



COLC's Canada-wide Ocean Literacy Study: National Workshop



June 23
1:30pm to 2:30pm EDT

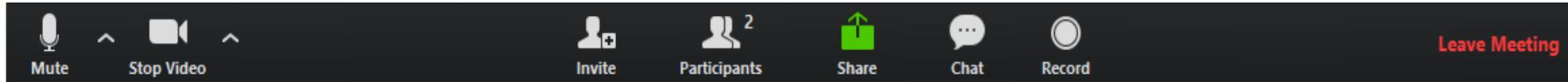
WELCOME!

Upon joining, please:

- Select preferred language channel (English or French)
 - Ensure your online name is formatted as follows:
 - FirstName LastName, preferred pronoun (Organization)
 - E.g. Sarah MacNeil, she/her (COLC)
- (participants > *your name* > more > rename)



Participant Controls



Upon joining, please ensure your online name is formatted as follows:

- FirstName LastName, preferred pronouns (Organization)
- E.g. Sarah MacNeil, she/her (COLC)

(participants > *your name* > more > rename)

As a participant, you will have the ability to (by clicking on the control bar icons):

Mute / unmute

Show / stop video

View and participate in the Chat

View participants on the call

React with a thumbs up or clapping hands

Select your preferred language channel

(English or French)

**Please note: If you are participating via phone, you may not be able to participate in all the same ways*



Welcome and Introductions



Who is in the room? Anyone missing?



Arctic Eider Society
Artists & Authors
Back to the Sea Society
Bamfield Marine Sciences Centre
Bangladesh University of Professionals
BC Ferries
Biodôme de Montréal
Boating BC
Canadian Museum of Nature
Canada's Ocean Supercluster
Canadian Network for Ocean Education (CaNOE)
Centre for Indigenous Environmental Resources
Centre for Ocean Ventures & Entrepreneurship (COVE)
Clean Foundation
Coastal Action
Coastal Connections
Coastal Restoration Society & Clayoquot CleanUp
Consultants (individuals)
Coldwater Lobster Association
CPAWS-NL
Dalhousie University

Ecology North
EECOM
Environment and Climate Change Canada
Esgenoôpetitj Watershed Association
Fisheries and Marine Institute, Memorial University
Fisheries and Oceans Canada
Fishing for Success
Georgia Strait Alliance
Gesner & Associates Environmental Learning
Global Ocean Visions
Government of Alberta
Green Marine
Hakai Institute
Halifax Regional Centre for Education
Illinois Coastal Management Program
Indigenous Services Canada
Johnson Geo Centre
Laurentian University
M - Expertise Marine
Maritime Aboriginal Peoples Council
Memorial University of Newfoundland
MEOPAR
Mi'kmaw Conservation Group
Mitacs

Nature Canada
Observatoire du St-Laurent
Ocean Bridge
Ocean Conservation Trust
Ocean Networks Canada
Ocean School/Ocean Frontier Institute
Ocean Tracking Network
Ocean Wise
Oceans Learning Partnership
Ottawa Riverkeeper
Parcs Canada / #Nature For All
Peel Environmental Youth Alliance
Pisces RPM
Polar Knowledge Canada
Rambøll
Ripley's Aquarium of Canada
Simon Fraser University
St. George's Senior School
St. John's Storytelling Group
Students on Ice
Swim Drink Fish
University of British Columbia
University of Victoria
Vancouver Island University
WWF- Canada
Yukon Conservation Society



Agenda



- Framing the Project & Timeline
- Study Engagement & Outputs
- Key Findings & Insights
- Advancing the Development of a National Strategy
- Breakout Group Discussions: What will make this national ocean literacy strategy successful?
- Closing Remarks and Next Steps



Ideas for a Smooth and Effective Zoom Meeting Today



We've got an ambitious agenda! Here are some thoughts to guide your participation today:

- Let's use the **Chat Box** to pose questions and share comments throughout the session
- Let's use the **React** options to show support (thumbs up and clapping)
- Please keep yourself on **Mute** for the duration of session, except in breakout groups
- Please to use the "**Interpretation**" channel to hear the delivery of the presentations in the official language of your choice
- Watch for the **follow-up survey** after the workshop to provide additional input!
- Please note, the session is being **recorded** and will be shared post-workshop
- Most of all... **your patience is appreciated** as we navigate this virtual engagement experience!



COLC's Story

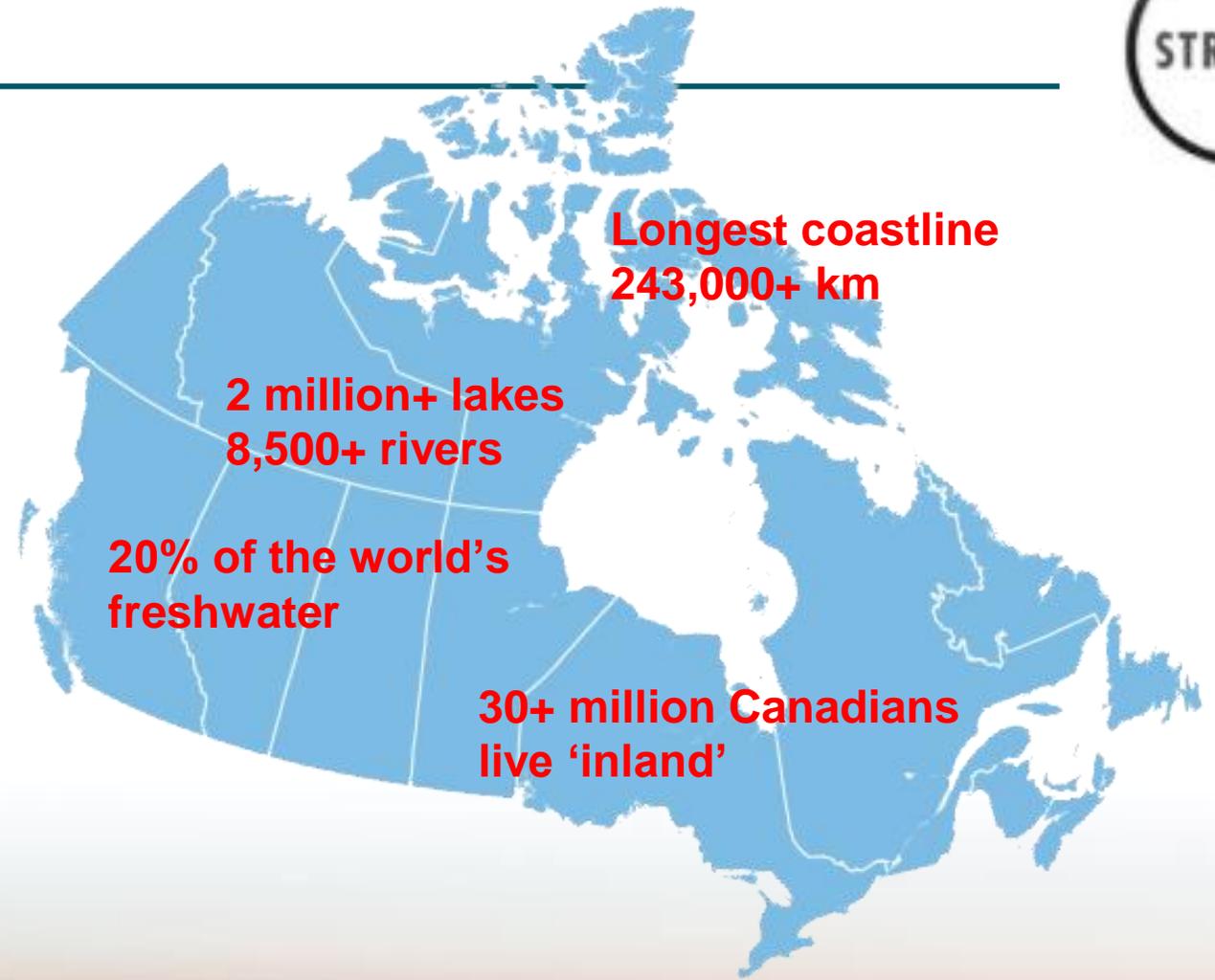


A Canadian Ocean Literacy Strategy

August 1, 2018 DEVELOPMENT PLAN: DRAFT 2 For Discussion

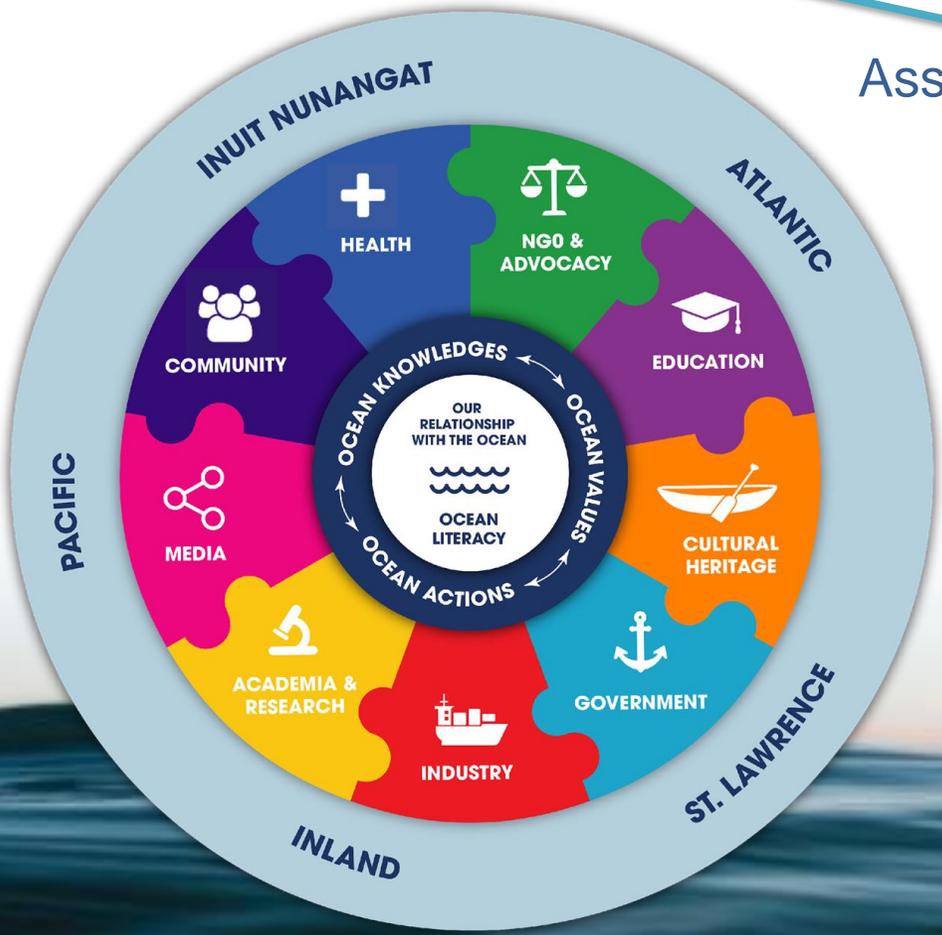
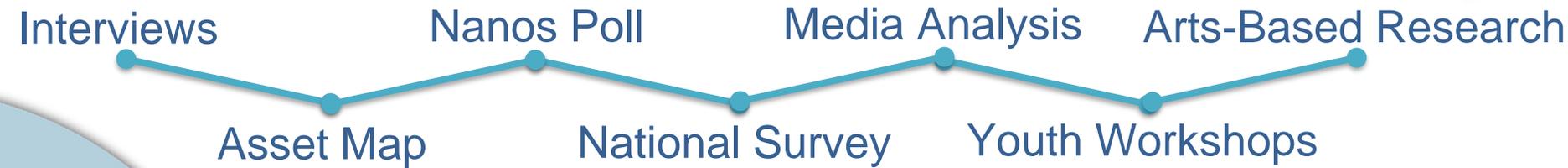


To send feedback on this document and/or to join the coalition, please email: admin@COLC.ca





Understanding OL in Canada: Study Framework

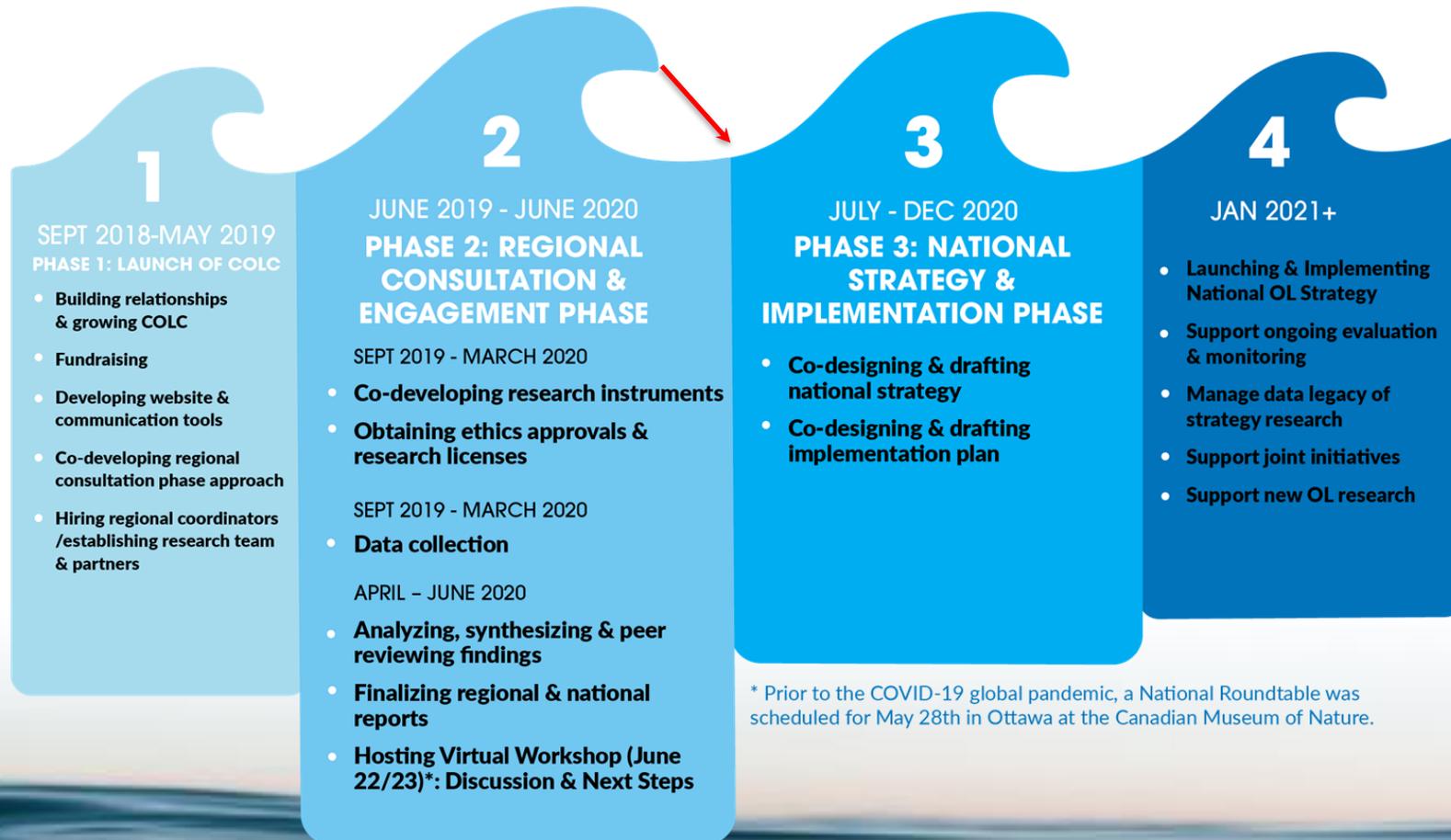


Research Questions:

1. What is the current understanding and state of OL in Canada?
2. What are the current strengths and barriers of OL in Canada?
3. What are the key recommendations to advance OL in Canada?

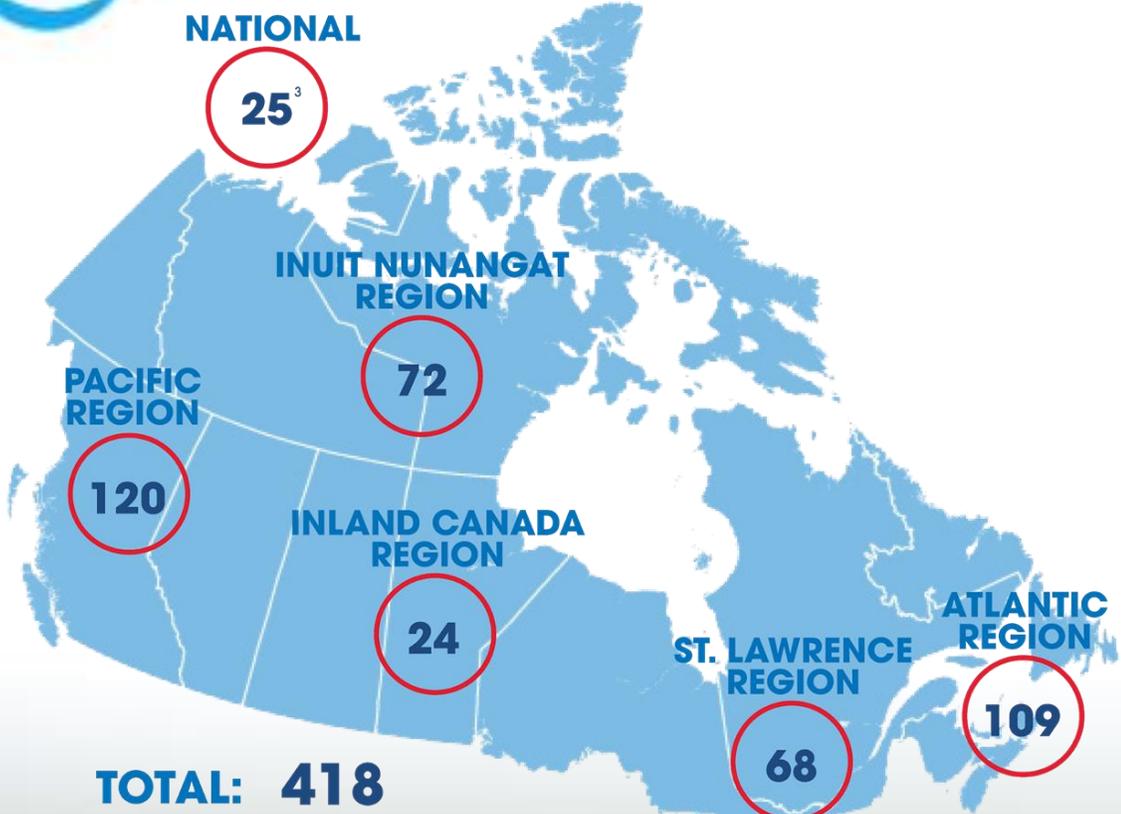


Project Phases & Timeline





Canada-wide Engagement



3,017 CANADIANS

Canadian OL Survey – 1,359

Nanos Poll – 1,010

Interviews – 188

Youth Workshop Participants – 210

Arts-based responses – 250

418 OL organizations

Documents Scanned – 332

Media & Social Media Scan – 1,253/88



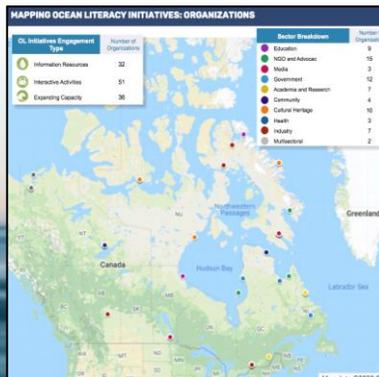


Study Outputs



18 Outputs

- National Report
- Canadian OL Survey Highlights Report
- Youth and OL in Canada: Highlights Report
- Media/Social Media Scan: Highlights Report (coming soon)
- 5 regional reports
- 5 regional artists' reports
- 4 regional OL Asset Map Tables



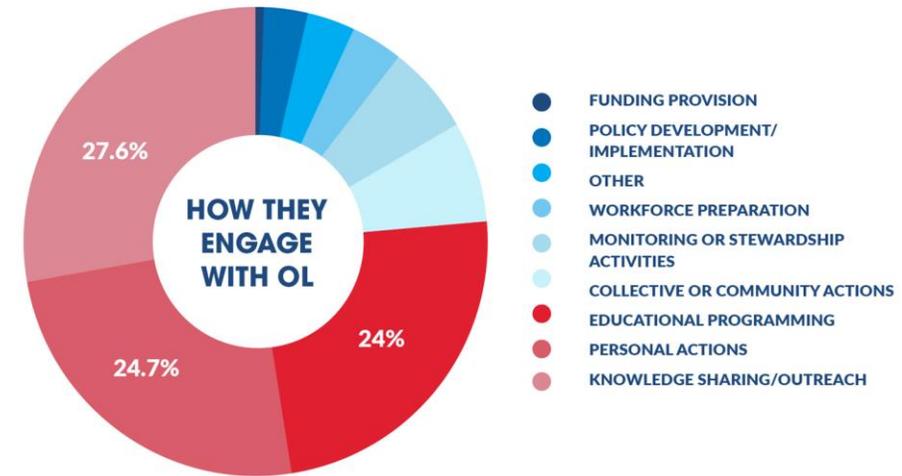
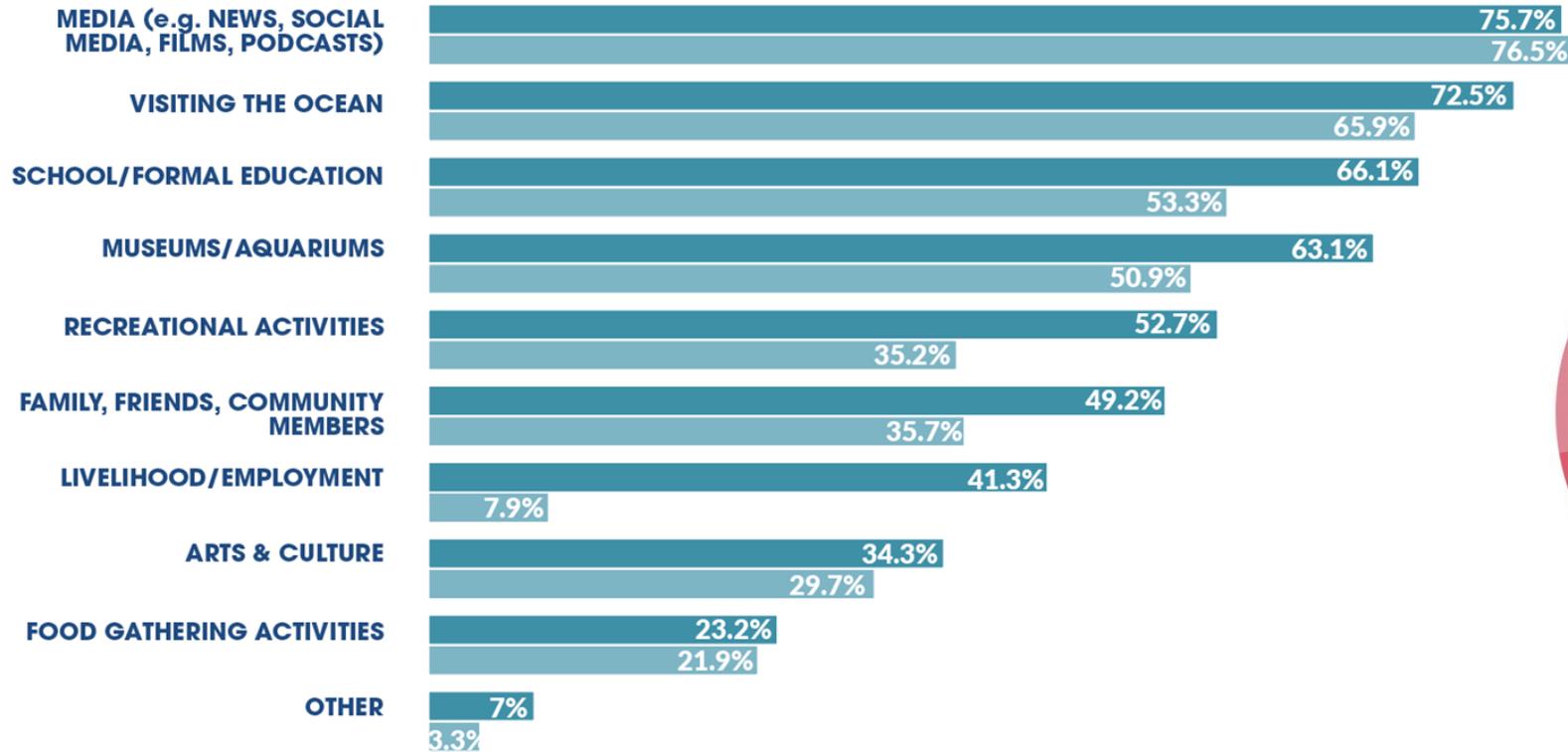


Key Findings: Canadian OL Survey & Nanos Poll



CANADIANS LEARN ABOUT THE OCEAN THROUGH

● COLSurvey (OCEAN-ENGAGED) ● NANOS (GENERAL PUBLIC)



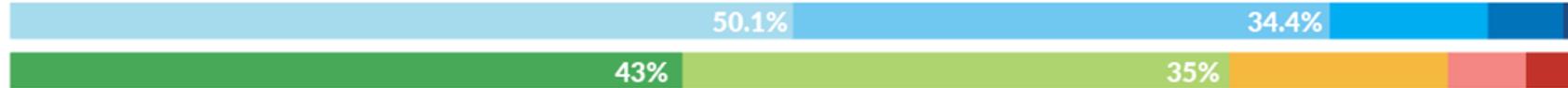


Key Findings: Canadian OL Survey & Nanos Poll

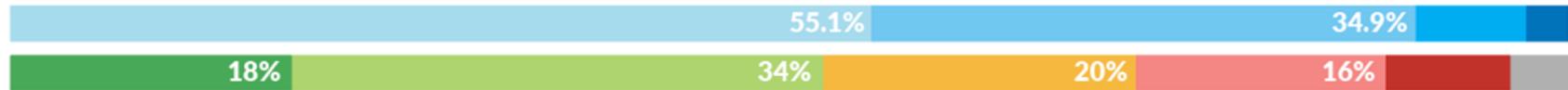


OCEAN PERCEPTIONS

CANADA IS AN OCEAN NATION



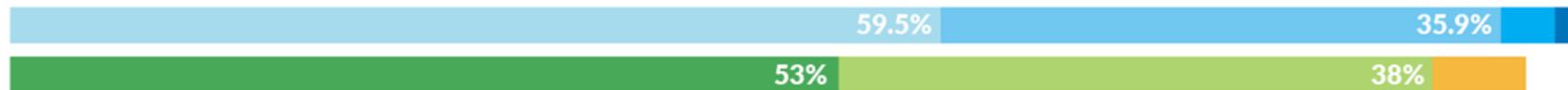
MY DAY-TO-DAY ACTIONS IMPACT THE OCEAN



THE OCEAN DIRECTLY INFLUENCES MY DAY-TO-DAY ACTIVITIES



THE OCEAN PLAYS AN IMPORTANT ROLE IN CANADA'S ECONOMY





Key Insights Across the Regions



KEY INSIGHT #1

Let's move beyond the term



KEY INSIGHT #2

Land, Water, Ocean, Sea Ice:

Let's move towards an
ocean continuum in Canada

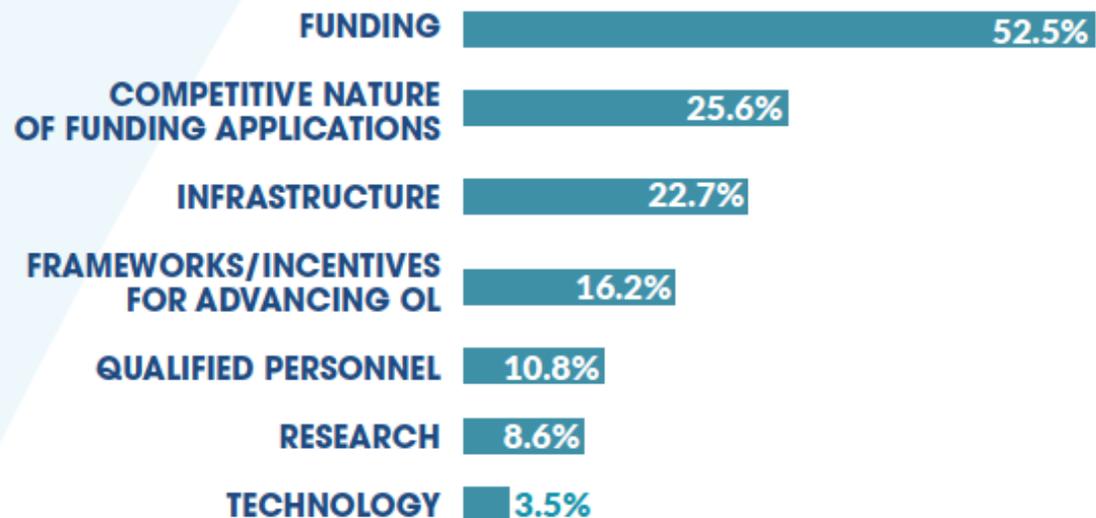
KEY INSIGHT #3

Let's make an **ocean continuum** part of an
Ocean-Water-Climate-Nature
Narrative

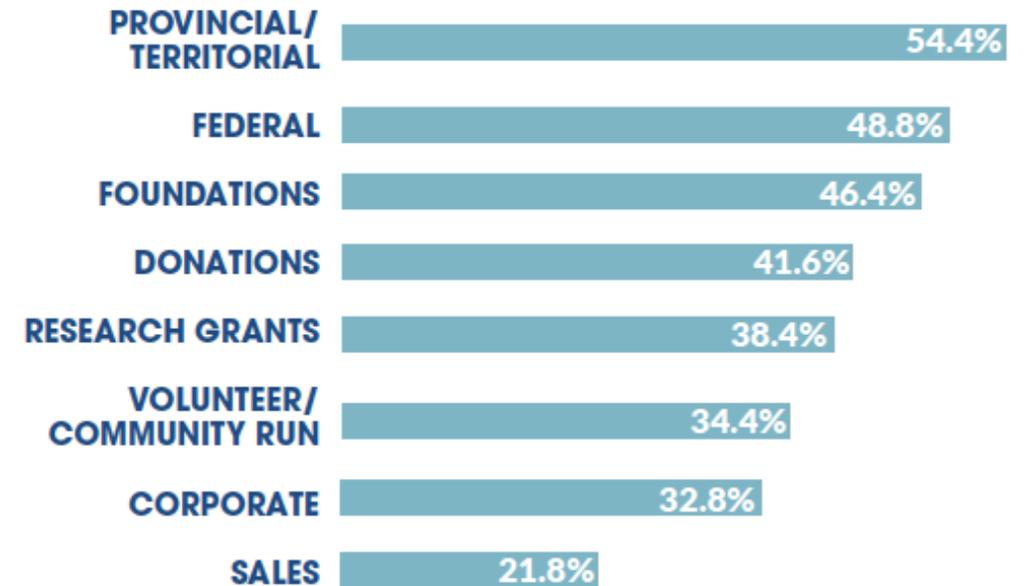


KEY INSIGHT #4 ADDRESSING THE FUNDING BARRIER THROUGH THE INDUSTRY GAP: LET'S MOVE TOWARDS PROBLEM SOLVING

WHAT ARE THE MOST SIGNIFICANT BARRIERS TO IMPLEMENTING OL INITIATIVES?



WHEN ASKED, "WHAT ARE YOUR FUNDING SOURCES?", SURVEY FINDINGS SHOW:





Advancing the Development of a National Strategy



National Strategy- Intended Outcomes



- Strengthens Canadians' knowledge & values about the ocean
- Fosters an ethic of care for the ocean in Canadians
- Changes behaviours and incites action
- Influences policy decisions and educates decision-makers
- Advances reconciliation with Indigenous Peoples
- Builds bridges and a culture of collaboration within and beyond the OL community, regionally, nationally, and internationally

- Other - let us know in the Chat!



National Strategy – Timeline



Next phases / Timeline

- July – August
- September – October
- November – December

January – launch strategy



2021
2030 United Nations Decade
of Ocean Science
for Sustainable Development

Potential pathways for continued engagement:

- Finalizing recommendations
- National OL Asset Map
- Typology of OL actors and actions
- Working groups (e.g., industry engagement, national education framework, etc.)
- Design thinking and implementation plan
- Innovative monitoring indicators
- Reviewing draft strategy
- Anything else? Let us know in the chat!



What will make this national ocean literacy strategy successful?

- 4-5 people per group + a dedicated notetaker
- Open and inclusive space for **constructive discussion**
- Before we bring you back to the main gathering space, your **notetaker will prepare 1-2 key takeaway messages** from group discussion to be shared in the main Chat Box



Insights for the National Strategy



What did we hear from Breakout Groups?

Remember to share 1-2 key takeaways from your group in the Chat Box!



Wrapping up our Session



What was your experience today? What did you learn? Surprises? A-ha's?

In **“one word”** please use the Chat Box to share your closing thoughts...!

NEXT STEPS:

Pathways for Engagement

Follow-up survey

‘What We Heard’ summary report/audio recording of full plenary

Thank you for your participation!
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  @CANoceanlitCO

WWW.COLCOALITION.CA

Workshop Partners:



Research Partners:

