



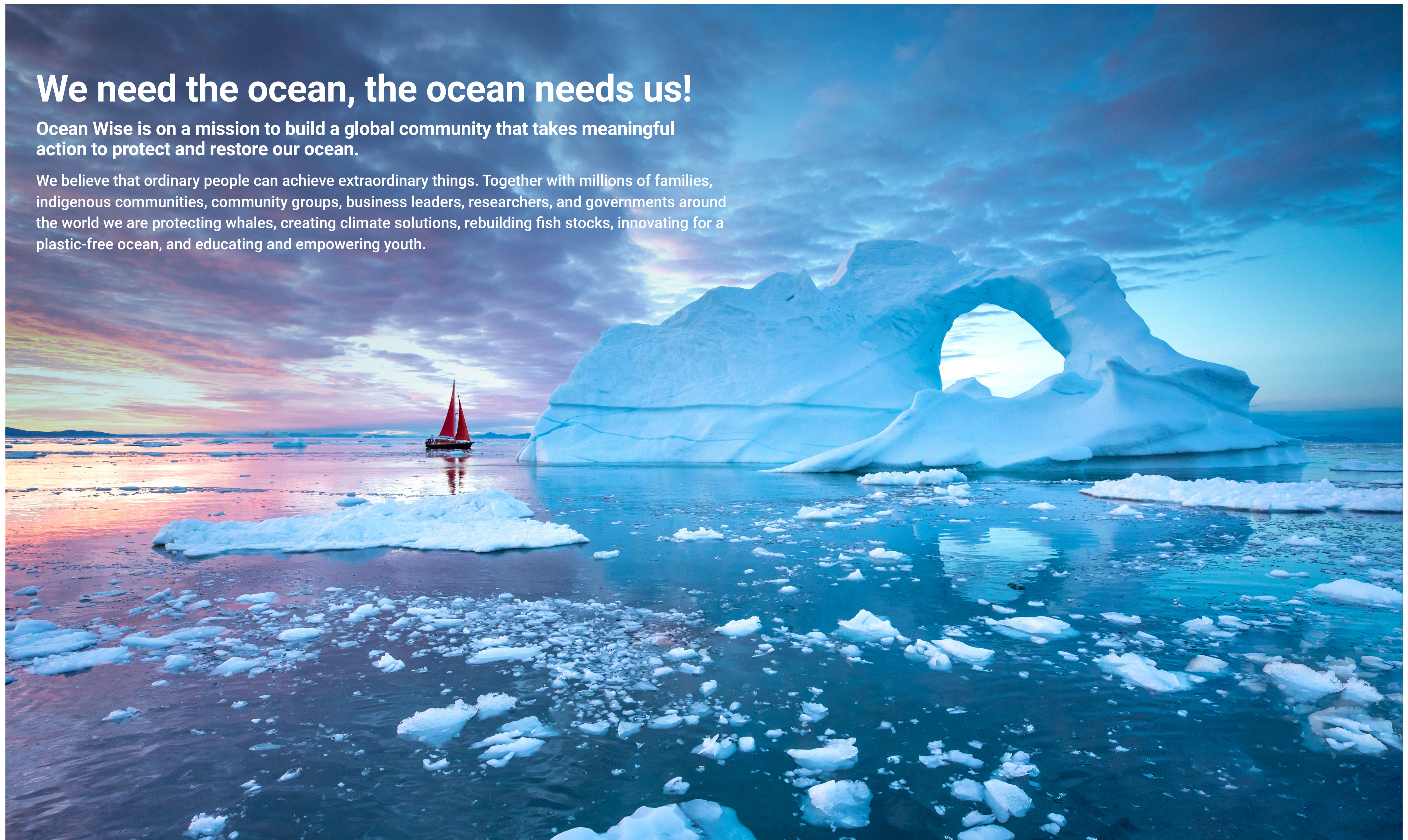
2022 IMPACT REPORT



We need the ocean, the ocean needs us!

Ocean Wise is on a mission to build a global community that takes meaningful action to protect and restore our ocean.

We believe that ordinary people can achieve extraordinary things. Together with millions of families, indigenous communities, community groups, business leaders, researchers, and governments around the world we are protecting whales, creating climate solutions, rebuilding fish stocks, innovating for a plastic-free ocean, and educating and empowering youth.



Letter from the Chair

As my time as Chair of the Ocean Wise Board of Directors comes to an end it feels like the beginning of a new chapter for the organization.

I first joined the Board in 2015 with a mandate to ensure the Vancouver Aquarium was a successful tourism destination in Vancouver. When I think back to those initial board meetings – in a classroom full of teaching props with the sea lions and walrus barking and bellowing in the background – it feels like a completely different assignment.

The road to this new chapter started back on World Oceans Day in 2017 when we announced our intention to transform the Vancouver Aquarium from an aquarium with conservation, research and education programs to a globally focused ocean conservation organization that also manages an aquarium.

That was a bold ambition, and one that I thought might take twenty years to make a reality. But here we are five years later with Ocean Wise as an independent conservation organization and the aquarium under different ownership. I often think about what happened. Between COVID and other challenges we ended up on an extreme fast track, becoming an organization wholly focused on global ocean conservation in just a few years.

The change was certainly quick and driven by many factors outside of our control. It was hard, and we learned a lot quickly, but had we not had that initial vision in mind I’m not sure we could have successfully navigated the past few years. I’m proud to say that we’ve evolved that old organization and developed a compelling new direction and identity, making letting go much easier.

So here we sit today. Out of the nest, thankfully with the resources to get us started on the flight ahead. As we get our wings under us and prepare to take flight, I can only say what a pleasure it has been to be a part of this adventure.

I will always be a supporter of Ocean Wise and the world-class organization that we’ve created. My fellow Directors, Lasse and the rest of the team can be proud of what has been accomplished. And, while I’m not going anywhere, I wish the Ocean Wise staff and new Directors all the best as you take this organization to new heights.

Thank you for giving me the opportunity to participate. It is a time spent that I am truly thankful for.



Christian Baxter, Board of Directors, Chair



Message from the CEO

In a lot of ways 2022 felt like a fresh ocean breeze blowing through Ocean Wise. As we close out the year, I'm reflecting on the impacts and the distances we have travelled together. After several challenging years, we were able to begin meeting together in-person at our new headquarters in Vancouver, we successfully launched an engaging new brand, and we returned to our important work of bringing together a global community taking action for the ocean.

Through 2021 we set our conservation strategy, a *Decade to Turn the Tide*, in place. Focusing our efforts and laying out our role in the ocean conservation landscape. With our ambition set 2022 was a year of building our foundation for success. Ensuring the organization has the right resources, staff, and supports to do the work that we need to do. This meant launching a new, bold, and playful brand that has been well received across the board. It meant establishing our new headquarters on Cambie St. in Vancouver as our Global hub of excellence. And it meant ensuring we had a young, diverse, and ambitious staff team that are driven to succeed.

Building the foundation also meant becoming granular about what we consider to be success. Each of our departments has set clear and measurable goals tied directly to impact in the water.

Now, as 2023 takes hold, I have a strong sense of optimism. We are well positioned to address the issues we laid out in our conservation strategy and become a global ocean action organization. Through passion, commitment, and courage we will be the force for good that the ocean needs!

Thank you to our Board of Directors for your thoughtful guidance over this year. And thank you to outgoing Chair Christian Baxter for your tireless efforts to make Ocean Wise the best organization it can be. Thank you to our staff, our volunteers, and our supporters for all you do to protect and restore our ocean.

Every day is a good day to save the ocean, but today is best!



Lasse Gustavsson, President & CEO



Ocean Wise is a global conservation organization on a mission to build communities that take meaningful action to protect and restore our ocean. Through research, education, innovation, and collaboration, we are turning the tide on three major ocean challenges: **plastic pollution, overfishing and climate change**. By creating communities of concern that include industries, governments, and everyday citizens, we create a future where our ocean and the people who depend on it can thrive.



Source to Shore, Tackling Plastic Pollution

Plastic pollution is one of the most pressing environmental issues facing the ocean today. It is also one of the environmental issues that each and every one of us can play a meaningful role in helping.

Reducing Plastic at Home and at Work

Our Plastic Reduction program is giving individuals and businesses resources to take action and reduce their plastic footprint. Individuals will take an audit of their plastic waste and come up with a plan to reduce it. For businesses, we offer deep collaboration, capacity-building, and expert support to help them tackle the plastic pollution crisis, and we will scale this in 2023 with the support of Save-On-Foods.

[Complete an Individual Plastic Audit](#)



Clean Shores and Happy Communities

An outstanding **36,000+ participants** took action to make their communities (and our ocean) cleaner through an Ocean Wise Shoreline Cleanup. Together they completed over **1,600 cleanups**, more than doubling the number of cleanups from the previous year. These phenomenal efforts resulted in **67,148 kilograms** of trash being recovered from 1,439 kilometres of shoreline. This work was made possible in Canada thanks to our presenting sponsor Loblaw Companies Limited, and in USA thanks to our founding sponsor Tru Earth.

In 2022 we relaunched our **Shoreline Champions** program, providing businesses with ready-made shoreline cleanups to engage their staff, while doing good for the ocean.

Innovating Upstream

One of the major contributors to ocean plastic pollution is microfibers, small bits of fibers found in our clothes. These microplastics can be mistaken for food by plankton and end up in our food chain, posing a serious threat to our ecosystem. Once they disperse into our waterways and ocean there is no practical way of removing them from our ecosystem.

To address these microplastics before they reach our environment the Ocean Wise Plastics Lab, in partnership with Samsung and Patagonia, dove deep on ways to reduce microfiber shedding through the wash cycle with a new report on reducing microfiber shedding. The Plastics Lab found that **low-intensity wash conditions can reduce microfiber shedding by approximately 70 percent**. With this new information, Samsung developed its new *Less Microfiber Cycle*, taking concrete steps towards reducing plastic in our ocean.

[REPORT: Washing Machine Design](#)



New Approaches for Tackling Climate Change

As an organization committed to protecting and restoring our ocean, we see the impacts of climate change on our ocean every day. Through initiatives such as Seaforestation and Waves of Change we're taking action to reduce these impacts and inspire others.

Restoring our Hidden Forests

Seaforestation, an initiative to restore and protect kelp forests and the coastal ecosystems they support, promises to be a game-changer in addressing climate change. Not only can kelp forests capture and store carbon, but the presence of the forests helps to reduce the impacts of climate change by creating shoreline buffers, providing erosion control, and supporting healthier, more resilient marine populations.

In early 2022, Ocean Wise initiated its first in-water kelp forest restoration project in Vancouver Island's Rainy Bay. Using green gravel, **the team seeded a 200 m² transect with three kelp species** local to the area. And it worked! Partially. Over the year several dives were conducted to assess how well the kelp was taking hold, how marine life was returning to the restored site, and providing key learnings for future plantings.

REPORT: Seaforestation

Getting Creative to Address Climate Change

Ocean Wise, [TakingITGlobal](#), [GreenLearning](#), and the [Centre for Global Education](#) launched Waves of Change in 2022, providing youth across Canada with educational opportunities and actions to fight climate change in their communities.

Waves of Change is a coalition of partners spearheaded by Ocean Wise and funded by the Government of Canada. Each partner has developed new and exciting ways to engage youth and address climate change. As part of the coalition Ocean Wise launched its new Sea Dome, along with free education kits, and online programming that connects youth with the wonders of the ocean virtually.

Through this work we engaged with nearly 675,000 people and measured behaviour change following our events in 16% of the audience. This means that over **100,000 people took action** to reduce their carbon footprint because of our work!

FREE Education Kits

Book the Sea Dome



Restoring a Flourishing Ocean

The ocean is home to a diverse range of creatures – from the whales who inspire awe, to the fish we eat, to the sea stars and urchins that dot our tide pools – that create the essential components of a healthy ocean. Together with fishers, whale watching companies, and citizen scientists we are protecting and restoring biodiversity around the globe.

Walk Along the Whale Trail

The Ocean Wise Sightings Network (previously known as the BC Cetacean Sightings Network) has a long history engaging everyday people to join in the protection of whales, dolphins, porpoises and other ocean life. We’re starting to see effects – the humpback whale population has rebounded particularly well since the 1970s when protective measures were put in place and in 2022 these numbers reached new heights. With over **3,150 sightings of humpbacks submitted** to the Ocean Wise Sightings Network along the Pacific Coast, 2022 was our most successful year on record. Reports like this generate alerts through the Whale Report Alert System, a tool used by commercial mariners to avoid ship strikes with large whales. Each alert gives mariners the warning to take mitigative measures, helping them decrease impact on the animals.

With over **4,000 alerts sent to Whale Report Alert System** users in 2022, Ocean Wise is helping to ensure waters are safe for all the whales that call these waters home.

The Whale Trail, a series of land-based locations perfect for spotting marine life, is a key part of this sightings network. In 2022 we expanded the trail with two sites at Kitimat and Rushbrook Harbour, and four new sites with BC Ferries at Duke Point, Prince Rupert, Bella Coola, and Bear Cove.

[Download the WhaleReport App](#)

Scaling Small-Scale Sustainability Efforts

As the most recognized seafood label in Canada, the Ocean Wise Seafood program provides a major pull for seafood producers and harvesters to adopt sustainable practices. Until recently small-scale fisheries, and many Indigenous fisheries in the Arctic, have been unable to participate in the program. In 2022, Ocean Wise kicked off discussions with small-scale fishers in the North to address this critical gap in sustainable seafood.



Inspiring Action and Empowering Youth

Eco-anxiety is a challenge for many individuals, especially young people who feel powerless in the face of the enormous environmental issues we face today. Climate change, pollution, biodiversity loss, and other environmental concerns can be overwhelming; however, we’ve found that when properly supported eco-anxiety can be a catalyst for the positive action that we need. If someone can identify themselves as part of the solution it can inspire them to take action towards a more sustainable future. We are thrilled to see this theory become a reality as we see Ocean Wise youth rising to the challenge as important changemakers for ocean conservation.

Our Leaders of Tomorrow

Alumni and ambassadors of our Ocean Wise Youth programs; Ocean Bridge, Youth to Sea, and Ocean Pathways have become powerful voices in inspiring people across Canada to take notice and act towards ocean conservation.

Over the past year, we have welcomed 235 new ocean ambassadors to our youth programs, bringing our total youth network to 841. This year, these incredible young people have **devoted over 82,813 hours to ocean conservation**. Creating and delivering service projects in their communities, participating in field-based and virtual placements at conservation organizations.

Ocean Wise Youth ambassadors have made an incredible impact through their hard work, hosting **45 shoreline cleanups, publishing four ocean-themed books, and hosting 109 virtual and in-person events** for their projects. Their work includes helping release Canada’s biggest budget aquatic docuseries, social media campaigns, and a Cigarette Butt Awareness Campaign that received local media attention in Vancouver. These young leaders have also been recognized for their efforts as changemakers with awards such as the Burnaby Youth Environmental Award and the North American Association of Environmental Education (NAAEE) 30 under 30 award.



Connecting with Ukraine

In early 2022, Ocean Wise Education team jumped at the chance to collaborate with **Classrooms Without Walls** to deliver free online schooling to students living in conflict zones. Thanks to this partnership, the team was able to provide fun and engaging educational programs for children impacted by the war in Ukraine and other countries. The 60-minute sessions covered everything from whales to baby animals to the deep sea.

While new faces frequently join, there are lots of returning students. So many that the sessions have become an “ocean club,” where students can request new topics (sharks, killer whales, and turtles are popular), practice English, share information about their favourite marine creatures, and ask lots of questions.

[Book a Virtual Program](#)

Ocean Wise Innovator Lab

Early in the year, Ocean Wise hosted the inaugural Innovator Lab. This project-based competition for youth aged 13-30 elevated voices by providing mentorship from leading ocean health experts and entrepreneurs who helped participants develop innovative ocean health solutions with a particular focus on plastic pollution.

During the three-month program, participants received education and mentorship from a global team of leading entrepreneurs and ocean health experts, including Alexandra Cousteau, co-founder of Ocean 2050, Brad Liski, CEO of Tru Earth, Joe Mwakiremba of Ocean Sole Africa, Brian Hardwick, partner and impact strategist at Enso Collaborative, Soraya Abdel-Hadi, founder of All The Elements, and Laura Hardman, Director of Ocean Wise Plastics Initiative.

[Meet the Winners](#)





Board of Directors

Christian Baxter, Chair	Rich Simons
Rod Campbell	Richard Sparrow
Alexandra Cousteau	Keith Spencer
Guy Dean	Lisa Stewart
Ninu Gill	Brian Sullivan
Nina Jensen	Martin Thibadeau
TJ Schmaltz	Barbara Means Thistle
Scott Shepherd	Ian Warner
Helen Sheridan	

Voting Members

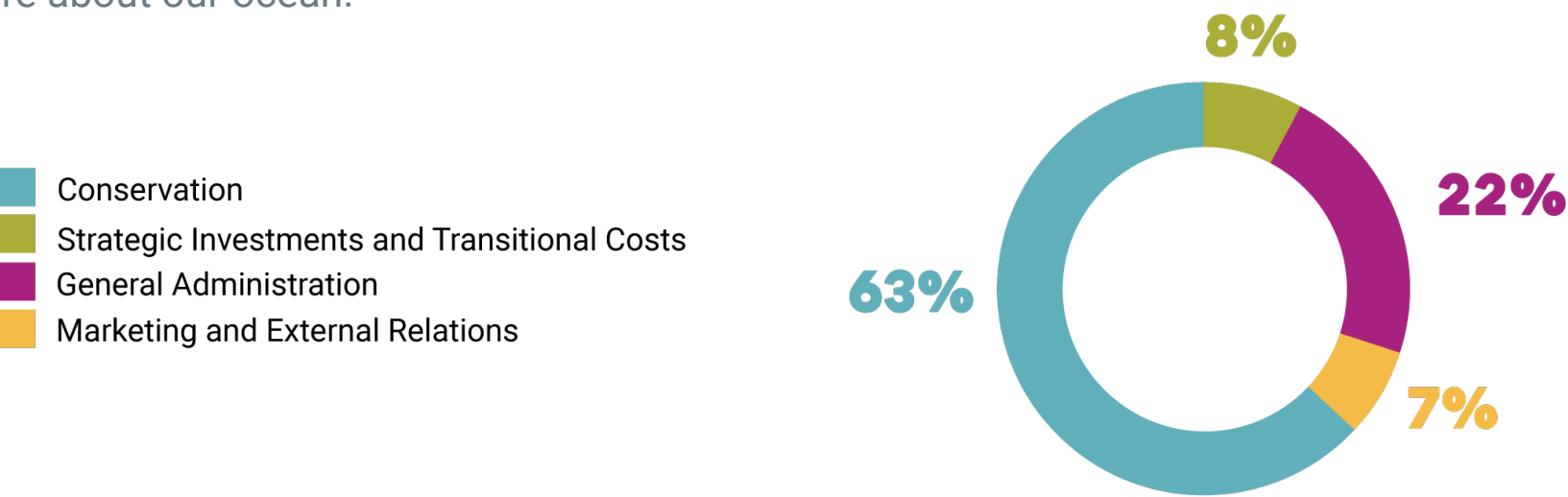
Barbara Atkinson	Doug H. Horswill	Helen Sheridan
Christian Baxter	Nina Jensen	Paddy Sherman
Karam Bayrakal	Janet Landucci	Shawn Siak
Mark S. Betteridge	James Lyman	Audrey Sojonky
Daniel Bouillon	Marian MacFarlane	Richard Sparrow
Richard F. Bradshaw	Lucile MacKay	Margot Spence
Valerie Bradshaw	Peter MacKay	Keith E. Spencer
Rod Campbell	Peter Malcolm	Mark C. Stevens
Alexandra Cousteau	Patrick L. McGeer	Lisa Stewart
Ian S. Davidson	Barbara Meens Thistle	Brian Sullivan
Guy Dean	Shelley-Mae Mitchell	Dixie Sullivan
John T. English	Derral G. Moriyama	Martin Thibodeau
Peggy English	Patricia J. North	Mark Tindle
Russell Fraser	Rudy E. North	Ken R. Tolmie
Margaret Garnett	Phil R. Nuytten	Andrew Trites
Rizwan Gehlen	Ryan Patryluk	Brooke N. Wade
Ninu Gill	Randy Pratt	Ian Warner
Bernard P. Hanby	David Rebak	John M. Webster
Patti Hanneson-Hatch	Tristan M. Sawtell	Maurice White
Robert Harper	TJ Schmaltz	
James Ho	Scott M. Shepherd	

Our Impact

We are restoring the ocean to a healthy and thriving eco-system by building a global community that takes meaningful action to protect and restore our ocean.

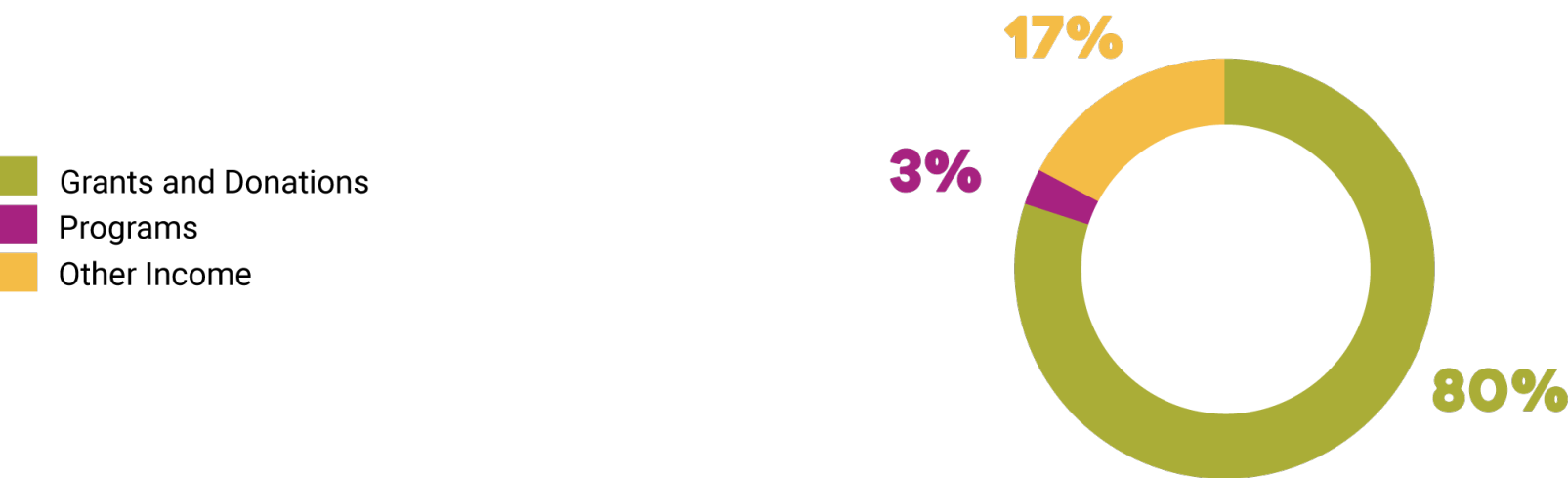
Our Revenue

Our funding comes from governments, foundations, corporations and thousands of individuals who care about our ocean.



Our Expenses

We focus our work on delivering meaningful impact for the ocean. This includes conservation focused research, strategic partnerships with businesses and programs that engage millions of people to learn about and care for our ocean.





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

We need the ocean, the ocean needs us!

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