

ENGAGEMENT WITH WATER SECTORS

WATER JOBS EXPANSION → We look for ways to expand

SMART ICE + SIKU APP

YOUTH PROGRAMS OPEN OPPORTUNITIES → from Traditional Industries

Good Jobs → A Lot of Experience Required

Lack of Diversity and Inclusion for Salary Jobs

Hard to find opportunities

only short contract positions available

Barriers → GRADUATES EXPECTED TO VOLUNTEER

Sustainable → MARKETING + COMMUNICATION + HIGH TECH WATER JOBS

DATA

Canada Water Agency

Sustainable BLUE ECONOMY STRATEGY

EXPERIENCES & BARRIERS

INNOVATION

INNOVATIVE EDUCATION → TRANSFORMATIVE EXPERIENCES

Blue Futures Pathways

Holistic Policy → NGOs

DATA → more sensors, effective use, better informed decisions

Early detection of COVID levels in wastewater!

only 4% of the OCEAN has been explored

innovation & water new concern for some

Social Media

Industry Partnership

BIG TECH Opportunities!!

COVER → Examples

YOUTH Sustainable BLUE economy ROUND TABLE

June 15, 2021

PERSONAL LIFE

TRADITIONAL VALUES → water is a place for **Relaxing Recreation**

Childhood Discovery Leads to Life-Long Connection → Strong Memories!

Water is a place for Recreation

TRANSPORTATION → an important means of

ICE ROADS

PROTECT ECOSYSTEMS FROM THREATS

Water Connection

No Water nearby = less connection with water in future

WE ARE ALL CONNECTED TO WATER

COMMUNITY WATER CONNECTS US ALL

Water connects us all

Protect the water → There is nothing siller than polluting your water supply

Human Rights → ALL communities deserve clean safe access to water

Water Treatment

Industries → Provide Jobs & Opportunities → Sustainable Tourism Jobs → Community Protection

Science → Use stories to share key info to all → ACCESSIBILITY

Story Telling → podcasts, digital, print, social media, radio

PROMOTE COMPASSION AND URBANITY

Water Values

Water Treatment

Water Treatment