

- Build awareness and connect Canadians to ocean literacy initiatives, programs, events, opportunities, stories, and resources
- Track trends and reach of ocean literacy efforts within the community of practice

The **COMMUNITY PLATFORM** will:

- Serve as a 'work hub' for Action Teams and their members to coordinate and collaborate on Strategy implementation
- Support active communities of practice for peer-to-peer learning, collaboration, and resource sharing



ACTION TEAM ROLE

SERVE AS FORMAL DELIVERY PARTNERS TO DESIGN, DEVELOP, AND GROW THE OCEAN LITERACY MAP, DATABASE, AND COMMUNITY PLATFORM.

SPECIFIC ACTIONS AND CONSIDERATIONS OVER 2021-2024

- Develop and grow the Ocean Literacy Map from the baseline of initiatives identified in the *Understanding Ocean Literacy in Canada* study (2019-2020), complete with a searchable database in which initiatives will be listed in their language(s) of offer (i.e., English, French, Indigenous languages, other)
- Integrate the Canadian Ocean Action Streams Tracker (C.O.A.S.T.) into the Ocean Literacy Map
- Develop the interactive Community Platform as a centralized forum and working hub for Action Teams
- Develop a short national survey tool for organizations and C.O.A.S.T. initiatives appearing on the Ocean Literacy Map to help support:
 - A) the tracking of broader trends in ocean literacy in Canada
 - B) specific Action Stream progress
- Develop impact tools specific to the Community Platform to support tracking and measuring progress on achieving the Action Stream objectives
- Establish regular community of practice webinars
- Connect the Ocean Literacy Map with other relevant domestic databases and international platforms

KEY PERFORMANCE INDICATORS

Tracking trends and changes in:

- Initiatives registered on the Ocean Literacy Map overall, per region, per language, and per sector each year
- Reach, strengths, and barriers across the different types of Ocean Literacy Map initiatives, as identified by organizations via a short and repeated national survey tool

LOOKING AHEAD: POSSIBILITIES FOR 2025-2030

The Ocean Literacy Map and Community Platform will continue to evolve to follow the needs and vision of the community, including providing additional tools, communication spaces, and resources.

#2 ESTABLISH THE CANADIAN OCEAN LITERACY COMMUNITY MICROGRANT PROGRAM

OBJECTIVES

Provide more accessible, streamlined, and sustained funding opportunities for community-driven ocean literacy initiatives that are regionally, culturally, and linguistically relevant



ACTION TEAM ROLE

SERVE AS FORMAL DELIVERY PARTNERS TO HELP ESTABLISH, OVERSEE, AND GROW THE CANADIAN OCEAN LITERACY COMMUNITY MICROGRANT PROGRAM.

SPECIFIC ACTIONS AND CONSIDERATIONS OVER 2021-2024

- Secure initial \$1M in funding for the Microgrant Program
- Draft an accessible microgrant application that supports and prioritizes regionally, culturally, and linguistically relevant projects
- Establish a review committee with strong representation of priority populations (e.g., Black, Indigenous, and People of Colour, women, youth, people with disabilities, 2SLGBTQIA+ people)
- Allocate funding support that is scalable (e.g., \$1.5K to \$25K) for community initiatives
- Incorporate specific calls for initiatives that target specific Action Streams (e.g., community Ocean Week Canada events, ocean communication program scholarships, etc.)
- Develop an accessible and succinct tracking and/or reporting process with built-in supports to eliminate barriers; use results to inform subsequent application process revisions
- Establish partnerships with other funding agencies (e.g., academic, government, industry, foundations) to support longer-term expansion of the Microgrant Program

KEY PERFORMANCE INDICATORS

Tracking trends and changes in:

- Microgrant Program contributions and funders (e.g., breakdown of contributions by sector)
- # and types of OL community projects being funded, as well as target audiences
- Strengths, challenges, and impacts of the funded community projects as captured in the Microgrant Program reporting process

LOOKING AHEAD: POSSIBILITIES FOR 2025-2030

Establish the 'Ocean Inspiration Prize' in Canada as a prestigious, widely recognized, and celebrated annual award with a competitive process (similar to the [Arctic Inspiration Prize](#)).

#3 STRENGTHEN OCEAN EDUCATION

OBJECTIVES

Provide research-based understandings of effective teaching practices to inform integration of ocean and water education within Ministries of Education, school districts, and classrooms (both formal and non-formal), aligning with climate and environmental sustainability education and empowering action



ACTION TEAM ROLE

HELP ORGANIZE AND ENGAGE IN TEACHER OR RESEARCH WORKING GROUPS, AND DIRECTLY SUPPORT THE CO-DEVELOPMENT OF A NATIONAL OCEAN EDUCATION FRAMEWORK.

SPECIFIC ACTIONS AND CONSIDERATIONS OVER 2021-2024

- Establish **REGIONAL OCEAN EDUCATION TEACHER WORKING GROUPS** to co-evaluate the existing provincial/territorial curriculum for specific ocean (water) education linkages and begin to co-identify effective teaching practices and education resources to better support ocean (water) learning
- Establish a **CANADA-WIDE OCEAN EDUCATION RESEARCH GROUP** to co-identify a baseline of existing ocean (water) literacy content specific to education policy, teacher education, and research
- Specific to the above groups (**TEACHER** and **RESEARCH**), work together to co-develop and pilot a national ocean education framework that could include:
 - building on the principles and fundamental concepts from the United States-based Ocean Literacy Framework and expand scope to include diverse knowledge systems, as well as ocean values and actions (not just ocean knowledge)
 - identifying pathways to integrate holistic interconnections between ocean, water, climate, and environmental sustainability learning
- Develop the Blue Schools Canada Network (building on the Network of European Blue Schools), and connect leads and interested Canadian teachers to the emerging All-Atlantic Blue Schools Network as well as international marine educators' associations
- Specific to non-formal education programs (e.g., science centres, museums, non-governmental organization [NGO] education programs, etc.), strengthen collaborations with ocean literacy experts to help them add ocean (water) content and themes to their programs and/or exhibits
- Specific to classroom teachers, create a centralized database of online ocean education resources, streamlining currently siloed databases

KEY PERFORMANCE INDICATORS

Tracking trends and changes in:

- # of provincial/territorial curriculum documents, teacher education courses, and professional development opportunities for in-service teachers that include ocean (water) education content
- # of participating teachers in each region and grade level for working groups
- # of formal and non-formal ocean education resources and initiatives on the OL Map
- # of education research publications in Canada with ocean-climate literacy content
- # of identified Blue Schools in Canada

LOOKING AHEAD: POSSIBILITIES FOR 2025-2030

- Work with provincial/territorial Departments of Education, Faculties of Education, Teacher Education Programs, and regional school districts to integrate a national ocean education framework that would broaden interdisciplinary ocean, water, climate, and environmental sustainability into teaching and learning materials.
- Co-establish a travelling ocean education exhibit that can move to different communities and public institutions (e.g., Ocean Plastics Lab, Oceans in Transformation).

#4 GROW OCEAN WEEK CANADA

OBJECTIVES

Support and grow World Oceans Day events into a week-long celebration, connecting Canadians to the ocean continuum and contributing to ocean solutions

This includes to:

- Connect all Canadians, inland and coastal, to our waterways and the global ocean, building on successful community models (e.g., Oceans Week Halifax) and the **Ocean Week Canada (OWC)** pilot (2020)
- Extend the reach, diversity, and impact of OWC across broader demographics (e.g., school-aged youth, seniors, immigrant associations) and languages (English, French, and support for Indigenous languages)



ACTION TEAM ROLE

SERVE AS FORMAL DELIVERY PARTNERS TO CO-ORGANIZE AND GROW OWC.

SPECIFIC ACTIONS AND CONSIDERATIONS OVER 2021-2024

- Build on the June 2020 pilot of OWC to establish a formal national steering committee with strong regional and cultural diversity, and co-develop an action plan
- Formally change name of pilot from “Oceans Week Canada” to “Ocean Week Canada”
- Build new partnerships, including funding partners, and identify existing or new community-led organizations in key cities across Canada
- Scale up and integrate existing public ocean events into OWC programming
- Expand and strengthen current OWC website and social media presence, including through strengthened bilingual (English/French) presence and communications and a targeted national social media campaign
- Develop tools for communities to support organization of OWC events
- Develop tracking tools for OWC website and community event leads to measure reach and impact

Although “oceans” commonly appears in the plural, referring to the 5 ocean basins (Atlantic, Arctic, Indian, Pacific, Southern), there is **1 INTERCONNECTED GLOBAL OCEAN.**

By referencing the ocean in the singular, it helps to reinforce the interconnection and the need for collaborative action to ensure a healthy ocean.

KEY PERFORMANCE INDICATORS

Tracking trends and changes in:

- Annual # of OWC events and Canadians reached (registered through the OWC site)
- # of cross-sectoral partnerships in organizing and supporting OWC events
- Responses to a repeated poll with a random sampling of the general public to see how Canadians’ ocean perceptions and values have changed from the 2020 baseline

LOOKING AHEAD: POSSIBILITIES FOR 2025-2030

- Establish collaborative links between OWC and other highly relevant annual international days, such as Earth Day (April 22), International Day for Biological Diversity (May 22), World Environment Day (June 5), and World Rivers Day (last Sunday in September)
- Co-develop the OWC arts initiative into a large-scale, ocean dedicated cultural event and exhibit (see ‘Looking Ahead’ in Action Stream #5)

#5 ENHANCE OCEAN KNOWLEDGE SHARING THROUGH MEDIA COMMUNICATION, STORYTELLING & THE ARTS

OBJECTIVES

Increase communication of diverse ocean stories; support community science journalism and artists building land-water-ocean-human connections

This includes to:

- Reinforce the importance of local storytellers and artists, and highlight the diverse knowledge systems, relationships, and ways Canadians are connected to and impacted by the ocean and waterways across Canada
- Highlight and support ocean-related natural and social science and broader ocean communication programs, postsecondary programs, and leaders in Canada



ACTION TEAM ROLE

CO-IDENTIFY AND SUPPORT EXISTING OCEAN KNOWLEDGE SHARING INITIATIVES, WITH SOME MEMBERS ALSO SERVING AS FORMAL DELIVERY PARTNERS OF NEW, TARGETED CANADA-WIDE INITIATIVES.

SPECIFIC ACTIONS AND CONSIDERATIONS OVER 2021-2024

- Create an ocean stories video series exploring human connections with the ocean from coast to coast to coast that is aimed at a broad audience and can be shared on multiple organizational and media platforms
- Develop a virtual story mapping project that communicates diverse ocean and water community-based experiences, observations, and solutions from across Canada, helping to support and bridge ocean science impact with community action
- Collaborate on the co-design and co-delivery of a national ocean communication webinar series that reflects diverse ocean knowledge systems (e.g., natural science and social science, Indigenous knowledge systems, local expertise)
- Identify and highlight on the OL Map (see Action Stream #1):
 - ocean journalists, media outlets, social media influencers
 - existing and emerging university/college science communication and data visualization programs
 - creative and culturally relevant arts-based approaches to ocean and water literacy, including storytelling, film, theatre, music, dance, visual art, etc.

KEY PERFORMANCE INDICATORS

Tracking trends and changes in:

- # of viewers of the ocean stories video series, community story mapping project, and ocean communication webinar series
- Responses to a repeated Canadian Ocean Literacy Survey and Poll to note changes in 2020 baseline of Canadians' ocean perceptions and values, including how Canadians learn about the ocean
- Results of a repeated coarse-scale media analysis to track # of ocean stories in Canadian media compared to 2020 baseline

LOOKING AHEAD: POSSIBILITIES FOR 2025-2030

- Co-create a Canadian ocean documentary series sharing stories on human connections to the ocean to appear on public broadcast networks.
- Co-develop a large-scale, ocean-dedicated cultural exhibit.
- Establish a joint national initiative to produce a new Paddle to the Sea film set in the current context of reconciliation, climate change, and equity, teaching new generations of diverse Canadians about watersheds and the shared global ocean.

#6 AMPLIFY AND ADVANCE YOUTH ENGAGEMENT IN OCEAN CONSERVATION & SUSTAINABLE BLUE ECONOMY OPPORTUNITIES

OBJECTIVES

Engage and support diverse youth in ocean conservation, policy, and decision-making processes; increase awareness of and opportunities in an equitable and **SUSTAINABLE BLUE ECONOMY**

This includes to:

- Create authentic spaces and inclusive practices to meaningfully address youth calls for climate action, ocean sustainability, and broader nature-based solutions
- Increase awareness and attract young talent and innovation to emerging SBE opportunities



ACTION TEAM ROLE

SERVE AS A NATIONAL VOICE TO CO-IDENTIFY OPPORTUNITIES AND EFFECTIVE PRACTICES TO STRENGTHEN YOUTH OCEAN LEADERSHIP, WORKFORCE PREPARATION, INNOVATION, AND IMPACT IN CANADA.

SPECIFIC ACTIONS AND CONSIDERATIONS OVER 2021-2024

- Raise awareness and highlight youth-focused ocean leadership programs and opportunities across regions and sectors on the Ocean Literacy Map (see Action Stream #1)
- Examine national youth engagement and leadership conservation programs, opportunities, and approaches in Canada to co-determine effective practices, scaffolding of youth engagement experiences and skill development, increase access and diversity of youth engaged, and strengthen collaboration and communication across youth-focused organizations and opportunities
- Identify, highlight, and support SBE and other ocean-related career training, education, mentorship, and employment opportunities for youth
- Increase support for and strengthen linkages between existing youth-led environmental initiatives and ocean conservation in Canada
- Establish an annual Canadian Ocean Innovation Challenge for high school students in partnership with Canada's Ocean Supercluster (see Canada's G7 2018 Youth Challenge)
- Support Canadian early-career ocean professionals to participate in UN Ocean Decade and other international collaborative opportunities focused on ocean science, conservation, and SBE
- Identify and communicate success stories of diverse youth ocean leaders in Canada through various communication platforms, media, and ocean literacy resources

KEY PERFORMANCE INDICATORS

Tracking trends and changes in:

- # of ocean literacy initiatives led by and for youth on the OL Map
- Diversity of youth participating in youth ocean leadership programs, conservation targeted programs, and SBE career and training programs via co-developed tools with representative samples
- # of annual participants in the Canadian Ocean Innovation Challenge
- Quality of engagement for representative sample of Canadian youth delegates in international ocean events using a youth-developed assessment tool

LOOKING AHEAD: POSSIBILITIES FOR 2025-2030

- Support young Canadians who are serving as Canadian delegates on international initiatives (e.g., All-Atlantic Ocean Youth Ambassador Program etc.) to lead and/or co-coordinate regional and national engagement activities for broader Canadian youth.
- Embed youth category into the Ocean Inspiration Prize (see 'Looking Ahead' in Action Stream #2).

#7 EVALUATE AND IMPROVE THE CURRENT STATE OF ACCESS AND DIVERSITY WITHIN CANADA'S BLUE SPACES & OCEAN-RELATED SECTORS

OBJECTIVES

Eliminate barriers for all Canadians in accessing and benefitting from blue spaces; respond to community-based priorities and vulnerabilities related to a changing ocean

This includes to:

- Make access and diversity a priority area in education, public awareness, research, and strategic actions



ACTION TEAM ROLE

ORGANIZE AND ENGAGE IN A WORKING GROUP(S) TO CO-DESIGN AND LEAD SPECIFIC INITIATIVES IDENTIFIED TO BETTER UNDERSTAND AND IMPROVE ACCESS AND DIVERSITY WITHIN VARIOUS BLUE SPACES AND OCEAN-RELATED SECTORS IN CANADA

SPECIFIC ACTIONS AND CONSIDERATIONS OVER 2021-2024

- Establish a Canada-wide, interdisciplinary, community-based, and sector-specific research collaboration to:
 - co-examine the numerous existing but siloed initiatives that have either directly or indirectly gathered data regarding diversity in Canada's ocean sector
 - co-establish a research baseline of understandings and gaps of the current state of diversity in Canada's ocean sectors and of the inequities and barriers to accessing and benefitting from blue spaces across Canada
- Publish and share a baseline report on the initial research, as well as possible visualization tools for identified/examined ocean sectors
- Support community-based action research projects and collaborations to identify and respond to inequities and barriers specific to priority populations, including Black, Indigenous, and People of Colour, women, youth, people with disabilities, and 2SLGTBQIA+ people

KEY PERFORMANCE INDICATORS

Tracking trends and changes in:

- The state of diversity in Canada's ocean-related sectors and identified ocean sector opportunities addressing inequities (e.g., training, internships, etc.) for Black, Indigenous, and People of Colour, women, youth, people with disabilities, 2SLGTBQIA+ people, and other priority populations through co-determined instruments (using the co-established research baseline - see above)
- Community-based action research projects and collaborations supported by the Microgrant Program (see Action Stream #2) that are focused on addressing barriers to access and diversity
- # of equity, access, diversity, and inclusion focused ocean-related publications in Canada

LOOKING AHEAD: POSSIBILITIES FOR 2025-2030

- Continue efforts as a longitudinal study through which Canada can co-evaluate trends, analyze changes, identify effective policy interventions, and, in turn, act to eliminate barriers and support equity, access, and diversity in Canada's ocean sector.
- Co-develop and deliver online and in-person networking training sessions on hiring and workplace best practices towards improving equity and diversity within targeted ocean sectors in all regions across Canada.

#8 IMPROVE GOVERNMENT INTEGRATION OF WATER-OCEAN-CLIMATE LITERACY IN POLICY & PUBLIC ENGAGEMENT

OBJECTIVES

Improve coordination and collaboration across levels of government to better bridge land and freshwater, ocean, and climate initiatives aimed at communication with and engagement of the Canadian public

This includes to:

- Improve jurisdictional silos between land, water, ocean, and climate communication and action within government and with the general public
- Increase the public's awareness and use of community science programs and tools related to water/ocean health and access, as well as engagement in local 'blue' community initiatives and Indigenous-led conservation movements



ACTION TEAM ROLE

FEDERAL AGENCIES, PROVINCIAL/TERRITORIAL GOVERNMENTS, MUNICIPALITIES, AND RELEVANT NGOs FORM WORKING GROUPS TO BETTER INTEGRATE AND STRENGTHEN WATER-OCEAN-CLIMATE LITERACY IN PUBLIC COMMUNICATION AND ENGAGEMENT.

SPECIFIC ACTIONS AND CONSIDERATIONS OVER 2021-2024

- Establish an Interdepartmental **FEDERAL WORKING GROUP ON WATER-OCEAN-CLIMATE LITERACY** with regular meetings to identify, advance, and report on priorities from a federal perspective. Priorities for consideration include to:
 - determine common messaging and communications
 - enhance approaches and opportunities for public engagement in government-coordinated processes linked to land-water-ocean conservation and climate action (e.g., 30% of land and ocean conserved by 2030)
 - coordinate and convene opportunities to bring Federal Working Group members together with NGO, academic, education, and communication leaders in water, ocean, and climate literacy
 - promote community science programs and tools related to water/ocean health and access
 - improve awareness and support for Indigenous-led conservation and decision-making with respect to land, water, and ocean planning, management, monitoring, and use
- Establish a broader **COMMUNITY WATER-OCEAN-CLIMATE LITERACY WORKING GROUP** with representatives from Indigenous, provincial, territorial, and municipal governments, as well as community-level umbrella organizations (e.g., [Canadian Federation of Municipalities](#), [Community Foundations of Canada](#)) to share opportunities to increase the engagement of Canadians in existing local initiatives focused on healthy water, blue spaces, and access to water

KEY PERFORMANCE INDICATORS

Tracking trends and changes in:

- focus and outcomes of co-identified objectives by an **INTERDEPARTMENTAL FEDERAL OCEAN LITERACY WORKING GROUP ON WATER-OCEAN-CLIMATE LITERACY**, including the tracking of formal and informal partnerships created between federal government and external community organizations and experts
- # of government-convened meetings that bring water-ocean-climate literacy leaders together from across different sectors, and progress on identified actions

LOOKING AHEAD: POSSIBILITIES FOR 2025-2030

- Co-develop a 'Land, Water, Ocean, Us' Literacy Toolkit for local decision makers.
- Co-identify ways to increase use and scale up existing open access public data sharing platforms focused on healthy water (e.g., [DataStream](#), [Swim Guide](#), etc.).

#9

BUILD OCEAN & HUMAN HEALTH CONNECTIONS

OBJECTIVES

Respond to the identified gap in ocean health and human well-being connections; strengthen ocean and human health research, education, and communication in Canadian society

This includes to:

- Create opportunities for research, education, and citizen engagement to better understand the **OCEAN AND HUMAN HEALTH (OHH)** links and optimize the outcomes for both ocean health and human health (OHH)
- Foster open communication and knowledge sharing related to OHH work, particularly the role the ocean plays in health and wellbeing (e.g., mental health, physical health, emotional wellbeing)



ACTION TEAM ROLE

ORGANIZE AND ENGAGE IN CO-DESIGNING AND LEADING INITIATIVES TO BETTER UNDERSTAND AND COMMUNICATE OCEAN AND HUMAN HEALTH CONNECTIONS.

SPECIFIC ACTIONS AND CONSIDERATIONS OVER 2021-2024

- Establish an **OHH - OCEAN LITERACY MULTI-INSTITUTIONAL RESEARCH GROUP** to review relevant international OHH work linked to ocean literacy and broader existing nature-human health research in Canada to co-identify key areas of study
- Identify, highlight, and support community projects focused on water and OHH connections, particularly as they pertain to food, sense of place, and physical, mental, and spiritual well-being
- Identify funding opportunities that span OHH jurisdictions and recruit assistance to navigate these complexities in developing funding applications
- Expand the network of OHH researchers, and identify barriers to OHH understanding within Canada
- Co-develop an interdisciplinary Canada-wide OHH - Ocean Literacy research program to span the UN Ocean Decade (2021-2030)
- Co-develop educational and communication resources and engagement activities that inform the public and specific sectors about OHH benefits and risks (e.g., disasters, contaminants, flooding, climate change, food insecurity, etc.)
- Support emerging transdisciplinary OHH research collaborations by including an ocean literacy dimension to OHH (e.g., education, communication, community outreach)

KEY PERFORMANCE INDICATORS

Tracking trends and changes in:

- Funding secured to continue OHH research progress
- # of existing community projects that focus on OHH connections
- # of OHH educational resources and engagement activities targeted for the public
- # of publications/researchers who reference the OHH concept

LOOKING AHEAD: POSSIBILITIES FOR 2025-2030

- Recognition of OHH as a discipline, with established positions dedicated to this topic
- Create a research platform for data and resource sharing, serving as an OHH – Ocean Literacy educational tool for the Canadian public



TRACKING PROGRESS

To ensure progress on achieving both the Strategy goals and Action Stream objectives, an overarching evaluative framework will be co-developed in 2021. To lead this work, COLC's national project office will establish an expert evaluation team consisting of diverse experts from both academia and the private sector. As part of the broader evaluation framework, existing instruments from COLC's *Understanding Ocean Literacy in Canada* study (2019-2020), including a national ecosystem survey, a national poll, and targeted regional/organizational asset mapping, will be integrated with emerging Key Performance Indicator-aligned tools, such as the the Canadian Ocean Action Streams Tracker (C.O.A.S.T.). Other means of measuring ocean literacy specific to ocean knowledge, values, and actions will be developed.

Annual impact stories and progress reports on each Action Stream, and all other Strategy evaluation-based publications, will be made available to the public on the COLC website.

Members of the expert evaluation team will engage in international collaborative and comparative ocean literacy research initiatives throughout the UN Ocean Decade.