

Acknowledgements

The *Ocean, Freshwater, and Us* giant floor map was designed by a steering committee comprised of representatives from several of the Ocean Week Canada partner organizations. Special thanks to renowned cartographer, Chris Brackley, for bringing the different identified data sets and parratives to life.

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01

BACKGROUND CONTEXT



a. About Ocean Week Canada

Ocean Week Canada is an annual national celebration of ocean events, learning, and engagement held during the week of World Ocean Day (June 8). Through events and learning activities, we're recognizing the important role the ocean plays in our everyday lives and how local waterways connect us all with the ocean.



Ocean Week Canada is nationally coordinated by the Canadian Ocean Literacy Coalition (COLC) project office. COLC is an alliance of organizations, networks, institutions, and communities working together to better understand and advance ocean literacy in Canada. Ocean Week Canada helps to raise public awareness and celebrate our diverse connections to coastal areas, the ocean, and watersheds in Canada. Together, we can inspire action to ensure a healthy ocean for future generations.

The *Ocean, Freshwater, and Us* map was developed as a learning and engagement tool for schools, libraries, museums and aquariums, conferences, and other public spaces and events to use during the Ocean Week Canada celebrations and throughout the UN Ocean Decade (2021-2030).

b. About Canadian Geographic giant floor maps

Canadian Geographic Education's vibrant and colourful Giant Floor Maps are unlike any other educational resource in the country. These maps offer students (of all ages) an opportunity to discover and explore the diverse aspects of geography in a unique and interactive way that accommodates various learning styles and is easy to integrate at all grade levels. The maps come with a wealth of resources, activities, and lessons on a variety of topics.



c. About *Ocean, Freshwater, and Us*: A Note from cartographer, Chris Brackley

Ocean, Freshwater, and Us. The title of this giant floor map is perfectly descriptive of its content. It is a map that highlights the foundational connections between ourselves and the water that surrounds and sustains us. The massive freshwater flow arrows highlight the reality that while few Canadians live close to the ocean, we are all connected to it by our local and ever-flowing lakes, rivers, and wetlands. And this connection is more than conceptual. What we put into local freshwater systems invariably flows to the ocean affecting delicate marine ecosystems sometimes thousands of kilometres from our homes.

Of course, human impact on the ocean is often more direct and this map also highlights our efforts to protect the ocean through a growing network of protected areas. There are no "one-size-fits-all" solutions to protecting ocean environments, and the different protected areas on this map reflect that reality; some removing certain fishing pressures, some limiting ship traffic and anchoring, some limiting or eliminating resource development, and some doing all of the above. The human impact on water is, of course, determined by us. And the "us" shown on this map is perhaps the most fulsome ever shown on a Giant Floor Map. Not only does it include all villages, towns, and cities (heavily weighted towards the southern parts of the country), but it also shows the ubiquitous presence of Indigenous peoples throughout the entirety of what we now call Canada.

Hopefully, looking at *Ocean, Freshwater, and Us* through this rich and interconnected cartographic lens will meaningfully inform and inspire Indigenous and non-Indigenous people as we work together to better protect the water around us.



d. Data sets that appear on the Map

- · Water flow lakes, rivers, watersheds
- Wetlands
- Ocean Protected Areas (4 types)
 - Marine Protected Areas (MPAs) under the Oceans Act
 - National Marine Conservation Areas (NMCAs)
 - Other Effective area-based Conservation Measures
 - Other
- Terrestrial Protected Areas that are connected to Marine Protected Areas
- · Permanent sea ice
- Ocean surface labels and sub-surface feature labels
- Specific to Land:
 - Cities and towns (all shown with a dot only cities/towns of a certain size labelled)
 - Indigenous treaty boundaries
 - Indigenous languages
 - Inuit majority towns in the north
 - Inuit Nunangat Regions
 - · All First Nations labelled
 - Reserves
 - Metis Settlement Lands in Alberta

e. Augmented Reality

Discover the many ways Canada is protecting its ocean and waterways by exploring the *Ocean, Freshwater, and Us* map's augmented reality experience (AR). Travel in AR through the Gully, Atlantic Canada's first Marine Protected Area (MPA), meet the creatures that inhabit it, including the blue whale, the biggest animal on earth.

f. Key Messages

- Water shapes us.
- We are connected to the ocean, and the ocean connects us.
- Life on land and life below water depend on a healthy ocean.
- 4 Our actions impact ocean health, our health, and the health of future generations.
- There is only one big global ocean, and we have a responsibility to care for it.

Download the full Ocean Week Canada Key Messages poster here.

02

Hooks & Activation Activities



In this section, 17 fun hooks and short (5 minute) activities to help activate the map are outlined and organized around the five broad Ocean Week Canada key messages. (Be sure to click the poster link at bottom of pg 6). Some hooks and activation activities can apply to multiple messages. For the purposes of this overview guide, the activities are placed under the key message heading that is most suited.

Note: GFM = giant floor map

WATER SHAPES US

1. Indigenous Perspectives - The Power of Place

ACTIVATION: As we engage in the process of reconciliation, the ceremonial Land Acknowledgement can be extended to outreach education so that we may carry out the work of engaging in ocean conversations in a good way.

Facilitator Action: Research the traditional land that the GFM installation will be situated for the day (week). Hold space to call by name the Nation(s) whose land(s) you are privileged to gather on and share knowledge about ocean and freshwater resources in Canada. Share your expressions of relationship, acknowledging not just the territory, but also your connection to that land based on knowledge that has been shared with you. (Source: GC Treaties and Agreements, 2020)

ELABORATION: You can also use the GFM to identify the Treaties of a given area (E.g., Williams Treaty 1923 - Northwest Ontario; Peace and Friendship Treaty - New Brunswick, etc).

Some people might not know what a treaty is. This provides a great opportunity to learn! Treaties are agreements made between the Government of Canada, Indigenous groups, and often provinces and territories that define ongoing rights and obligations on all sides. Treaties include historic treaties (noted on the GFM) and modern treaties (e.g., land claim agreements).



WATER SHAPES US

2. Indigenous Perspectives - Honouring Water

ACTIVATION: For Indigenous Peoples, water is the giver of all life. All living species on the planet, including humans, require clean water to survive.

Facilitator Action: The text block below is distributed across <u>7 printed and laminated cards</u>. Ask for volunteers to act as one voice sharing the message honouring water.

"Water is the most life sustaining gift on Mother Earth and is the interconnection among all living beings. Water sustains us, flows between us, within us, and replenishes us. Water is the blood of Mother Earth and, as such, cleanses not only herself, but all living things. Water comes in many forms and all are needed for the health of Mother Earth and for our health. Water gives us the spiritual teaching that we too flow into the Great Ocean at the end of our life journey."

Water shapes the land and gives us the great gifts of the rivers, lakes, ice, and oceans. Water is the home of many living things that contribute to the health and well-being of everything not in the water." Source: <u>Assembly of First Nations</u>, <u>Honouring Water</u>

ELABORATION: Indigenous Peoples (First Nations, Métis, and Inuit) in Canada have a special relationship with water, built on their subsistence ways of life, that extends back thousands of years. They recognize the sacredness of water, the interconnectedness of all life, and the importance of protecting water from pollution, drought, and waste.

3. Understanding SDG 14 - Life below water

(Facilitator: Explain that SDG 14 is one of 17 global goals established by world leaders in 2015 to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity)

ACTIVATION: Do we need the ocean or does the ocean need us? Why should we care about the ocean?

This open question engagement exercise is used to uncover existing understandings, misconceptions, or wonderings that may serve to guide learning and engagement. Here is a short list of <u>topics to explore</u> connected to SDG 14 and an infographic explaining <u>why ocean health matters</u> for planetary well-being.

ELABORATION: More on SDG1- In 2017, the UN (Our Ocean, our future: a call to action), called for countries to develop comprehensive strategies to raise awareness of the natural and cultural significance of the ocean and to recognise the importance of traditional knowledge systems in understanding the health and the role of the ocean.

WATER SHAPES US

4. The Language of Water

ACTIVATION: Approximately 71% of Earth's surface is water. Water makes Earth habitable; freshwater sustains life on land. How do you say water in your language?

ANSWER: Short list of examples

a. Anishinaabemowin (Ojibwe): nibi

b. Brazilian Portuguese: água

c. Chinese simplified: 水 [shuǐ]

d. Czech: & Croatian: voda

e. Danish: vand

f. Finish: vesi

g. French: eau

h. German: wasser

i. Haida: Gántl

j. South Qikiqtaaluk: imiq (drinking ...)

k. Inuinnagtun: imarmi (in the ...)

I. Nunatsiavut: imak (an expanse of ...)

5. Water Feelings

HOOK QUESTION: Have you ever visited the ocean, a lake, stream or a river? When you were near the body of water, how did you feel?

(Facilitator: encourage audience members to share feelings from their lived experience. Be prepared to backfill the gap in the event that they are not as privileged as you to have visited such a place).

ANSWER: Research shows that being near a body of water makes us calmer and healthier. Spending time near the water, "promotes physical activity and general fitness" reducing the incidence of diabetes and other diseases associated with obesity. But it also slows down our heart rate and reduces stress hormones, boosting our mental health (Global News, 2018).



WE ARE CONNECTED TO THE OCEAN, AND THE OCEAN CONNECTS US

6. Longest Coastline

HOOK QUESTION: (a) Canada is known for having the longest coastline of any country in the world. How long is it? State you answer in killometres.

ANSWER: Canada's coastline measures 243,042 km (includes the mainland coast and the coasts of offshore islands).

HOOK QUESTION: (b) If you walked non-stop (average walking speed of 5 km/h), how long would it take you to walk Canada's coastline?

ANSWER: So, if you walked non-stop at the average walking speed, it would take you five-and-a-half (5.5) years to walk the length of Canada's coastline.

7. Every breath you take

HOOK QUESTION: How much oxygen comes from the ocean?

ANSWER: Scientists estimate that 50-80% of the oxygen production on Earth comes from the ocean. Source: National Ocean Service, NOAA (2022).

ELABORATION: We need oxygen in the atmosphere to survive.. (Facilitator: take a deep breath with me and exhale). However, most of the oxygen produced by the ocean is directly consumed by the microbes and animals that live in the ocean. Most of the oxygen that we currently breathe comes from the "slow accumulation of oxygen in the atmosphere supported by the burial of organic matter over very long time-scales – hundreds of millions of years – and not from the contemporary production by either the land or ocean biosphere." Learn more here.



WE ARE CONNECTED TO THE OCEAN, AND THE OCEAN CONNECTS US

8. All Drains Lead to a Basin

HOOK QUESTION: Canada has 5 ocean <u>watersheds</u>. Can you name them?

(Facilitator: explain what a watershed is or ask the audience. A watershed is a land area (sometimes called a drainage basin or catchment) that channels rainfall and snowmelt to creeks, streams, and rivers, eventually to outflow points such as reservoirs, bays, and the ocean.

ANSWER: Arctic Ocean watershed, Atlantic Ocean watershed, Hudson Bay watershed, Pacific Ocean watershed, and Gulf of Mexico watershed.

DID YOU KNOW? All water in Canada drains into these 5 areas before reaching the sea.

FUN FACT: Seas are found on the margins of the ocean and are partially enclosed by land.

9. H-O-M-E-S is Where the Freshwater Is

ACTIVATION: The Great Lakes (and the St. Lawrence River) make up one of the largest surface freshwater ecosystems in the world. Government entities in Canada and the United States have agreed to apply uniform laws throughout this water system to protect it and make it a sustainable resource.

Facilitator Action: Invite learners to name the Great Lakes - starting from west to east: Lake Superior, Lake Michigan, Lake Huron, Lake Erie, and Lake Ontario.

Together they hold 20% of all the surface freshwater on the planet and contain about 84% of all the freshwater in North America. Only 1% of this is replenished each year by rainfall, snowmelt, and the flow of groundwater. Protecting this shared freshwater resource is a balancing act between safeguarding the livelihoods of all those who live and work in the area and keeping the waters clean and the ecosystem healthy.

Facilitator Action: Engage participants in discussion using the following inquiry questions:



WE ARE CONNECTED TO THE OCEAN, AND THE OCEAN CONNECTS US

10. Which way does the river flow?

HOOK QUESTION: How do you determine the river / stream flow on a [topographic] map?

ANSWER: All rivers flow downhill from higher to the lower elevations, perpendicular to the contour line above it. As a rule of thumb, the V-shaped contour is pointing upstream (the opposite direction from the flow of a stream or river). The tip of the 'V' shows you where the water is coming from.

(Facilitator: Can you show me an example? Look for blue water flow arrows on the map)



LIFE ON LAND AND LIFE BELOW WATER DEPEND ON A HEALTHY OCEAN

11. Where no one has gone before

HOOK QUESTION: How much of the ocean is known to us?

ANSWER: The ocean is mostly unexplored. Over 80% of the ocean remains unknown to us. We have more detailed maps of the moon and Mars than we do of the ocean. Most people only see the surface, where the water meets the land.

ELABORATION: Why do we explore the ocean? Exploration is key to our understanding of the ocean so we can effectively manage, conserve, regulate, and sustainably use ocean resources that are vital to our survival and well-being. By exploring marine environments, we can better understand climate and weather changes, discover new disease-fighting medicines, find alternative energy and food sources, and inspire other innovations. Explore the ocean now. Why wait? Dive into Ocean School and the Hydrous – two amazing ocean learning organizations.

LIFE ON LAND AND LIFE BELOW WATER DEPEND ON A HEALTHY OCEAN

12. Baby Shark do-do-do-do! (Listen to the song if with young children!)

HOOK QUESTION: Ocean waters surrounding Canada's coastal regions are not where you would expect to find any sharks. (True or False)

ANSWERS: Several species of sharks are found in the [insert name] ocean.

- Arctic: Spiny Dogfish Shark, Pacific Sleeper Shark, Porbeagle Shark, Salmon Shark, and Greenland Shark. (Source: <u>Ocean Conservatory</u>, <u>2018</u>)
- Atlantic: over 20 species of sharks are found in <u>Atlantic Canadian waters</u>, many of which are considered at-risk; the largest is the Basking Shark; the smallest is the Rough Sagre. See poster here <u>DOF Canada</u>.
- Pacific: Blue Shark, Pacific Spiny Dogfish, Basking Shark, Sleeper Shark, Brown Catshark, Tope Shark, and Salmon Shark (Source: <u>Oceana Canada, 2017</u>)

ELABORATION: Sharks are amazing fish that have been around since long before the dinosaurs existed. They live in waters all over the world, in every ocean, and even in some rivers and lakes. Unlike bony fish, sharks have no bones; their skeleton is made of cartilage, which is a tough, fibrous substance, not nearly as hard as bone. They have five to seven gill slits on the sides of the head, and pectoral fins that are not fused to the head. Sharks also have no swim bladder (unlike bony fish). As apex predators, sharks have an important role in maintaining healthy ecosystems.

Fun-Facts about sharks in Canadian waters (printable cards)

OUR ACTIONS IMPACT OCEAN HEALTH, OUR HEALTH, AND THE HEALTH OF FUTURE GENERATIONS

13. Ocean Transportation

ACTIVATION: Since we cannot walk on water, people navigate the ocean using different types of vessels. Call out the names of the kinds of ocean-bearing vessels that come to mind.

ANSWERS: Barge, container ship, cargo ship, cruise ship, tanker, trawler, fishing boat, sailboat, dingy, yacht, submarine, sea canoe, sea kayak... anything else?





OUR ACTIONS IMPACT OCEAN HEALTH, OUR HEALTH, AND THE HEALTH OF FUTURE GENERATIONS

14. Everything is Connected

HOOK QUESTION: What does the ocean have to do with human health?

ANSWER: The ocean affects us all—even those of us who don't live anywhere near the coast. (Statistics Canada, 2021)

- Economy Approx. 72,000 people are employed by the fishing industry (2019); the marine sector includes more than 1,000 employers who employ more than 100,000 skilled workers (2022)
- Medicines Diversity of species found in the ocean offers great promise for pharmaceuticals and natural products to combat illness and improve our quality of life.
- The ocean, coasts, and Great Lakes serve other critical needs, too—needs
 that are harder to measure, but no less important—such as climate
 regulation, nutrient recycling, and maritime heritage.
- Just as humans can threaten the health of the ocean, so, too, can the ocean
 threaten our health. When we think of public health risks, many of us do not
 think of the ocean as a factor, but the health of the ocean is tied to our
 health. Intensive use of the ocean and runoff from land-based pollution
 sources are just two of many factors that stress fragile ecosystems—and
 lead to human health concerns.
- Waterborne infectious diseases, harmful algal bloom toxins, contaminated seafood, and chemical pollutants are other signals.

THERE IS ONLY ONE BIG GLOBAL OCEAN, AND WE HAVE A RESPONSIBILITY TO CARE FOR IT

15. Ocean Noise

HOOK QUESTION: Ocean noise refers to sounds made by human activities that can interfere with or obscure the ability of marine animals to hear natural sounds in the ocean.

Facilitator: What types of human activities do you think are responsible for noise production?

ELABORATION: Human activities such as shipping, recreational boating, and energy exploration have increased along our coasts, offshore, and deep ocean environments. Noise from these activities can travel long distances underwater, leading to increases and changes in ocean noise levels in many coastal and offshore habitats. Many marine organisms rely on their ability to hear for their survival. Sound is a highly efficient way of communication underwater and is the primary way that many marine species gather and understand information about their environment. Many aquatic animals use sound to find prey, locate mates and offspring, avoid predators, guide their navigation, and locate habitat, as well as to listen and communicate with each other.

- Higher noise levels can reduce the ability of animals to communicate with potential mates, other group members, their offspring, or feeding partners.
- Noise can also reduce an ocean animal's ability to hear environmental cues that are vital for survival, including those that are key to avoiding predators, finding food, and navigating to preferred habitats. (Source: Ocean Service, NOAA)

(Facilitator: Can you show me where you think the greatest levels of ocean noise are experienced in Canada?)

TAKE ACTION: What can you do to raise awareness about the impacts human noise has on marine life?



THERE IS ONLY ONE BIG GLOBAL OCEAN, AND WE HAVE A RESPONSIBILITY TO CARE FOR IT

16. Never Have I Ever Ocean/Freshwater Stories

ACTIVATION: Never Have I Ever is a game that helps people get comfortable in a group setting and in this case share snippets of ocean / freshwater stories. This get-to-know-your relationship with the ocean/freshwater game invites participants to reflect on their own experiences near, on, or in marine and aquatic waters and share their experience as something they have not done before.

Facilitator: Instruct everyone to sit in a circle on the GFM. Inform the audience of the instructions:

Everyone takes turns telling the others about some kind of experience they have never done connected to the ocean or freshwater resources. For example: Never have I ever gone fishing on Lake Ontario; Never have I ever swam in the ocean; Never have I ever skipped rocks on a lake; Never have I ever thrown trash on the street; Never have I ever jumped into water from a boat, etc.

In this abbreviated version, each player starts with five fingers held high showing for all to see. Each time someone says something that a player has already done, they drop a finger. The goal is to be the last player remaining with the greatest number of fingers raised.

This activity can be played indoors or outdoors.

Recommended number of people for this game is ten to fifteen, but all group sizes can participate by dividing into appropriately sized groups.

Best suited for middle/high school and adult audiences.



17. Augmented Reality Activities

Ocean Canada App

The Ocean Canada app lets you experience the ocean waters and freshwater resources of Canada in a brand new way. Through augmented reality (AR), discover the various ways Canada is working to protect the ocean and freshwater areas. Explore your personal connection to the ocean. Take an immersive trip to the bottom of Atlantic Canada's first marine protected area, "the Gully" as you travel to the surface discovering the unique species that call the Gully home.

Along with these augmented reality experiences, you can also enjoy two Ocean Week Canada video collections, including Coastal Stories curated by the Students on Ice Foundation, and Indigenous Water Guardians, curated by the Indigenous Leadership Initiative and partnering communities. You can also enjoy immersive 360° videos produced by Ocean School.

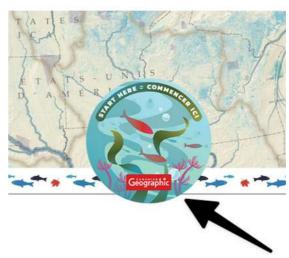
App instructions:

 In the Giant Floor Map kit, you will find a circular marker with a rectangle cutout.

2. Place this marker at the bottom centre of the Giant Floor Map, so that the Canadian Geographic logo is visible through the cutout in the marker.







App instructions:

- 3. Scan the QR code
- 4. Install the app
- 5. Launch the app

Below are a series of screenshots of the prompts that you will see when you open the app.



ios



Android





Screen #1

To launch the experience, click on the START button.

The app will launch in the language of your device and the alternate language will be offered in the upper right corner (FR or EN)

Screen #2

We recommend using headphones when possible as the audio is an important part of the experience. If you do not have headphones available, make sure you have the volume of your device set correctly.





Screen #3

If you are standing on the Giant Floor Map, select the "USE WITH AN OCEAN CANADA MAP" button.

Note: You can use the Ocean Canada app without the Giant Floor Map by clicking the "USE WITHOUT A MAP" button. You will be prompted to scan a flat surface and the map will appear in augmented redity. How cool is that!



Screen #4

Scan the circular marker you placed in Step #2 with your device.

This will trigger the augmented reality elements.





Follow the visual and audio prompts and click on the glowing orbs in the app to discover the various ways Canada is working to protect the ocean and watersheds.

Let your AR exploration begin!

Please note: If you receive the Giant Floor Map and for some reason the circular marker is missing, you can download and print the marker. You will need to cut out the indicated section and place it as instructed.

03

Materials, Care, and Shipping Instructions



a. What are the dimensions of the map?

i. 8 metres by 11 metres

b. What is the map made of?

i. the map is printed on durable heavy-stock vinyl

c. How is the giant floor map shipped to me?

i. in a large hockey bag

d. What materials come with the map?

i. giant floor map

ii. printed PDF of the Background Guide & Activation Activities for Facilitators iii. printed PDF of 5 activities produced by Canadian Geographic and accompanying materials (rope, pylons)

e. How do I unpack and open the map?

Unfolding the giant floor map can be easily accomplished by 1-person; however having 2-people makes the process easier and more time efficient.

i. clear an open space to unfold the map

ii. avoid entry and exit points leading into the space

iii. remove the GFM from the hockey bag

iv. centre the map at one end of the open space lengthwise (e.g., gymnasium)

v. unroll map along the width side (8-m).

vi. grab one of the edges and unfold half of the map; do this three times - until printed surface is fully visible

vii. position the map to your liking the space

Want to see how it is done?

Watch this quick map folding video: https://youtu.be/uGzcwWzLWoE

Note: the map used in video is not the Ocean Week Canada map

Tip: Be sure to take note of how the map was originally packed so that you can easily re-package it in the same manner.

f. Where can the map be used?

i. Indoors - gymnasiums, conference centres, any large open rooms/public spaces ii. Outdoors - smooth level surface, free of stones, broken glass, and loose materials (for example: community commons, atria, soccer field, large boardwalks, etc.)

g. How do I care for the map while using it?

- i. food and drink should not be consumed on the map
- ii. indoor use: remove footwear: users should be in sock feet
- iii. outdoor use: soft soled flat shoes recommended
- iv. use a soft broom to sweep debris from the dry map surface before folding and repacking the map
- v. in cases where the map gets wet, using an absorbent towel thoroughly dry all water before folding the map and returning it to the hockey bag. If the map had to be packed up while still damp, please unfold the map at your earliest convenience and spread it out to dry fully before repacking.

h. How do I fold and pack the map?

- i. after clearing surface debris fold the map in half along the width
- ii. fold in half again (widthwise)
- iii. fold in half a third time (widthwise)
- iv. roll and pack in a hockey bag, then place the activities, pylons and ropes, resources, on top

Tip: Have a look at <u>how to pack a giant floor map</u> diagram!

i. How do I return the map?

As each map booking arrangement is unique, a member from the Canadian Ocean Literacy Coalition project office will be in touch with you directly to organize your map return details.

If you have any immediate questions, please email oceanweekcan@colcoalition.ca



oceanweekcan.ca