

Ocean Wise inspires and empowers people by turning knowledge of the ocean into action for the ocean. Through research, education, innovation, and collaboration, we are turning the tide on plastic pollution, overfishing and climate change. Together with industries, governments, and everyday citizens, we are creating a future where our ocean and the people who depend on it can thrive.



FISHERIES & SEAFOOD

Three billion people rely on seafood, yet 30% of fish stocks are overfished. Ocean Wise works with researchers, fisheries, and communities to promote sustainability by combining Traditional Knowledge with Western science. Ensure your choices help protect marine ecosystems by choosing Ocean Wise Recommended seafood at restaurants and retailers.



SEAFORESTATION

Kelp forests – the lungs of our ocean – are in massive decline. In addition to providing a home to thousands of sea creatures, kelp forests also promise to be one of the most effective tools for fighting climate change. By protecting and restoring kelp forests, Ocean Wise is actively improving ocean health through ecosystem regeneration that accelerates the fight against climate change and biodiversity loss.



EDUCATION

Educating young and curious minds is the key to fostering a deep understanding and inspiring a love for the ocean. Our educators work with audiences of all backgrounds and sizes – including schools, youth-serving agencies, community groups, families, and individuals – using resources that include the traveling Ocean Wise Sea Dome, virtual classes, and downloadable Education Kits.



OCEAN POLLUTION AND PLASTICS

Countless marine species are under threat from plastic pollution, underwater noise, and chemicals. Ocean Wise is working with citizens, governments, businesses, and not-for-profits to make a difference. With the state-of-the-art Plastics Lab conducting cutting-edge microplastic research and the direct-action Shoreline Cleanup program, Ocean Wise is tackling pollution from source to shore.



WHALES

The health and wellbeing of whales are indicators of the health of the entire ocean ecosystem. Ocean Wise helps protect and conserve whales through two initiatives: the Whale Report Alert System and the Whale Health and Monitoring Program. Together, these solutions use research, technology, and citizen science to solve two of the biggest threats facing whales today, ships strikes and loss of prey.



YOUTH

Ocean Wise Youth programs empower young people from diverse backgrounds with the life skills to support civic engagement essential for our ocean to be healthy and flourishing for generations to come. Hands-on service opportunities and microgrants are centred around ocean conservation, fostering a network of ocean lovers and leaders across Canada.

Mission To build a global community that takes meaningful action to protect and restore our ocean.
Vision A world in which the ocean is healthy and thriving.

OUR IMPACT



We formed the Salmon Advisory Panel, leading to **15 NEW RECOMMENDATIONS FOR BC SALMON FISHERIES**



We released our 2nd annual Rapid Assessment Standard report, generating **300 SUSTAINABILITY RATINGS**

FISHERIES & SEAFOOD

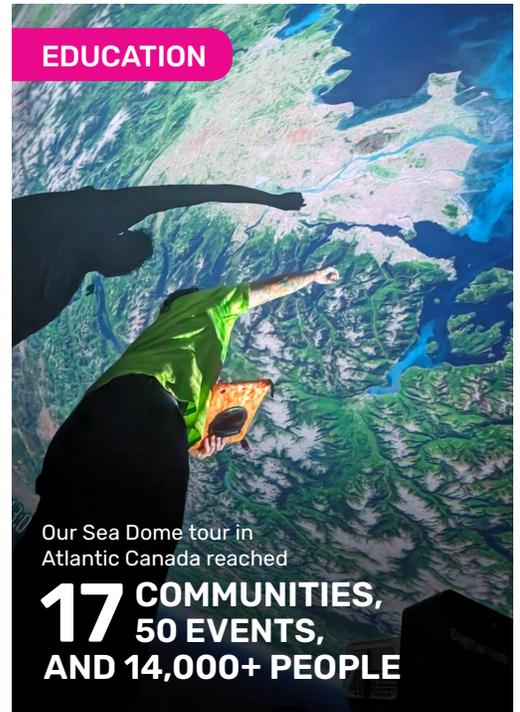


We partnered with Tseshaht First Nation to transplant over **2,000 KELP PLANTS IN BARKLEY SOUND**

SEAFORESTATION



By upgrading our Kelp Nursery, **WE INCREASED CAPACITY BY 500%**



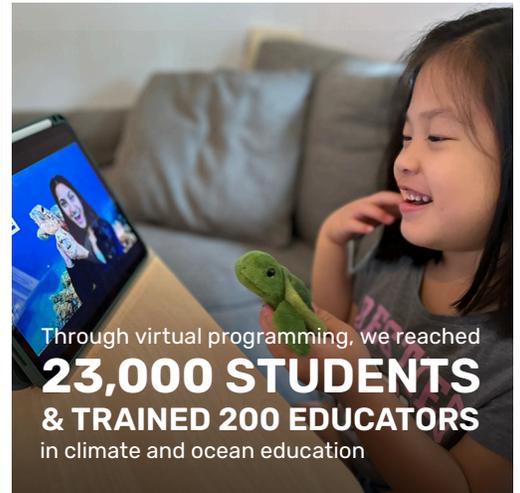
EDUCATION

Our Sea Dome tour in Atlantic Canada reached **17 COMMUNITIES, 50 EVENTS, AND 14,000+ PEOPLE**



YOUTH

105 NEW PARTICIPANTS took part in our Youth programs



Through virtual programming, we reached **23,000 STUDENTS & TRAINED 200 EDUCATORS** in climate and ocean education

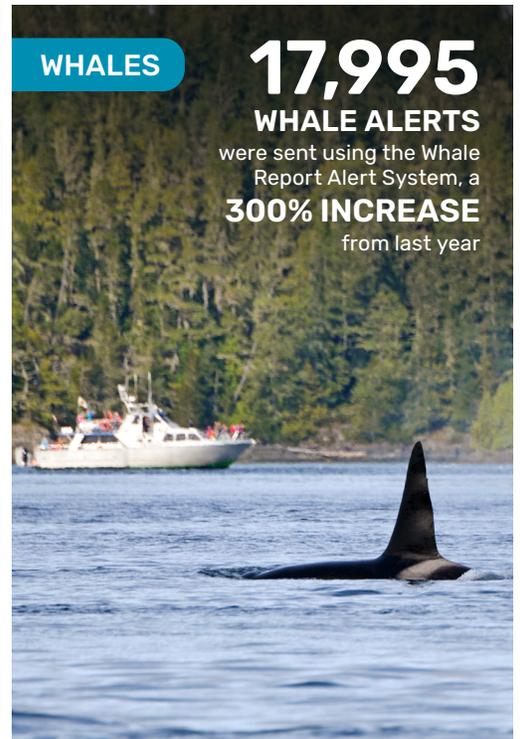


26,387 PEOPLE joined a Shoreline Cleanup, removing **18,092 KGS OF LITTER**



Shoreline Cleanup litter data shows progress **PLASTIC STRAWS DOWN 32%**

PLASTICS



WHALES

17,995 WHALE ALERTS were sent using the Whale Report Alert System, a **300% INCREASE** from last year