



2025 SIKU Goose Watch

Impact Report

Thanks to your continued sponsorship, the 2025 Goose Watch saw hunters from **55** Inuit, Innu, and Cree communities make **770** posts, helping to document the spring goose migration.



Graphic showcasing the impact of the 2025 Goose Watch.

Impact - Social Media and Television

Along with posts made directly on SIKU, Goose Watch was also shared using an effective advertising campaign - this year achieving a targeted reach of **344,440** and our video content broadcast nationally on Uvagut TV.

Year	2025	Total Since 2020
Unique views on social media	344,440	1.3 Million+
Engagement (likes, shares, comments)	2,309	13,153
Unique content advertized/posted	61	231

Social media growth since the launch of the 2020 Goose Watch.

Year	2025	Total Since 2020
Number of Goose Watch Posts	770	5,402
Number of Participants	221	1,129
Number of participating communities	55	65

Growth on SIKU since the launch of the 2020 Goose Watch.



Launch graphics used to promote Goose Watch 2025 on various social media platforms.

Community Winners

The first person in each eligible community to make a qualifying goose or egg harvest post won a **\$100** gift card. This year, **39** people from communities across the North were Community Winners, ranging from Chisasibi to Grise Fiord and Nain to Aklavik.



Some of the community winners from this year's Goose Watch.

Check out www.siku.org/goosewatch to see all of this year's winners!

Grand Prize Winners

After the challenge, a draw is held to determine the Grand Prize winners. This year, three lucky winners were awarded gift cards valued at **\$250, \$500, and \$1,000**, generously sponsored by Northern. Additionally this year, Birds Canada sponsored a special grand prize, a brand new pair of **Vortex Diamondback HD binoculars**! This exciting prize structure not only recognizes participants' efforts, but also encourages greater engagement in communities throughout the North.



GRAND PRIZE WINNERS!

Kelly Kadjuk
Chesterfield Inlet
\$1000 Northern Gift Card!



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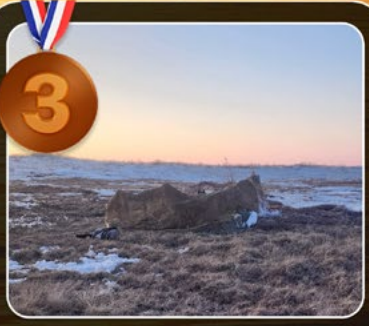
Dudley Copland
Arviat
\$500 Northern Gift Card

3



Eddie Qumaluk
Umiujaq
Vortex Diamondback HD Binoculars

3



Isaiah James Bolt
Kugluktuk
\$250 Northern Gift Card

This year's grand prize winners of the 2025 Goose Watch.

Tracking the Goose Migration

Goose Posts made on SIKU allow northern communities to track and share the progress of the spring goose migration. This information includes the timing of nesting, hatching and molting for every major northern flyway. Posts shared on SIKU are also available to broad audiences on social media and Uvagut TV. Posts can feature milestone moments, such as kids getting their first geese, while also providing vital climate change Information affecting the goose harvest. Posts can also document potential cases of avian flu.



"I like using the SIKU app, it helps me know where animals are observed and harvested. I think Goose Watch is very important because it helps people understand where they migrate to the North."

- Goose Watch 2024 Grand Prize Winner Charlie H Bonabi

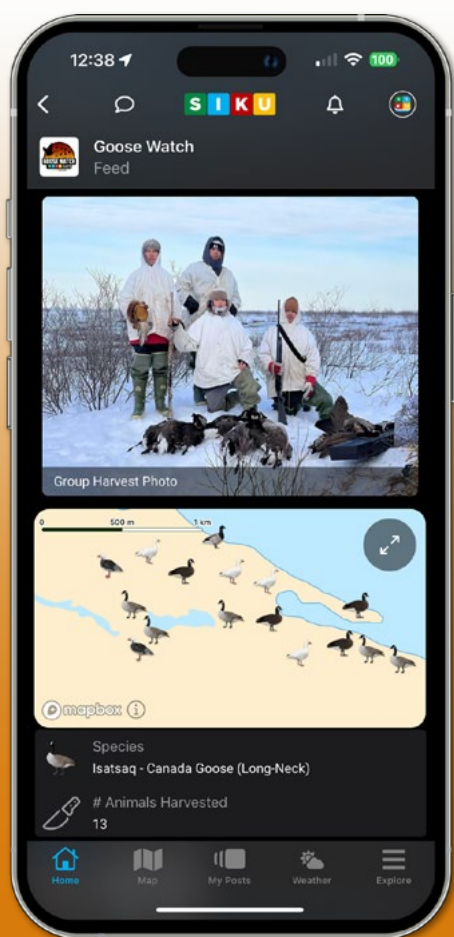


SIKU map showcasing goose posts from the 2025 Goose Watch challenge.



Sponsored by Northern

Help track the goose migration using **SIKU** & you could **win!**



**First goose harvest post in each
community wins a \$100 gift card!**

**All goose posts enter draws
for grand prizes up to \$1000!**

Scan the QR code to download the SIKU app
Visit siku.org/goosewatch to learn more
Challenge ends June 30, 2025



Goose Watch 2025 poster that was displayed in eligible communities.



About AES and SIKU

Arctic Eider Society is an Inuit-led charity established in 2011, and developer of SIKU: The Indigenous Knowledge App. SIKU is a web and mobile platform that provides tools and services for Indigenous communities to lead their own research and monitoring programs. SIKU currently supports more than **35,000** users in more than **140** northern communities.



Thank You!

Your support is raising awareness of the challenge across the North and dramatically increasing participation year after year. AES looks forward to working with our sponsors in 2025 to continue to increase the impact and scale of the Goose Watch Challenge.



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