

## **Arts Centre Project - Construction Update for Dec 9 to 14, 2019**

**Hello All:**

### **1. Excavation, Rock Breaking, Drilling & Blasting**

- The excavation, intermittent rock breaking and removal of soils and rock will continue this upcoming week. The rock breaking is being scheduled around critical activities/classes/exams for FSPA and Cohn practices & performances.
- The HRM Blasting Permit is to be released to our Earthwork Contractor and we are hoping to start drilling on Dec 9 or 10, 2019. See below detail regarding the process.
- Once the Permit is acquired, we will mobilize the drilling rigs on site. They will start with one unit and increase to two if space allows. The average drilling depth will be 12' and the noise level may be slightly less disruptive than the rock breaking. Once a few locations are ready, the Certified Blasting Contractor will place the explosives in preparation of ignition. They will cover the blasting zone with heavy rubber blankets to contain rock fragments. Just prior to detonation, if the blasting zone is adjacent to Seymour St., they will have traffic control in place to hold pedestrian and vehicular traffic for the short duration (5 to 10 minutes) while the explosives are detonated. The Blasting Contractor will give advance notice that they are about to detonate with 3 long horn blasts (The horn signals may not be audible in all parts of the building.). We will then hear a very short bang as well as feel vibrations in the local vicinity of the site. The Blasting Contractor will then blast his horn one more time to advise the event is complete.
- The Contractor is planning to prepare and blast 2 to 3 times a day. Please note this will not be everyday as we are working around the required quiet times for FSPA & Cohn. There will also be days when they are just hauling the released rock from site. The initial drilling and blasting will give us a better idea of the noise and vibration levels we will experience as we move forward.
- The HRM Blasting by-laws restricts the blasting distances from adjacent structures. There will be no blasting within 30' of the Arts Centre, Environmental, Health & Safety Office and the Utilities under Seymour Street.
- The tentative schedule for drilling & blasting is – Start on or about Dec 9, 2019 and be complete by Jan 24, 2020. Please note this is only tentative and will depend on the configuration of the rock formations as well as the hardness of the rock. The end date could be prior to or after Jan 24, 2020. We will keep you informed as the process continues.

### **2. Construction Tendering**

#### **Existing Arts Centre**

- We have released tenders for the Mechanical AHU upgrades, Demolition, Electrical, Fire Suppression, and most Interior Finish Packages in the existing Arts Centre. The remaining tenders to be release late next week. Most tenders will close in early to mid-Jan 2020.
- Please note that work in the Existing Arts Centre will not begin until May 2020.

#### **New Arts Centre - FSPA**

- We released tenders for Formwork & Concrete Placing, Reinforcing Steel, Structural Steel, **Concrete Finishing & Foundation Waterproofing**. Elevator will go out [next week](#). We are hoping these will close prior to the Christmas break but will depend on the level of questions from the trades. The Mechanical, Electrical, Fire Suppression will be release in the next few weeks.

- A good portion of the remaining tenders for Exterior Cladding, Masonry, Curtain Wall, Interior Finishes, Interior Glazing should be released prior to Christmas but close in the new year. The remaining Performance Equipment, Audio/Video/Rigging, Seating and such will follow.

### 3. Other

- Please feel free to share this notice with anyone you feel may find it of interest. The Construction Updates will also be posted the project website:

<https://www.dal.ca/dept/facilities/campus-development/projects/expanded-arts-centre.html> and in Today @ Dal. You can subscribe to that here:



## Communications Plan

Draft: January 11, 2017

### Background:

On Tuesday, September 6, the federal government announced nearly \$100 million in funding for the creation of the Ocean Frontier Institute (OFI)

OFI will be one of the world's most significant ocean science research collaborations, breaking new ground in the ability to harness international ocean research capacity with a focus on the globally significant Northwest Atlantic and Canadian Arctic gateway. The institute will serve as **an international hub for ocean science and the co-creation of solutions for safe and sustainable ocean development.**

OFI is built on world-class Canadian university expertise: led by Dalhousie University, it represents an historic partnership between the flagship universities of three Atlantic Provinces (Dalhousie, Memorial University of Newfoundland, University of Prince Edward Island). It links this expertise with that of eight major international research institutes — including four of the top five ocean institutes in the world — as well as partners in the Government of Canada's federal laboratories, the Royal Canadian Navy, National Film Board of Canada and national and international industry. OFI's research program offers a transnational and trans-sectoral institutional strategy for tackling the complexity and scale of ocean research in the 21st century — a transformative approach to propel Canada to global leadership in ocean science, sustainability, management and innovation.

This is a proactive communications plan. After a successful launch of OFI, the goal is to use strategic communication tactics to maintain and grow the public interest about the Ocean Frontier Institute.

A longer term strategy for OFI will include:

- Leveraging CFREF to align with other economic development happening federally, regionally and provincially
- Potentially using grant for new partner building, further develop relationship with existing partners
- CFREF as a potential building block for additional funding.
- Leveraging CFREF to align with major international initiatives
- Addressing crucial environmental issues

#### **OFI Communications Objectives:**

- 1) Raise awareness of OFI both internally and externally, by sharing the impact and contribution of its research
- 2) Increase the media profile of OFI locally, nationally and internationally
- 3) A continual recognition of key partners and funders

#### **Environmental Scan – SWOT Analysis:**

An environmental scan is a critical element to any successful communications plan as it allows an organization to scan the environment it operates within by defining its strengths, weaknesses, opportunities and threats (both internal and external).

The content captured in the SWOT analysis below will assist in determining specific communications tactics that will be deployed in support of the communications goals for the Ocean Frontier Institute.

##### **Strengths:**

- Dalhousie has a history of leadership in ocean research
- A strong interest by the public in the Ocean Frontier Institute and the work it will be doing
- A collaborative partnership between Dalhousie, Memorial University of Newfoundland and the University of Prince Edward Island
- A large audience of national and international stakeholders already in place
- Direct access to researchers who have been funded by OFI

##### **Weaknesses:**

- Initial excitement from media has subsided after the launch, and research is in the early stages.

##### **Opportunities:**

- The development of a communications process and strategy for OFI
- The ability to focus stories on the excellence in ocean research through the OFI channel.

##### **Threats:**

- Limited communication with OFI researchers could affect awareness of research activities taking place
- A lack of coordination between campus communicators (Dalhousie, Memorial, University of Prince Edward Island) involved in ocean research and the communications coordinator at OFI could lead to missed opportunities to tell the ocean research story or duplication of work

#### **Key Audiences:**

- Federal and provincial government

- Industry partners (currently 19, but this number will continue to grow with the addition of new partners)
- Donor(s)
- Opinion Leaders
- Faculty and staff
- Researchers involved in ocean science
- Students
- Potential students and parents of potential students
- Alumni
- Board of Governors (DAL, UPEI), Board of Regents (MEMORIAL)
- International ocean scientists and research institutes (NOAA, ICES, IOC)
- Global Affairs Canada
- Consulates and Embassies
- International partner governments
- General public – including educators in Atlantic Canada
- Departments of Education - Nova Scotia, Newfoundland and Prince Edward Island (Ocean School)

**Key Markets:**

- Canada:
  - Ottawa
  - Toronto
  - Major Centres in Atlantic Canada (Halifax, St. John's, Moncton, Charlottetown, Fredericton, Corner Brook, Edmundston)
  - British Columbia
- International:
  - Boston
  - New York
  - Washington, D.C.
  - Germany (Kiel, Berlin)
  - Ireland (Galway, Dublin)
  - Norway (Bergen, Oslo)
  - France (Plouzane, Brest, Paris)

**Spokespeople/Ambassadors:**

- OFI
  - Primary
    - Wendy Watson-Wright (CEO) (**bilingual – for French media outreach**)
    - Marlon Lewis (Launch Scientific Director - Dalhousie)
    - Paul Snelgrove (Scientific Director – Memorial University)

- Dalhousie
  - Primary
    - Martha Crago (vice president research) (**bilingual – for French media outreach**)
    - Boris Worm (marine ecosystems/ocean school)
    - Sara Iverson (fish)
  - Secondary
    - Richard Florizone (president)
    - Randall Martin (atmosphere/ocean changes)
    - Julie Laroche (microbiome of the ocean) (**bilingual – for French media outreach**)
    - Stan Matwin (big data)
    - Aldo Chircop (transportation law)
    - Jon Grant (aquaculture)
    - Paul Hill (chair, department of oceanography, coordinator of CFREF proposal)
- Memorial University of Newfoundland
  - Primary
    - Mark Abrahams (dean of science)
  - Secondary
    - Gary Kachanoski (president)
    - Ray Gosine (vice president research)
    - Ratana Chuenpagdee (social sciences, communities)
    - Matt Rise (aquaculture)
    - Noel Cadigan (fisheries)
    - Paul Winger (fisheries)
- University of Prince Edward Island
  - Primary
    - Robert Gilmour (vice president research and academic)
  - Secondary
    - Alaa Abd-EI-Aziz (president)
    - Ian Gardner (Aquatic epidemiology)

**Industry Partners:**

- Acadian Seaplants
- ASL Environmental Sciences
- AXYA Technologies Inc.
- Clearwater
- Cooke Aquaculture Inc.

- EWOS Innovation
- exactEarth
- IBM Canada
- International Submarine Engineering Ltd.
- Irving Shipbuilding Inc.
- LeeWay Marine
- Ocean Choice International
- Ocean Sonics
- Ocean Technology Council of Nova Scotia (OTCNS)
- Pro-Oceanus Systems Inc.
- RBR Ltd.
- Seaforth Geosurveys Inc.
- Vemco
- Xeos Technologies Inc.

**Government Partners:**

- Department of Fisheries and Oceans and Canadian Coast Guard
- Defence Research and Development Canada
- Environment and Climate Change Canada
- Royal Canadian Navy
- National Film Board of Canada

**University Partners:**

- Dalhousie University
- Memorial University of Newfoundland
- University of Prince Edward Island
- Nova Scotia Community College

**Core Assets:**

1. CFREF Proposal
2. Richard Florizone's final script from July 17 presentation
3. Q&A's from July 17 presentation preparation
4. Non-image version of Matt Hebb's PowerPoint
5. OECD Ocean economy document
6. Key Messages
7. Video of Richard Florizone's speech from Halifax Chamber of Commerce Dinner (November 2016)
8. Ocean Frontier Institute website ([dal.ca/ofi](http://dal.ca/ofi))
9. Standard OFI presentation deck from Wendy Watson-Wright, Marlon Lewis and Paul Snelgrove (available in English and French)

## **Communications Tactics:**

### ***Reputation Management and Storytelling***

Actively work to establish and maintain OFI's reputation and share the institute's most compelling stories to help build relationships and attract the world's best researchers.

Action	Lead	Timing/Status	Budget	Notes
Develop and maintain strong, productive relationships with researchers involved with OFI work/ocean research	OFI Communications Coordinator/ MCh	Ongoing	N/A	
Optimize institutional storytelling channels to position the OFI story (DAL, Memorial, UPEI)	MCh	Ongoing	N/A	<ul style="list-style-type: none"> <li>• DAL - Today@Dal, DalNews, dal.ca, dal.ca/OFI, Dal Magazine</li> <li>MEMORIAL: Gazette, Research Matters, mun.ca and their social media channels</li> <li>• A profile about the Ocean Frontier Institute appeared in the Fall 2016 issue of Dal Magazine</li> <li>• Memorial has included weekly profiles of their researchers involved with OFI in the Gazette</li> </ul>
Maintain OFI key messages, originally developed for September 6 announcement event	OFI Communications Coordinator/ MCh	Ongoing	N/A	
Update OFI handout to include more compelling narrative (includes translation)	BL, MCh	Winter 2017	TBD	Copies of original handout have been re-printed since July 17 presentation. Update to be based on key message map developed for the Ocean Frontier Institute.
Create profiles of OFI researchers profiled in grant application	OFI Communications Coordinator/ MCh	Winter 2017	N/A	Focus will be on the research that is already happening, and how it will link to OFI.
Participate in communications planning day with colleagues from Memorial and UPEI	OFI Communications Coordinator, BL, DJ	Winter 2017	TBD	To take place after strategic planning
Develop a communications strategy for World Oceans Day	OFI Communications Coordinator (in collaboration with colleagues from Dal, Memorial and UPEI)			

***Media Relations:***

Raise awareness and be proactive in increasing OFI's media profile by outlining the institute's impact and contributions to ocean research.

Action	Lead	Timing/Status	Budget	Notes
Develop and maintain targeted media list for strategic outreach. Focus will be on key local, national and international markets identified above.	MCh, BL	Fall 2016	N/A	Contact list developed for launch event
Strategically pitch OFI stories to media with a focus on profiles in major newspapers, magazines and journals, along with interviews on morning radio shows and evening news	OFI Communications Coordinator/ MCh	Ongoing	N/A	Pitching OFI stories to keep the momentum going will be an ongoing priority. This includes upcoming key dates/research highlights, and making connections to other ocean related research happening.  Currently, OFI has been included in media pitches where appropriate.
Provide support for incoming OFI related media inquiries	OFI Communications Coordinator/ MCh	Ongoing	N/A	
Provide support as needed for research related issues management/emergencies	BL, MCh	Ongoing	N/A	
Set up editorial boards in Nova Scotia and Newfoundland to tell the OFI story	BL, PD			
Provide media training opportunities for OFI researchers	Communications and marketing departments at Dal and Memorial			

***Community Engagement and Stakeholder Relations:***

Action	Lead	Timing/Status	Budget	Notes
Develop OFI community engagement plan	OFI Communications Coordinator	TBD	TBD	
Maintain a comprehensive and up-to-date list of stakeholders	OFI Communications Coordinator	TBD	N/A	

Develop a Government Relations plan for OFI	OFI in collaboration with Government Relations departments from Dal, Memorial			
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***Social Media and Digital Communications:***

Build social media platforms as a means to foster two-way and interactive communication with stakeholders, in addition to sharing relevant topical information in a proactive manner.

Action	Lead	Timing/Status	Budget	Notes
Explore the option of OFI focused social media channels (FB, Twitter, Instagram)	DO,NL,NC,MCh,MC			
Maintain dal.ca/ofi website	NL, MCh as back-up	Ongoing		Discussion has occurred around the development of a new website and removing the site from the dal.ca platform. A representative from Memorial to be included in this discussion.
Update sliders on dal.ca/OFI to create more engagement	NL	Ongoing (weekly basis)		
Distribute and monitor OFI/stories on @DalNews, @DalScience	OFI Communications Coordinator			

***Internal Communications and Engagement:***

Share honest, transparent and timely information on a regular basis – providing the opportunity for feedback and conversation

Action	Lead	Timing/Status	Budget	Notes
Continue to raise awareness and build excitement about great ocean research happening through OFI	OFI Communications Coordinator/ MCh	Ongoing	N/A	Make use of memos to Dal, Memorial and UPEI communities around key milestones/research highlights

Identify new ways to share OFI information with Dal, Memorial and UPEI researchers	OFI Communications Coordinator/ MCh	ongoing	N/A	
Identify tools to help OFI researchers share their research successes	OFI Communications Coordinator/ MCh	ongoing	N/A	
Highlight different areas of research happening at OFI/ provide regular updates	OFI Communications Coordinator	ongoing (monthly)	TBD	

MCh – Michele Charlton (DAL), HM – Hope McCallum (DAL), BL – Brian Leadbetter (DAL), NL – Nicole Leblanc (DAL/OFI), DJ – Dan Jackson (DAL/OFI), DO – Dustin O’Leary (DAL), NC – Nikki Comeau (DAL), DO – Dustin O’Leary (DAL), MO – Mandy Cook (Memorial), PD – Paula Dyke (Memorial)

\* *Coordination will also take place with communications personnel from MEOPAR, Ocean School, Ocean Tracking Network, IORE/COVE, CHONe on an ongoing basis*

#### **Year 1: Key milestones for consideration**

- Key hiring announcements:
  - CEO (Wendy Watson-Wright)
  - Launch Scientific Director (Marlon Lewis)
  - Permanent Scientific Director (TBD)
  - COO (Dan Jackson)
- Establishment of OFI administrative centre and renovation of lab space
- Launch of Ocean School with collateral to be used in the classroom (OFI plays a key role in this initiative)
- Recruitment of CRCs, Post docs and grad students
- Committee selection/announcement
- Launch of research program
- Key researchers/projects who have received funding (including those who will be leading research modules)
- Lectures with key researchers

#### **Social media hashtags**

- #ofi
- oceansmatter
- #CFREF

## Key messages: Ocean Frontier Institute

**FINAL: August 31, 2016**

### Elevator script

The Ocean Frontier Institute (OFI) will be one of the world's most significant ocean science research collaborations, breaking new ground in the ability to harness international ocean research capacity with a focus on the globally significant Northwest Atlantic and Canadian Arctic gateway. OFI will serve as **an international hub for ocean research and the co-creation of solutions for safe and sustainable ocean development.**

OFI is built on world-class Canadian university expertise: ~~led by Dalhousie University~~, it represents an historic partnership between the flagship universities of three Atlantic Provinces (Dalhousie, Memorial University of Newfoundland, University of Prince Edward Island). It links this expertise with that of eight major international research institutes — including four of the top five ocean institutes in the world — as well as partners in the Government of Canada's federal laboratories, the Royal Canadian Navy, the National Film Board of Canada and national and international industry. OFI's research program offers a transnational and trans-sectoral institutional strategy for tackling the complexity and scale of ocean research in the 21st century — a transformative approach to propel Canada to global leadership in ocean science, management and innovation.

### About OFI – key messages

- OFI research will:
  - Improve our scientific understanding of the changes underway in the globally significant Northwest Atlantic Ocean and the Canadian Arctic gateway
  - Deliver strategically relevant ocean data science and technology tools to policy-makers, scientists and industry
  - Create strategic and effective solutions for safe and sustainable ocean development
- With 17 scientific research modules, OFI will link and leverage Canadian resources and expertise with those of its world-leading international partners. It will provide funding to support research breakthroughs, recruit leading ocean researchers to enhance Canada's ocean expertise, and implement a world-class international training program for highly-qualified personnel (HQP). **TOO SPECIFIC ON PHASE ONE**

- OFI represents an incredible opportunity for the world, for Canada as an ocean nation and Atlantic Canada as an ocean region — to lead in ocean science, sustainability, management, and innovation, building on and supporting international agreements like the Galway Agreement, COP21 and the UN Sustainable Development Goals.
- OFI is supported by a \$94M grant from the Government of Canada through its Canada First Research Excellence Fund, with \$125M leveraged from its partners. OFI's headquarters is at Dalhousie University, with an additional centre at Memorial University of Newfoundland.
- OFI's partners include:
  - Dalhousie University, Memorial University of Newfoundland, the University of Prince Edward Island and the Nova Scotia Community College
  - Eight international research institutions, including
    - 1) GEOMAR (Germany)
    - 2) Alfred Wegener Institute (Germany)
    - 3) LabexMER (France)
    - 4) Woods Hole Oceanographic Institute (USA)
    - 5) Colombia University's Lamont–Doherty Earth Observatory (USA)
    - 6) Christian-Albrechts-Universität zu Kiel (Germany)
    - 7) Institute of Marine Research (Norway)
    - 8) Marine Institute, Galway (Ireland)
  - The laboratories of three federal departments (Department of Fisheries and Oceans and Canadian Coast Guard, Defence Research and Development Canada, Environment and Climate Change Canada), the Royal Canadian Navy and the National Film Board of Canada
  - 19+ national and international industry partners

## Messages by theme

### *The importance of the ocean — and the Northwest Atlantic in particular*

- The planet and humanity depend on a vibrant ocean:
  - 40 per cent of the world's oxygen is produced by ocean phytoplankton (**STAT MAYBE CLOSER TO 50%**)
  - Half the world's population depends on the ocean for daily animal protein intake. (**MORE PRECISE AND COMPELLING NUMBERS AVAILABLE FOR THIS**)
  - The ocean covers 70% of the planet (with Canada having the world's largest coastline)
- The Northwest Atlantic is one of the few places on earth where ocean changes are happening first and happening fastest, making it an epicentre of international scientific interest and a predictor for the global ocean.
- The Northwest Atlantic is one of the most concentrated and active carbon sinks on the planet: it mitigates climate change and also sees its effects more quickly.
- The Northwest Atlantic also:
  - is Canada's Arctic gateway, and a critical area for global security

- is home to highly productive marine ecosystems: 72 per cent of Canada's fish and seafood exports come from Atlantic Canada.
- has significant offshore resources.
- hosts major international shipping routes, and has the highest crude oil tanker traffic in Canada

### ***The power of global partnership***

- The challenges associated with changing climate, a need for increased ocean food production and rapidly increasing access to the Arctic are too large-scale and complex for one institution, one research sector or one country to tackle alone.
- OFI includes eight international research institutions, four of which are among the top five ocean institutes in the world (GEOMAR, CAU-Kiel, Colombia University's Lamont–Doherty Earth Observatory and Woods Hole Oceanographic Institute.)  
○ Additional partners include Germany's Alfred Wegener Institute (AWI), France's LabexMER, Norway's Institute of Marine Research and Ireland's Marine Institute.
- OFI is an unprecedented cooperation of the flagship universities in three of four Canadian Atlantic provinces (Dalhousie, Memorial, UPEI).
- Gov't partners include three federal departments (Department of Fisheries and Oceans and the Canadian Coast Guard, Defence Research and Development Canada, Environment and Climate Change Canada), the Royal Canadian Navy and the National Film Board of Canada.
- OFI has already received support from 19 national and international industry partners, ranging in size from local small businesses to international corporations like IBM.
- OFI has attracted \$125M in support from provincial governments and partners, in addition to \$94M in funding from the Government of Canada through the Canada First Research Excellence Fund — the largest grant in the history of OFI's three Canadian partner universities.

### ***Our ocean leadership (SHOULD UNIVERSITIES BE SEPERATED?)***

- Dalhousie University is at the forefront of international ocean studies, uniquely equipped to deliver global solutions to complex challenges facing our life-sustaining ocean.
  - Home to world-leading national and international research networks such as the Ocean Tracking Network (a major science installation), Fish-WIKS and the Marine Environmental Observation Prediction and Response Network.
  - Hosts 24 ocean-related Canada Research Chairs as well as the Canadian Excellence Research Chair (CERC) in Ocean Science and Technology (Doug Wallace).
  - Receives 21 per cent of total NSERC funding in ocean science — highest of any university in Canada.
- Memorial University of Newfoundland offers outstanding scientific and applied strength in offshore fisheries, aquaculture and coastal community engagement.
  - Hosts 11 ocean-related Canada Research Chairs
  - Home of the Canadian Healthy Oceans Network (CHONe)

- UPEI's CERC research team (led by Ian Gardiner) brings critical expertise in aquaculture and marine disease control and prevention.
- Nova Scotia Community College's NSERC Chair in Integration Ocean Mapping Technologies (Craig Brown) is expanding our knowledge about the ocean floor.

#### ***OFI's research vision***

- OFI's innovative research program is focused on understanding key aspects of ocean and ecosystem change and developing strategic and effective solutions that can apply both locally and globally.
- OFI's research program is designed to enhance existing expertise across disciplines, respond to stakeholder needs and push the boundaries of international ocean research while enhancing public knowledge and awareness.
- OFI's 17 interlinked research modules will provide essential knowledge in areas such as: **(PHASE ONE ONLY)**
  - changes in the important and complex interaction of the atmosphere and the upper ocean, improving prediction and mitigation of major storms.
  - the shifting dynamics of ocean ecosystems, informing future management of the ocean's living resources.
  - the potential of aquaculture to meet global demand for seafood with sustainable, scientifically based, community supported approaches.
  - marine transportation policy and risk reduction
- Ocean data capture, IT tools and new technologies that will transform how we monitor and manage ocean resources

#### ***Global Impact***

- Our reliance on the global ocean and the rapid changes it's experiencing represents a grand challenge no one nation can address alone
- The Northwest Atlantic and Canadian Arctic gateway are vast, interconnected and span multiple jurisdictions. Improving our scientific understanding in the region and developing strategic and effective solutions for safe and sustainable ocean development requires globally competitive expertise and international cooperation.
- OFI's international partners (including four of the top five ocean institutes in the world) bring global expertise and shared research infrastructure to support OFI's research program.
- OFI's research will have global application by:
  - making the ocean "transparent" through an unprecedented combination of data gathering techniques and technologies

- developing an informed, adaptable ecosystem approach to marine living resources
- producing technology breakthroughs important for ocean observation and surveillance

#### ***Benefits to Canada***

- Canada is an ocean nation, and OFI represents a significant opportunity for Canada to lead in ocean science, sustainability, management and innovation.
- Canada has several major ocean commitments that align with OFI's goals and objectives:
  - 2013 Galway Research Alliance between Canada, E.U. and U.S.
  - UN Sustainable Development Goal to conserve and sustainably use the ocean
  - 2015 COP21 Paris commitment to mitigate global warming
  - United Nations Convention on the Law of the Sea (UNCLOS) claim
  - Aichi Marine Conservation Targets under Convention on Biological Diversity
- OFI research and training will enhance Canada's scientific and scholarly excellence; improve ocean policy and management; increase opportunities for highly-qualified personnel; improve security for Canada's only gateway to the Arctic; and help educate the next generation of ocean scientists, leaders and innovators.
- Insights, data products and groundbreaking technologies will support new growth opportunities for industry in marine sectors including: sustainable fisheries, sustainable aquaculture, disruptive ocean technologies, marine safety, governance, marine transportation and disaster prediction
- OFI will have a key role to play in Ocean School, a Dalhousie/National Film Board of Canada educational initiative for youth ages 11-15 aimed at improving ocean literacy and engagement in science.

#### ***Benefits to Atlantic Canada***

- Building on existing regional strength, OFI will provide the scientific, technological and human capacity to advance Atlantic Canada's ocean leadership and ocean economy.
- OFI will be the lynchpin of a dynamic Atlantic Canada ocean innovation cluster, connected with international centres and global "pipelines" of innovation.
- OFI research will foster the development of **disruptive** ocean technologies and data solutions to support the growing ocean tech industry in Atlantic Canada, as well as innovations related to sustainable fisheries and aquaculture to support transformation of those industries.
- Through linkages with organizations like the Centre for Ocean Ventures & Entrepreneurship (COVE) in Halifax and the National Research Council of Canada's Ocean Technology Enterprise Centre in St. John's, OFI will help develop a nexus of high quality marine industries and disruptive ocean technologies

- OFI will attract and retain world-leading research talent to Atlantic Canada, train more than 220 new HQP, and advance the region's position as an epicentre of ocean-related teaching and learning.
- OFI research will help de-risk Arctic transportation and shipping and improve security for Canada's Arctic gateway.

#### ***Supporting an innovation agenda***

- OFI research will allow Canada to optimize opportunities and minimize the economic and environmental risks in the expanding ocean economy.
- Canada's ocean economy is currently 2% of GDP vs. 5% globally and 4% in the US.
- OFI research offers outstanding opportunities to grow Canada's ocean economy by:
  - optimizing wild-capture fisheries
  - invigorating coastal communities through advances in sustainable aquaculture
  - creating "global pipelines" for tech innovations linking Canada to world-leading national and international centres
  - developing new technologies for ocean observation and monitoring and driving new policy and best-practices that promote sustainability, healthy coastal communities & innovation in marine resource management
- Attracting world-leading research talent and highly-qualified personnel to Canada