



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 spectacular photography and detailed original cartography. Topics covered in depth in our 2023 issues ranged from new threats to the iconic loon

to aquaculture on the East Coast to our enduring fascination with the long-extinct woolly mammoth. We continue to make improvements to cangeo.ca to achieve our organizational goals and enhance the user experience and have seen traffic to the site increase by five per cent year over year.

TRAVEL PARTNERSHIPS

Canadian Geographic Adventures, a designated collection of outstanding Canadian travel operators offering small-group, guided travel experiences, was successfully launched in April 2022. Over the last 18 months, guests have explored nine Canadian provinces and territories and four international destinations, accompanied by RCGS Travel Ambassadors. Outstanding experiences included cultural learning and immersion with the Klahoose Nation in B.C.'s Desolation Sound at Klahoose Wilderness Resort, small ship expedition cruising in Haida Gwaii and the Great Bear Rainforest with Maple Leaf Adventures, and picture-perfect moments in the High Arctic and Newfoundland with Adventure Canada, Great Canadian Trails and Ocean Quest Adventures. Adventurous guests rafted the Firth and Nahanni Rivers with Nahanni River Adventures and rode into the breathtaking Allenby Pass with Banff Trail Riders, while eager birders checked whooping cranes and semipalmated sandpipers off their lists on excursions in Saskatchewan and the Bay of Fundy with Eagle-Eye Tours. Farther afield, Exodus Travels led experiences in Peru, Egypt, Morocco and Kenya focused on culture, history and photography. The Canadian Geographic Adventures lineup for 2024 boasts a wide range of travel opportunities across Canada and around the

world, with RCGS Ambassadors strategically placed to provide expert insight into the regions travelled. Each guest receives a Canadian Geographic welcome package, and a portion of every booking is provided to the Royal Canadian Geographical Society to further our impactful programming.

Cunard was announced as the official luxury cruise partner of the Royal Canadian Geographical Society at the 2022 College of Fellows Annual Dinner. This summer, RCGS Speakers were welcomed on board the luxurious Queen Elizabeth as part of Cunard's Insights enrichment program for the Alaska season. Voyages started and finished in Vancouver and transited north up the B.C. coast to explore the fjords and glaciers of this spectacular region. RCGS Speakers shared stories of adventure, exploration, science, and the wonders of the natural world. The summer 2024 Alaska RCGS Speakers series commences June 11 and operates through to September 19, 2024.

Aligned in the mandate to make Canada better known to Canadians and to the world, Canadian Geographic continues to work alongside Destination Canada to further research and share national progress in regenerative tourism practices.

CANADIAN GEOGRAPHIC EDUCATION

Canadian Geographic Education's membership has surpassed 27,000 educators from across Canada, and our newsletters and programs are more popular than ever before, proving that geographic education and access to top-tier resources that support geographic literacy remain important to Canadian educators.

The success of these programs has spawned their renewal as well as a new student engagement program called Marine Month, which aims to make the maritime industry better known to students with an interest in all things marine.

Giant Floor Maps

The demand for giant floor maps is ever-increasing. Released this year were the Ocean, Freshwater, and Us and Great Canadian Electricity Giant Floor Maps. Under development are the following maps: Canada's National Capital Commission, Parks Canada, the Royal Canadian Air Force, and Biinaagami. Our shared responsibility to the Great Lakes.

GeoSchools

The extension of the PRESSURE: James Cameron Into the Abyss exhibit at 50 Sussex provided the perfect opportunity to host classes from the National Capital Region as part of our GeoSchool program. Hundreds of students engaged with the Ocean, Freshwater, and Us giant floor map and augmented reality experience, and passed through the exhibit, learning about the importance of a strong and respectful commitment to protect Canadian waters.

Conferences

Nothing compares to word-of-mouth marketing and in-person events to spur excitement about Can Geo Education's programs and resources. Our staff had the pleasure of presenting at a number of conferences this past year, notably IMPACs (International Marine Protected Areas Congress), COP15 (UN Biodiversity Conference), OAGEE (Ontario Association of Geographic and Environmental Education), NIERN (National Indigenous Education and Reconciliation Network Gathering), NHEM (National History Educators' Meeting), and the NTC (National Trust Conference).

The staff of Can Geo Education extend sincere thanks to the members of the Executive Committee, all sponsors, donors, and partners, and educator members from across the country for their continued support.

Programs

Three of our most popular programs included #ExploreCan, the Cross Canada Virtual Road Trip, and Adopt a Ship. These programs connected thousands of elementary and secondary students from across Canada with experts in geography and cultural and environmental heritage, conservation and eco-action, and maritime science and careers.



BASECAMP (FORMERLY CUSTOM PUBLISHING)

As the Society prepares to celebrate its centennial and imagines its next 100 years, FY22-23 saw the introduction of a new identity for our custom publishing efforts. BASECAMP builds upon our proven tradition of engaging a diversity of funders and partnerships to support meaningful work that fulfills the Society's charitable objectives. Below are brief descriptions of some of the larger projects undertaken this year.

DEPARTMENT OF CANADIAN HERITAGE — MULTIPLE PROJECTS

- CGE worked with the Department of Canadian Heritage on a number of projects, including:
 - King Charles and Canada*, which marked the May 6 Coronation of King Charles III through feature stories in *Canadian Geographic*, a special commemorative publication, educational lesson plans, and three GeoMinutes.
 - Placing the Pandemic in Perspective*, which collected and shared Canadians' experiences of the COVID-19 pandemic and explored how those experiences were shaped by place.
 - Canada Commemorates 2022*, once again celebrating all of Canadian Heritage's Anniversaries of Significance across our education, publishing and video streams.

VETERANS AFFAIRS CANADA AND CANADIAN HERITAGE — RCAF 100

For nearly a century, the Royal Canadian Air Force has epitomized courage, sacrifice and service. This two-year project builds momentum around 2024 as a once-in-a-lifetime opportunity to celebrate the RCAF. Project components include a feature-length documentary film, a commemorative website, a giant floor map, lesson plans, and six GeoMinutes.

MULTIPLE PARTNERS — LIVE NET ZERO

Live Net Zero is a new program aimed at helping Canadian households reduce their greenhouse gas emissions through home upgrades and practical lifestyle changes. With \$825,000 in funding from Shell, Scotiabank and Hydro One, the first year of the program followed five Canadian families as they navigated a series of challenges, ultimately reducing their annual GHG emissions by 40.2 per cent. The program secured \$925,000 and recruited eight families for its second year, launched this past September.

MULTIPLE PARTNERS — BIINAAGAMI: OUR SHARED RESPONSIBILITY TO THE GREAT LAKES

The Society continued to collaborate with a number of organizations on a program to engage and educate Canadians about the importance of the Great Lakes and encourage advocacy on their behalf. Funded by RBC and Mark Pathy, FRCS, and guided by Indigenous ways of knowing, Biinaagami had a public launch in September 2022 featuring a prototype of a giant floor map that employs captivating augmented reality to reveal the Great Lakes watershed like never before.

CANADIAN OCEAN LITERACY COALITION — OCEAN, FRESHWATER, AND US

With funding of \$359,150 from Fisheries and Oceans Canada, we worked with Ocean Networks Canada and the Canadian Ocean Literacy Coalition to produce and circulate giant floor maps with built-in augmented reality to strategic partners and Canadian schools. In spring 2023, we successfully transposed the map into a first-of-its-kind interactive digital experience. Heading into FY23-24, we were pleased to secure a \$541,600, three-year extension of this project.

MULTIPLE PARTNERS — NETWORK OF NATURE

With funding of \$450,000 over three years from individual donors and TD Bank, and supported by a growing community of like-minded organizations, the Network of Nature maintains a database of locally-appropriate plant species and nurseries specializing in native plants. In the fall of 2022, the Network of Nature, in partnership with Green Communities Canada, launched a project to plant dense, fast-growing "mini-forests" in urban and suburban areas across Canada with a goal of strengthening local biodiversity and implementing nature-based climate change solutions.

In addition to our custom publishing work, the Society continued to foster strategic partnerships with Parks Canada, the Royal Canadian Navy, the RCMP, the Canadian Marine Careers Foundation, Nikon, VIA Rail, CPAC, the Métis Nation — Saskatchewan, the Inuit Circumpolar Council and others.



CANADIAN GEOGRAPHIC FILMS

2022-2023 was another successful year for Can Geo Films. Our team documented key events at 50 Sussex as well as generated a number of new GeoMinutes celebrating significant Canadian people, places and events. Of note, a special series of Minutes was created to support the May 2023 Coronation of King Charles III.

Returning Home, which profiles Orange Shirt Day founder Phyllis Webstad, continued to tour film festivals both north and south of the border, garnering high praise and recognition.

Principal photography commenced for our next feature documentary, which supports our partnership with the Royal Canadian Air Force on the occasion of their centennial in 2024. Called *Wings of Honour*, the film will be narrated by none other than Canada's Moon-bound astronaut, Jeremy Hansen.

Guardians of the Land, an Indigenous-led documentary that will explore how Indigenous Guardians are caring for lands and waters across Canada, once again gained key financial support from the Donner Foundation. It also secured the amazing talents of Jennifer Podemski and her production company Red Cloud Studios to lead the project.

Also in development is a series with White Pine Pictures titled *The Last of the Explorers*. Each episode will follow intrepid adventurers as they explore our world, pushing their limits and pursuing answers to the biggest questions of our time.

Lastly, planning discussions continued with key Indigenous partners in Grise Fiord, Nunavut for a documentary featuring Explorer-in-Residence Ray Zahab's winter expedition by dogsled across Ellesmere Island in February 2024.

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