



# A Decade to Turn the Tide

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Because Together, We Can Protect Our Ocean.



ocean wise®

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## OUR OCEAN. OUR FUTURE.

We are connected to the ocean. We rely on it for food, water and clean energy. Two of every three breaths we take come from it. **The ocean is also our first line of defence against climate change.**

Pollution, overexploitation of resources and habitat destruction are pushing our ocean to the brink. And it is not just the whales, turtles, coral and salmon who pay the price. Our own health and well-being is at stake.

Fortunately, we have the power to rebuild a resilient and vibrant ocean. Together, we can shape a globally sustainable future – for us, our children and future generations. **Our ten years starts now.**







### Together, We Can

- **Unleash** ocean-based solutions to climate change that support novel industries and new patterns of economic growth.
- **Advance** scientific inquiry and deploy them into 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 that can help transform our everyday actions into life-changing conservation.

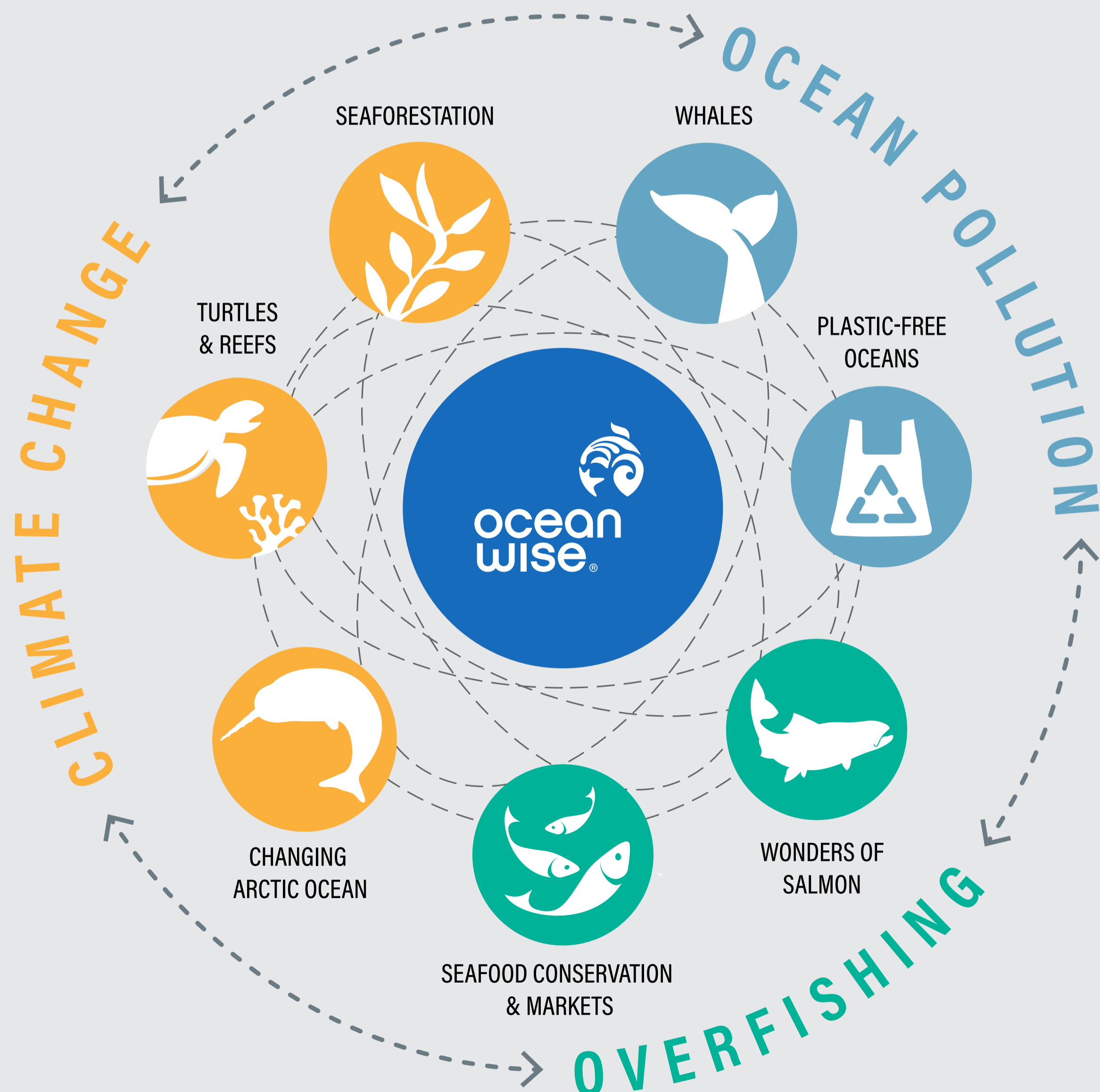


## A Roadmap to Solutions for Our Oceans.

The next decade offers an extraordinary time 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 act upon the social will for progress to preserve our planet and secure our own well-being as a species.

 <b>CLIMATE CHANGE</b> <i>Build resilience, draw down CO<sub>2</sub> and adapt to change.</i> 	 <b>OCEAN POLLUTION</b> <i>Tackle plastic pollution, underwater noise and chemical pollution.</i> 	 <b>OVERFISHING</b> <i>Grow sustainable seafood markets and improve fisheries through a climate-smart lens.</i> 
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**Ocean Wise will address three critical challenges facing our ocean through seven key initiatives.**



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## Ocean Wise: Making Ocean Conservation Personal

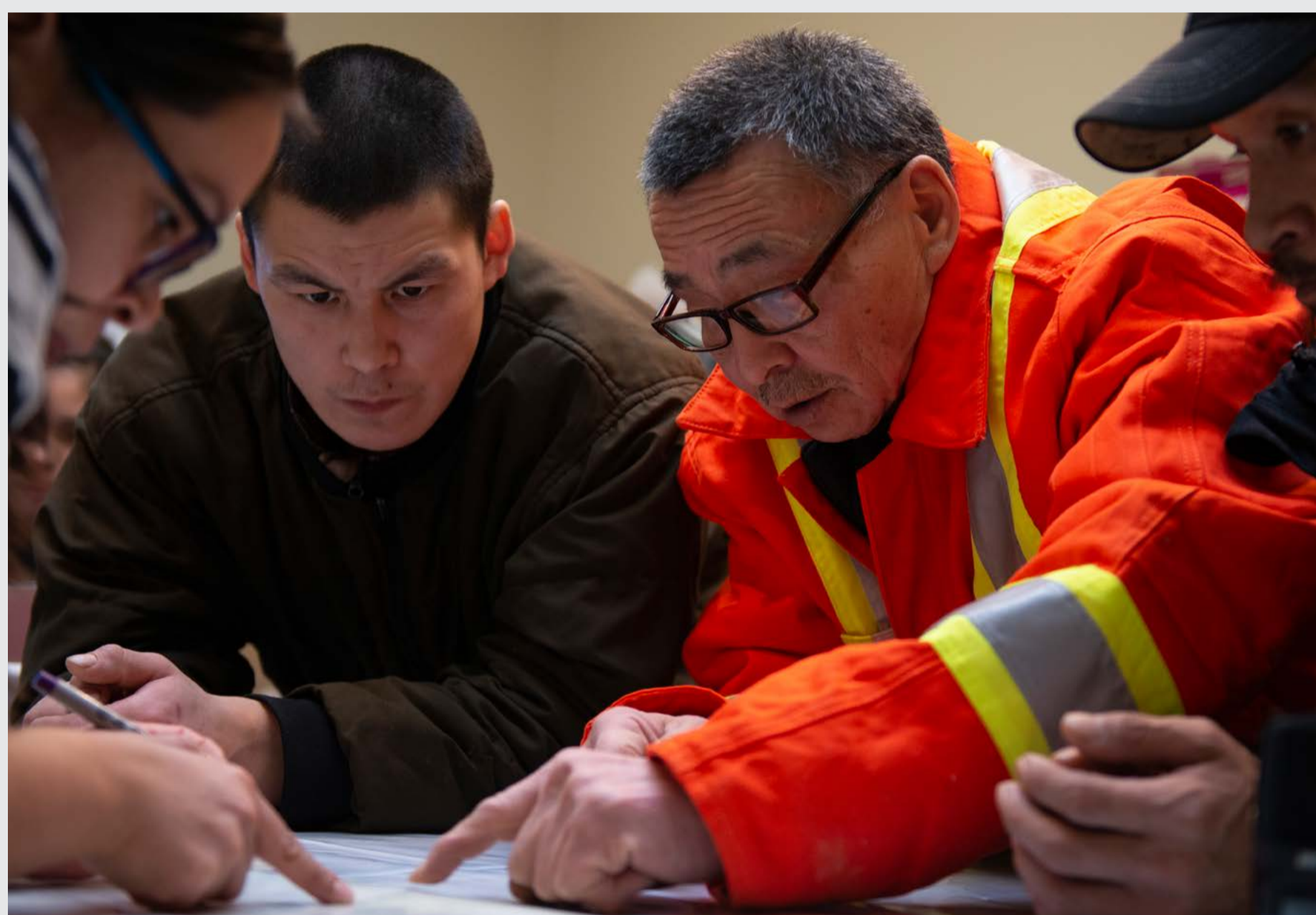
With our 60-year history of conservation successes, Ocean Wise is a trusted partner for governments, industries, and communities. **Our greatest strength is our ability to drive deep change by making ocean conservation matter to everyone** – from everyday citizens to global policy leaders.



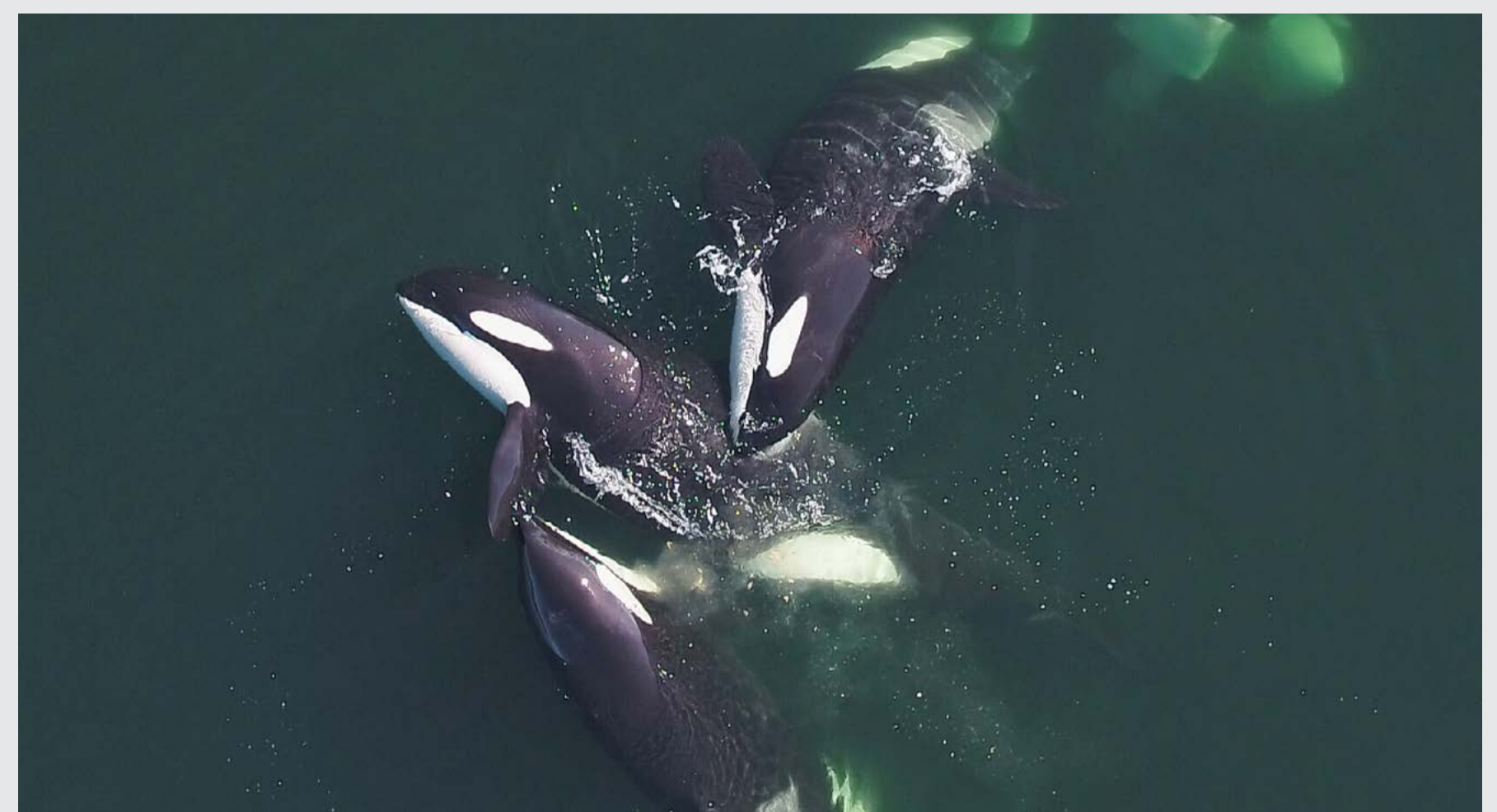
Engage one million participants in cleaning our shoreline



Deliver sustainable choices to consumers across Canada



Bridge Indigenous and scientific knowledge in Canada's North



Empower the public to create safe waters for cetaceans along the BC coastline through the WhaleReport App



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



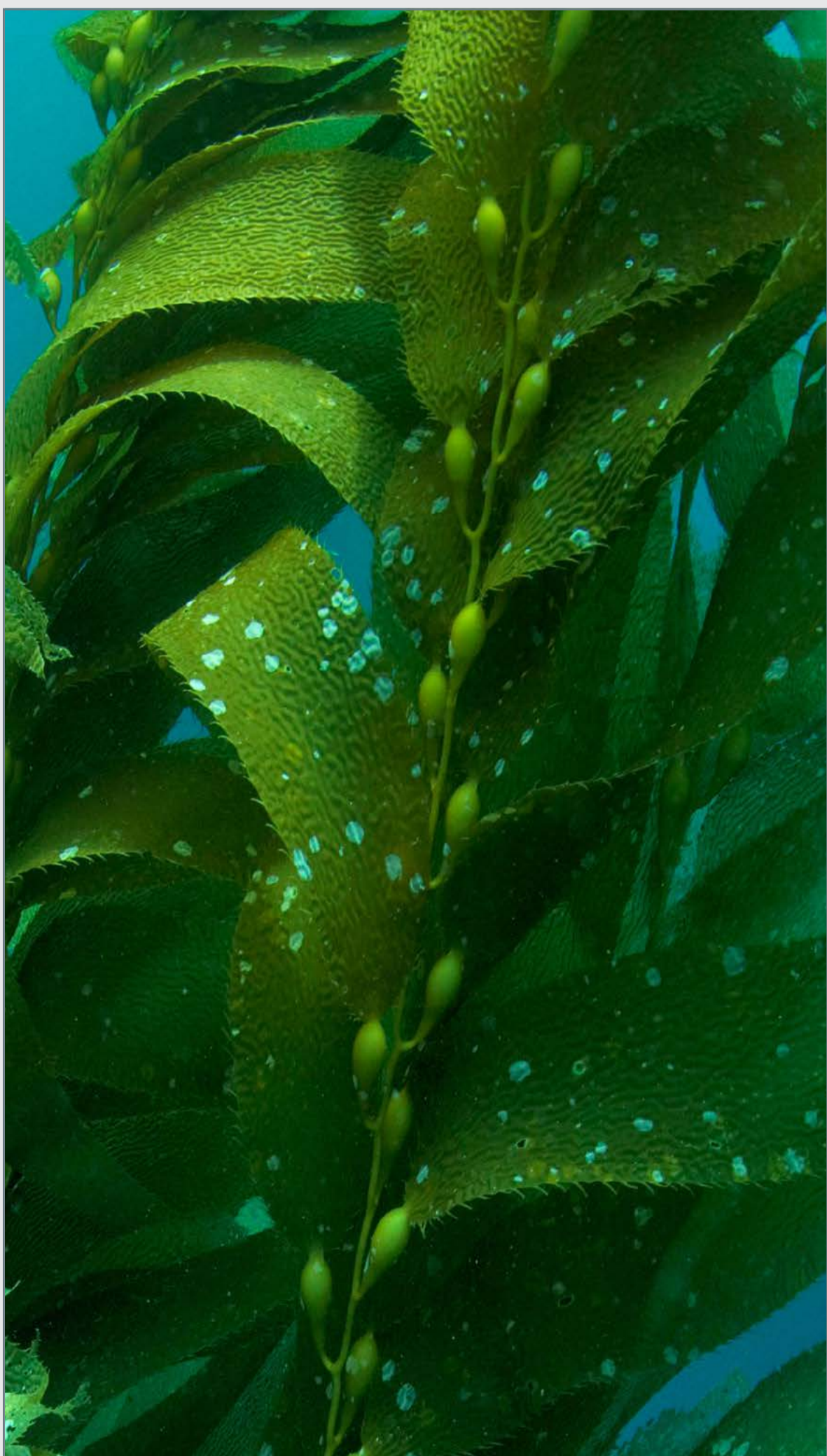
Educate over 500,000 young people each year



## Seaforestation Initiative

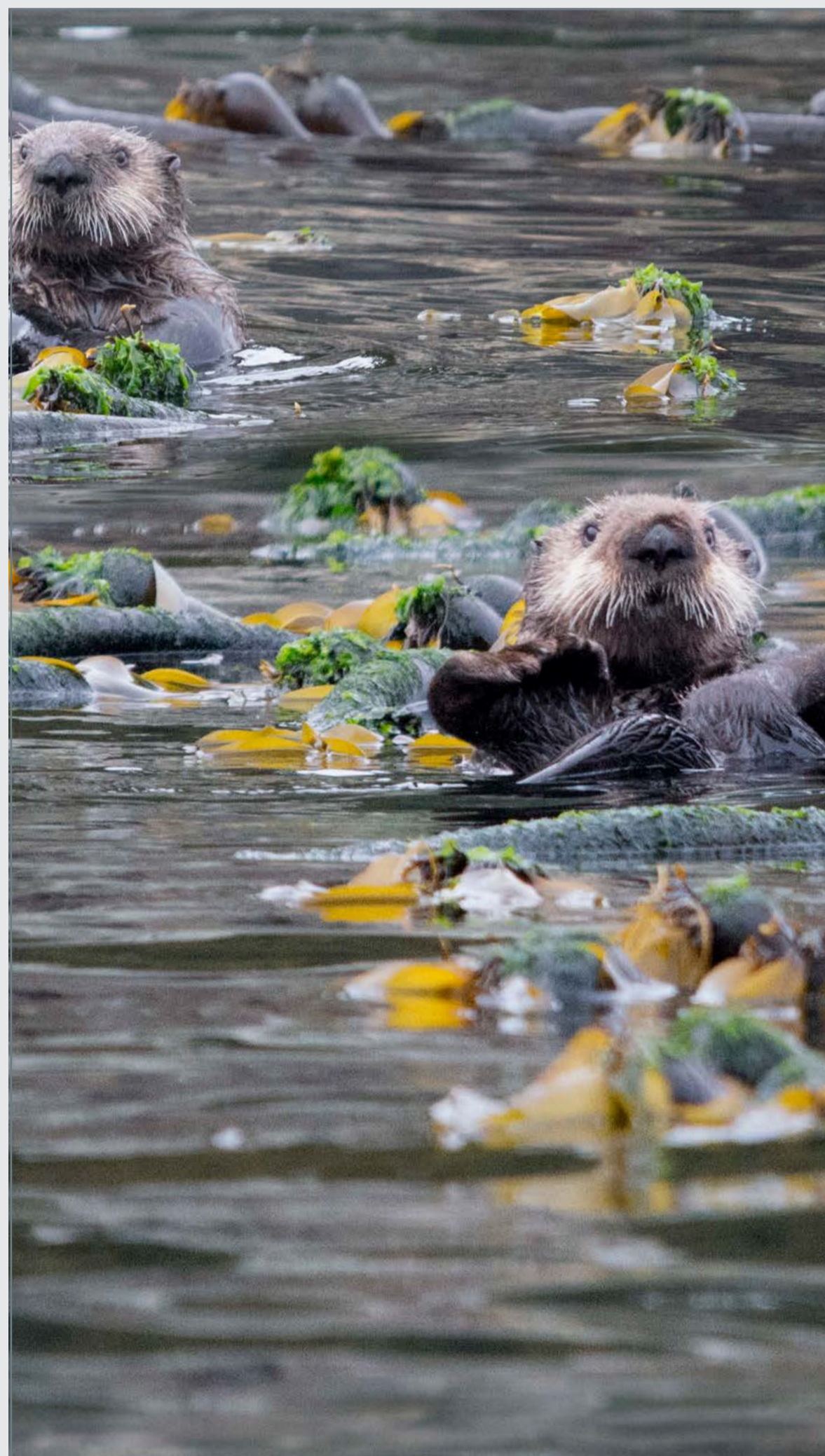
Kelp forests are incredible ecosystems that abound with marine biodiversity. They are also key to countering the effects of global warming. Growing up to 0.6 meters per day – **30 times faster than the growth of trees and plants** – kelp has the potential to solve multiple climate challenges. However, kelp forests are shrinking due to pressures from coastal development, warming events and invasive species.

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.



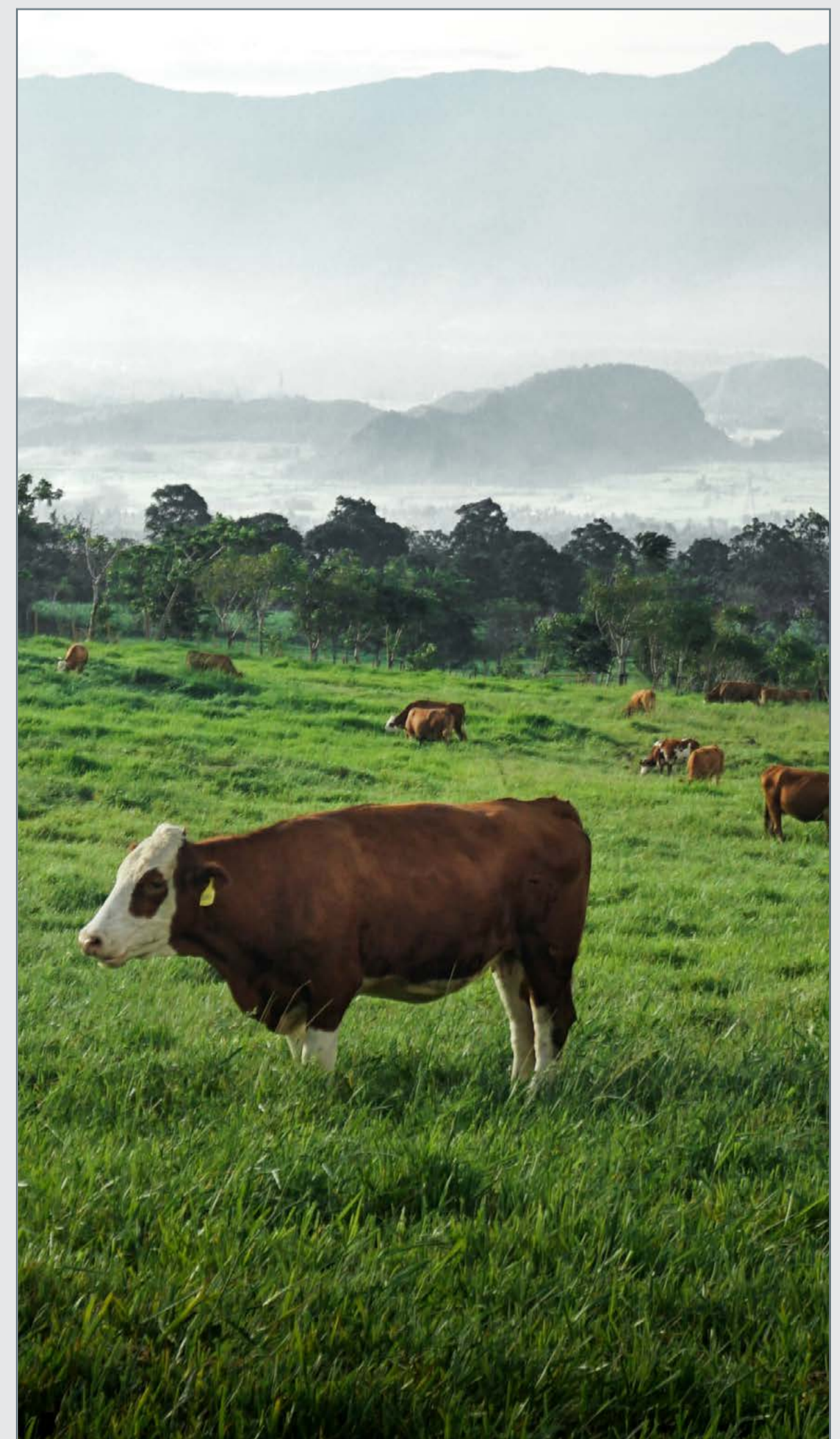
### CARBON SEQUESTRATION

*This powerful macroalgae 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 will provide a refuge for marine wildlife and organisms against climate change.*



### METHANE EMISSION REDUCTION

*Supplementing livestock feed with kelp can reduce methane emissions – a significant source of global greenhouse gases – from cows and other grazing livestock by up to 99 percent.*



## In the next decade, Ocean Wise will...

- **Restore** degraded kelp and seagrass habitats along the British Columbia coastline 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** improvements of restoration processes with citizen action teams globally.
- **Create** a local framework for kelp farming that can be replicated around the world.
- **Partner with First Nations** as right holders of kelp habitats and custodians of relevant, traditional ecological knowledge.

## WHY SEAFORESTATION?

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*Seaweed carbon sequestration – enhancing natural systems by growing and burying seaweed at scale – is one of the most promising means available to sequester CO<sub>2</sub> at scale.*



## Changing Arctic Ocean 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. **This brings real threats, such as invasive species, black carbon on ice and snow – diminishing their heat reflective abilities – and increased underwater noise that interferes with local wildlife.**

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 to mitigate vessel impacts in the Arctic.



### BRIDGING SCIENCE AND INDIGENOUS KNOWLEDGE

*Collaboration between western science and Indigenous knowledge will lead to new important pathways for climate change adaptation and mitigation.*



### INFORMED POLICIES AND PRACTICES

*New knowledge derived from improved data will be used to influence policy. This will result in empowered Arctic communities, an informed decision-making process and 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 to assess the impacts of black carbon deposits, vessel noise, and invasive species.*



## In the next decade, Ocean Wise will...

- **Strengthen** the regulatory framework to protect local communities and animals and to encourage responsible shipping.
- **Deploy** an underwater noise observatory that enables the design of shipping routes with marine mammal habitats in mind.
- **Create** community networks to conduct robust environmental sample collection and monitor wildlife.
- **Reduce** the risk from and improve the ability to respond to invasive species introduction.
- **Empower** Indigenous communities so they can actively participate in shaping the future of the Arctic.

## ARCTIC YOUTH ACTION

*Ikaarvik: Barriers to Bridges, co-created by Ocean Wise staff, is an internationally-recognized and award-winning program that works with Northern Indigenous youth to bridge scientific research and Arctic communities.*





## Plastic-Free Oceans Initiative

Marine plastic pollution has increased tenfold since 1980, affecting over 800 animal species. At least 400 million tons of plastic are produced each year, most of which are used only once and only around 14 percent is recycled. Up to **13 million tons of plastic end up in our oceans annually**. Our wasteful use of plastic adversely affects our ocean and our economy.

There is no one innovation and no one actor who can provide the solution. Plastic-Free Oceans builds upon Ocean Wise's success in designing science-based solutions, multi-stakeholder partnerships and citizen action programs to create positive change. This initiative aims to empower coastal communities, stop the leak of microplastics and microfibers, ensure plastic is valued – not tossed away – and reinvent products, systems and services.



### MULTI-STAKEHOLDER PARTNERSHIPS

*From developing materials and practices that release less microplastics to efforts aimed at moving away from single-use plastics, companies and governments working with Ocean Wise have access to real-time research to deploy practical changes that are also economically advantageous.*



### CITIZEN ACTION

*The greatest power to reduce our dependence on plastic lies with each of us. We can all take part in the plastic-free movement.*



### SCIENCE TO SOLUTIONS

*We can tackle plastic at its source by designing out unnecessary plastic and using materials already in circulation. Science-based assessments that support the entry of viable alternatives into the system can accelerate the elimination of virgin plastic.*



## In the next decade, Ocean Wise will...

- **Engage** with communities to reduce their plastic footprint and see 70 percent of packaging recycled.
- **Empower** urban engineering solutions to curb the flow of macro- and microplastic into water systems.
- **Launch** a closed loop innovation hub that connects material producers, brands and recyclers to eliminate unnecessary plastic use and increase 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.

## MICROFIBERS IN OUR OCEANS

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



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## Seafood Conservation & Markets Initiative

Over three billion people globally depend on seafood as their primary source of protein. Unfortunately, **roughly 30 percent of the world's fish stocks are now overfished and another 60 percent fished to full capacity**. Unsustainable fisheries and farms dominate the global seafood trade, resulting in shrinking fish stocks and unrelenting marine ecosystem degradation. Moreover, many sustainable seafood products lack market access.

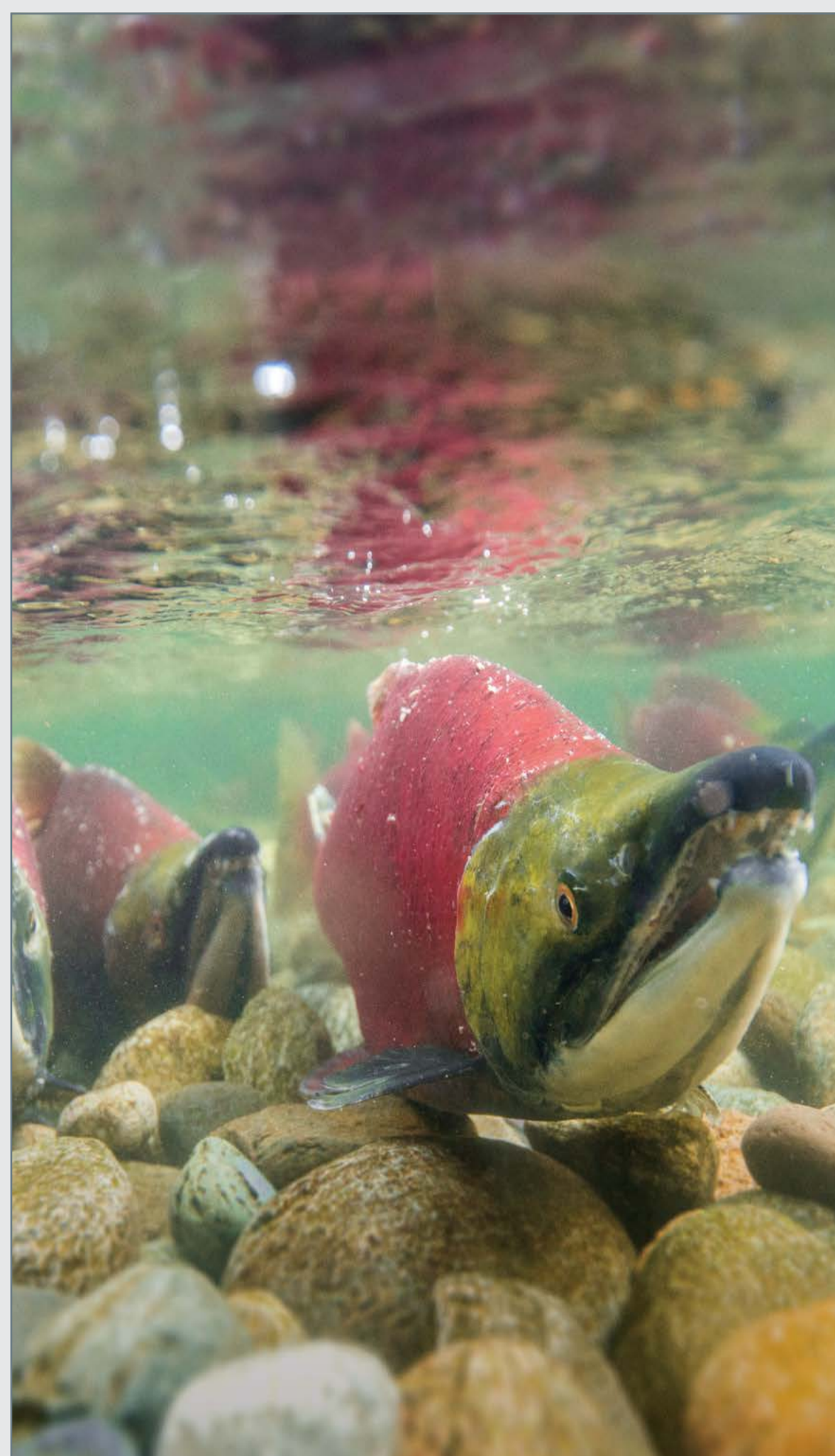
The Ocean Wise Seafood label is synonymous with sustainable seafood choice. With 15 years of experience in the sustainable seafood space and an existing network of nearly 800 unique partners across the supply chain in Canada and ten other countries, Ocean Wise has a strong and trusted reputation for influencing business and consumer purchasing.



### SMALL-SCALE FISHERIES

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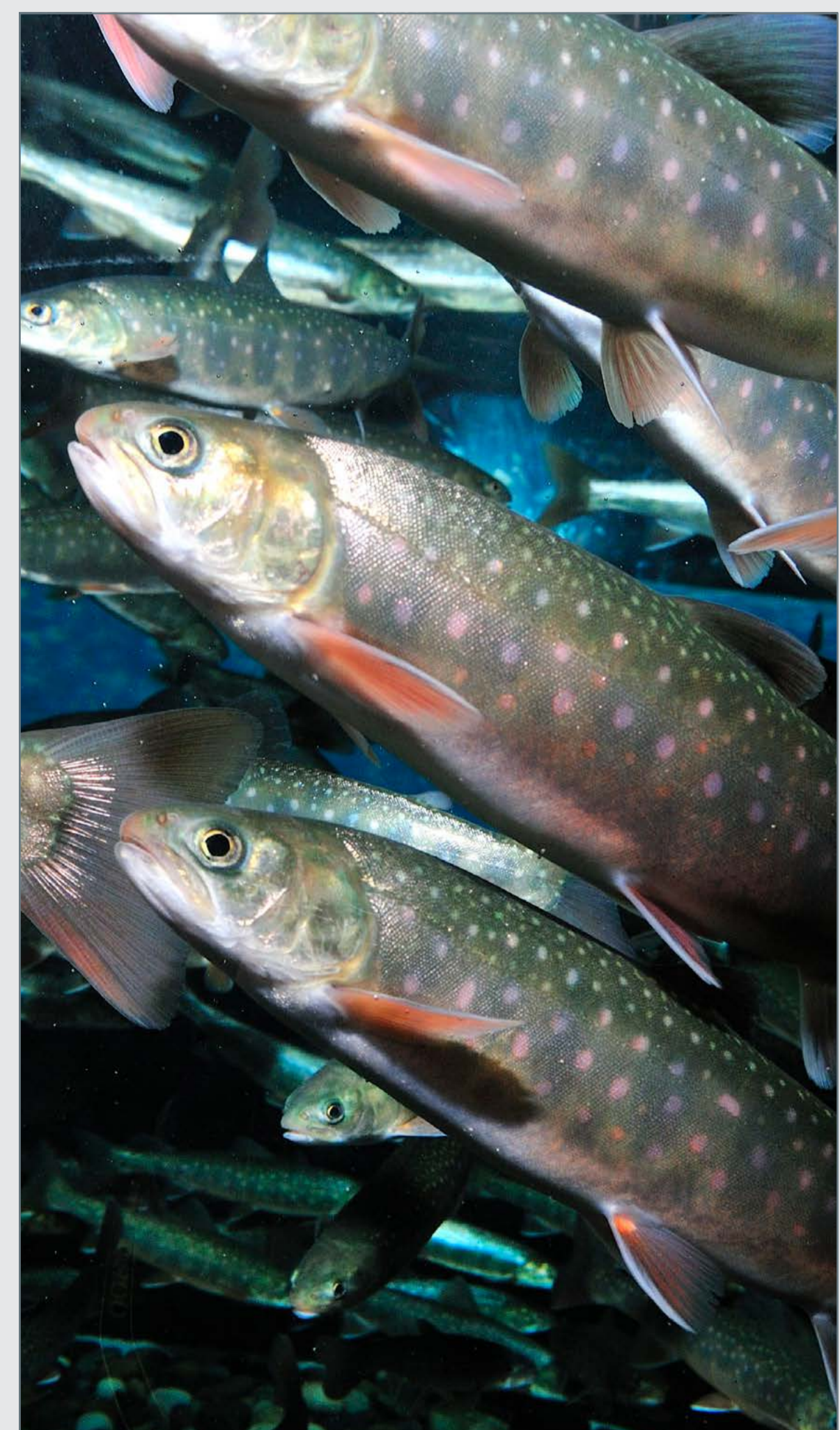
*Small-scale fisheries (SSF) represent about 50 percent of the global fish catch. Encouraging SSFs to adopt sustainable practices and providing them with greater market access will transform the fishing industry.*



### WONDERS OF SALMON

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*Salmon conservation efforts must be prioritized through a climate lens and coordinated in a systemic way to preserve the cold water habitats of this iconic Pacific Northwest species.*



### ARCTIC FISHERIES

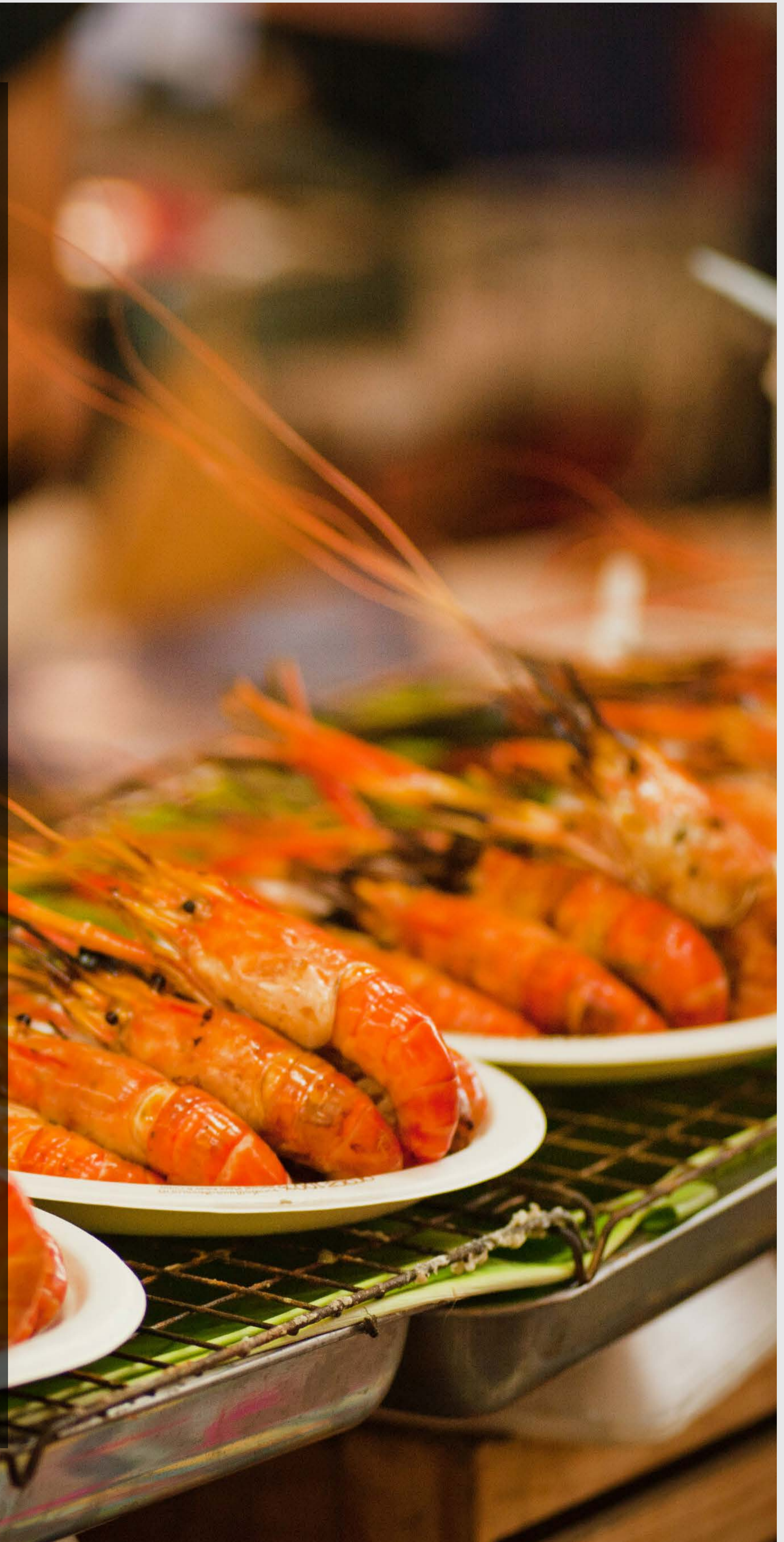
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*Coastal fisheries in the Arctic are rapidly changing as species move into waters further north. There is an opportunity to build resilience into emerging small-scale fisheries and co-develop sustainable local fisheries at this formative stage.*



## In the next decade, Ocean Wise will...

- **Establish** a framework for assessing small-scale fisheries in partnership with key stakeholders and Indigenous rights holders.
- **Open** markets for sustainable seafood through marketing, seafood consultancy and education.
- **Leverage** trusted networks to open Canada's sustainable market to Nunavut fishers and co-create employment opportunities in small-scale fisheries.
- **Strengthen** best management practice standards for sustainable seafood by taking into account 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.



## FISH FOR PROTEIN

*Per capita fish consumption has been on the rise since the 1960s – when it averaged 9.9kg – to over 20kg in 2014. As the global population continues to grow, the need for sustainable and healthy protein sources is key and seafood will play an important role.*

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## Invest in a Blue Future

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

**Will you lead with us?**

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