

2017 OVERVIEW REPORT

OCEANS WEEK HFX



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#OCEANSWEEKHFX

OUR MISSION

“Our global oceans cover the majority of the planet – 71 per cent – and provides us with the goods and services necessary to our survival.”

- Honour & acknowledge the purpose of World Oceans Day.
- Increase public engagement amongst our community.
- Contribute to ocean literacy in Nova Scotia.

To support our growing ocean community here at home, Oceans Week HFX (OWHFX) was initiated by local volunteers to ensure the World Oceans Day legacy continues. With the focus on inclusivity and accessibility, OWHFX invites broad audiences to participate in a range of recreational and educational activities.

We recognize the importance of the oceans in our lives, and the lives of future generations, and in turn recognize the need to protect this valuable - but vulnerable - resource. To help raise the profile and garner greater interest and actions for our oceans, the world celebrates together every June.





*“Halifax is the birthplace
for international World
Oceans Day.”*

First introduced at the United Nations (UN) Earth Summit in 1992, a woman on behalf of the Government of Canada conceptualized World Oceans Day (WOD) – a day on which the whole world would pause to participate, celebrate, and take actions in favour of our global oceans. Elisabeth Mann Borgese, the founder of the International Oceans Institute, brought the idea back home to Halifax, NS, and began collaborating with local organizations to host the first-ever World Oceans Day event.

With the help of her oceans community and hosted by the Maritime Museum of the Atlantic, people of all ages attended the free, accessible, and entirely open to the public exhibition everything oceans in 1992. More than 25 years later, Halifax continues the tradition of hosting public WOD events – far ahead of the times, given that the UN General assembly only formally declared June 8 as World Oceans Day in 2008. Today, over 100 countries participate in over 1,000 WOD events every year – with 2017 having been the largest, most participated WOD to date. With 500 new organizations participating this past year – from government to academia, industry to local not-for-profits, specialists to students – the message of hope and the common goal of improving the health of our oceans through collective awareness and optimism seems to be spreading ubiquitously.

HISTORY



WHO WE ARE

OCEANS WEEK HFX

With backgrounds in Marine Biology, Conservation & Management, Photography and Public Outreach - we want to take a multidisciplinary approach. We work intimately with local communities and ocean-focused organizations, the Oceans Week HFX team collaboratively plan and execute events that promote the World Oceans Day mandate to excite, educate, and engage the public about oceans and solutions.

WHAT WE VALUE

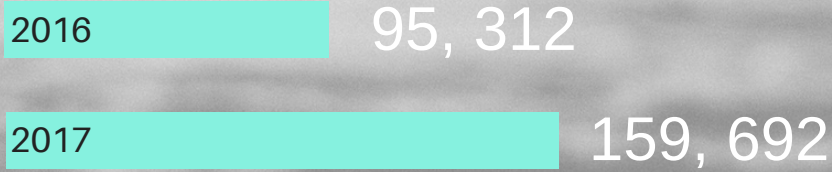
To locally celebrate World Oceans Day (June 8) in Halifax and beyond, Nova Scotia by the promotion and awareness of and advocacy for our oceans and our broad ocean community.

JOIN US

Our ocean community is growing! Stay informed and join us for another great year of Oceans Week HFX this June, 2018. Discover the ways you can help make a difference in our community and learn about the importance of ocean education.

ENGAGEMENT & OUTREACH

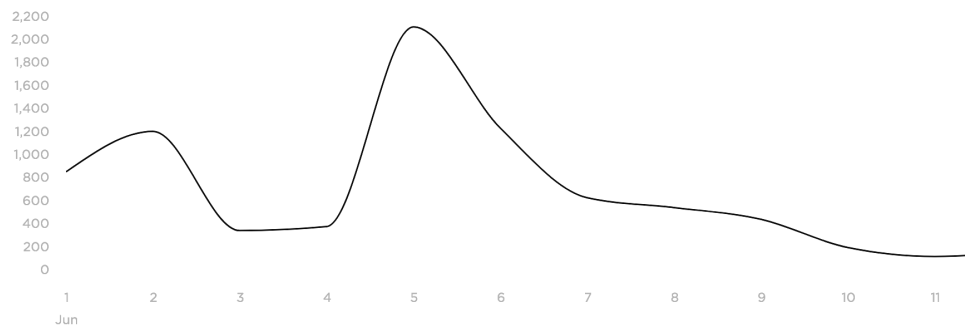
FACEBOOK TOTAL IMPRESSIONS



OCEANSWEEK.CA

2016
5,954
VIEWS

2017
8,171
VIEWS



INSTAGRAM & TWITTER TOTAL IMPRESSIONS

2016 521

2017 1753

OUR VISION

By fostering meaningful partnerships and supporting local events that are inclusive, accessible, open to the public, OWHFX will generate greater awareness and advocacy for our oceans for the benefit of our global oceans, ourselves, and future generations.

To help support our growing oceans community here at home, Oceans Week HFX (OWHFX) was initiated by local volunteers to ensure the WOD legacy continues. With the focus on inclusivity and accessibility, OWHFX invites broad audiences to participate in a range of fun and educational activities. In 2016, over 2,500 collectively attended 16 events hosted across the Halifax by over 25 partnering organizations. In 2017, OWHFX proudly hosted 26 events with the help of over 25 partnering organizations with even further reach across Nova Scotia. Already, 2018 is shaping up to be the best OWHFX yet!

Join us! Together, we can celebrate the true importance of oceans and all they do for us, and what we can do to help sustain them. Take part, sponsor, and stay connected with our growing oceans community for another great year of Oceans Week HFX -- we can't wait to make waves with you!

THANK YOU

TO OUR 2017 SPONSORS & PARTNERS



Waterfront Development



EAST COAST OUTFITTERS



BESIDE

ANCHORED COFFEE.



HALIFAX PARTNERSHIP
CONNECT. COLLABORATE. PROSPER.



MARITIME MUSEUM
of the ATLANTIC
A PART of THE NOVA SCOTIA MUSEUM



SUSTAINABLE OCEANS



Seacology by Kayak



The FRIENDS of McNABS ISLAND
Society



... AND MORE!



our ocean community

For more information, visit

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JUNE 2018

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