



**CANADIAN
OCEAN
LITERACY
COALITION**



2021 United Nations Decade
of Ocean Science
2030 for Sustainable Development

Transforming Humanity's Relationship with the Ocean: The role & relevancy of the ocean literacy movement

UNESCO NGO Forum: Mobilising NGOs for the International Decade of
Indigenous Languages and Ocean Decade

November 22, 2022

Diz Glithero, PhD

diz@colcoalition.ca



2021 United Nations Decade
2030 of Ocean Science
for Sustainable Development

ABOUT THE DECADE



OCEAN
LITERACY
WITH ALL



unesco

Intergovernmental
Oceanographic
Commission



The Science
We Need for the
Ocean We Want



The United Nations
Decade of Ocean Science
for Sustainable Development
(2021-2030)



GenO

Welcome to
**Generation
Ocean**



Join the
movement
for the
**Ocean
We Want**



The United Nations
Decade of Ocean Science
for Sustainable Development
2021-2030



10 years
10 challenges
1 ocean

*Change humanity's relationship
with the ocean*



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ABOUT COLC

Est. 2018



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COLC operates as an independent national project office with an administrative home at Ocean Networks Canada at the University of Victoria.

Community-Established Mandate

Catalyze collaborative momentum, relationships, coordinated action

Advocate for regional/community organizations at a national level

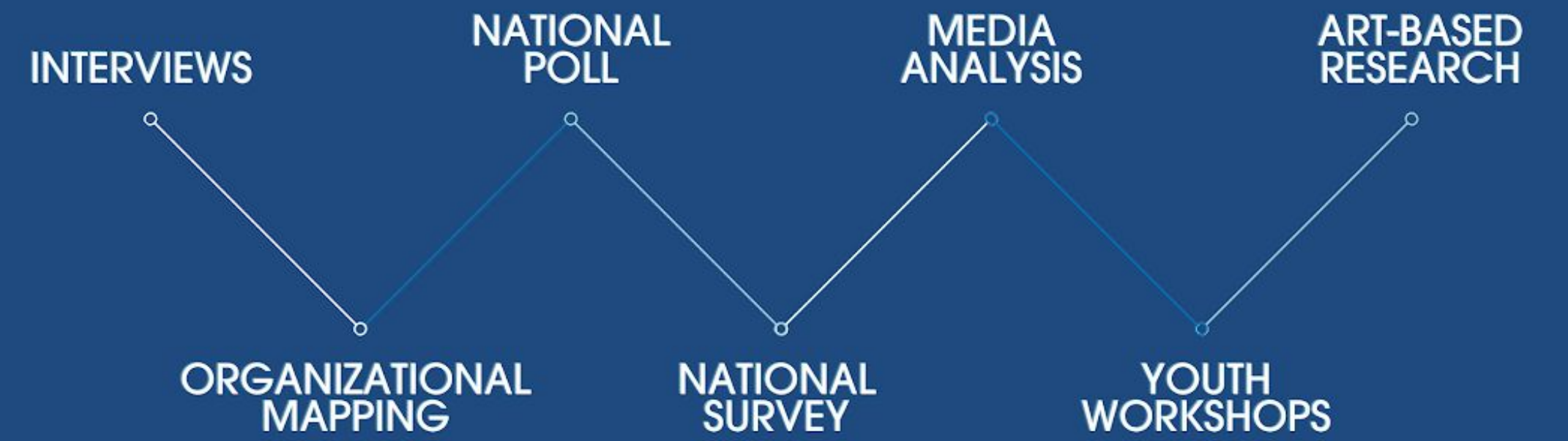
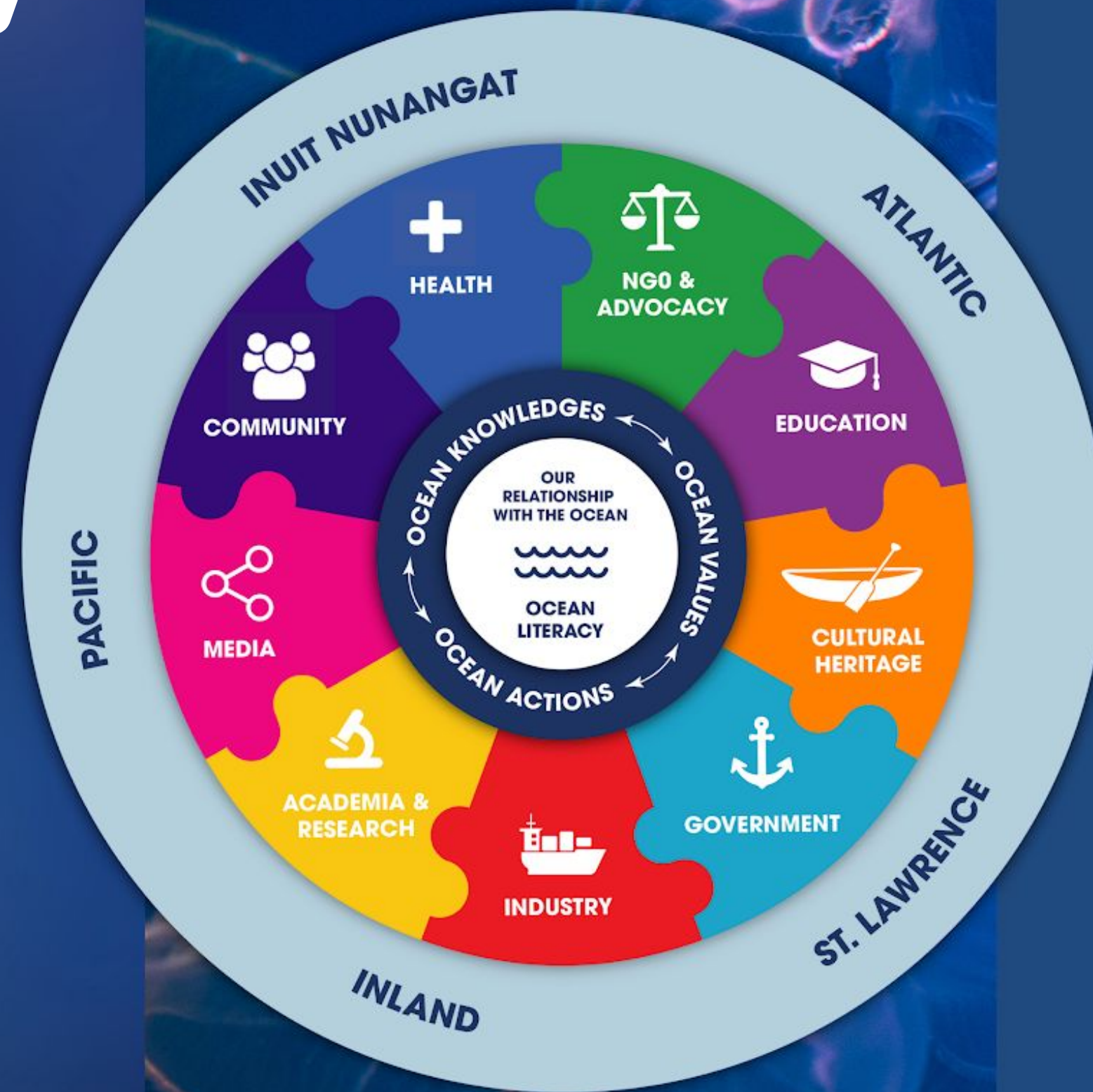
Co-identify and co-design ocean literacy research

Contribute to international ocean literacy efforts

OCEAN CONSERVATION
CONNECTIONS TO THE OCEAN
OCEAN SCIENCE COMMUNICATION
LA MER
WATER CONSERVATION
INUIT QAUJIMAJATUQANGIT*
OCEAN POLICY
OCEAN ACTIONS
OCEAN POLICY
HAÍKILAXSI CIĪSÁ WÁWÁXTUSA GÁYÁQĻA QŃTS DMXSAĶV*
OCEAN RELATIONSHIPS
LAND AND WATER GUARDIANS
CONNAISSANCES ENVIRONNEMENTALES
OCEAN KNOWLEDGE EXCHANGE
OCEAN LIVELIHOODS
OCEAN GOVERNANCE
OCEAN ADVOCACY
OCEAN SCIENCE KNOWLEDGE
WATER WALKERS
CONNAISSANCES ÉCOSYSTÉMIQUES
WATER STEWARDSHIP
MARINE CITIZENSHIP
OCEAN AWARENESS
OCEAN VALUES
OCEAN UNDERSTANDING
SCIENCES OCÉANIQUES
OCEAN ETHIC
OCEAN CITIZENS
OCEAN STORIES
OCEAN EDUCATION
WATER LITERACY
OCEAN EQUITY
OCEAN PEOPLE
OCEAN EMPATHY
FLEUVE, ESTUAIRE, GOLFE
NETUKULIMK*
WATER MONITORING
OCEAN KNOWLEDGE SHARING
MARITIMITÉ
KNOWLEDGE MOBILIZATION
OUTREACH
SANTÉ DE L'OCÉAN ET DE LA COLLECTIVITÉ
OCEAN CONTINUUM
OCEAN PROTECTION
OCEAN STEWARDSHIP
COMMUNAUTÉS BLEUES
OCEAN LEADERSHIP
BIODIVERSITÉ

Understanding Ocean Literacy in Canada Study

2019-2020



Research Questions:

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



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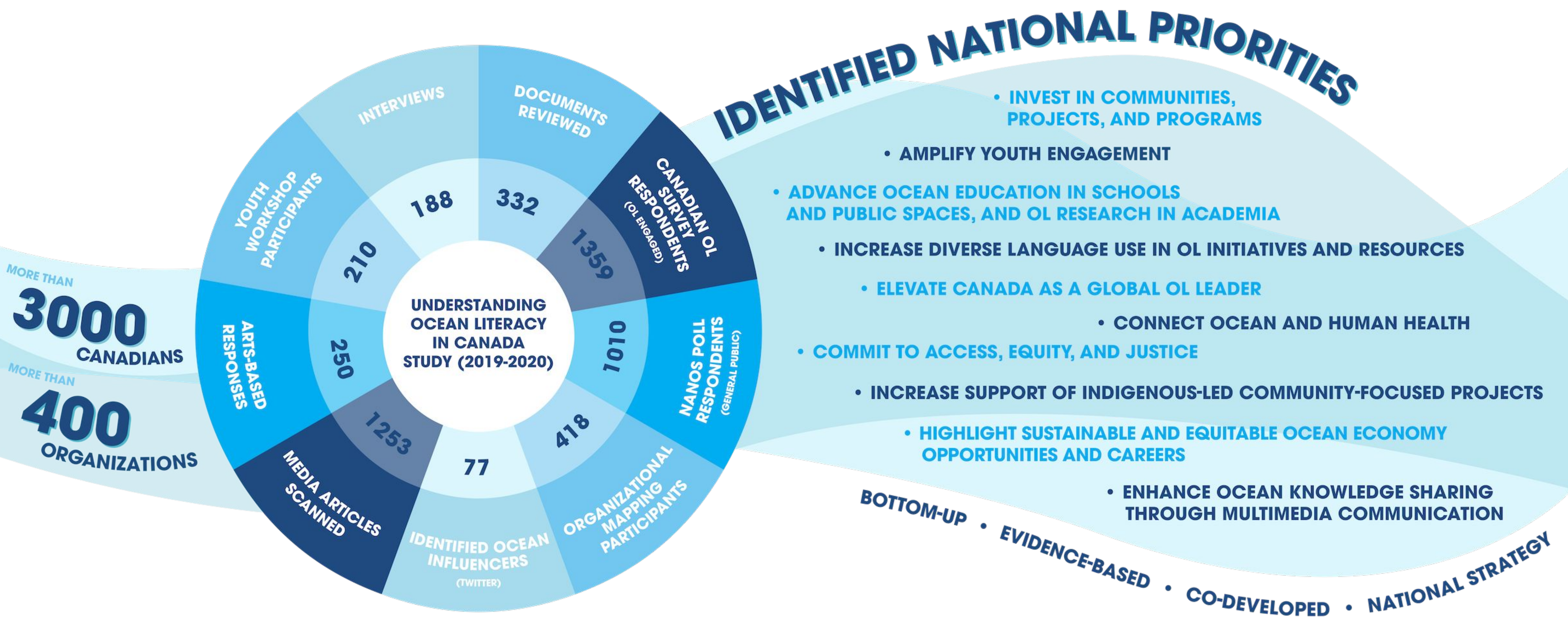


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Canada-wide Engagement



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Study Outputs



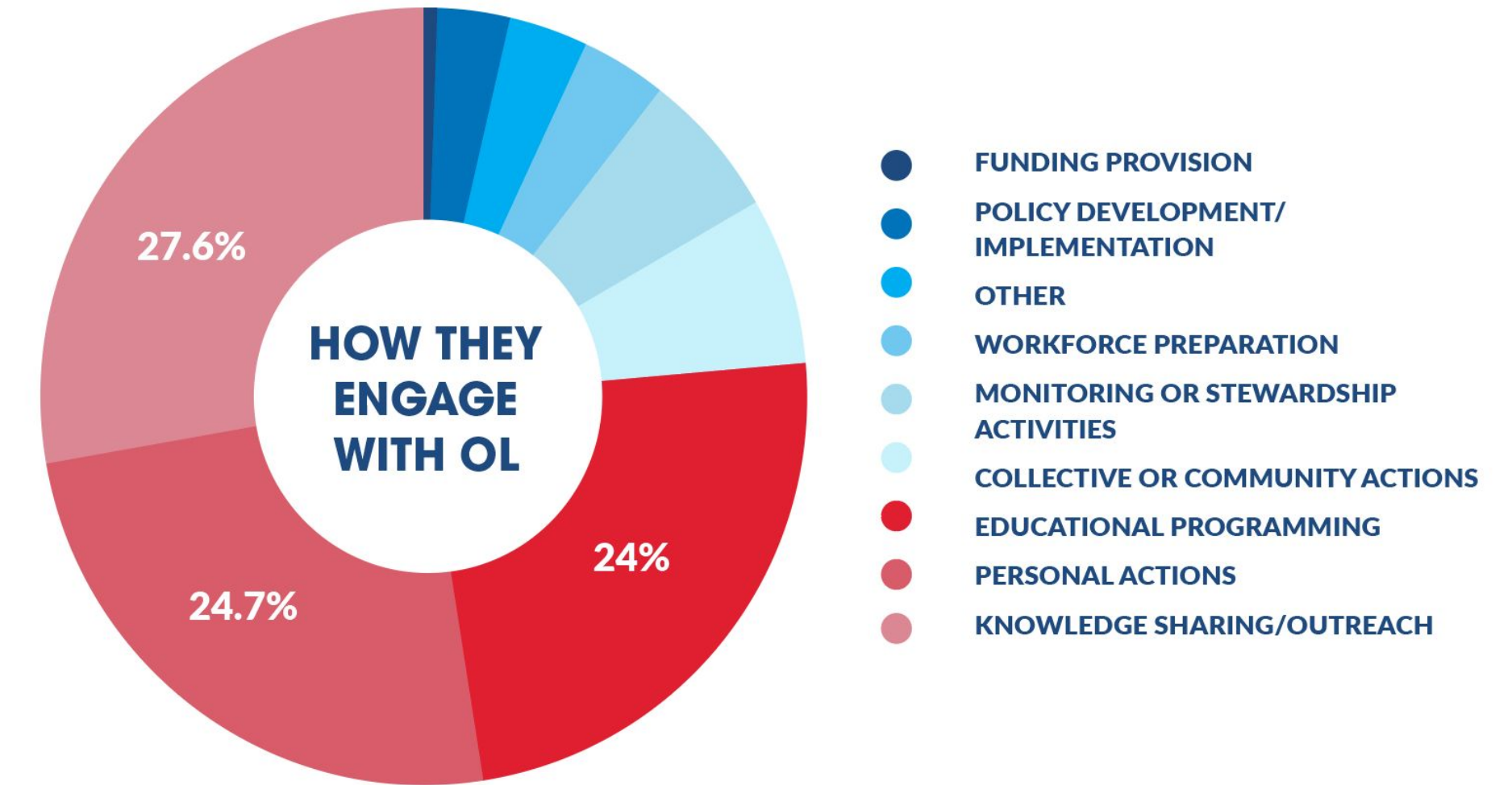
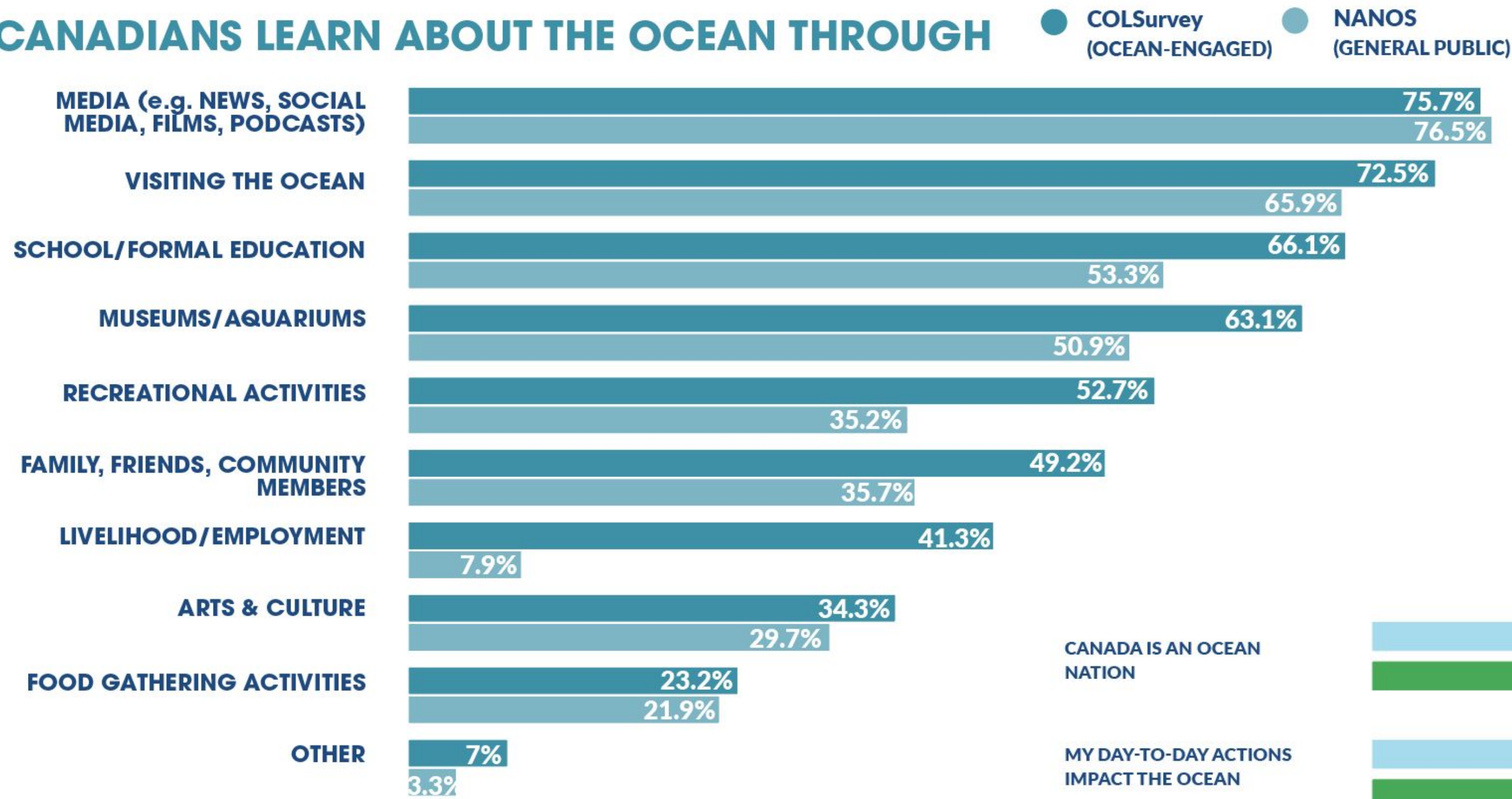
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- National Report
- Canadian Ocean Literacy Survey Highlights Report
- Media/Social Media Scan: Highlights Report
- Youth and Ocean Literacy in Canada: Highlights Report
- 5 regional reports
- 5 regional artists' reports
- 4 regional Asset Map Tables

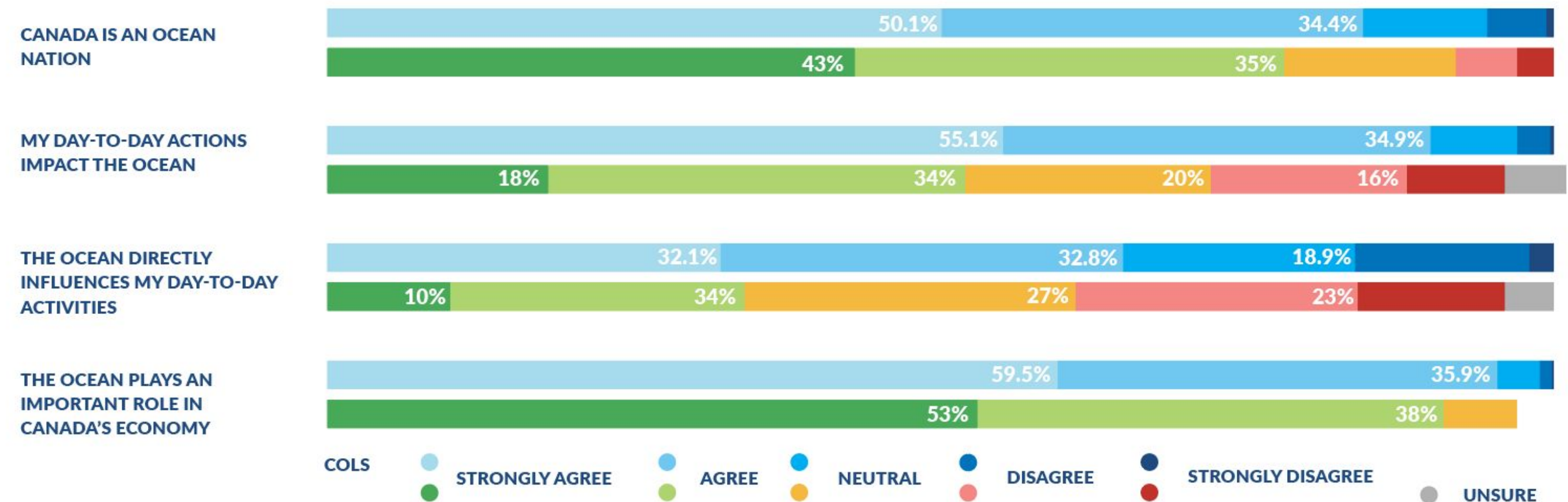


Determining Baseline

CANADIANS LEARN ABOUT THE OCEAN THROUGH



OCEAN PERCEPTIONS



A Canadian Ocean Literacy Strategy

Launched March 16, 2021



GOALS

1 OCEAN KNOWLEDGE

Increase Canadians' understanding of how the ocean influences them and how their 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.

Where are We Now: Strategy Implementation Phase

(April 1, 2021 – late 2024)



Purpose:

- Regional and national momentum
- Common language & coordinated action
- Tracking & measuring impact

**Assess & Update Strategy &
Implementation Plan – late 2024
(2025-2030)**



Action Projects



Ocean Culture & Celebration



Ocean Education & Training



OL Research & International
Collaboration

LEARNING HUB Toolkits

START YOUR JOURNEY [TOOLKITS](#) VIDEO COLLECTION MAP TAKE ACTION OTHER RESOURCES & ACTIVITIES

Do you want to dive deeper into learning?

Perhaps you're a teacher, a museum educator, a librarian, or a park interpreter, and are looking for ways to support ocean education. Or perhaps you are early in your career and keen to learn more about ocean opportunities and innovation leaders. Either way, our toolkits have been designed just for you!

Schools Toolkit #1

This toolkit has been developed for teachers and students in Kindergarten to Grade 12 education communities, coastal and inland, across Canada. The aim of this toolkit is to engage learners in ocean education, deepen their awareness of and connection to the ocean, and to inspire action in the classroom community and beyond. It is designed to meet curricular outcomes for numeracy and literacy, sciences and social studies, health and more. This toolkit also incorporates Indigenous and place-based knowledge and provides hands-on learning opportunities for students. Designed to be accessible to both the ocean-enthusiast and to the educator who is taking their first dip, these ready-to-go learning activities and pedagogical strategies will engage students and inspire action in their everyday lives.

[VIEW TOOLKIT](#)



Schools Toolkit #2

The Schools toolkit #2 has been created for teachers, particularly middle school grades, to help educators bring the ocean into the classroom and provide students with the knowledge and tools to understand their influence on the ocean and the ocean's influence on them. This toolkit was curated by Ocean School and represents a small inventory of fun, innovative, inquiry-based learning experiences that incorporate powerful storytelling techniques, immersive technologies, and interactive media. These resources can be implemented using high tech or low tech approaches. 360° videos and interactives can be viewed using VR headsets.



Indigenous Water Guardians

Indigenous Peoples have been taking care of water for thousands of years. Today, Indigenous Guardians continue to honour this responsibility on behalf of Indigenous Nations. This work is rooted in Indigenous laws, knowledge, science, and culture, and it helps conserve vibrant freshwaters and oceans for all people. Hear Guardian stories and learn about ways to support their work.



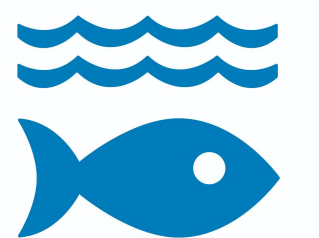
4 QUALITY EDUCATION



13 CLIMATE ACTION



14 LIFE BELOW WATER



KEY METRICS

160
EVENTS

72
M A P
BOOKINGS

29
MEDIA
STORIES

MORE THAN
675K
EVENT
PARTICIPANTS

311K
VIDEO
VIEWS

MORE THAN
4.5M
REACHED THROUGH
SOCIAL MEDIA



Canada's Ocean Decade Community of Champions

A clean ocean –
Ocean Wise



A healthy and resilient
ocean – Paul Snelgrove



A productive ocean
– Kent Smedbol



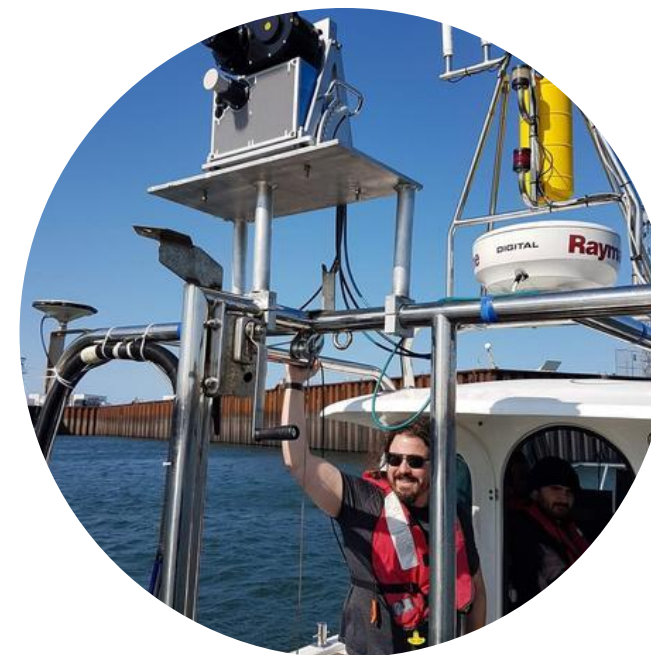
A predicted ocean –
Tula Foundation



A safe ocean –
Jackie Dawson



An accessible
ocean – CIDCO



An inspiring and engaging
ocean - Diz Glithero



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Workshop #1: July 7

- Building and mapping community
- Taking stock of current OLR

Co-Developing an Ocean Literacy Research Program for the UN Ocean Decade

Satellite Workshop July 7th 2021



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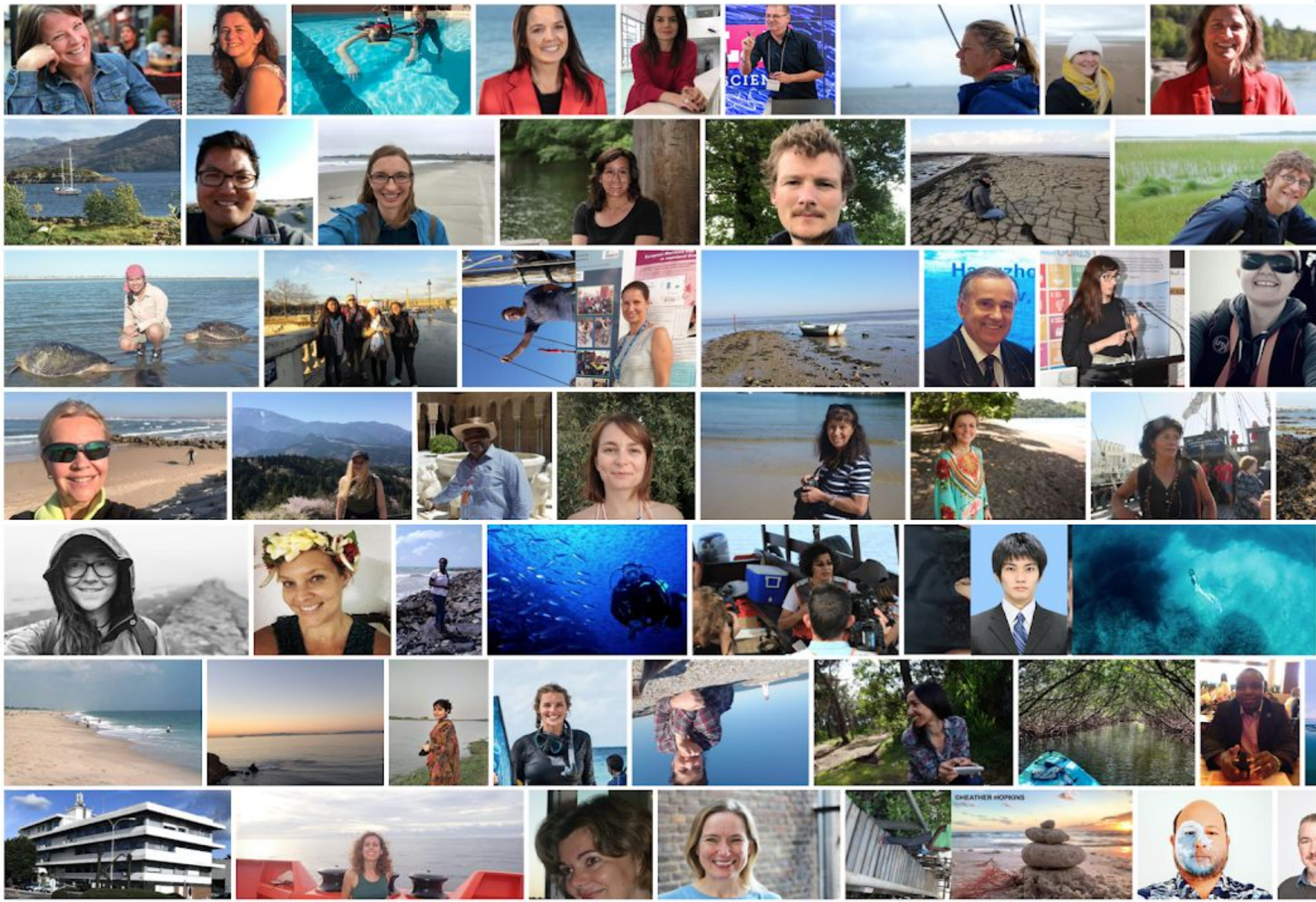
Federal Ministry
of Education
and Research



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OLRC Work to date



July 7, 2021 – first Workshop at Decade Laboratory

- Build & map community; stock take of OLR
- Output #1 – Survey #1 – StoryMap – 132 members)
- Output #2 – OLR definition (working)
- Output #3 – Workshop summary report

Aug–Sept, 2021

- Survey #2 – co-identify research gaps & priorities

Nov 23, 2021 – second Workshop (webinar)

- Output #1 – 4 research areas
- Output #2 – Survey #3 – organizing teams, actions

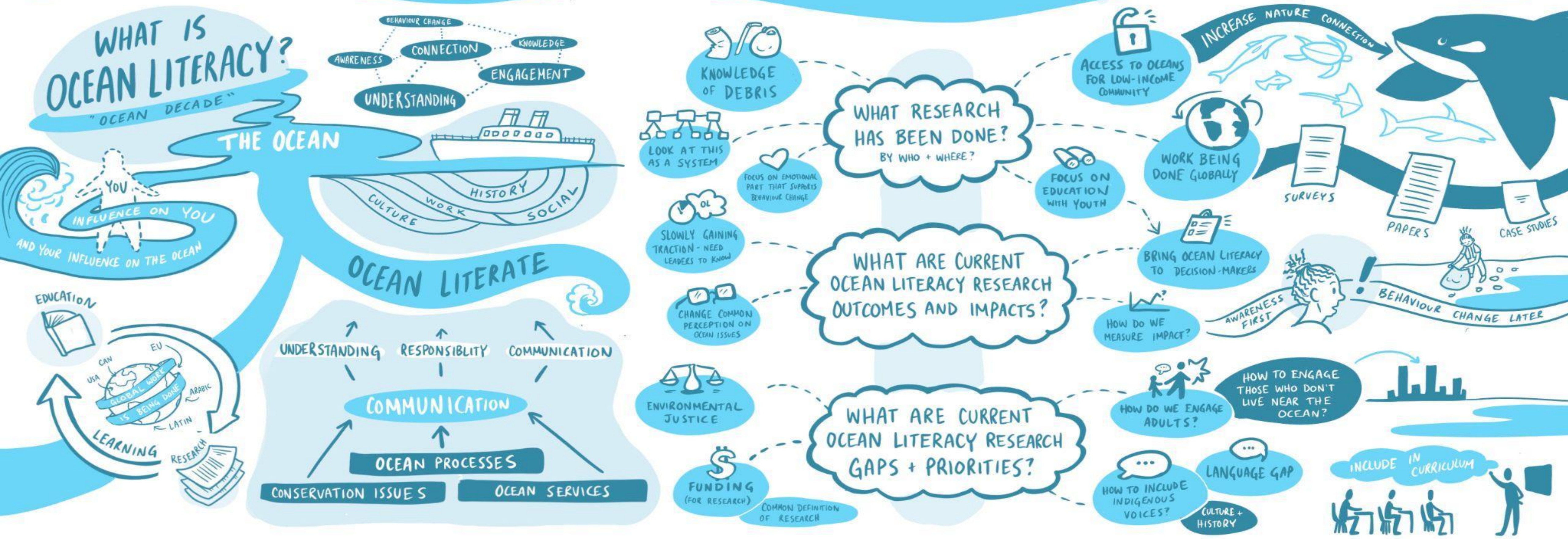
April 27, 2022 – third Workshop

- Research team action plan
- Existing research initiative success story

Co-developing a Collaborative Ocean Literacy Research Program For the Ocean Decade

CO-HOSTS + PRESENTERS: STEVE FLETCHER, EMMA MCKINLEY, ANA VITÓRIA TEREZA DE MAGALHÃES

CO-ORGANIZERS: DIZ GLITHERO, JEN McRUER



Identified Research Priority Areas

1

Measuring OL

2

OLR & Climate
Change

3

OL and
Sustainable
Blue Economy

4

OL as a policy
tool

Cross-cutting: Justice, Equality, Diversity and Inclusivity

Ocean Literacy Dialogues

Official side-event at IMPAC5

FEBRUARY 3-9, 2023

VANCOUVER, BRITISH COLUMBIA



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Intergovernmental
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IMPAC 5



Ocean
Week
Canada

UVIC

Canada