

Ocean Wise Communication on Engagement

Period covering: November 2019 – October 2021

Part I. Statement of Continued Support by the Chief Executive or Equivalent

October 25, 2021

To Ocean Wise stakeholders,

I am pleased to confirm Ocean Wise's continued commitment to the United Nations Global Compact and its Ten Principles with respect to human rights, labour, environment and anti-corruption. In this Communication on Engagement, we have described the activities that Ocean Wise has undertaken to support and engage with the UN Global Compact and its Principles over the past two years. We commit to sharing this information with our stakeholders, and we welcome feedback on its contents.

Ocean Wise is a globally focused conservation organization on a mission to protect and restore the world's oceans. Through research, education, direct-action conservation and field projects, we empower communities to act for ocean health. We are focused on tackling three major ocean challenges: overfishing, ocean pollution and climate change. Ocean Wise is headquartered in Vancouver, British Columbia with initiatives across the world.

Sincerely,
Lasse Gustavsson
President and CEO
Ocean Wise

Part II. Description of Actions.

The following actions have been undertaken by Ocean Wise over the past two years in support of the Global Compact.

1. Ocean Wise Seafood is a conservation program that empowers consumers and businesses to choose sustainable seafood options that support healthy oceans. Ocean Wise continually works to identify and educate new partners to conserve and sustainably use the oceans, seas and marine resources. (SDGs 2, 8, and 14)
2. In May 2021 Ocean Wise introduced its Plastic Reduction Program for individuals and restaurants. Through this program Ocean Wise works with participating restaurants to quantify how much plastic is being used and opportunities to reduce, replace, re-use or recycle plastics. (SDGs 3 and 12)
3. The Ocean Wise Shoreline Cleanup (Great Canadian Shoreline Cleanup and Great American Shoreline Cleanup) is one of the largest direct action conservation programs in Canada. This initiative, run in Canada in partnership with WWF since 2010, brings together individuals and businesses to conduct shoreline cleanups across Canada. In 2021 we introduced the Great American Shoreline Cleanup allowing Americans in Texas and California to lead cleanups. In addition to removing harmful litter from our shorelines the data collected from the Shoreline Cleanups is shared broadly and has informed litter-related policy. Municipal single-use reduction strategies, provincial analysis on the impacts of foam docks and federal action to ban unnecessary single-use plastics have all been influenced by our shoreline cleanup data. (SDG 12)
4. In 2017 Ocean Wise introduced the Microfiber Partnership, a solution-oriented research initiative that brings together researchers, the apparel industry, and government agencies concerned about the sources and impacts of microfiber pollution in the ocean. (SDGs 3 and 12)
5. Ocean Wise is working with local communities and businesses to pilot seaforestation (the process of restoring, planting, managing and caring for kelp forests so as to ensure healthy oceans and seas as well as capturing CO2 through natural solutions. (SDGs 13 and 14)
6. Ocean Wise works with citizen scientists to mitigate the risk of ship strikes and underwater noise on whales by alerting commercial mariners of their presence. Whale sightings are obtained from real-time observations reported to the B.C. Cetacean Sightings Network by trusted observers using the WhaleReport app. Sightings are then transmitted to select vessel classes (e.g., large, commercial transport) reducing vessel disturbance to at-risk whale populations. (SDG 14)
7. Ocean Wise engages with stakeholders in the Arctic to identify and address shipping impacts as the North opens up as a result of climate change. (SDGs 13 and 14)

Part III. Measurement of Outcomes

The following qualitative and/or quantitative indicators are used by Ocean Wise to measure the outcome of the activities described in Part II above.

1. Ocean Wise Seafood measures success by the number of businesses whose business practices are brought in-line with the sustainable requirements of the our program, the number of retailers who choose to sell sustainable seafood and the number of consumers who buy sustainable seafood. **There are currently 692 Ocean Wise Seafood partners.**
2. Ocean Wise measures the success of its Plastic Reduction Program by the number of businesses who undertake a plastics audit and choose to adopt more sustainable business practices as well as the number of people who sign the pledge to BePlasticWise. **There are currently 18,400 signers of the Ocean Wise plastic wise pledge.**
3. Ocean Wise quantitatively measures the success of its shoreline cleanup program by the number of cleanups conducted each year. Qualitatively success is measured by the use of the data collected through cleanups by partners to change business practices and/or develop waste reduction strategies. **In 2021 1,738 shoreline cleanups were lead across Canada and America.**
4. The microfiber partnership measures success by the number of businesses committed to addressing the impact of microfibers shed from clothing. **The microfiber partnership has 8 industry partners.**
5. Success for seaforestation will be measured by the number of Indigenous partners who benefit from a successful seaweed industry, the amount of kelp forest able to be restored and or replanted, and the amount of carbon captured. **Ocean Wise is piloting its first planting and will continue to engage businesses to offset their carbon emissions.**
6. The success of the Whale Report Alert System is measured by the number of sightings report through the website and app, and the number of commercial mariners who use the system to avoid negative impacts to whale populations. **From June 2021-Sept 2021, the WRAS delivered 4,952 alerts to mariners from 52 marine organizations throughout BC and WA.**
7. Our Arctic shipping initiative measures success by the number of partners working to reduce the impacts of shipping. **This partnership now includes 10 universities, policy makers, regulators, Arctic communities, and NGOs.**