





## CANADIAN GEOGRAPHIC ENTERPRISES

The fiscal 2019-2020 year for Canadian Geographic Enterprises is best described in two parts: July 1 to March 16 and March 17 to June 30, pre- and post-COVID-19 shutdown.

Prior to March 16, 2020, CGE (and the Society) was on track for its best year ever, both in terms of finances and in delivering on our mandate. (50 Sussex Drive was also on course for its best fiscal yet.) CGE finished the year with a profit of \$78,920.15, its second-best financial performance to date. (It missed the previous high in 2017 by about \$17,000.) Prior to COVID-19, the company was on pace for a profit of more than \$1 million. CGE's result, as has been the case in recent years, was driven by a combination of factors: custom publishing revenue of \$4.2 million, made possible by strong products and an audience of more than 4.1 million Canadians per month, and Canadian Geographic Education's much-sought-after network of more than 25,000 members.

The period from March 17 until the end of the fiscal year presented unique challenges. We had to quickly adapt numerous processes and procedures with our entire staff working from home. And the availability of, and our qualification for, federal government assistance programs was unclear in the weeks immediately following pandemic-related shutdowns.

Each challenge was tackled as it presented itself. The editorial team published the May/June magazine remotely, as

well as subsequent issues. We rapidly reimagined our Can Geo Education strategy, moving its focus and resources for teachers online, and, for the first time, made them available directly to students and their parents. (Our Director of Education was featured on CBC TV in April about that initiative.) The editorial team hosted virtual trivia nights and Can Geo Talks. And we hosted weekly virtual all-staff meetings to ensure all the organization's work was clearly articulated to all team members. Ultimately, the transition to remote work was handled professionally and our teams continued to fulfill the Society's mandate with no noticeable disruption.

Staff have now partially reoccupied our headquarters at 50 Sussex Drive, Ottawa, in complete compliance with government-mandated COVID protocols. We look forward to a full return and hosting in-person talks, Society events and students on a daily basis, while we continue creating the best magazine in the country, educating Canadians and mobilizing partnerships with, and programs for, like-minded organizations.

We have an incredible staff, a supportive board, a loyal audience and an important mission. Despite team members being physically separated due to COVID, our common cause has made us as close as ever. The past few months have not only been marked by significant change, but also by cooperation and collaboration.



## STRATEGIC PARTNERSHIPS

The Society continues to seek and enhance strategic partnerships with organizations that share its values and commitment to making Canada better known to Canadians and to the world.

Despite the difficulties brought on by COVID-19, the RCGS continued to maintain close partnerships with Nikon Canada, MEC, Via Rail, Canadian North and others to help deliver its core programming.

The Society continues to work collaboratively with a number of important partners to deliver national engagement programs aligned with our mandate. In this regard, we are particularly proud to acknowledge the Department of Canadian Heritage, Environment and Climate Change Canada, Parks Canada, the Canadian Coast Guard, the Government of Ontario, Métis Nation – Saskatchewan,

RBC, the Canadian Space Agency, Polar Knowledge Canada, HBC, the Royal Canadian Mint, the Canadian Mountain Network, CAPR, Husky Energy, Rolex, Trans Canada Trail, Sanofi Pasteur, Shell Canada, the Fraser Watershed Initiative and the National Geographic Society.

In addition, the Society has established new memorandums of understanding with a host of other organizations including WWF, Nature United, Tree Canada, the Indigenous Leadership Initiative, the Canadian Historical Association, the Toronto Zoo, Telus World of Science, the RCMP, Ottawa International Writers Festival and Vulcan Entertainment, among others. These partnerships not only support the RCGS in its delivery of key programming, but also foster new and exciting opportunities for the Society to expand on its ability to connect Canadians with their geographical heritage.



## TRAVEL PARTNERSHIPS

Despite the many challenges facing the travel industry in the wake of the COVID-19 pandemic, The Royal Canadian Geographical Society continued to strengthen its bonds with long-standing partners such as Maple Leaf Adventures, Adventure Canada, Exodus Travels and

Churchill Wild. Although many of our co-branded trips were grounded after the pandemic brought travel to a standstill, the Society has continued to plan for future travel and explore new relationships with leading travel companies.

## CANADIAN GEOGRAPHIC EDUCATION

Despite challenges presented by COVID-19, Can Geo Education continued to support classrooms across Canada, increasing its membership to more than 25,000.

**ONLINE CLASSROOM**  
In response to school closures and an unprecedented demand for digital resources to facilitate e-learning, Can Geo Education launched its Online Classroom, a portal where educators and families can access impactful lessons on a variety of subjects. During its first month, the Online Classroom received more than 30,000 unique page views and its success set the stage for numerous collaborations during the remainder of the school year and into the summer. Notably, Can Geo Education worked with the Aga Khan Foundation Canada, WWF Canada, The Great Trail, The Healing Forest, AdventureSmart and the RCGS Explorers-in-Residence to develop and share engaging activities. New content continues to be shared via the Online Classroom.

**PROGRAMS AND RESOURCES**  
Giant Floor Maps continue to be sought-after resources, particularly for safe learning opportunities for schools continuing with in-person classes. New GFMs were produced as part of the Anthropocene Education, Ontario Parks and Re:Location programs this year.

The launch of the Paths to Reconciliation teacher's guide, a 73-page resource focused on 62 residential schools not recognized by the Indian Residential Schools Settlement Agreement, was a major accomplishment celebrated nation-wide on September 30, Orange Shirt Day.

The Energy IQ program underwent a significant refresh with the development of a new website and interactive energy map and the creation of the Classroom-in-a-Box, an ensemble of lesson plans, explainer videos, maps and infographics available for free for teachers to download.

Can Geo Education hosted its first virtual summer camp for youth in August. It included a week's worth of sustainability, environmental science and nature-based

activities and live Instagram and Facebook chats with explorers such as Jill Heineath and Mario Rigby.

Lastly, several virtual professional development webinars were offered by Can Geo Education staff, including sessions on ArcGIS for classrooms, the Anthropocene Education Program and outdoor learning.

**CONTESTS**  
Despite challenges related to the pandemic, Can Geo Education still hosted the 25th edition of the Can Geo Challenge by allowing students to compete online from home with the assistance of teachers and parents.

More than 300 students competed at the classroom, school and provincial/territorial rounds and 20 finalists from across Canada took part in the national round, which saw Aaron Chung, Awad Khalid, Noah Deng, Tony Wang and Xavier Spano named finalists. Xavier Spano took home the title after a final round that was broadcast live online. Although the International GeoOlympiad was cancelled, students still competed enthusiastically for a spot on Team Canada, which ultimately included David Landry, Peter Zhang, Jason Yu and Ryan Sharpe.

The Classroom Energy Diet Challenge also continued despite schools being closed. More than 90 prizes were awarded to classrooms from around the country, and Brooke Henwig and Deborah Lumley were named Energy Educators of the Year. A new website will be available to participating classrooms in the 2020-21 school year as part of the 10th anniversary celebration of the program.

**COMMUNICATIONS**  
Can Geo Education now delivers three newly designed monthly newsletters to its educator, youth and parent/guardian networks in both English and French, which has boosted readership and engagement. Likewise, a new approach to our social media strategy — including daily posts with impressive reach and engagement rates — has seen the number of Can Geo Education online followers grow to more than 13,500.



## CUSTOM PUBLISHING PROJECTS

**THE FUTURE OF MICHIF**  
PARTNER: MÉTIS NATION-SASKATCHEWAN  
In January 2020, the Society joined the Métis Nation-Saskatchewan in announcing a \$2.1-million pilot project to preserve Michif language and culture in Saskatchewan. The program will see the development of Michif learning products including: the translation of the Métis book of the *Indigenous Peoples Atlas of Canada* into Michif, the development of an educational website, a podcast series and a feature documentary film.

**ICONIC ROCK**  
PARTNER: CANADIAN MOUNTAIN NETWORK  
This project in support of CMN's National Research Centre of Excellence program includes: development of a pull-out poster map in *Canadian Geographic*, educational tools and promotion of their program through print and social media ads.

**ARCTIC CIRCUMPOLAR MAP**  
PARTNER: POLAR KNOWLEDGE CANADA  
Two Giant Floor Maps and three Classroom-sized Floor Maps continued circulating to schools across Canada. We expanded our outreach to teachers in the North with the development of a how-to-use-the-floor-maps video, and we are working on a program to document how modern science can work with traditional knowledge in the North to create a map.

**ANTHROPOCENE EDUCATION PROGRAM**  
PARTNERS: THE ANTHROPOCENE PROJECT AND RBC FOUNDATION  
The AEP supports the landmark documentary film *Anthropocene: The human epoch*, produced by Jennifer Baichwal, Nicholas de Pencier and Edward Burtynsky. This program allows students to learn the history and science behind the Anthropocene and how much people are changing Earth's natural systems. This is our first program that integrates augmented and virtual reality with new media, art and film. Students are taken on a one-of-a-kind journey focusing on human-environment interactions around the world.

**ONTARIO PARKS GIANT FLOOR MAP**  
PARTNER: ONTARIO MINISTRY OF ENVIRONMENT, CONSERVATION AND PARKS  
The 10-by-10 metre Ontario Parks Giant Floor Map highlights the province's parks system, as well as Indigenous treaty areas, highways and urban and rural communities, and is accompanied by 15 themed learning activities connected to Ontario's social studies and geography curriculum. The joint launch event was postponed due to COVID-19, however the map has been touring Ontario schools, and the digital teacher's guide continues to be a great reference for educators who cannot book the physical map.

**ENERGY IQ**  
PARTNER: CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS (CAPP)  
Twenty Giant Floor Maps continued circulating to schools across Canada. Two additional explainer videos were added to the Energy IQ library and a Canada factbook was developed. Funding from the Energy IQ program was used to rebuild the Giant Floor Map booking website to allow a more automated delivery process, as well as a new website for the program itself. In response to COVID-19, the Classroom-in-a-Box was created, which included lesson plans, maps, infographics, quizzes and more. It was delivered to educators electronically.

**RE:LOCATION**  
PARTNER: HERITAGE CANADA  
This program examines community relocations in Canada through a geographic lens. Community relocations are a peculiar part of the shaping of Canada as a country. Supported by the Government of Canada, Canadian Geographic is creating a four-part documentary series (in partnership with the Canadian Public Affairs Channel), an interactive website, feature story and poster map in *Canadian Geographic*, a Giant Floor Map and a photo competition.

## SOCIAL MEDIA

- CanGeo
- CanGeoTravel
- CanGeoEdu
- RCGS\_SGRC
- @cangeo
- @cangeotravel
- @cangeoeducation
- @rcgs\_sgrc
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