





## EDITORIAL

Canadian Geographic continues its 93-year tradition of producing high-quality, independent, fact-checked journalism on the people, cultures, lands, water and wildlife of Canada, accompanied by eye-catching photography and detailed original cartography. Topics covered in depth in our 2022 issues range from the personhood rights of Quebec's Magpie River to the threats facing

the iconic snowy owl to a breathtaking scientific expedition to the summit of Mount Logan. In April 2022, Canadian Geographic also launched a new and improved web presence with enhanced search and customization tools, allowing our target content to reach new audiences in Canada and around the world.

## TRAVEL PARTNERSHIPS

The Society continues to make Canada better known to Canadians and to the world through exceptional travel programs and partnerships. Canadian Geographic Adventures, a designated collection of outstanding Canadian travel operators offering small-group, guided travel experiences, was successfully launched in April 2022. Travel operators within the collection focus on the connections between people and place and include Adventure Canada, Banff Trail Riders, Eagle-Eye Tours, Exodus Travels, Great Canadian Trails, Maple Leaf Adventures, Klahoose Wilderness Resort, Nahanni River Adventures, Ocean Quest Adventures and, Canadian Mountain Holidays.

Designated Travel Partners are assessed on the basis of a number of qualifiers to ensure operational practices not only meet but exceed industry standards. Tours are built on the core ethos of sustainability, and practice aspects of regenerative travel principles, which support local economies and aim to positively contribute to the community and destination visited. Guests, booked in small groups, gain an increased awareness and understanding of the role both human and physical geography play when learning and experiencing

new destinations, whether in Canada or abroad. Canadian Geographic Adventures is structured in such a way that every guest booked receives exclusive benefits unique to Canadian Geographic, and the Society receives a financial contribution from every booking made through the Designated Travel Collection.

In addition to the creation and launch of Canadian Geographic Adventures in 2022, the Society is building strong relationships with travel partners that place RCCS Fellows amidst enrichment and experiential programming, leveraging their individual geographical expertise and thought leadership. New programs are currently under development for launch in 2023 that will provide both once-in-a-lifetime opportunities for travellers seeking unique, historical and experiential programs, as well as for students who will benefit from in-field learning opportunities aligned with Canadian Geographic Education. Unique and powerful Society travel programming is positioned to provide multi-layer, cross-beneficial experiences for all involved, continuing to explore and expand the important role human and physical geography plays in our day to day lives.

## CANADIAN GEOGRAPHIC EDUCATION

It's safe to say that Canadian Geographic Education has officially grown from its humble beginnings into a leader in the development of classroom teaching and learning materials that support national literacy standards and learning expectations in geography. Over the past year, we concentrated on providing high-quality, engaging and accessible educational programming, and enjoyed a number of successful program outcomes.

### Cross-Canada Virtual Road Trip

Ten stops, 10 provinces and territories, and 10 amazing field guides - what more could you ask for in a cross-Canada road trip? In the second year of this Parks Canada-supported program, over 26,000 students participated in 20 virtual field trips specially designed to put Canadian environmental and cultural hotspots "on the map."

### Adopt-A-Ship

A brand new cohort of up-and-coming marine scientists and maritime officers is ready to take on the task of protecting Canadian waters following their participation in this program funded by the Canadian Coast Guard. Four elementary classes from Manitoba, Ontario, Nunavut and Quebec were paired up with four active CCG vessels for the ultimate penpal experience, learning about maritime science and careers, and participating in virtual hangouts with the crew over the course of two months.

### Giant Floor Maps

Following the United Nations' declaration on the Decade of Ocean Science for Sustainable Development (2021-2030), Can Geo Education partnered with a collective of ocean literacy-focused organizations to produce the Oceans, Freshwater and Us Giant Floor Map. Available at no cost to schools and educational organizations, this 88-square-metre map (complete with a cutting edge augmented reality experience) tells the story of our connection to the global ocean and its biodiversity.

### National Geographic Partnership

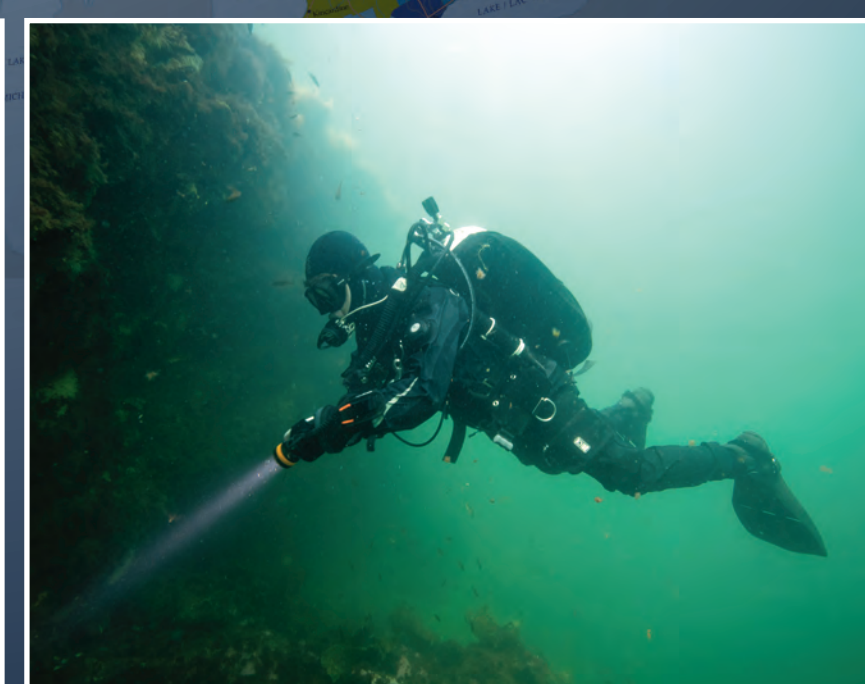
In keeping with the theme of ocean literacy, Can Geo Education partnered with the National Geographic Society on a printable map of the global ocean, an associated teacher's guide and an interactive story map. These beautiful resources are unique among Can Geo Education's archive and are a celebration of ocean geography and cartography.

### Outreach

The tremendous growth in our educator network across Canada has necessitated a change to the structure of our education committee. The Operating Bylaws of Canadian Geographic Education have been amended to include a representative from each of the provinces and territories, as well as a position representing Indigenous voices. This will ensure a more inclusive and diverse committee that is better able to meet the needs of our growing membership.

### #ExploreCan

Calling all history buffs! This program, funded by Canadian Heritage, connected over 8,000 elementary and middle-school students from across Canada with experts in cultural and environmental heritage in a series of virtual events co-organized by Exploring by the Seat of your Pants. A captivating collection of web-based story maps is available via our website.



## CANADIAN GEOGRAPHIC FILMS

2021-2022 was a very successful year for Can Geo Films, focusing on our first documentary feature, *Returning Home*. The film tells the story of Phyllis Webstad and her traumatic experiences at residential school, which led her to found the Orange Shirt Society. *Returning Home* toured extensively at a number of prominent film festivals, garnering high praise and recognition. It also premiered nationally on the Crave streaming service on September 30, 2022.

The past year also saw great progress across several exciting development fronts. *Keepers of the Land*, a seven-part series in partnership with the Indigenous Leadership Initiative, is exploring

how Indigenous Guardians are caring for lands and waters across Canada. Other projects in development include a documentary with the Inuit Circumpolar Council, along with a feature film profiling RCGS Explorer-in-Residence Ray Zahab's planned winter expedition by dogsled across Ellesmere Island.

Our film and video work also involved the continued production of a number of new GeoMinutes exploring significant moments in Canadian history, a series of videos telling the story of various Trebek Initiative grantees and videos capturing our Can Geo Talks.

## CUSTOM PUBLISHING & STRATEGIC PARTNERSHIPS

The 2021-2022 fiscal year was a busy one for Canadian Geographic Enterprises. Over the course of the year, we delivered on 39 custom publishing projects, all related to various aspects of the Society's charitable objectives. Below are brief descriptions of some of the larger projects.

### MÉTIS NATION OF ONTARIO – CULTURAL AMPLIFICATION PROGRAM

CGE prepared a cultural amplification program for the Métis Nation of Ontario, which included an article in the September/October 2022 issue of *Canadian Geographic* (including a poster map), a suite of classroom learning activities and an online platform for sharing educational materials (expected to go live early in 2023).

### MÉTIS NATION—SASKATCHEWAN – EDUCATIONAL PROGRAMMING

CGE prepared 10 early learning books and supporting lesson plans and digital content, intended to help the Métis Nation—Saskatchewan encourage the learning of the Michif language by primary-school-age children.

### DEPARTMENT OF CANADIAN HERITAGE – MULTIPLE PROJECTS

CGE worked with the Department of Canadian Heritage on a number of projects, including the Platinum Jubilee of Her Majesty Queen Elizabeth II, Paths to Reconciliation, a number of projects within the "Commemorate Canada" program and the Canadian Heritage youth forum program.

### MULTIPLE SUPPORTERS – LIVE NET ZERO

This year marked the close of Can Geo Education's popular Classroom Energy Diet Challenge, which ran for 11 years. The CEDC has been replaced by the Live Net Zero challenge, which is intended to engage and support Canadians as they reduce their personal carbon footprints and strive to live net zero. Sponsored by Shell Canada, the Bank of Nova Scotia and Hydro One, a pilot version of the Live Net Zero challenge launched in the fall of 2022, with the full program planned for 2023.

### CANADA COUNCIL FOR THE ARTS – ARCTIC ARTS SUMMIT

CGE worked with the Canada Council for the Arts to support the Arctic Arts Summit 2022, which took place June 25-29 in Whitehorse. CGE's work comprised the creation of a digital platform, supporting educational materials, and various promotional activities.

### MULTIPLE SUPPORTERS – BIINAAGAMI, OUR SHARED RESPONSIBILITY TO THE GREAT LAKES

CGE is collaborating with a number of other organizations on Biinaagami, a project to engage and educate Canadians about the importance of the Great Lakes through an Indigenous perspective and encourage advocacy on their behalf. Sponsored by RBC and Mark Pathy, FRCS, the Biinaagami project had a public launch in September 2022, which included a prototype giant floor map showing the Great Lakes watershed in remarkable detail.

### OCEAN NETWORKS CANADA SOCIETY - OCEAN WEEK CANADA

CGE worked with Ocean Networks Canada to develop a giant floor map with a supporting augmented reality experience, and to circulate 10 copies of the map (with related educational materials) to schools.

### TD BANK - NETWORK OF NATURE

CGE is collaborating with a number of organizations on Network of Nature, a project to educate Canadians about the biodiversity crisis and encourage tangible, meaningful action by planting locally-appropriate native Canadian plant species. Sponsored by TD, the Network of Nature had a public launch at the Toronto Zoo in October 2022.

In addition to our custom publishing work, Can Geo has developed strategic partnerships with key Indigenous organizations as we explore possible joint projects, including the Indigenous Leadership Initiative regarding Indigenous Guardianship, the Inuit Circumpolar Council regarding Inuit governance and stewardship of the Arctic, and others. We also continue to build relationships with non-Indigenous organizations, including Swim Drink Fish, the Toronto Zoo and the Canadian Museum of Nature.

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## CONTACT

The Royal Canadian Geographical Society  
50 Sussex Drive  
Ottawa, Ontario K1M 2K1  
613-745-4629 | fax: 613-744-0947  
rcgs@rcgs.org  
rcgs.org | cangeo.ca

