



SEPN

The Sustainability and
Education Policy Network

RESEARCH. CONNECT. MOBILIZE.

SUSTAINABILITY AND EDUCATION POLICY NETWORK KNOWLEDGE MOBILIZATION STRATEGY

TABLE OF CONTENTS

TABLE OF CONTENTS	0
BACKGROUND	2
SEPN KNOWLEDGE MOBILIZATION GOALS & PRINCIPLES	2
GUIDING PRINCIPLES FOR RESEARCHER/POLICY-MAKER ENGAGEMENT	2
KNOWLEDGE MOBILIZATION STRATEGY	2
TARGET AUDIENCES	2
KM STRATEGY OVERVIEW	4
KNOWLEDGE MOBILIZATION PLAN WORK FLOW	6
APPENDIX A: CURRENT AND POTENTIAL KM PRODUCT ANALYSIS	8
APPENDIX B: IMPACT ANALYSIS OF SEPN'S KM TOOLS	11

BACKGROUND

This report summarizes the Knowledge Mobilization (KM) strategy for the Sustainability and Education Policy Network (SEPN). SEPN's KM strategy was developed following an inventory of SEPN's current and potential audiences and KM activities, and considers previous research on which KM activities have the greatest impact. This document: (1) reviews SEPN's KM goals and principles, (2) identifies KM targets based on previously identified key audiences, and (3) delineates an overall KM strategy which is made up of a variety of interrelated KM activities.

SEPN KNOWLEDGE MOBILIZATION GOALS & PRINCIPLES

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 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

SEPN's KM approaches should:

- Use SEPN's research-based contributions to knowledge
- Be policy-oriented
- Inform policy and practice related to environmental/sustainability education
- Offer a critical yet supportive perspective
- Be useful for scholarly communities (i.e., academic researchers) and practice communities (e.g., policy- and decision-makers, educators, sustainability officers, general public, etc.)

GUIDING PRINCIPLES FOR RESEARCHER/POLICY-MAKER ENGAGEMENT

At SEPN's first Policy Forum event in June 2016, delegates identified principles for enhancing research use among educational policy makers. These principles included:

- Building respectful, collaborative relationships
- Creating opportunities for engagement and networking
- Fostering reciprocal conversations between research and practice
- Using participatory processes to co-create knowledge
- Dreaming big – focus on “what's next” to address existing gaps in monitoring, evaluation, and research

KNOWLEDGE MOBILIZATION STRATEGY

TARGET AUDIENCES

The primary targets for SEPN KM efforts are **policy makers, researchers, and the SEPN team**. The influence of each of the target audiences will vary, and it was important to keep the list manageable while not diluting SEPN's impact.

As a result, SEPN KM activities have been designed to target national-level individuals and organizations engaged with sustainability education policy making in the K-12 and PSE systems.

The “ask” associated with SEPN's KM efforts will also vary according to the target audience's willingness to engage with SEPN's research, as well as their power to create change.

- Stage 1: Share Knowledge (audience doesn't yet know about and/or believe in issue);
- Stage 2: Build Will (audience knows, cares, believes but isn't ready to act); and
- Stage 3: Reinforce Action (audience has taken action, ready for next steps).

Table 1 (on p. 3 below) outlines SEPN's primary and secondary target audiences. Note that in addition to its research team list, listserv, and social media accounts, SEPN has a master contact database that has been in continual development since national survey data collection began in 2013.

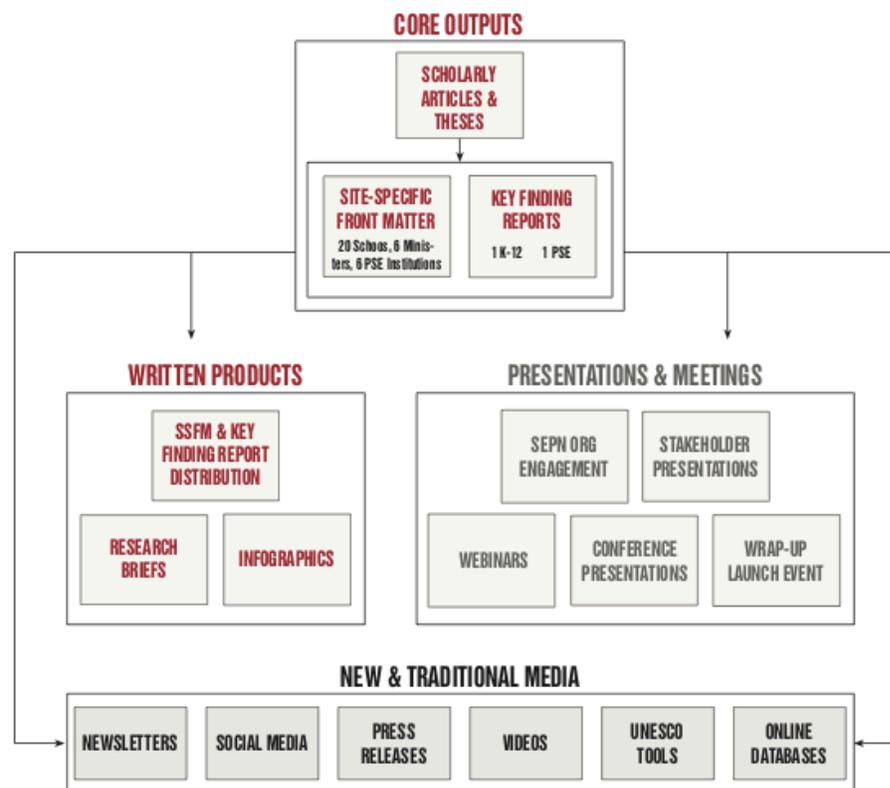
Table 1. SEPN's Target Audiences and Recommended Target Organizations

Level	Target Audience	Description of Target Group	Recommended Organizations
Primary Targets	Policy makers	<ul style="list-style-type: none"> Ministries of education School- and school division-level administrators Post-secondary institutions National/international bodies concerned with sustainability education 	<ul style="list-style-type: none"> Australasian Campuses Towards Sustainability Canadian Alliance of College and University Sustainability Professionals (CUSP) Canadian Association of University Teachers CCUNESCO ESD Working Group Colleges and Institutes Canada Council of Ministers of Education Canada Environmental Association of Universities and Colleges Global Environmental Education Partnership International Association of Universities SEPN National and International Policy Forum Participants SEPN Organizational Partners Site analyses schools, Ministries of Education and Environment, and post-secondary institutions UN Environment UNESCO UNESCO ESD Working Group UN Framework Convention on Climate Change Universities Canada
	Researchers	<ul style="list-style-type: none"> Researchers working in the fields of environmental and sustainability education, educational policy research 	<ul style="list-style-type: none"> Scholarly Conferences SEPN Listserv SEPN Social Media Accounts SEPN's Published Scholarly Articles
	SEPN Team	<ul style="list-style-type: none"> Members of SEPN's team 	<ul style="list-style-type: none"> SEPN Team (Scholars & Organization Representatives)
	Broader SEPN Network	<ul style="list-style-type: none"> Audiences accessible via SEPN's social media, listserv, and master list 	<ul style="list-style-type: none"> SEPN Listserv SEPN Master Database SEPN Social Media Accounts
Secondary Targets	Media	<ul style="list-style-type: none"> Traditional news media 	<ul style="list-style-type: none"> SEPN Master Database UofS Research Communications
	Practitioners	<ul style="list-style-type: none"> School- and school division-level administrators Educators Sustainability officers 	<ul style="list-style-type: none"> Canadian Association of Principals Canadian Association of University Business Officers Canadian Teachers Federation Environnement Jeunesse Fédération étudiante collégiale du Québec Provincial Teachers Federations SEPN Team Site Analyses Schools Site Sustainability Officers
	Education policy-related networks and associations	<ul style="list-style-type: none"> Networks and associations identified throughout the project as being engaged in education policy 	<ul style="list-style-type: none"> American Educational Research Association EE Special Interest Group Canadian Society for the Study of Education Environmental Education Research Listserv Fédération étudiante collégiale du Québec Regional Centres for Expertise on ESD U15 Canadian Research Universities (incl. Sustainability Offices) Environnement Jeunesse World Environmental Education Congress
	The general public		<ul style="list-style-type: none"> SEPN Listserv SEPN Master Database SEPN Social Media Accounts Via SEPN team

KM STRATEGY OVERVIEW

As shown in Figure 1, in addition to **Scholarly Articles**, SEPN's KM Strategy involves the creation of two core KM products that can be used in a variety of different ways to engage different audiences.

1. **Key Finding Reports:** Two reports (for K-12 and one for PSE) integrating results from the document analysis, survey, and site analyses projects into a limited number of key findings, with recommendations for action driven by the research findings.
2. **Site-Specific Front Matter:** Due to relationships already developed for the site analyses, the study sites are considered to have high potential for impact. Short, site-specific letters will be developed for the participating K-12 school (20), ministry of education (6), and post-secondary institution (6) to act as front matter to the Key Finding Reports. The front matter will include:
 - a. Aggregated heat diagram results comparing (1) all school/PSE responses, (2) similar schools/PSEs, and (3) participant type, highlighting exciting school-based initiatives and practices as meaningful and interesting;
 - b. Site-specific SWOT analysis based on the site analyses data; and
 - c. Recommended actions based on sustainability-related activities being carried out in similar contexts.
- 3.



Together, the Key Finding Reports and Site-Specific Front Matter will be mobilized to key audiences via **emailing letters to site 'levers'** (i.e., site analyses contacts identified by the research team as potential knowledge brokers) and **Ministers of Education and Environment**. **Research briefs** and/or **infographics** of the final scholarly overview papers will also be created.

Results will also be mobilized via presentations and meetings (i.e., **key stakeholder, webinar, and conference presentations**). Pending SEP N team approval, a **wrap-up launch event** may be held in the final year to act as a final KM event to release the project's final reports and closing meeting with the SEP N team, as well as potentially a final policy forum. Due to now limited numbers of graduate students as the project enters this final phase, instead of SEP N's current **KM Liaison Program**, SEP N Organization engagement will primarily be done by the Project Director and Project Manager.

The written KM products will also be used to develop content for a variety of new and traditional media outlets, including **e-newsletters, social media, press releases, RSAs, and videos**. Interactive online quizzes and interactive online platforms (i.e., databases and mapping) will not be pursued due to the low potential impact these types of KM activities have relative to the large investments required. See Table 2 and the work plan on page 5 for more information. Detailed KM product analyses are available in Appendices A and B.

Table 2. Detailed KM Product and Prioritization Information

Planned KM products with prioritization based on their level of effectiveness as found in literature assessing KM effectiveness (Barwick, 2013). Refer to Appendix B for a detailed review of possible SEPN KM products, including strengths and weaknesses; as well as anticipated impact, labour, and priority level.

Category	Type	Description	Labour	Priority
Written Products	Scholarly Articles	Peer-reviewed journal articles.	High	High Priority, Long-Term
	Key Finding Reports	Comprehensive report integrating all findings from all themes. Include key findings & recommendations. <u>One each for K-12 and PSE.</u>	High	High Priority, Long-Term
	Site-Specific Front Matter (SSFM)	Short letter reporting site's strengths, weaknesses, lessons; heat diagram data aggregating all sites; compare similar sites based on urban/non-urban and participants w/bw site(s). <u>6 Ministers of Education, 20 Schools, & 6 PSE institutions.</u> Send to site levers (identified by Research Team to ID) with Key Finding Report.	High	High Priority, Long-Term
	Research Briefs & Infographics	Plain language "snapshots" and visual summaries of research findings.	Medium	Normal Priority, As Time Permits
Presentations & Other "In Person" Interactions	Webinars	Digitally-based, live presentations. Potential venues include EECOM (K-12), AASHE (PSE), and SERI's <i>Talking Sustainability</i> . Advertising to be done via the potential audiences outlined in Table 1.	Medium	Normal Priority, Intermittent
	Key Stakeholder Presentations*	Present findings in high impact avenues, including returning to (limited) study sites, and presentations for CC UNESCO ESD group, CMEC; return to sites: Manitoba, Iqaluit. Also consider CUSP, Universities Canada, & Colleges and Institutes Canada.	Medium	High Priority, Intermittent
	Wrap-Up Launch Event	Final SEPN KM event launching final report with SEPN team.	High	High Priority, Short-Term
	Conference Presentations	Presentations & exhibit booths at conferences.	Medium/Low	Normal Priority, Intermittent
	Emails & Phone Site "Levers"	Knowledge brokers/leverage points to send SSFM and Key Finding Report.	Medium/High	High Priority, Short-Term
	KM Liaisons	Regular meetings with SEPN org representatives related to KM. Director & PM to do.	Medium	Normal Priority, Intermittent
	Traditional & New Media	Social Media	SEPN work and other related work/news on existing Facebook & Twitter pages.	Low
Newsletters		Summaries of SEPN results sent out on a regular basis to SEPN's listserv.	Low	High Priority, Intermittent
Videos		Videos presenting SEPN's findings.	Medium	High Priority, Long-Term
UNESCO Online Tools		SDG app or website, Planipolis , GAP Clearing House.	Unsure	High Priority, Long-Term
Online Databases		Open access databases (censuses, survey, site analyses) hosted on www.sepn.ca .	Low	High Priority, Intermittent
Press Releases		Interesting findings (incl to respond to current events using master contact list & UofS Research Communications. Media blitz?	Medium	High Priority, Intermittent
Online Magazine(s)		Key Finding Reports & SSFM posted online; users flip through page-by-page.	Medium?	Low Priority, If Time
Interactive Online Quizzes		Quizzes or "choose your own adventure" tools to identify useful SEPN resources.	Medium/High	No: Low Impact/ High Resources
Interactive Online Platforms		SEPN data represented visually in potentially interactive charts and graphs online.	High	No: Low Impact/High Resources

FOR MORE INFORMATION, PLEASE CONSULT THE FOLLOWING APPENDICES:

APPENDIX A: CURRENT AND POTENTIAL KM PRODUCT ANALYSIS

APPENDIX B: IMPACT ANALYSIS OF SEPN'S KM TOOLS

APPENDIX A: CURRENT AND POTENTIAL KM PRODUCT ANALYSIS

Category	Type	Description & Notes	Primary Audience	Strengths	Weaknesses	Impact	Labour	Priority
Written Products	Scholarly Articles	Peer reviewed journal publications.	Academic	Must be done for funder. Main academic output of project. Already active.	Resource intensive. One-way dissemination.	Medium	High	High
	Key Finding Reports	Comprehensive report integrating all findings from document analysis, survey, and site analyses and including key findings & recommendations to tell "story" of the project. One each for K-12 and PSE.	Policy-maker	Integrates all findings. Use to directly engage target audiences, produce a variety of more specific KM products. High impact if combine with more active approaches. Nice final product.	Resource intensive. Limited impact if only one-way dissemination.	Low in Isolation	High	High
	Site-Specific Front Matter	Short report outlining site's strengths, weaknesses, lessons; heat diagram data aggregating all sites; compare similar sites based on urban/non-urban and participants within and/or between site(s). Develop template, customize for 10 School Divisions/6 PSEs. Send to site leverage points (researchers to ID) with Key Finding Report.	Policy-maker	Site-specific information will increase engagement with results. Gives "levers" within sites data to impact their setting. We told sites we would do this. Can combine with/as part of summary reports.	Resource intensive (mitigate by limiting tailoring). Limited impact if only one-way dissemination.	Low in Isolation	High	High
	Letters to Ministers	Letter outlining site findings and recommendations supported by research results. Carolee Buckler suggested this as a technique that will get some sort of uptake but content would have to be tailored – use Site-Specific Front Matter.	Policy-maker	Ministers must respond to all direct communications. Only 6 ministries (also do ministries of advanced ed?). Can combine with/as part of summary & site reports.	Resource intensive: letters would have to be tailored and active follow-up required.	Medium/High	Medium/High	High
	Research Briefs & Infographics	Short, plain language "snapshots" of interesting findings and visual summaries of research findings.	Policy-maker Academic Practitioner Broad	Well received by target audiences. Already active.	Relatively resource intensive. Limited impact if only one-way dissemination. We current have a lot of these, volume seems to confuse people.	Medium	Medium	Stop
Presentations & Meetings	Webinars	Digitally-based, live presentations of SEPN's findings. Potential venues include EECOM (K-12), AASHE (PSE), and SERI's <i>Talking Sustainability</i> .	Policy-maker Academic Practitioner Broad	Engages with stakeholders who can use data to impact settings. Reach broader audience through SEPN partners. Use to develop other reports. SERI seminars already active.	Success depends on individuals taking action to log on. Mitigated by presenting in larger venues (EECOM, AASHE).	Medium	Medium	High

Category	Type	Description & Notes	Primary Audience	Strengths	Weaknesses	Impact	Labour	Priority
Presentations & Meetings	Key Stakeholder Presentations	Present findings in high impact avenues, including returning to some site analyses participants, and presentations for CC UNESCO ESD group, and the Council of Ministers of Education. Potential presentations to CUSP, Universities Canada, and Colleges and Institutes Canada.	Policy-maker	Uses & strengthens existing relationships. High impact, directly to primary target audiences.	Expensive. Resource intensive.	High	Medium	High
	Wrap-Up Launch Event	Final SEPN KM event to release the project's final reports with SEPN team with potential policy forum.	SEPN team Policy-maker Academic Practitioner	Engages directly with stakeholders, furthers developing partnerships, strengthens existing partnerships.	Expensive. Resource intensive.	Medium	High	High
	Conference Presentations	Showcase SEPN's work via presentations & exhibit booths at conferences.	Academic Practitioner	Engages with stakeholders who can use data to impact settings. Already active.	Limited primarily to academic audiences. Preaching to the choir.	Medium	Medium/ Low	Medium
	Phone (Email?) with Site "Levers")	Identify knowledge brokers/leverage points to call and send SEPN reports/KM products.	Policy-maker	Uses & strengthens existing relationships. Engages with stakeholders who can use data to impact settings. Use instead of meetings.	Time consuming depending on number of contacts.	Medium/ High	Medium/ High	Medium/ High
	KM Liaisons	Regular meetings in which graduate students meet with SEPN org representatives to keep them apprised of project progress.	SEPN team	High impact way to stay in touch with current SEPN orgs. Already Active.	Capacity may be an issue now due to low numbers of RAs and maternity leaves.	Medium	Low	Stop due to Resources
Traditional & New Media	Social Media	SEPN work and other related work/news on existing Facebook & Twitter pages.	Broad	Quick & easy way to get word out about new findings. Reaches many stakeholders. Already active.	Low impact.	Low	Low	High
	Newsletters	Summaries of SEPN results sent out on a regular basis to SEPN's listserv.	Broad	Can use work already in progress for content. Engages with stakeholders who can use data to impact settings. Already active.	Preaching to the choir. One-way dissemination.	Low	Low	High
	Press Releases	News releases highlighting select SEPN findings; could be in response to current events using SEPN's master list of contacts & UofS Research Communications as appropriate.	Broad	High profile way to get word out about new findings. High impact in combination with other approaches. Already active.	Need to pay attention to current events to capitalize them (good timing can be an issue). UofS Communications Dept can be difficult to get traction with so might have to self-release.	High	Medium	High
Traditional &	Videos	Videos presenting SEPN's findings.	Broad	Innovative & unique.	Low impact.	Low	Medium	Medium

Category	Type	Description & Notes	Primary Audience	Strengths	Weaknesses	Impact	Labour	Priority
New Media Cont'd				We have several videos that need to be edited.				
	Online Magazine	A page-by-page showcase highlighting SEPN work and products that users can flip through. A way to have "story" reports online.	Broad	Innovative & unique (people may explore it out of curiosity). We would already have content from reports.	People need to know it's there, be motivated to use. People may not see how it connects to them or their site.	Low	Medium ?	Low
	Interactive Online Quizzes	Quizzes or "choose your own adventure" style tools to identify useful SEPN resources or examples from sites.	Broad	Innovative & interactive. Highlights what is most useful to the user.	People need to know it's there, motivated to use, and tech savvy enough to work with tool.	Low	Medium/High	Stop
	Online Databases	Open access databases (censuses, survey, site analyses) hosted on www.sepn.ca .	Broad	Accessible. Easy if just put spreadsheet up. Fulfills SSHRC suggestions for results to be open access. Already active (PSE census).	People need to know it's there, motivated to use, and tech savvy enough to work with tool. Potential confidentiality issues. Need to clean databases & incl data dictionaries/methods.	Low	Low	Low
	UNESCO Online Tools	e.g., SDG app or website, Planipolis , GAP Clearing House	Policy-maker Practitioner Broad	Uses UN tools & connects with UN stakeholders. Supports building profile & developing international relationships.	Unsure of effort involved & uptake UNESCO is getting with these tools. Audience impact difficult to determine.	Unsure	Unsure	Low-Medium
	Data Visualizations & Mapping	SEPN data represented visually in charts and graphs online. Could be interactive and include component to get sites working with data to support networking among similar sites.	Broad	Innovative & interactive. Adds a level of curiosity/engagement with potential to pull in the story component. Could be used to facilitate communication between sites.	People need to know it's there, motivated to use, and tech savvy enough to work with tool. Very labour intensive and expensive for low impact, especially if interactive. We have not been satisfied with previous attempts to map data.	Low	High	Stop
	Other	International Sustainable Campus Network Research Gate academia.edu	Broad	Way to get word out about SEPN.	Low impact.	Low	Low	Stop

APPENDIX B: IMPACT ANALYSIS OF SEPN'S KM TOOLS

Effectiveness	Tool	Description	SEPN Approach
Mostly Effective	Interactive Small Group	Small group of people formed to facilitate information sharing and knowledge construction.	Policy forum, stakeholder presentations, webinars
	Educational Outreach	Educational outreach (or academic detailing) involves a trained individual who meets with professionals in their work environments to give information with the intent of changing the provider's practice.	Stakeholder presentations, webinar
	Mass Media Campaign	Channels of communication such as television, radio, newspapers, bill boards, posters, leaflets or booklets intended to reach large numbers of people.	Materials pushed out via press releases, social media, videos, newsletters
	Combined Interventions	Multifaceted interventions (those that include two or more components) developed based on an assessment of barriers can potentially target different barriers in the system. However, effectiveness does not necessarily improve with an increasing number of components. Multifaceted interventions are likely to be more costly than single interventions. It is important to consider how components may interact to maximize benefits.	All
Mixed Effects	Conferences (Didactic)	A formal meeting/event in which people gather in order to talk about ideas or problems related to a particular topic.	Wrap-up conference, conference presentations
	Champions	People who voluntarily take extraordinary interest in the adoption, implementation, and success of a cause, policy, program, project, or product.	Reports to site levers, letters to ministers, key stakeholders
	Educational Materials	This strategy is commonly used, relatively inexpensive and is feasible in most settings (e.g., reports, research briefs, infographics).	Key finding reports, site-specific front matter, UNESCO tools, online databases (research briefs & infographics, data visualizations)
	Educational Meetings	Interactive educational meetings (interactive workshops targeting knowledge, attitudes and skills at the individual level).	Webinars, stakeholder presentations, wrap-up conference
	Peer Reviewed Publications	Research articles written by experts and are reviewed by several other experts in the field before the article is published in a journal in order to insure the article's quality.	Scholarly articles
Limited Effects	Press Releases	A written or recorded communication directed at members of the news media for the purpose of announcing something newsworthy.	Press releases in combination with social media, videos, newsletters
	Arts-Based KM	Includes theatre, film, photography, and dance as a way of creating and sharing knowledge with varied audiences. Arts-based methods value human experience and interaction, and they recognize personal, emotional, and embodied expressions of knowledge as an effective strategy for communicating research.	Videos, online magazine
	Social Media	Websites and applications that enable users to create and share content or to participate in social networking.	Press releases in combination with social media, videos, newsletters
	Networks	A group of people who exchange information, contacts, and experience for professional purposes.	Policy forum, stakeholder presentations, SEPN social media & listserv, wrap-up conference, conference presentations
	Webinar	A seminar or other presentation that takes place on the Internet.	Webinar