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.

**VISION**

**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 benefiting 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

**ACTION STREAMS**

1. **DEVELOP THE DIGITAL CANADIAN OCEAN LITERACY MAP & COMMUNITY PLATFORM**
2. **ESTABLISH THE CANADIAN OCEAN LITERACY COMMUNITY MICROGRANT PROGRAM**
3. **STRENGTHEN OCEAN EDUCATION**
4. **GROW OCEAN WEEK CANADA**
5. **ENHANCE OCEAN KNOWLEDGE SHARING THROUGH MEDIA COMMUNICATION, STORYTELLING & THE ARTS**
6. **AMPLIFY AND ADVANCE YOUTH ENGAGEMENT IN OCEAN CONSERVATION & SUSTAINABLE BLUE ECONOMY OPPORTUNITIES**
7. **EVALUATE AND IMPROVE THE CURRENT STATE OF ACCESS AND DIVERSITY WITHIN CANADA’S BLUE SPACES & OCEAN-RELATED SECTORS**
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9. **BUILD OCEAN & HUMAN HEALTH CONNECTIONS**

**PATHWAYS FOR ENGAGEMENT**

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

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.

**JOIN AN ACTION TEAM**

Each Action Stream has an Action Team that works closely with COLC's project office to serve as a coordinated national voice, ensuring leadership, momentum, Canada-wide collaboration, and measured progress.

**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.

**TELL US HOW YOU’RE TAKING ACTION**