



A Decade to Turn the Tide

Because Together, We Can Protect Our Ocean.



ocean wise®

OUR OCEAN. OUR FUTURE.

Our ocean nourishes us, inspires us and, as our first line of defence against climate change, it protects us.

Overfishing and pollution have resulted in the destruction of marine habitats and a dramatic decline in marine life. But it's not just the whales, turtles, coral and salmon who pay the price. Our own survival is at stake.

Fortunately, we have the power to rebuild a resilient and vibrant ocean in the next decade, but we need to take significant and purposeful action now. Together, we can shape a globally sustainable future – for our communities, our children and our future generations.

Our ten years starts now.

Together, We Can

- **Unleash** ocean-based solutions to climate change that support new industries and patterns of economic growth.
- **Advance** scientific research to discover scalable and actionable solutions.
- **Safeguard** a sustainable seafood supply that can help feed the world's growing population.
- **Champion** the role of Indigenous voices and knowledge in the stewardship of our ocean resources.
- **Grow** a global community of ocean champions who can help transform our everyday actions into life-changing conservation.



A Roadmap to Solutions for Our Ocean.

The next decade offers an extraordinary opportunity for transformation. We can harness human ingenuity to build ocean-based business opportunities and innovative blue technologies. By bridging scientific and Indigenous knowledge, we can develop a better toolkit to mitigate and adapt to the changing climate. Most importantly, we can harness the collective desire for action to preserve our planet and secure our own well-being as a species.

 <h3>CLIMATE CHANGE</h3> <p><i>Build resilience, draw down carbon dioxide and adapt to change.</i></p> 	 <h3>OCEAN POLLUTION</h3> <p><i>Tackle plastic pollution, underwater noise and chemical pollution.</i></p> 	 <h3>OVERFISHING</h3> <p><i>Grow sustainable seafood markets and improve fisheries through a climate-focused lens.</i></p> 
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Ocean Wise's initiatives will address three critical challenges facing the ocean through direct action.



Making Ocean Conservation Personal

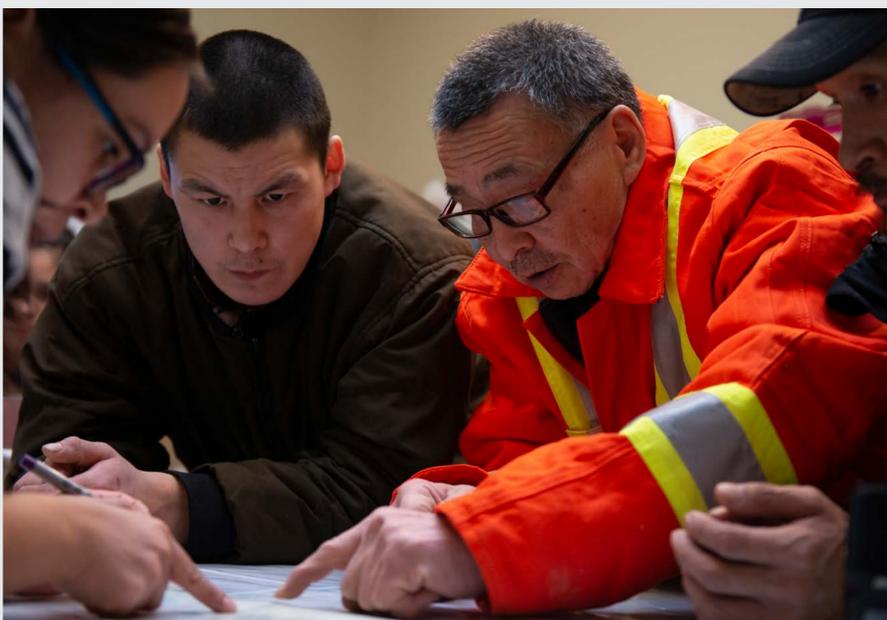
With a 65-year history of conservation successes, Ocean Wise is a trusted partner for governments, industries, and communities around the world. **Our greatest strength is our ability to drive deep change by making ocean conservation matter to everyone** – from everyday citizens to global policy leaders.



Engage one million participants in cleaning our shoreline.



Deliver sustainable seafood choices to people across Canada.



Bridge Indigenous and scientific knowledge in Canada's North.



Empower the public to create safer, cleaner waters for whales along the BC coastline through our WhaleReport App and Pollution Tracker program.



Inspire youth from 20 countries in Ocean Wise's International Ocean Heroes Bootcamp.



Educate over 500,000 young people each year.



Seaforestation Initiative

Kelp forests are incredible ecosystems that are full of marine life. They are also essential to countering the effects of global warming. Growing up to 30 times faster than trees, kelp forests play an important role in absorbing and storing carbon dioxide. However, kelp forests are shrinking due to pressures from coastal development, warming events, overexploitation and species imbalances, so we need to take action to protect this valuable resource.

The coast of British Columbia is home to some of the most expansive and species-rich kelp forests in the world. It is also where Ocean Wise researchers and conservation experts have well-established partnerships and 40 years of experience in monitoring and restoring habitats. From this gateway, we intend to expand into broader collaborations and promote kelp farming and restoration around the globe.



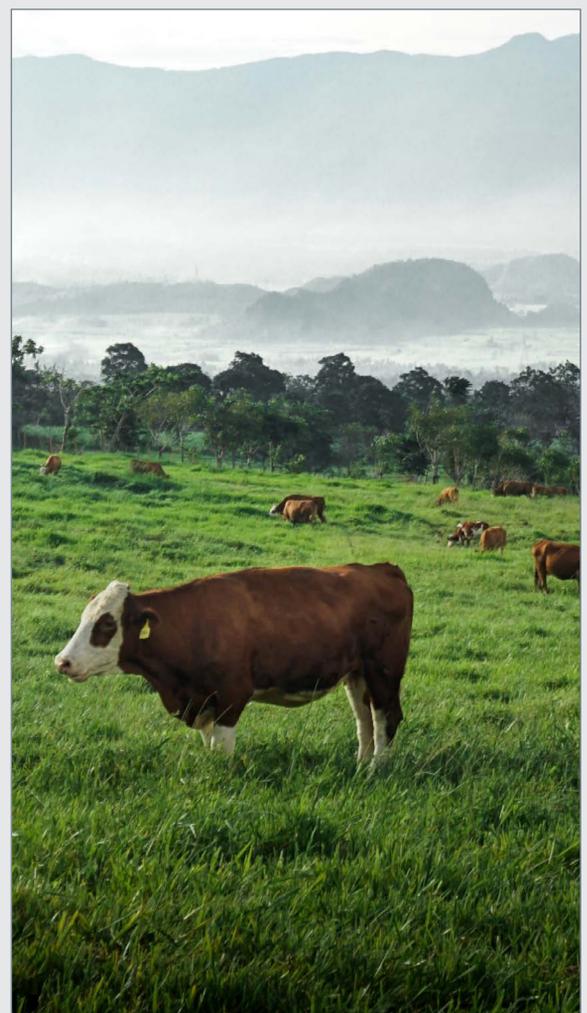
CARBON SEQUESTRATION

Kelp forests can sequester more carbon per acre than forests on land. As kelp fronds break off, their stored carbon is deposited in the deep sea, locking it away permanently.



OCEAN ACIDIFICATION BUFFER

When kelp draws carbon dioxide from seawater, it reduces ocean acidification locally and provides a refuge for marine wildlife and organisms against climate change.



METHANE EMISSIONS REDUCTION

Supplementing livestock feed with kelp results in reduced methane emissions from cows and other grazing livestock, a significant source of global greenhouse gases, by up to 99 per cent.



In the next decade, Ocean Wise will...

- **Restore** degraded kelp and seagrass habitats in sites unlikely to be impacted by warming events.
- **Create** a pre-competitive alliance with the seaweed industry, academia and coastal communities to propel the expansion of kelp to scale.
- **Share** proven restoration processes with citizen action teams globally.
- **Build** a framework for ocean-positive kelp farming that can be replicated around the world.
- **Partner with Indigenous** communities to help preserve kelp habitats and integrate traditional ecological knowledge into our approach.

WHAT IS SEAFORESTATION?

Seaforestation enhances natural carbon dioxide absorption and is one of the most promising methods we have to reduce carbon dioxide in our environment. Ocean Wise will restore, cultivate and protect at least 5,000 hectares of kelp by 2025.



Arctic Initiative

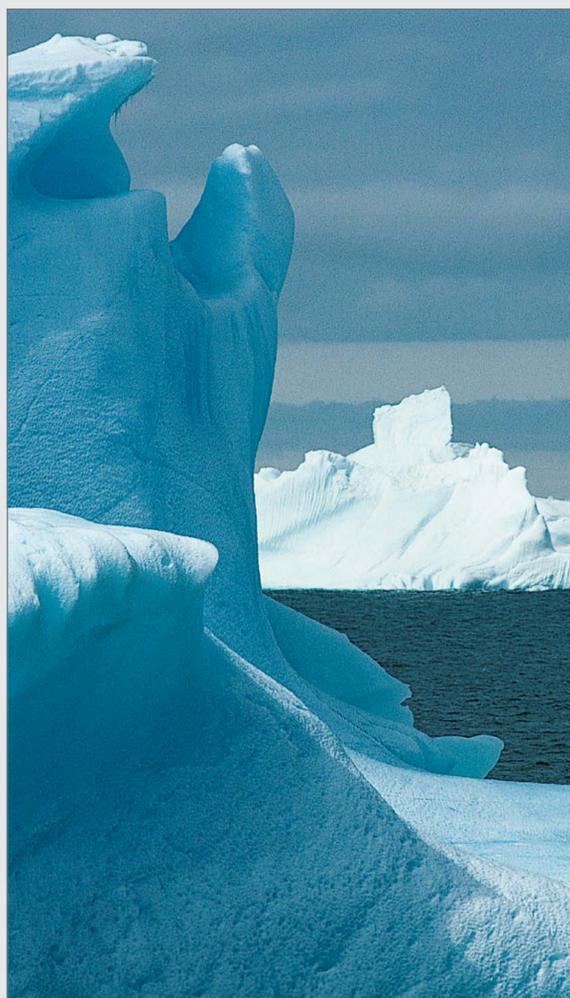
The Arctic is warming at more than double the global rate. Nearly 80,000 square kilometres of sea ice disappears annually and the remaining ice is dramatically thinner. As a result, vessel traffic is rapidly increasing, **which results in more noise pollution that interferes with local wildlife and more black carbon deposits on ice and snow – diminishing their heat reflective abilities.**

Ocean Wise has worked alongside northern Indigenous groups for over ten years. As a trusted organization, we will strengthen existing partnerships, address knowledge gaps and establish a working model that combines community-driven data collection, Indigenous knowledge, scientific methodologies, leading technology, and industry insights to reduce the impact of vessel traffic in the Arctic.



BRIDGING SCIENCE AND INDIGENOUS KNOWLEDGE

Collaboration between western science and Indigenous knowledge will create vital new pathways for climate change adaptation and mitigation.



INFORMED POLICIES AND PRACTICES

Improved data will be used to inform important policy decisions. This will empower Arctic communities to shape the decision-making process and create more sustainable industry practices.



MONITORING NETWORKS

Closing the Arctic data gap is key. Partnerships with Indigenous communities will enable the collection of data in places and times not previously possible, so we can accurately assess the impacts of black carbon deposits, vessel noise and invasive species on ecosystems.



In the next decade, Ocean Wise will...

- **Strengthen** the regulatory framework to encourage responsible shipping and to protect local communities and wildlife.
- **Deploy** an underwater noise observatory, so we can plan shipping routes with marine mammal habitats in mind.
- **Support** community networks to collect environmental samples and monitor wildlife.
- **Reduce** the threat of invasive species by improving our ability to respond to them.
- **Empower** Indigenous communities, so they can actively participate in shaping the future of the Arctic.

WHAT CAN WE LEARN FROM ARCTIC COMMUNITIES?

The Arctic is on the frontline of climate change. Working with our partners in the North, Ocean Wise is exploring how we can integrate science and Inuit knowledge to address the impacts of a changing Arctic.



Plastics Initiative

Marine plastic pollution has increased tenfold since 1980, affecting over 800 animal species. Of the 400 million tonnes of plastic produced each year, most is only used once and roughly 14 per cent is recycled. This results in up to **13 million tons of plastic in our oceans annually**, which has a huge impact on marine ecosystems and on our economy.

There is no single innovation or organization that can provide the solution. Our plastics initiative builds on our success in designing science-based solutions, establishing multi-stakeholder partnerships, and leveraging citizen action programs to create positive change. We aim to empower coastal communities, stop the leak of microplastics and microfibers, and reinvent our products, systems and services to work towards a future where our oceans are plastic-free.



MULTI-STAKEHOLDER PARTNERSHIPS

We use research to make policy changes that are good for our ocean and good for business. This means working with partners to develop materials and practices that release fewer microplastics, as well as moving away from single-use plastics.



CITIZEN ACTION

We all have the power to reduce our dependence on plastic. By harnessing the collective will for progress, we can inspire more and more people to take part in the plastic-free movement.



SCIENCE-BASED SOLUTIONS

We can tackle plastic at its source by phasing out unnecessary plastic and reusing materials that are already in circulation. With science-based solutions, we can find viable alternatives that accelerate the elimination of virgin plastic.



In the next decade, Ocean Wise will...

- **Engage** with communities to reduce their plastic footprint and see 70 per cent of packaging recycled.
- **Empower** urban engineering solutions to curb the flow of macro- and microplastics into water systems.
- **Launch** a closed loop innovation hub that connects material producers, brands and recyclers to eliminate unnecessary plastic use and increase the use of recycled material.
- **Partner** with industry and facilitate the introduction of ocean-friendly textiles
- **Build** a global constituency of 1.5 million active ocean advocates to amplify the message of plastic reduction.

WHERE ARE MICROFIBERS COMING FROM?

In 2019, the Ocean Wise Plastic Lab released a groundbreaking report quantifying the role of home laundry in releasing trillions of plastic microfibers into the ocean annually.



Fisheries and Seafood Initiative

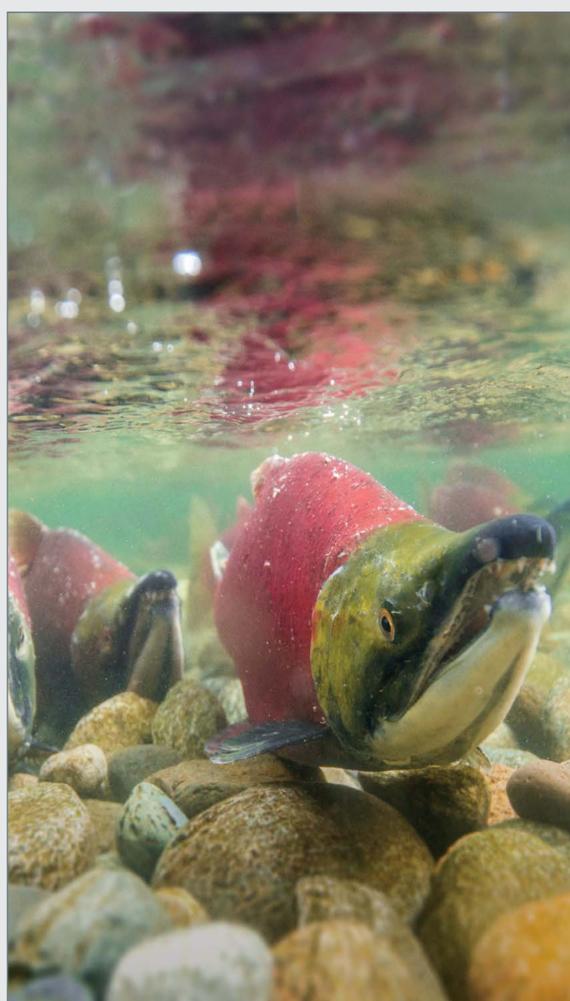
Over three billion people globally depend on seafood as their primary source of protein. Unfortunately, **roughly 30 per cent of the world's fish stocks are now overfished and another 60 per cent are fished to full capacity**. With unsustainable fisheries and farms dominating the global seafood trade, we have to find ways to make seafood sustainable for our survival and for the survival of marine habitats around the world.

The Ocean Wise Seafood label is synonymous with sustainable seafood choice. With 15 years of experience in the sustainable seafood space and an existing network of nearly 800 unique partners across the supply chain in Canada and ten other countries, we have a strong and trusted reputation for helping people put sustainable seafood on their plates.



SMALL-SCALE FISHERIES

Small-scale fisheries represent about 50 per cent of the global fish catch. Encouraging these fisheries to adopt sustainable practices and providing them with greater market access is key to transforming the fishing industry.



SALMON

Salmon conservation efforts must be viewed through a climate lens and coordinated in a systemic way to preserve the cold water habitats of this iconic Pacific Northwest species and promote traditional and sustainable fishing practices in-river.



ARCTIC FISHERIES

Coastal fisheries in the Arctic are rapidly changing as species move into waters further north. There is an opportunity to build resilience into emerging small-scale fisheries, incorporating traditional Indigenous knowledge to co-develop sustainable local fisheries at this formative stage.



In the next decade, Ocean Wise will...

- **Establish** a framework for assessing small-scale fisheries in partnership with industry, governments and Indigenous communities.
- **Increase** awareness of sustainable seafood through marketing, seafood consultancy and education.
- **Leverage** trusted networks to give Nunavut fishers and other sustainable small-scale fisheries access to the larger Canadian market.
- **Strengthen** the standards for sustainable seafood by accounting for plastic reduction, ghost gear, social justice and carbon emissions.
- **Build** a global Ocean Wise Seafood network, providing consumers with a gold standard for sustainable seafood products.

WHY DO WE NEED SUSTAINABLE SEAFOOD?

Global fish consumption has been on the rise since the 1960s. As the population continues to grow, the need for sustainable and healthy protein sources is essential for our survival and for the survival of marine habitats around the world.



Whales Initiative

Whales are at the top of the food chain and have large habitat needs and long lifespans. This means they are extremely sensitive to environmental threats, including prey availability, chemical pollutants, noise pollution, vessel disturbance and climate change. Whales play a vital role in balancing ecosystems as well as reducing global carbon emissions by fertilizing phytoplankton and other marine plants, and acting as carbon reservoirs. Protecting them and supporting their recovery is essential to ensuring the future of our oceans.

Our team has decades of experience studying whales in British Columbia and around the world. We use this **applied research to develop successful conservation solutions** – like our WhaleReport Alert System – to help whales to survive and thrive in the wild. Our researchers work in the field, in the lab and in coastal communities to address some of the greatest threats facing whales and our oceans as a whole.



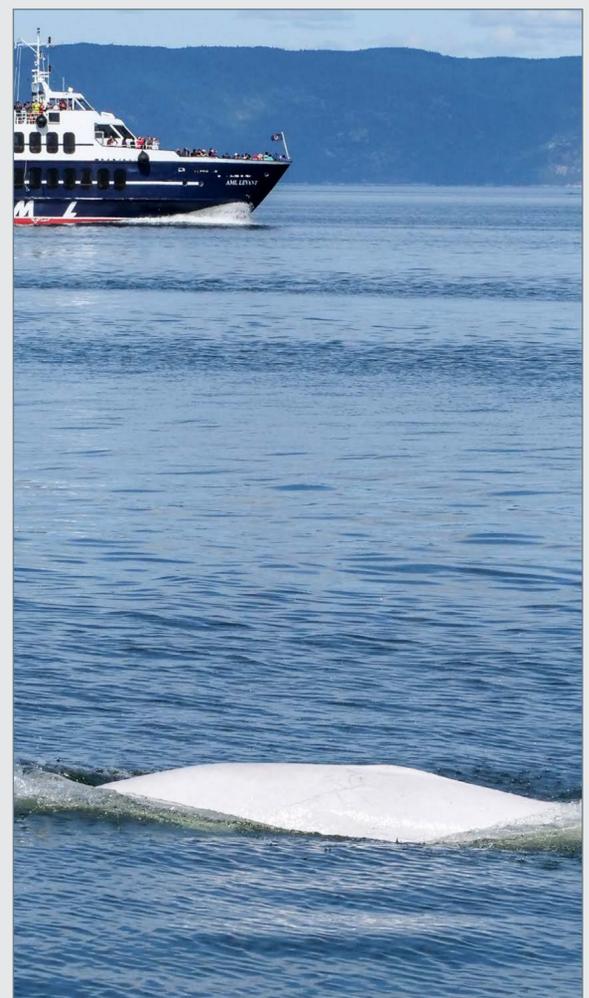
ENGAGING COASTAL COMMUNITIES

We collaborate with coastal communities to inspire a love for marine life, create a network of land-based whale watching locations, monitor chemical pollutants, and encourage citizen scientists to contribute to whale research by submitting sightings.



CONSERVATION-ORIENTED RESEARCH

To support whale protection and recovery, we're developing a better understanding of whale health and habitats by monitoring their ecosystems, population distribution, acoustic behaviour, genetics, and body conditions.



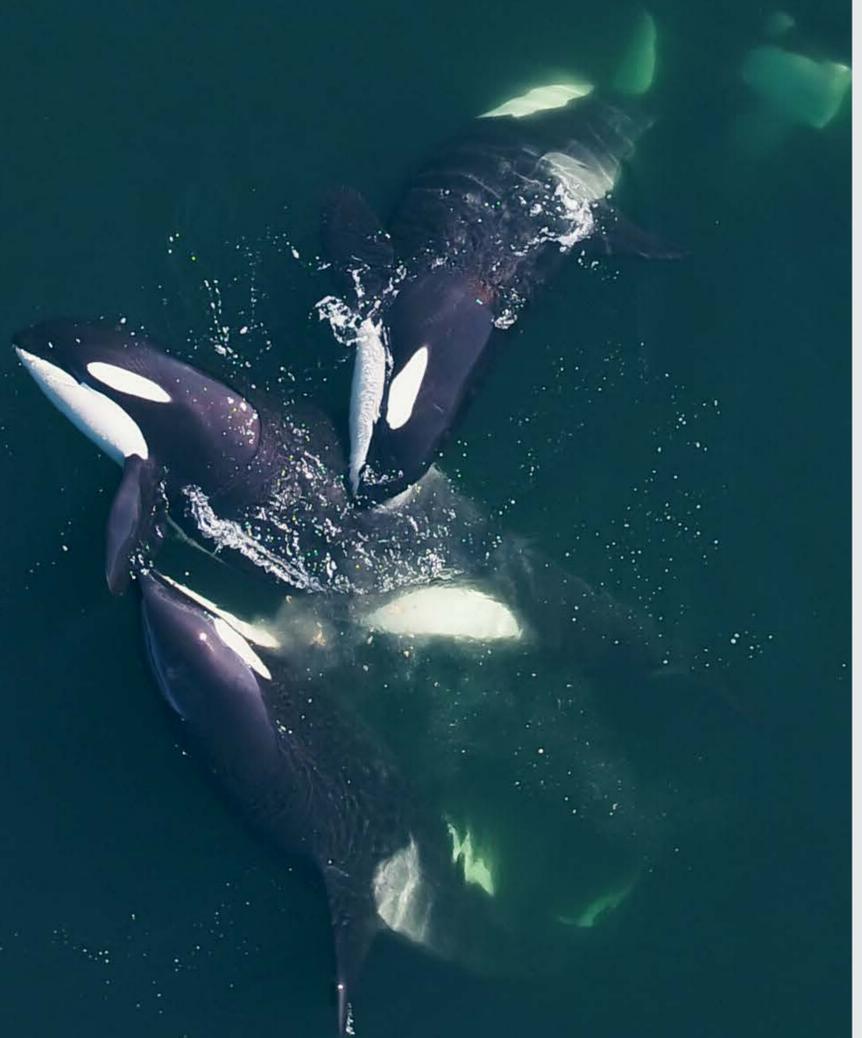
POLLUTION TRACKING AND REDUCTION

Tracking noise pollution, monitoring chemical contaminants, and researching their impacts on whales gives us the data we need to help shape important government and industry policies to protect these at-risk populations.



In the next decade, Ocean Wise will...

- **Monitor** the health of whale populations to understand and mitigate the conservation threats facing whales and ocean ecosystems.
- **Expand** the WhaleReport Alert System beyond British Columbia and Washington State by collaborating with partners globally to reduce ship strikes and noise disturbances.
- **Encourage** coastal communities to continue reporting whale sightings on our WhaleReport app, which monitors the distribution, abundance, and habitat use of whales and informs conservation efforts throughout British Columbia.
- **Partner** with other organizations and citizen science groups to grow the network of cetacean sightings in other geographies.
- **Empower** communities with knowledge about the health of their local marine environment by encouraging coastal citizens throughout Canada and in other geographies to collaborate in Pollution Tracker sampling efforts.



WHAT CAN WE LEARN FROM WHALES?

Whales are our ocean's environmental sentinels. Their health and well-being is one of the most useful indicators of the health of the entire ocean ecosystem.



Youth Initiative

Youth are the key to creating meaningful and lasting change for our ocean, our communities and our future. We're committed to empowering and amplifying their voices and actions, so this generation of ocean conservation champions have the platform and tools they need to accelerate their efforts.

Every year, we connect over 500,000 youth to ocean and climate literacy programs, equipping them with the information and real-world applications needed to take action. Our diverse team of professional educators, biologists and mentors engage in thousands of hours of programs annually, including service-learning, online education and mobile programs. Together, we're providing opportunities for all ocean ambassadors to create, contribute to, and carry-on conservation efforts that ensure our future is one where our ocean flourishes.



EMPOWERING YOUTH

Our programs are designed to help young people understand the challenges facing our oceans and support the implementation of their own conservation solutions.



BREAKING DOWN BARRIERS

Through our online and mobile programs, we collaborate with youth and educators of all backgrounds, ages and income levels to remove social, geographic and socio-economic barriers to advance ocean conservation efforts.



INSPIRING ACTION

We support youth by providing the platforms and support they need to lead conservation initiatives that engage, connect and inform their local communities.



In the next decade, Ocean Wise will...

- **Empower** youth across the world to become ambassadors for our oceans and lead meaningful action in their communities.
- **Connect** youth to our oceans by bringing multi-sensory aquatic programs to schools, youth groups, and communities from coast to coast in North America.
- **Create** opportunities for youth to work alongside scientists, researchers and conservation experts to gain real-world experience with conservation initiatives.
- **Collaborate** with a diverse network of international partners to bring climate literacy to youth around the world.
- **Harness** the power of online learning to create opportunities for students and educators to learn in an accessible, authentic, multilingual context and connect with ocean conservation communities around the world.

WHAT IS THE ROLE OF YOUTH?

Youth around the world are leading the fight against climate change and for ocean health. They are ecopreneurs, agents of change and community leaders. By equipping youth with tools and knowledge we put the power to act in their hands.

Invest in a Blue Future

Protecting the health of our oceans presents a grand challenge for science and society. Ocean Wise is prepared to meet this challenge through extreme collaboration and powerful partnerships.

Our ten years has started. Take action today.

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