

Target Audiences

SEPN's target audiences are:

- Education policy and decision-makers
- Administrators at Educational Institutions: Ministries of Education, School Boards, Schools, Post-secondary Institutions
- Education policy-related networks and associations
- Educators
- Broader SEPN Network (incl. national/international bodies concerned with sustainability education)
- Mainstream, alternative, issue-based (i.e., sustainability, education) media
- The general public (including students and families)

Knowledge Mobilization Goals

SEPN has three overarching knowledge mobilization and communications priorities:

- Goal #1: Increase the Use of Research-Based Tools in Policy-Making and Practice within the Education System
- Goal #2: Identify Points of Entry for Action on Canadian Sustainability Issues to Mobilize Target Audiences Through Education
- Goal #3: Increase Expertise through Multi-Sector Research Partnerships and Training

Engagement Guidelines

Our Niche

SEPN is a large-scale, national project aiming to collect comparable data on the development of sustainability education policy and practice across jurisdictions while still capturing site-specific differences. As a result, SEPN's work in KM should take advantage of the following:

- Exploration of the intersection of environmental/sustainability issues and education
- SEPN's research-based contributions to knowledge
- A policy-oriented focus
- A critical perspective
- Ability to work with scholarly communities (i.e., academic research) and practice communities (e.g., policy- and decision-makers, educators, sustainability officers, general public, etc.)

For building a broader audience via social media, SEPN can also highlight:

- Compelling broader sustainability issues/actions/events
- Sustainability practice that is, or could be, adapted to policy or practice in educational institutions
- Intersectionality: how environmental justice, gender and other issues relate to sustainability
- Work being done by SEPN partners and contributors