



globalwaterfutures.ca



GWF Communications 2021

Presented by:

Mark Ferguson

Director of Communications,
Global Institute for Water Security,
University of Saskatchewan



Our Goals

A stylized graphic of a globe is positioned in the bottom left corner of the slide. The globe is rendered in a light blue color, showing the continents of North and South America. It is partially obscured by several concentric, semi-transparent blue circles that create a sense of depth and movement.

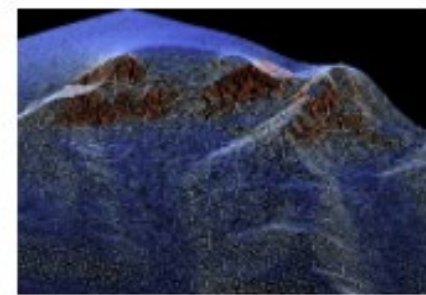
- Fostering a national discussion on water security for Canadians
- Building partnerships and collaborations
- Promoting research and findings with economic, environmental, and societal impacts
- Enhancing profile to position Canada as a global leader in water science
- Highlighting Indigenous co-creation of research
- Supporting HQP recruitment

Our Tactics

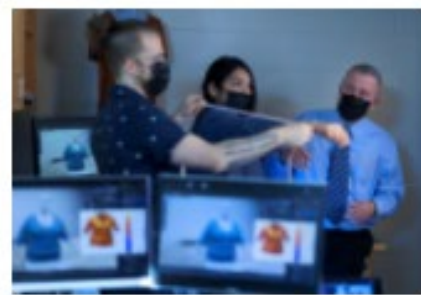


- News releases
- Media pitches, interviews, etc.
- *The Conversation*
- Twitter
- Websites
- Advertorial
- Electronic newsletter
- Exhibits
- Videos
- Public forums and events
- Meeting with key stakeholders
- Lecture series

News Releases 2021



DEC 1, 2021
USask developed hydrologic computer model selected as award finalist
The Canadian Hydrological Model, developed by USask researchers, selected as a finalist for the 2021 STIC project awards.



NOV 25, 2021
USask professor receives Mitacs Award for Exceptional Leadership
University of Saskatchewan (USask) College of Arts and Science professor Dr. Raymond Spiteri (PhD) is the recipient of the 2021 Mitacs Award for Exceptional Leadership.



NOV 8, 2021
Water (and art) take center stage at COP26
Global Water Futures artist-in-residence Gennadiy Ivanov presents his work at the Cryosphere Pavilion at COP26



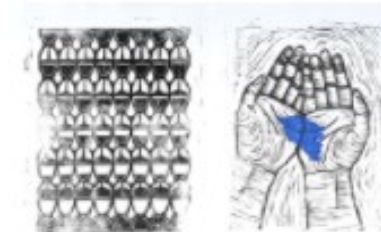
AUG 30, 2021
Agricultural Rebound Phenomenon: USask researchers warn of increased water demand on the South Saskatchewan River Basin
As farmers adopt high-tech irrigation systems to manage water use for economic, conservation, and environmental reasons, University of Saskatchewan (USask) researchers suggest poli...



AUG 23, 2021
USask PhD student seeks to better design agricultural drainage projects as farmers face more extreme precipitation
As the world continues to grapple with extreme weather events linked to climate change, an award-winning University of Saskatchewan (USask) graduate student is focused on improving...



JUL 27, 2021
Important environmental issues tackled in two timely new USask courses
Two timely new courses to be offered at the University of Saskatchewan this fall will address environmental and sustainability issues of global importance.



APR 29, 2021
Virtual Water Gallery brings together a world of art and science
A team of researchers from the University of Saskatchewan (USask), and others from around the world, are partnering with artists to launch a new online exhibit of art and science t...



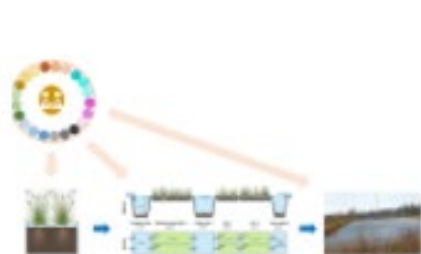
APR 14, 2021
Saskatoon COVID-19 wastewater testing results now available to public
Saskatoon residents now have access to the results of wastewater-based epidemiology (WBE) testing for SARS-CoV-2, the virus causing COVID-19, thanks to a partnership between Univer...



MAR 22, 2021
New USask research takes aim at improving water security, gender equity, and international co-operation
SASKATOON – A multidisciplinary research team including GWF researchers from the University of Saskatchewan (USask) have been awarded \$289,000 for a project to develop water securi...



OCT 29, 2021
GWF at Norwich Science Festival
An art exhibition and a talk from Global Water Futures at the festival



OCT 20, 2021
USask researcher participates in national water survey as part of oil sands research
Scientists are studying ways for plants and their associated microbes to clean up wastewater from oil sands operations.



OCT 6, 2021
Van Cappellen Named 2021 American Geophysical Union Fellow
Philippe Van Cappellen, University of Waterloo professor and GWF Researcher, was elected as American Geophysical Union's (AGU) Fellow.



JUL 28, 2021
GWF PhD Student founds GNSS Reflectometry Blog
Yusuf Ghiasi, PhD student at the University of Waterloo, developed the first and only online platform dedicated to sharing ideas, news, and reviews on Global Navigation Satellite S...



JUL 6, 2021
GWF Researchers Contribute Chapter to National Issues Report
Researchers with Global Water Futures have led the production of the Water Resources chapter in Natural Resource Canada's National Issues Report.



JUN 17, 2021
'Major issue in climate change': New modelling predicts the nature of extreme rainstorms in the U.S. is changing
If no changes are made to the rate of global greenhouse gas emissions, storms that used to occur every 20 years on average will instead occur every seven by the end of the century.



MAR 9, 2021
USask model for predicting mountain snowpack provides clearer picture of spring runoff, impacts of climate change
Scientists have developed a way to predict the depth and movement of snowpacks in the Canadian Rocky Mountains which will provide valuable information on spring runoff, risk of flo...



FEB 21, 2021
USask partners with Indigenous communities and City of Saskatoon on COVID-19 wastewater study funded by the Public Health Agency of Canada
SASKATOON – A University of Saskatchewan (USask) research team has been awarded \$137,392 from the Public Health Agency of Canada (PHAC) to conduct a six-month COVID-19 wastewater s...



FEB 12, 2021
Draft GWF Equity, Diversity and Inclusion Strategy Open for Consultation
Ensure your voice is heard!

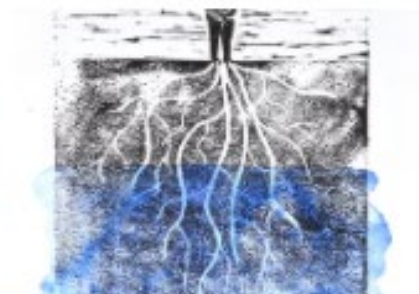


SEP 14, 2021
USask researcher wins early career research award

James S. McDonnell Foundation Postdoctoral Fellow and researcher with Global Water Futures Marysa Laguë (PhD) awarded James R. Holton Award by the American Geophysical Union.



SEP 10, 2021
GWF Director awarded lifetime hydrology research award
GWF Director John Pomeroy named the 2021 Walter Langbein Lecturer by the American Geophysical Union.



SEP 9, 2021
Deep Water: Researchers find more below than previously thought
More water lies within the Earth's continental crust than previously thought, according to new estimates published in the journal Geophysical Research Letters, which indicates th...



JUN 9, 2021
Students' Indigenous-led podcast forges global connections
Ohneganos: Let's Talk Water is a youth-led vodcast focused on sharing Traditional Ecological Knowledge, discussing current events, and talking about Ohneganos research.



JUN 9, 2021
USask professors aim to help Saskatchewan kids notice nature this summer
University of Saskatchewan (USask) faculty members are among the collaborators on a new initiative that encourages children and youth to go outside and learn more about the natural...



MAY 10, 2021
Scientists measure new depths at the bottom of the hydrologic cycle
For the first time, researchers have mapped groundwater circulation up to five kilometres below the surface—one of the first attempts to document the deepest parts of the hydrologic cycle.



JAN 27, 2021
USask GWF researcher uses Fort McMurray model to develop ice-jam flood mitigation assessment process
The city of Fort McMurray, Alta., which has a lengthy history of flooding, is among communities adjacent to northern rivers across Canada that regularly confront the...



JAN 8, 2021
What Canada's melting glaciers tell USask researchers
Imagine a Canada without glaciers.



JAN 7, 2021
Government of Canada announces public Consultation on Canada Water Agency
Environment and Climate Change Canada is seeking discussion paper feedback and participation in national and regional virtual discussion forums

Social Media This Year

Impressions on all
platforms

500,000

New Followers on all
platforms

1,800


 **Global Water Futures @GWFutures** · May 18
#GWF2021 continues this afternoon!

Join the @gwf_yp & GWF Data Management Team for a workshop at 3:30 pm EDT on meeting #datamanagement expectations

At 5 pm EDT, chat with the artists & water experts of the #artsci #VirtualWaterGallery

Join here: gwf2021.com



 **Phillip Harder @harder_water** · Jul 16
So things are hot 🔥 and dry ☀️ and crops are in 🌾 out here on the Canadian Prairies and you may wonder how this stacks up with other droughts we've had. If you'll indulge me I'll break this down a bit with some data from Saskatoon.



31 207 406

Show this thread

 **Global Water Futures @GWFutures** · Nov 25
Are you still reeling from the #ThroneSpeech earlier this week? We sure are!

We asked GWF Director John Pomeroy to share some reflections on the throne speech & the promise of the #CanadianWaterAgency!

What do you think? Let us know in the thread below 🗣️ 🗣️

“It was very encouraging that the Speech from the Throne promised the creation of the Canada Water Agency and increased measures to prevent and prepare for increasing floods, and droughts as part of climate change adaptation. **Canadians need national coordination, new investment and novel technologies applied to prediction of floods and droughts, flood mapping and prevention and conservation of our water ecosystems.** Global Water Futures has been conducting the research that can inform



 **Global Water Futures @GWFutures** · Nov 24
Our #WomenAndWater Lecture Series is returning in January 2022!

The series includes Canadian & International #WaterResearch topics featuring outstanding leaders in the field!

All are welcome & encouraged to attend!

Register now bit.ly/3DOVUTe

#Water #GWFYP #GWFEDI



Date	Topic	Speakers
January 13	Transborder Collaboration: Women and High Mountain Water	Izabella Koziell, ICIMOD & Dr. Valentina Radic, UBC
January 27	Innovations in Watershed Management: Towards Better Engagement Between Upstream and Downstream Voices	Dr. Deborah McGregor, YorkU & Michela Carriere, Aski Holistic Adventures
February 10	Women, Water and Food Security	Dr. Alirah Emmanuel Weyori, UHannover, Dr. Margaret Akuriba, UDS & Dr. Thierno Malick Diallo, GBU
March 10	Women and Rural Water Security Around the World	Euphrasie Hortense Kouassi Yao, UNESCO
March 24	Making the Invisible Visible Chemical Exposure and Ground Water	Dr. Karletta Chief, UArizona & Dr. Sarah Dickson-Anderson, McMaster

To register, visit: gwf.usask.ca



2021 was a bad year for glaciers in western North America — and it’s about to get much worse

November 7, 2021 8:11am EST

Each year the global temperature is 1 C above the 1951-80 average temperature, glaciers lose, on average, about 0.6 metres of water equivalent depth. (Jeff Wallisflicker), CC BY-SA

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53

211

Listen To The Article

TX

More on Ad Auris Play

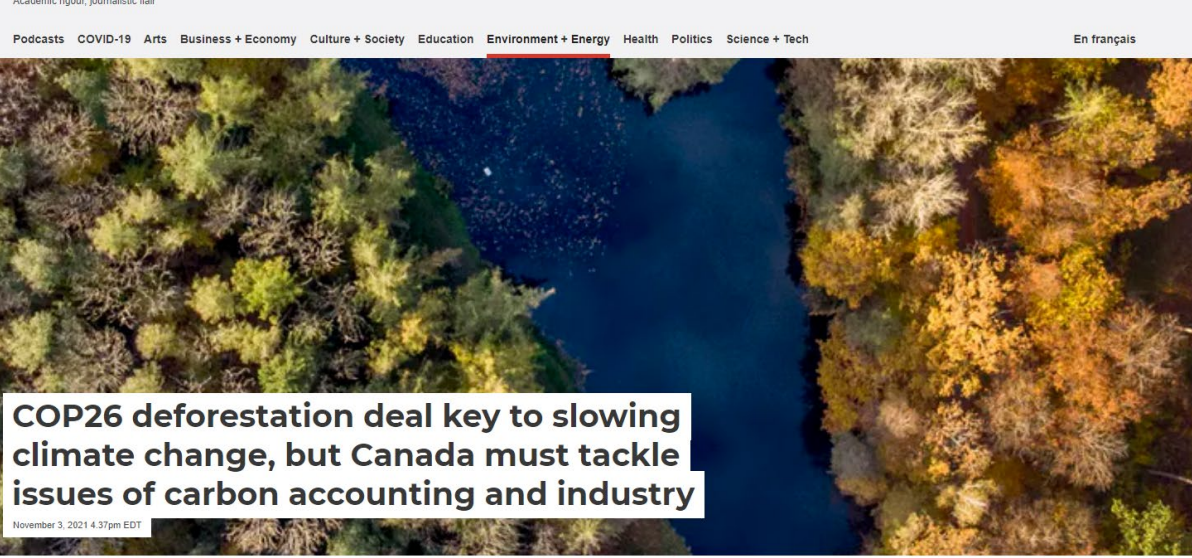
Author

Brian Menounos

Canada Research Chair in Glacier Change and Hailak Affiliate, University of Northern British Columbia

Disclosure statement

Brian Menounos receives funding from the Canada Research Chairs Program, the National Sciences and Engineering Research Council of Canada, BC Hydro, BC Parks, Mitacs, Global Water Futures and the Tri-University Foundation



COP26 deforestation deal key to slowing climate change, but Canada must tackle issues of carbon accounting and industry

November 3, 2021 4:37pm EDT

The world's leaders have tried to stop deforestation before, but have had little success. (AP Photo/Michael Probst)

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2

Listen To The Article

Authors

Michael Probst



To be resilient, the Canadian Prairie needs lots of wetlands

October 18, 2021 4:52pm EDT

Pothole wetlands play important roles in prairie ecosystems. (Shutterstock)

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LinkedIn

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59

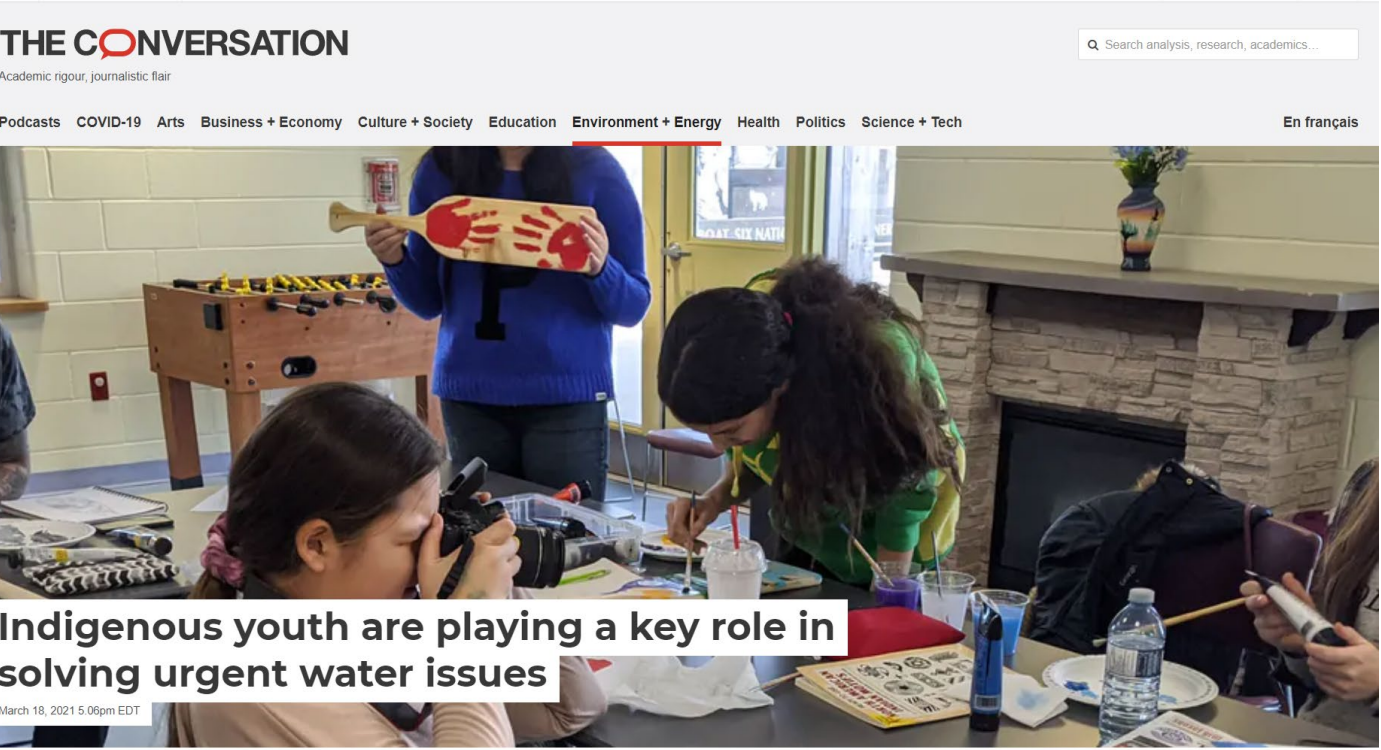
When many Canadians think of the Prairies, they envision beautiful endless landscapes of agricultural fields stretching across the horizon, perfect for a photo-op on a cross-country road trip. But what is missing from this imagery are the once-ubiquitous pothole wetlands, a defining feature of the region.

Authors

Colin Whitfield

Assistant Professor, Environment and Sustainability, University of Saskatchewan

Christina Chene



Indigenous youth are playing a key role in solving urgent water issues

March 18, 2021 5:06pm EDT

Youth with Music for the Spirit & Indigenous Visual Arts work on projects about relationships with water at Six Nations of the Grand River. (Elaine Ho), Author provided

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1.4k

Unsolved environmental problems, a national mandate to uphold treaty responsibilities and a new appreciation for positive treaty relationships are leading some water researchers to consider new approaches to their work. They are examining how water monitoring practices that are conventionally considered strong, can be improved.

Recent research examined how water quality monitoring in the lower Grand River and nearby Lake Erie can inform management to address prolific growth of nuisance algae. Nuisance algae affect wildlife habitats and fishing, as well as swimming and boating. This work is part of the Lake Futures Group at the University of Waterloo and Global Water Futures, Canada's largest water research collaboration.

This research was a collaboration with Music for the Spirit & Indigenous Visual

Authors

Elaine Ho-Tassone

PhD Candidate, Social and Ecological Sustainability program in Integrated Water Management, School of Environment, Resources and Sustainability, University of Waterloo

Richelle Miller

Community partner, Co-ordinator of Music for the Spirit & Indigenous Visual Arts

Disclosure statement

Elaine Ho receives funding through the Lake Futures group (part of Global Water Futures) in the form of University of Waterloo Graduate Research Studentships, funded primarily by the Canada First Research Excellence Fund. This research was also supported through an Ontario Graduate Scholarship jointly funded by the Province of Ontario (two thirds) and the University of Waterloo (one third). She is affiliated with the Canadian Rivers



The Conversation Canada



In The News

➤ 1,200 Mentions across all outlets

➤ Biggest reach from

○ The Globe and Mail

○ BBC

○ CBC

The Globe and Mail

Opinion: After a year of disasters, it's urgent that we address

...

Professor John Pomeroy, director of the Global Water Futures program and Canada Research Chair in Water Resources and Climate Change,...

3 weeks ago

Norwich eco-artist spreads climate change message through work

7 November

COP26



OPINION

Peatlands can fight natural disasters and the climate crisis. Canada needs to stop taking them for granted

Canada has more pristine peatland than any other country behind the rest of the world in protecting and restoring these ecosystems

By Edward Struzik
Oct. 18, 2021 5 min. read

This article was originally published on [The Conversation](#).

When record-breaking wildfires in western Russia killed 65 people, injured 3,500 homes and caused billions in damages in 2010, it was no longer busir Russia's response to the impacts of climate change.

Quirks & Quarks

Fire ordinarily helps the boreal forest's k spruce trees. Now it threatens them, too

f t p r in m

The boreal forest's most iconic tree species is struggling to regenerate with frequent fires

CBC Radio · Posted: Oct 29, 2021 4:10 PM ET | Last Updated: October 29

MONGABAY

NEWS & INSPIRATION FROM NATURE'S FRONTLINE

RAINFORESTS OCEANS ANIMALS ENVIRONMENT BUSINESS SOLUTIONS FOR KIDS DONATE IMPACT MORE

To search, type and hit enter.

Mongabay Series: [Sue Palminteri WildTech Reporting Fellowship](#)

Empowering Indigenous youths with tradition and tech: Q&A with Dawn Martin-Hill

by Caitlin Looby on 8 October 2021

f t in m

Dawn Martin-Hill, a professor at McMaster University, introduced Terrastories, a geo-based storytelling app, to the Haudenosaunee people of the Great Lakes to help them protect their land and water as well as safeguard invaluable knowledge. A main goal of her work is to empower and support Indigenous youths, and she has also helped create a virtual reality app and adapt a mental health app for Indigenous youth to connect with their land and articulate trauma. Martin-Hill advocates for the integration of Indigenous knowledge into Western science and says anyone who is concerned with the climate crisis should support Indigenous

We're a nonprofit

Donate

You deserve to

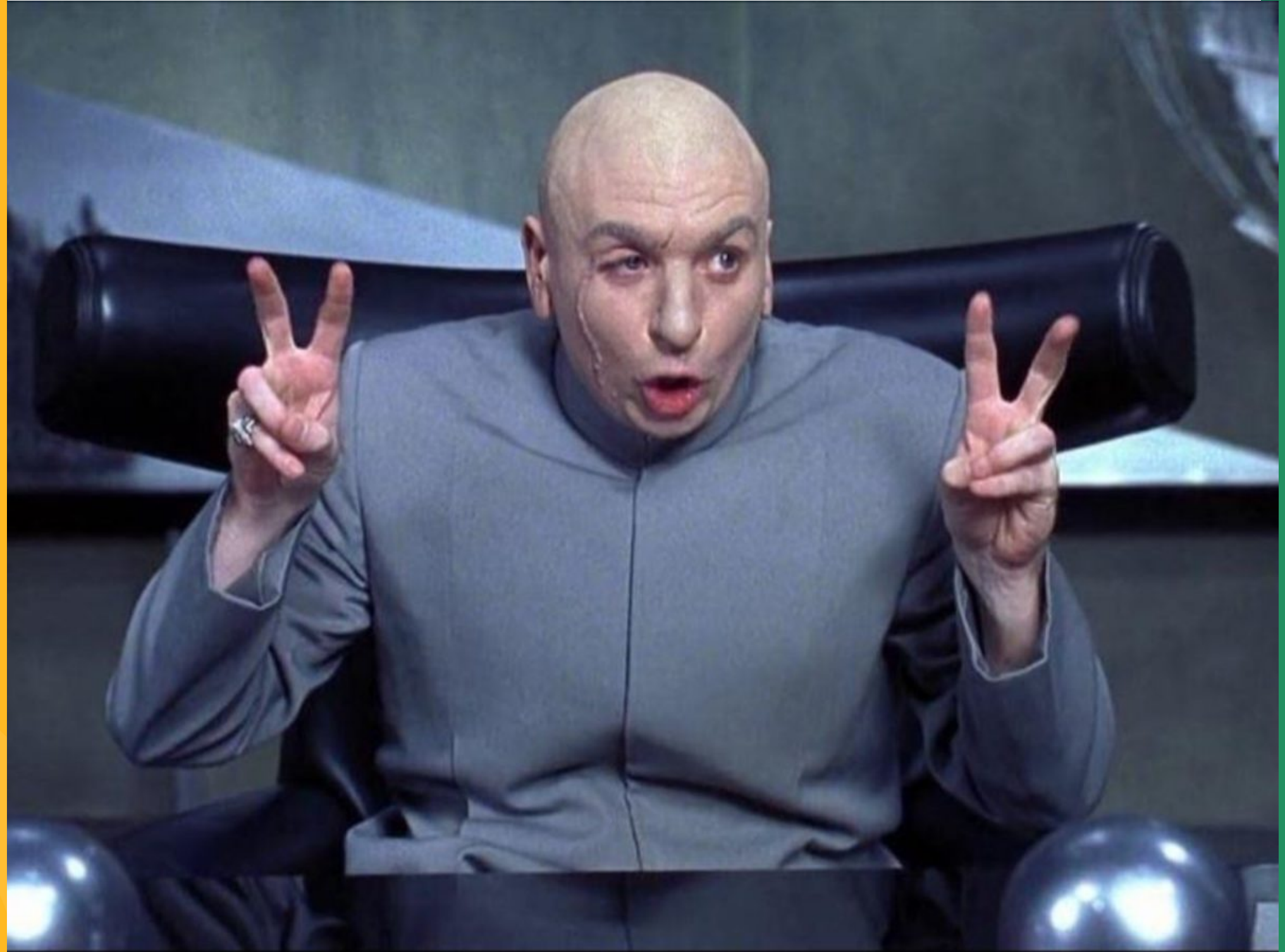
The Star Phoenix

Wastewater data indicates decline in Delta variant in Saskatoon

According to data compiled by University of Saskatchewan and Global Water Futures monitoring wastewater in Saskatoon, Prince Albert and...

1 week ago

What does that
mean in terms of
“reach” ???



It means that our
stories have
appeared in front
of people
ONE BILLION
times

(yes that's billion with a “b”)



Science Features

Why Write a Science Feature?

- You have an exciting piece of research to share
- You want to connect with a different audience (Twitter/Instagram)
- You want to creating exciting and clear graphics for your research
- You're up for a different kind of collaborative writing challenge

Upcoming Science Feature



Want to write science feature? Or have student who would love to take one on?
Contact laura.mcfarlan@usask.ca for more information.



GWF-Young Professionals

International Collaboration



Well Attended Annual Meeting Events



Recruitment for 2022 YP executive is ongoing

Women+Water Lecture Series

A stylized, semi-transparent blue globe is positioned in the lower-left corner of the slide. It features concentric circles and a map of the world, primarily showing the Americas.

In 2021

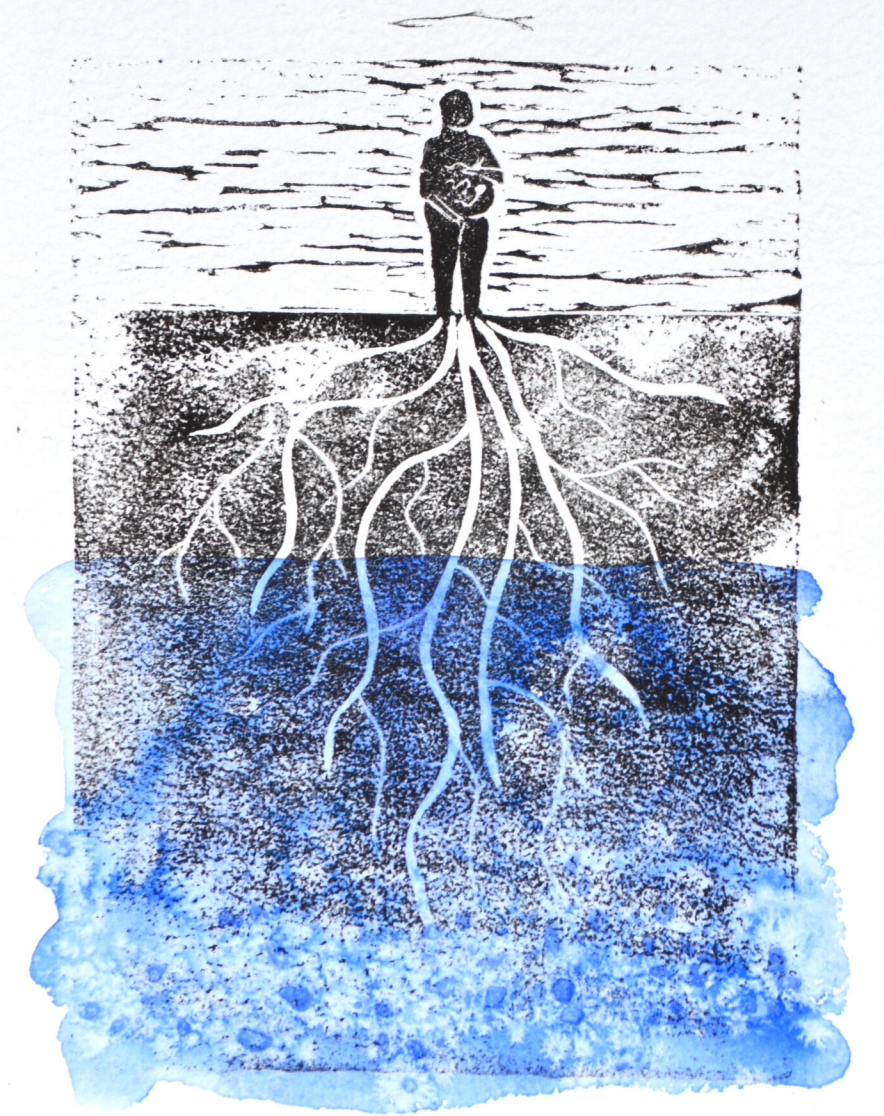
- 4 lectures, with 10 speakers and hosts
- Over 1000 registrations from around the world

In 2022

- 5 lectures, with 15 speakers and hosts
- Beginning building Women+Water expert list

Registration for 2022 now open

Art & Science in collaboration



IN-PERSON exhibits coming spring 2022

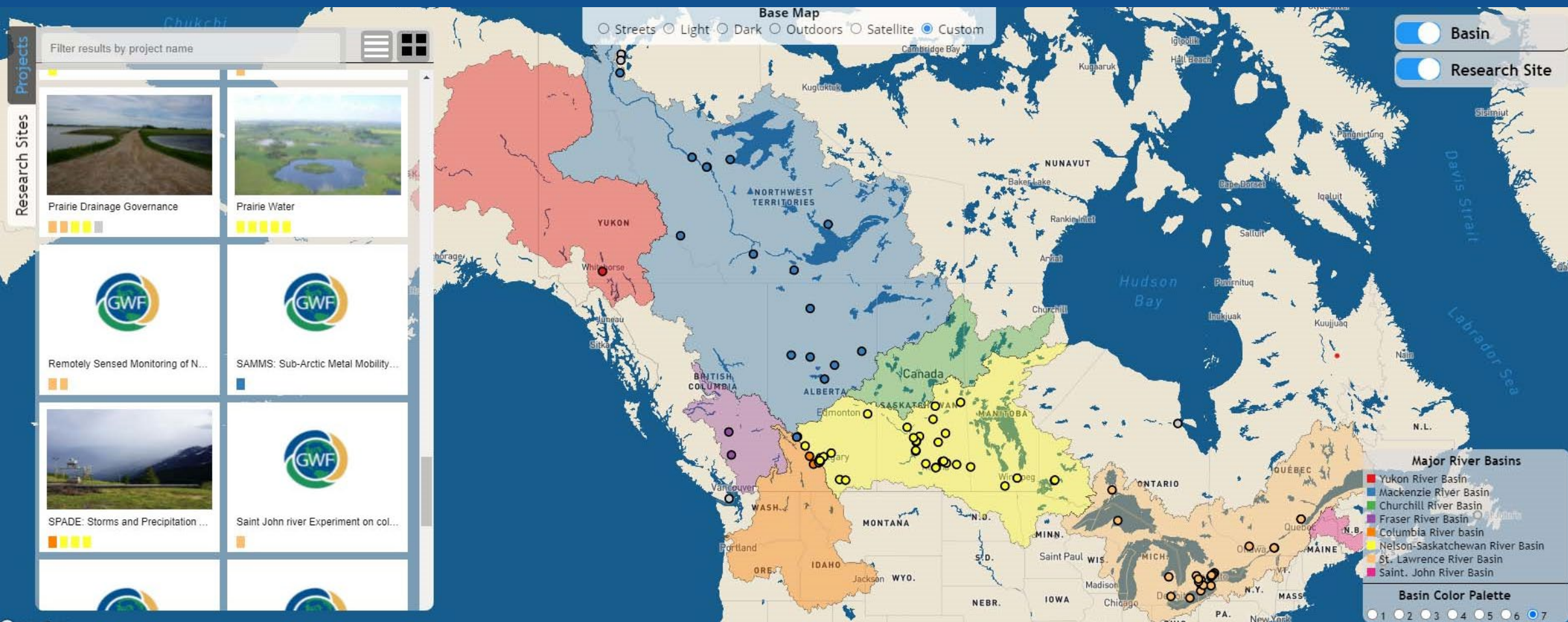


GLOBAL WATER FUTURES

Website Refresh

- Navigation rearranged based on stakeholder feedback and traffic data
 - Built to allow for easier accessibility of top resources and information
- Front landing page refreshed with new look
 - Focus on dynamic content: Science Features, News, Tweets, Upcoming Events. All meant to be frequently updated with new content
 - Banner image slider to have more pictures added – feel free to send your favorite photos to gwf_web@usask.ca and they might make it up on the banner!





Interactive Map

- Canada map with pins for research sites and project locations; color-coded basin overlay
- **Interactive:** clicking pins on map or tiles on panel gives details about selected project or site, with links to pages for additional information
- **Different views available:** customize map style, overlay visibility, and color palette
- **Future plans:** better mobile view, updated info and images for projects and sites



Some Web Stats...

2020 vs. 2021 (old site vs. new)

- **21% more** page views
 - **74,900** total page views in 2021!
- **21% more** pages per session
- **15% more** sessions per user
- **40% longer** average session duration

What does that mean?

Although total number of new users has stayed almost the same, our users are spending **more time** on the site, **browsing** between pages more, and **coming back** to the site more often!



Thanks to all of the GWF Comms Support in 2021



Lori Dillon (McMaster)
Stacey Dumanski (USask)
Allie Dusome (Waterloo)
Julie Grant (Waterloo)
Karen Kawawada (McMaster)
Laura McFarlan (USask)
Heather Persson (USask)
Fred Reibin (USask)
Shawna Reibling (WLU)
Nick Skinner (WLU)
Kathryn Warden (USask)
Jesse Witow (USask)

With website support from Zonayed Ahmed (USask)