

CANADIAN GEOGRAPHIC ENTERPRISES

Canadian Geographic Enterprises not only had an excellent year financially, but also a great year in terms of impact and fulfilling its mandate. The *Indigenous Peoples Atlas of Canada*, a stunning four-volume set completed in 2018, will undoubtedly be one of the most important works of the year in Canada — and for most of us, of our careers. The launch of the atlas delivered more than 10 million impressions on social media in a single day. The project also includes a website, an app and a suite of education materials, not the least of which is a

Giant Floor Map. These resources are in very high demand. The *Indigenous Peoples Atlas of Canada* also includes a dedicated issue of *Canadian Geographic* and *Géographica* that featured a map of Indigenous languages spoken in Canada, accompanied by an essay written by Wade Davis, that won a coveted gold medal at the National Magazine Awards. A Charles Wilkins' story that explores Canada leading the world in production of garbage per capita ("Trash Nation," May/June 2017) also won NMA gold. And we dedicated the January/February issue

to the incredible accomplishment of the completion of The Great Trail (formerly Trans Canada Trail). It was incredibly well received.

Acknowledging the need to refresh our travel brand, while at the same time recognizing a possible growth area, this year the team undertook the work of transforming our *Canadian Geographic Travel* title into a much more sophisticated, modern and upscale brand that included a cover-to-cover rethink and redesign. We are very proud of the result. Travel has

become much more of a focus in the past year, and it will continue to be in the future.

Canadian Geographic staff were instrumental in the monumental tasks involved with overseeing the large-scale construction project and move to 50 Sussex, while simultaneously creating a new event rental company, 50 Sussex Drive Incorporated. Our new building will allow us the opportunity to express *Canadian Geographic* content in speaker events, exhibits, photography shows, film screenings and other ways yet to be discovered.

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.

To that end, the Society has established broad agreements with a number of new partners, including Mountain Equipment Co-op as the Society's Official Outfitter of Expeditions, VIA Rail, Air Canada, Desert Hills Estate Winery and Georgian Bay Spirit Company.

The Society has also established new Memorandums of Understanding with a host of other organizations including The Anthropocene Project, Kids Can Press, Ingenium, Canadian Museum of Nature, Canadian Parks and Wilderness Society (CPAWS), Ocean Wise, Recycling Council of Ontario and The Weather Network.

These partnerships not only support the RCGS in its ability to deliver core programming, but also

foster new and exciting opportunities for the RCGS to expand on its ability to connect Canadians with their geographical heritage.

In addition to these key partnerships, the RCGS continues to work collaboratively with a number of distinct and important contributors, without whom we could not move forward on some of our most impactful projects. In this regard, we are proud to particularly acknowledge The Great Trail, the Department of Canadian Heritage, One Ocean

Expeditions, as well as our ongoing partnerships fostered through the *Indigenous Peoples Atlas of Canada* — Assembly of First Nations, Inuit Tapiriit Kanatami, Métis National Council, Indspire and the National Centre for Truth and Reconciliation.

We are also honoured to continue to work with long-standing project partners, including the Cable Public Affairs Channel (CPAC), Shell Canada, CAPP, Google, Innovation, Science and Economic Development Canada (ISED), Parks Canada and National Geographic.

CANADIAN GEOGRAPHIC EDUCATION

Canadian Geographic Education continues to grow and expand its reach in all provinces and territories in Canada. Now with a membership approaching 21,000 educators, Can Geo Education has proven to be a committee that creates and provides valuable, bilingual geographical resources to Canadian educators across the country. Meetings with curriculum developers, Ministry of Education contacts and school board representatives continue to increase geographic education in Canada, leading to a very promising future.

CONTESTS
Another successful year of the Canadian Geographic Challenge wrapped up with the Society's fourth live National Final. Explorer-in-Residence Mylene Paquette hosted the event at the Canadian War Museum and Ottawa's own William Chapman took home the grand prize. Our top five finalists were awarded the One Ocean Expeditions' Fins and Fiddles trip from July 14-21, which allowed them to expand their geographic knowledge while exploring some of Canada's most breathtaking east coast scenery. This year, the challenge is up and running again with a new level that is open to students ages 16-19.

Canada's Coolest School Trip concluded another successful year by awarding Mrs. Henderson's grade 8 class from Dr. Roy Wilson Learning Centre in Medicine Hat, Alta., with an unforgettable class trip to Ottawa and surrounding areas. They produced a photo essay

about their stewardship project about fire safety. The contest is back again this year and is open to any grade 7/8/9 class in Canada.

The eighth year of the Classroom Energy Diet Challenge concluded with more registered teachers than the previous year. The challenge is running again this year and will focus on getting more Canadians involved with tracking their energy use.

GEOGRAPHY OLYMPIAD
This year, the Society started a new contest called the Canadian Geography Olympiad. The purpose of the contest was to form a team to send to the International Geography Olympiad (iGeo), held in Quebec City this year. For the first time ever, Canada was represented at this international competition. Team Canada's Malhaar Morarir, Jack Cheng, Ben Woodward and Zhongtian Wang competed, each earning a medal and winning second in the poster prize. The Canadian Geography Olympiad has transitioned into Level 3 of the Canadian Geographic Challenge with the same goal of forming Team Canada for iGeo 2019 in Hong Kong.

LEARNING FRAMEWORK
The Canadian Geographic Education Executive Committee continues to develop and update their national curricula, now known as the Canadian Learning Framework for Geography. Can Geo Education is working with the Executive Committee to design a website powered by Google to make the Learning Framework available to all Canadian

teachers. This website will also contain a geo-glossary and an age-appropriate resource list which will help teachers quickly access age-appropriate digital educational materials specific to geographic awareness.

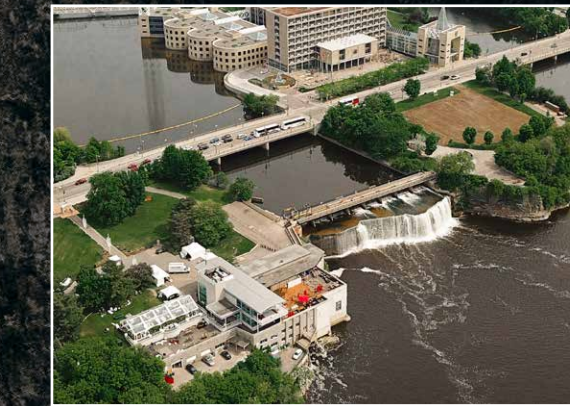
PROFESSIONAL DEVELOPMENT
This year, Can Geo Education both attended and held numerous education workshops. This past summer, through the generous support of the R. Howard Webster Foundation, 14 educators from across Canada travelled to Ottawa to partake in a summer institute about Indigenous education at 50 Sussex. Additionally, local teachers and educators gathered to discuss the state of geography education and to share geography resources during Geography Awareness Week.

RESOURCES
In addition to the continuing development of Can Geo in the Classroom, 3M infographics and the IDRC workbooks, Can Geo Education continues to grow the Giant Floor Map and printable tiled map programs. A notable accomplishment includes the development of a bilingual teacher's guide which will be included with the *Indigenous Peoples Atlas of Canada* Giant Floor Map as it tours across Canada in classrooms and community outreach centres. This guide, developed in partnership with a

council of Indigenous educators, contains materials and lesson plans for all grade levels, and will very likely become one of Can Geo Education's most important resources.

PARTNERSHIPS
Can Geo Education partnered with Ingenium and the Canadian Space Agency on the Canada from Space project — an initiative which will track astronaut David Saint-Jacques' very first mission on the International Space Station (December 2018 to June 2019). An interactive map will allow educators and the public to locate specific spots on Earth that Saint-Jacques will photograph from space, and learn more about interesting biogeophysical phenomena which can impact the daily lives of Canadians.

Can Geo Education also partnered with Ingenium and the National Energy Board on the Canadian Energy in the Classroom project which will highlight the important work that the federal government, through Natural Resources Canada and the National Energy Board, has done to raise awareness of the Canadian energy system through a series of free public data visualizations. These visualizations will be made available on the partners' websites, on social media and will be free to download for teachers who want to have copies in their classrooms to encourage students to discuss the Canadian energy system.



CUSTOM PUBLISHING PROJECTS

CANADA'S COOLEST SCHOOL TRIP
PARTNER: PARKS CANADA
The September/October 2018 issue of *Can Geo* magazine featured a story on Canada's Coolest School Trip, a trip to Ottawa and surrounding areas that the winning grade 8 class, from Medicine Hat, Alta., went on in June 2018. The Canada's Coolest School Trip contest has been extended for an additional year.

ENERGY IQ
PARTNER: CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS (CAPP)
An additional 10 Giant Floor Maps were printed and added to those circulating to schools across Canada for a total of 20 maps. The dedicated Energy IQ website was expanded with tailored content and teacher resources.

ONLINE LEARNING MODULES
PARTNER: CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS (CAPP)
The Energy IQ online learning content was

expanded to an adult market. There are 40 online learning modules that were created and received with overwhelming success.

CLASSROOM ENERGY DIET CHALLENGE
PARTNER: SHELL CANADA
In its eighth year, the Classroom Energy Diet Challenge saw participation increase to 1,374 classrooms across Canada and the completion of 2,161 challenges. The program has been renewed for one additional year.

CANADA FROM SPACE
PARTNERS: CANADIAN SPACE AGENCY AND INGENIUM
This year, five Canada from Space Giant Floor Maps continue to tour schools across Canada. Three additional Giant Floor Maps have visited all schools in Nunatsiavut and Nunavik. They will continue to visit schools in Nunavut, Northwest Territories and Yukon this year.

3M ENVIRONMENTAL INNOVATION AWARD
PARTNER: 3M CANADA
3M provides funding to create infographics

featuring innovative technology in the Discovery section of each issue of *Can Geo*. An educational activity is created to accompany each infographic and increase dissemination.

ROUTE 338: MAPPING DEMOCRACY
PARTNER: CABLE PUBLIC AFFAIRS CHANNEL (CPAC)
Five Giant Floor Maps and an accompanying suite of learning activities encouraging students to learn about democracy in Canada started circulating to schools across the country. A photo contest highlighting the democratic process and electoral ridings in Canada was completed and published in the July/August 2018 issue.

POLAR BLOG, POSTER MAP DISTRIBUTION AND GIANT FLOOR MAP
PARTNER: POLAR KNOWLEDGE CANADA
In addition to continuing to run the Polar Blog in each issue of *Can Geo* and online, the partnership with Polar Knowledge Canada has expanded. A contract was also signed to produce a Giant Floor Map version of their circumpolar map (two maps at 9.2 metres wide and three at 4.6 metres wide) which, accompanied by a set of lesson plans, will tour schools across Canada for the next three years and will be featured at the CHARS northern research facility.

IDRC BLOG
PARTNER: INTERNATIONAL DEVELOPMENT RESEARCH CENTRE
The third year of a series of 12 blogs highlighting the valuable work IDRC is doing to help communities across the globe was produced in tandem with learning activities. The three-year partnership includes an annual summary digest distributed with each November/December issue of *Can Geo*.

INDIGENOUS PEOPLES ATLAS OF CANADA
PARTNER: CANADIAN HERITAGE (CANADA 150)
Working with the Assembly of First Nations, Inuit Tapiriit Kanatami, Métis National Council, Indspire and the National Centre for Truth and Reconciliation, we created an unprecedented legacy work. Over the past year, we successfully completed work on

English and French atlases in print and online, teacher guides for distribution to our teacher network, Giant Floor Maps, tiled maps, synthetic maps, a poster map, an app, dedicated issues of *Canadian Geographic* and *Géographica* magazines.

THE GREAT TRAIL TREASURE HUNT
PARTNER: TRANS CANADA TRAIL
Created by *Can Geo* and the Trans Canada Trail in celebration of the one year anniversary of the unification of The Great Trail, The Great Trail Treasure Hunt is a national treasure hunt, where Canadians in every province and territory are being encouraged to seek out treasure boxes hidden along The Great Trail, and post pictures of their find on social media, so that they can be eligible for incredible prizes.

SPANISH FLU – UNMASKING INFLUENZA
PARTNER: SOUND VENTURE
On the centenary of the 1918 Spanish Flu, *Canadian Geographic* has delivered a timely commemorative project that examines the lasting impact of the world's deadliest flu pandemic in Canada, and reveals whether or not we are prepared for the potential of the next pandemic. Some of the main assets include a feature article in the September/October issue of *Can Geo*, a

special *Can Geo*-led discussion on Spanish Flu with Canada's Chief Public Health Officer Dr. Theresa Tam and author/historian Elytt Jones (held at 50 Sussex and broadcast by CPAC), a Spanish Flu Giant Floor Map and curriculum-based learning resources and a major Spanish Flu Exhibit, premiering at the 2018 Canadian Immunization Conference, December 4-6.

CANADA AND THE 49TH PARALLEL
PARTNER: DEPARTMENT OF CANADIAN HERITAGE
Can Geo commemorated this special geographic milestone by creating engaging learning resources across its print, social media and digital streams. It was anchored by a special feature article and quiz in the September/October 2018 issue of *Can Geo*, which was further supported by a special pull-out map showcasing the border and many interesting perspectives tied to

it in detail. Along with this promotion in the magazine, an engaging video and additional printed resources for Canadian Geographic Education's 21,000 teachers across Canada were also created.

SHOW US YOUR CANADA PHOTO CONTEST
PARTNER: INNOVATION, SCIENCE AND ECONOMIC DEVELOPMENT CANADA (ISED)
From May to August 2018, *Can Geo* held a photo contest dedicated to the Canada-China Year of Tourism. The contest engaged Canadians to show the love they have for their country through beautiful and compelling photography. Winners were promoted in *Can Geo* and a special souvenir booklet was produced.

TRAVEL PARTNERS

Over the past year, the Society has continued to nurture its relationships in the travel sector by extending old agreements and developing new ones.

The RCGS has extended its onboard programming with One Ocean Expeditions into the 2019-20 season — and celebrated the introduction of the first-ever vessel with the Royal Canadian Geographical Ship prefix, the RCGS *Resolute*. Arctic Kingdom offers the Society increased revenue potential from the two co-branded trips running in 2019 and the Churchill Wild relationship is also being redeveloped. Maple Leaf Adventures is introducing a new vessel and running co-branded excursions to Haida Gwaii and around British Columbia. Exciting new partnerships are also on the horizon.

SPECIAL THANKS

The Society would like to acknowledge the following partners for their generous support at the 89th Annual College of Fellows Dinner, held at the National Arts Centre in Ottawa on Nov. 1, 2018: KCK Global Limited, One Ocean Expeditions, St. Joseph Communications, Desert Hills Estate Winery, Georgian Bay Spirit Co., Coast to Coast Newsstand Services Partnership, BMR Group and Brown Trout Publishers.

AUDIENCE AND REACH



6 ISSUES OF CANADIAN GEOGRAPHIC



2 ISSUES OF CAN GEO TRAVEL



2 ISSUES OF GÉOGRAPHICA



3 SPECIAL INTEREST PUBLICATIONS



1 INDIGENOUS PEOPLES ATLAS OF CANADA

