



## BACKGROUND & KEY MESSAGES

### BACKGROUND

- 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. COLC operates as an independent national project office with an administrative home at [Ocean Networks Canada](#).
- The Canadian Ocean Literacy Strategy was co-developed through a community-driven, regionally focused engagement process from coast to coast, with over 3,000 Canadians and more than 400 organizations participating.
- The *Understanding Ocean Literacy in Canada* study (2019-2020), led by COLC, provided the first baseline of ocean literacy in Canada and the evidence upon which the Strategy was co-developed.

### LINKS LIVE ON MARCH 16TH, 2021

- [Land, Water, Ocean, Us: A Canadian Ocean Literacy Strategy](#)
- [Implementation Plan: Pathways for Collaboration](#)
- [Canadian Ocean Literacy Map and Database](#)

### RELATED PRODUCTS

- [Understanding Ocean Literacy in Canada](#) (2019-2020) [National Study]
- [The Heart of our Biosphere: Exploring our Civic Relationship with the Ocean in Canada](#) (2020) [Canadian Commission for UNESCO Publication]
- [All Waters are Ocean Waters](#) (2020) [Water Canada Publication]

### ASSOCIATED LINKS

[Canadian Ocean Literacy Coalition](#)

### KEY MESSAGES

- The Canadian Ocean Literacy Strategy offers a collaborative framework for action as identified by Canadians to advance ocean literacy in Canada over the course of the United Nations Decade of Ocean Science for Sustainable Development (2021-2030). The framework includes 3 overarching goals and 9 Action Streams.
- Ocean literacy, in its broadest sense, is about our relationship with the ocean. In Canada, the ocean can be more holistically understood as an “ocean continuum”, including land, freshwater, coasts, and sea ice, as well as the open ocean.
- Ocean literacy must include (fresh) water literacy and broader climate literacy. They are all interconnected.
- Ocean literacy includes increasing public awareness of the state of the ocean, our impacts upon it, and its impacts upon us. However, ocean literacy also includes broad access to experiences, blue spaces, opportunities, and tools that empower action, change behaviour, drive innovation, promote ocean sustainability, and integrate knowledge and values of Indigenous Peoples.
- Ocean literacy directly contributes to growing an equitable and sustainable blue economy by increasing awareness of marine career opportunities, attracting talent and innovation, removing barriers, and strengthening workforce diversity.
- Implementation of the Canadian Ocean Literacy Strategy is not possible by any one organization, level of government, or region. Measured progress and impact will be achieved through collaboration.
- Canada is the first country to launch a multisectoral national ocean literacy strategy. Through our efforts regionally and nationally, Canada will be better positioned to collaboratively support and contribute to advancing global ocean literacy efforts.

### CONTACTS

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