

2021 Annual Report

CEO and Chair Message

On World Oceans Day 2017, Ocean Wise announced its intention to transform from being an aquarium with conservation, research and education programs to a globally-focused ocean conservation organization that also manages an accredited aquarium.

The plans to design a ‘Conservation First’ aquarium came to a brutal halt in March 2020 when we had to close the Aquarium for visitors due to the COVID pandemic. We were forced to lay off many good people and keep the organization as lean as possible. Even though we were successful in our fundraising efforts, it soon became clear that we did not have the financial capacity to carry the operational costs through the pandemic. After a global search, we sold the Aquarium to Herschend Family Entertainment in April 2021. Now, the Aquarium is in the capable hands of an organization experienced in managing tourism destinations.

With a strong foundation, Ocean Wise is poised to grow into the world-class conservation organization envisioned in 2017. We are well positioned

to become one of the world’s leading ocean conservation groups. We have a plan for growth and impact with an inspiring conservation strategy as well as a foundational business plan.

Thank you to our staff and our volunteers for your commitment to protecting and restoring our ocean.

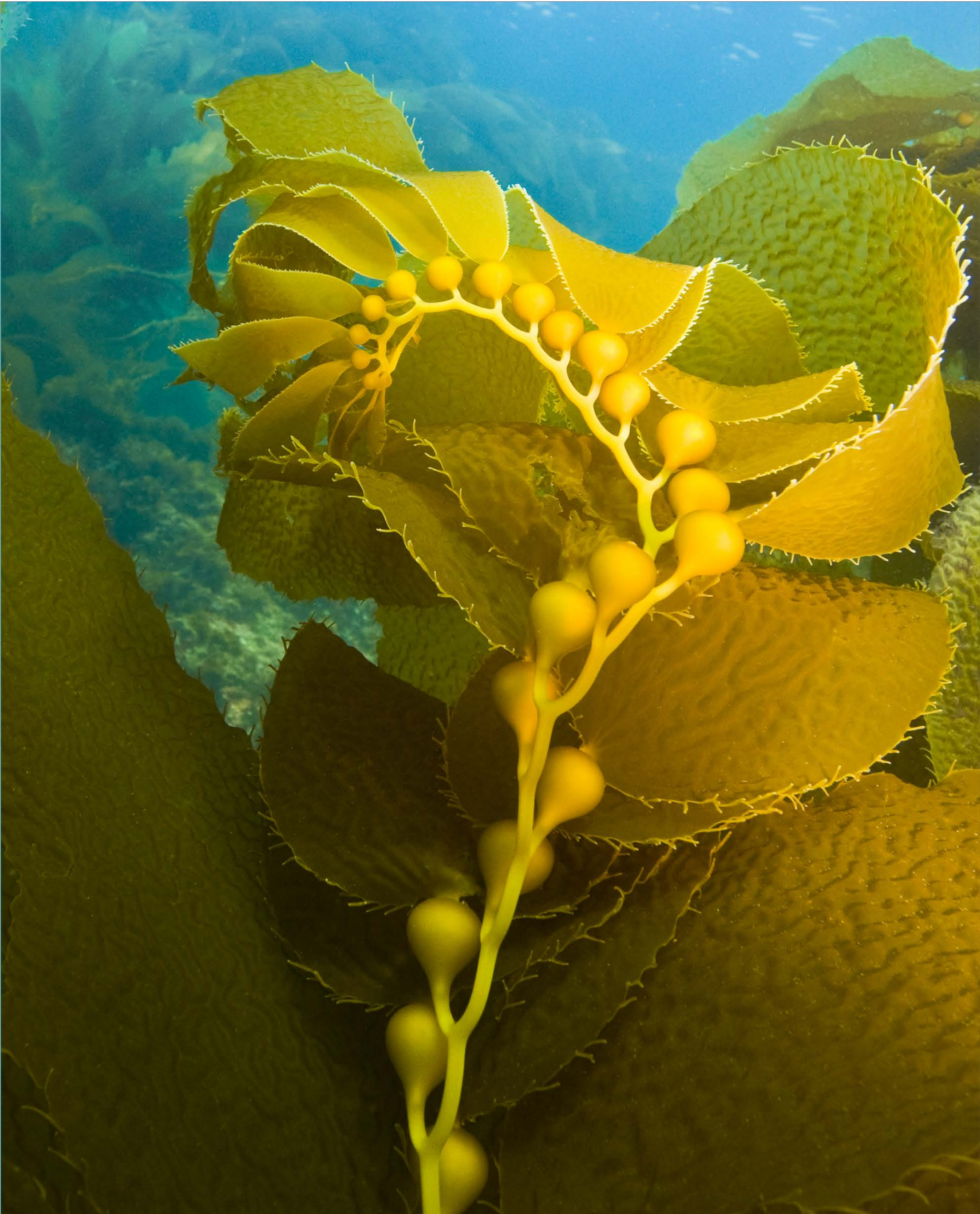
This annual report marks an important transition for Ocean Wise, from an aquarium operator with conservation programs to a world-class conservation organization. Thank you to our staff and our volunteers for your commitment to protecting and restoring our ocean.



Lasse Gustavsson
President & CEO



Christian Baxter
Board of Directors, *Chair*

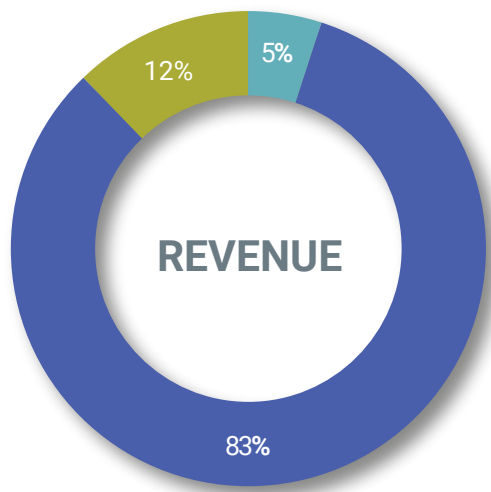


Financial Highlights | Operating Funds

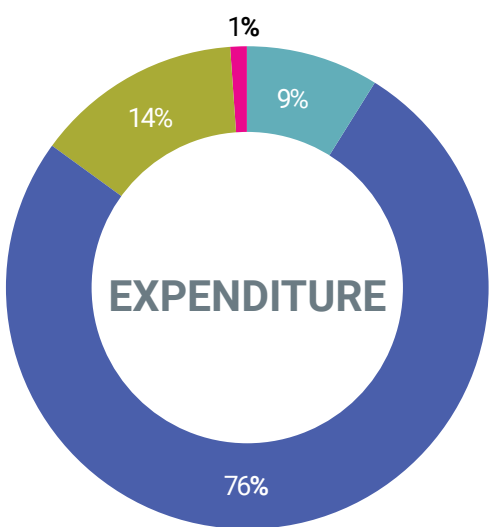
Following a turbulent 2020, Ocean Wise entered 2021 with significantly decreased expenses and a global search underway to sell the Vancouver Aquarium. In April 2021, this sale was completed and Herschend Family Entertainment took over ownership. 2021 saw us turn our eyes to building a foundation for our global conservation ambition.

Now, with a strong financial situation, capable staff and new headquarters in Vancouver, Ocean Wise is ready to become the global conservation organization the ocean needs.

Continuing Operations



	2021 (in 000s)
83% Grants and Donations	\$11,245
5% Programs	\$688
12% Other income	\$1,696
Total revenue	\$13,629



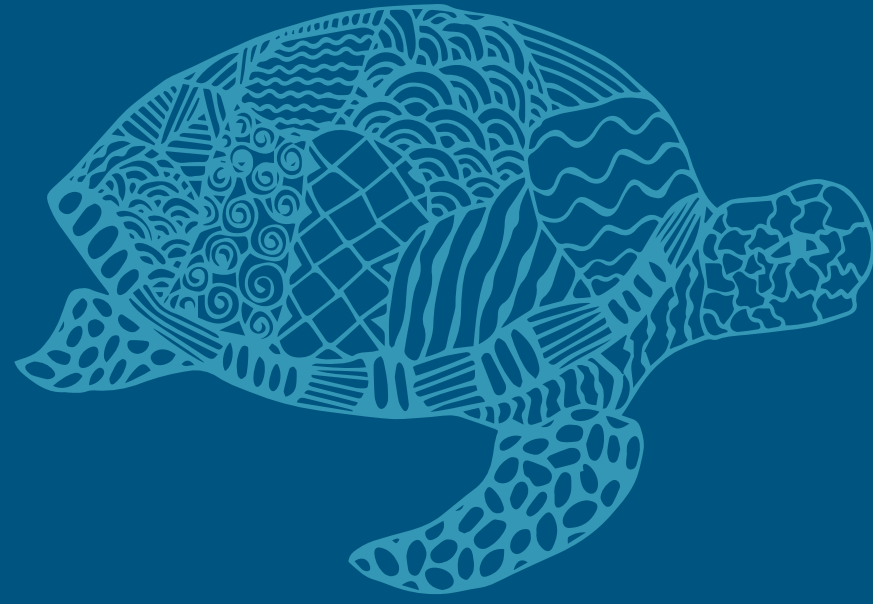
	2021 (in 000s)
9% Marketing & External Relations	\$1,252
76% Conservation, Research & Education	\$9,777
14% General Administration (includes aquarium support)	\$1,758
1% Amortization of capital assets	\$71
Total expenses	\$12,787
Excess of revenues over expenses	\$771

Discontinued Operations

	2021 (in 000s)
Deficiency of revenues over expenses from discontinued operations	(\$5,346)

1. Dollars have been rounded to the nearest thousand.
2. For Capital Asset and Reserve Funds information, see the audited Financial Statements.
3. For a complete set of the financial statements audited by KPMG LLP, please contact us at contact@ocean.org.





OCEAN WISE'S **TOP 10** ACHIEVEMENTS OF 2021

In a year of transition Ocean Wise has continued to engage and empower millions to join us in the fight to restore our ocean. The following captures some of the exciting achievements from the past year, please join us in celebrating these successes.



Youth in Action

This year, **140 young people (ages 18-30)** formed **Ocean Wise's Ocean Bridge program**, a national team engaged for eleven months in co-creating and delivering ocean and waterway service projects for their home communities. Ocean Bridge youth made strides, including researching Humpback Whales for the summer, and even creating their own local initiatives to honour their communities. One of our own Ocean Bridge Alum was even appointed to be part of the Prime Minister's Youth Council!

YouthToSea had its own fantastic year! This group of 80 youth, ages 15-18, united with one common goal: to protect and conserve our oceans. We got to witness them be finalist for The Trident Prize, and be hand-picked to participate in the NOAA Virtual Summit!



WhaleReport App goes Viral

The pandemic may have stopped the team from going out on the water in 2020, but 2021 saw us diving right back into it with our photogrammetry team monitoring the health of our coastal marine mammal populations. Citizen scientists also lent a hand as **we relaunched our WhaleReport App...increasing its use by over 400%!**

Plastics

We know that plastic has infiltrated our world. We can find it everywhere from our food chains, our water supply, and even in the air we breathe. But it's not all hopeless! If we act now, we can make a difference, which is why **Ocean Wise launched our new Plastic Reduction program this year**. By adopting easy solutions in your life, we can reduce the amount of plastic making its way into our oceans as much as 80%! The #beplasticwise movement kicked off, asking individuals and professionals to tackle harmful and unnecessary plastic use by signing a pledge and doing a household plastic waste audit.



Seaforestation

Kelp forests naturally capture carbon in large volumes, but lots of questions remain to be answered. How much carbon do they capture and for how long? What conditions are best for restoring and cultivating kelp forests? What species are best for restoring native biodiversity? That's why Ocean Wise is **working with local institutions, Indigenous peoples, and companies to study seaforestation** in both British Columbia and Chile.

In 2021 we planted kelp in Barclay Sound using a technique called green gravel – the first ever in these waters. And we began working with the Kawesqar Indigenous peoples in Chile on a study to estimate the carbon capture of the giant kelp in their waters.

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Online Learning Programs are Back

Ocean Wise's educational programs have been such a hit in the past that we had to bring them back! **2021 introduced brand-new interactive Aquaclasses – curriculum-focused content for grades K-12.** The new live workshops, guided by Ocean Wise experts, focus on inquiry-based learning with an environmental and climate change focus.

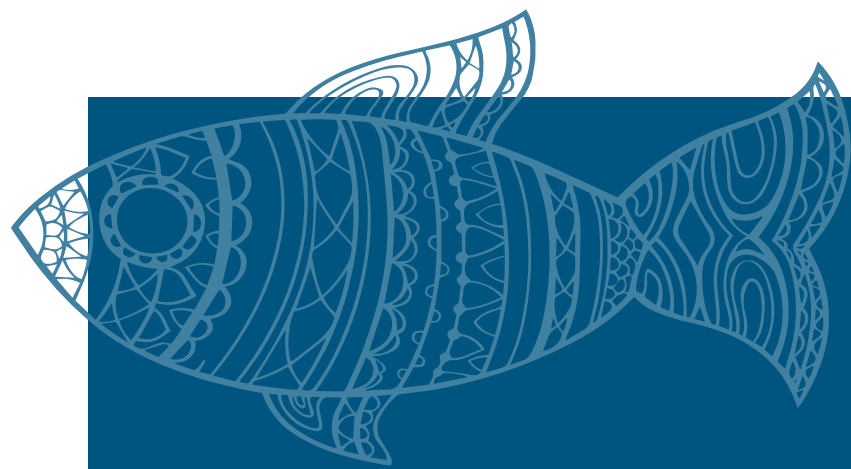
Some of the new workshops launched include:

- Whales: Poop, Drones and Hydrophones,
- Ecology on the Emerald Sea,
- Sharks! Mystery on the Reef, and
- Babies! An Adventure Through Life

Taking the Seafood Festival virtual

Ocean Wise's **annual National Seafood Festival** launched for the **first time virtually** this year and successfully sold an estimated 8,000 bowls of soup across Canada and raised up to \$35,600! Although restrictions were placed on what we could and couldn't do this year, the month-long celebration of sustainable seafood still engaged 55 partner locations across Canada virtually!





Microfibre Laundry Study

Ocean Wise released a ground-breaking new study in July titled “Domestic laundry and microfiber pollution: Exploring fiber shedding from consumer apparel textiles,” **published in the scientific journal PLOS ONE**. This study found that it is possible to drastically reduce microfibre pollution through a combination of solutions in home laundry, manufacturing, and textile design.



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Microplastics in the Arctic Ocean

Ocean Wise has **produced the most comprehensive study on Arctic Ocean microplastics to date**, published in the prestigious international scientific journal Nature Communications. The study found that synthetic fibers make up approximately 92% of microplastic pollution found in near-surface seawater samples from across the Arctic Ocean. And about 73% of those fibers are polyester and resemble fibers used in clothing and textiles

Studying Seastars

This decline of sea star populations along the Pacific Northwest have contributed to a rise of green sea urchins, further impacting destruction of our kelp forests along the coast which urchins voraciously consumed. Ocean Wise’s report **Marine Biodiversity Loss: Epidemic Wipes out Majority of Sunflower Sea Stars** looked at the impact of Sea Star Wasting Disease along the coast and what can be done. Including data contributed to IUCN by Ocean Wise researchers, this report links climate change and sunflower sea star recovery, as well as outlining current conservation efforts for the species.



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2,000 Shoreline Cleanups

In spite of the ongoing pandemic, Ocean Wise and partners hosted nearly 2,000 cleanups coast to coast.

Our Dirty Dozen, a list of the most-found litter across Canada collected by shoreline cleanup volunteers, created quite the stir when we found out that the proportion of litter from single-use food and beverage packaging increased by more than 10 per cent from 2019 to 2020! The change may be one of the many implications of COVID-19, including

more people ordering restaurant takeaway and consuming more individually packaged foods. This is why cleaning up shorelines in your communities continues to make a huge difference in stopping litter from polluting our oceans!




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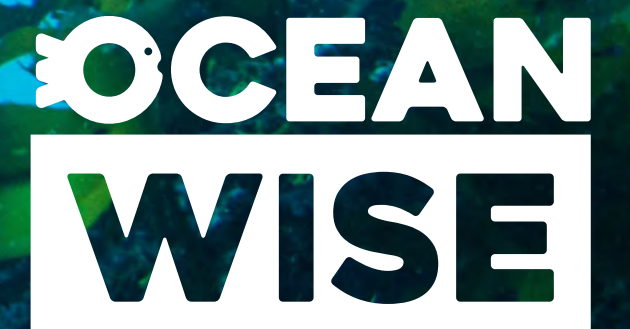
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“Together we can act for ocean health and the good of our planet. Our time to make a difference is not tomorrow, it’s now. We must create ocean-positive action today!”

Carlos Drews
EVP, Conservation



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