

Audiences for Environmental and Sustainability Education

The sectors of society that were designated as “audiences” for E&SE in this document were chosen to include as broad a base of the overall Ontario population as possible, while keeping the scope of input manageable. There is some intentional overlap; individuals are expected to fall into more than one audience where they can benefit from enhanced environmental learning in different contexts. There are also necessarily gaps. Additional sectors of society offer much potential for the development of environmental learning strategies in the future.

The main content of this plan is directed towards *actual or potential deliverers and supporters of environmental and sustainability education who serve a particular audience*. The seventeen selected audience sectors are:

1. **Aboriginal Peoples**
2. **Businesses**
3. **Consumers**
4. **Families**
5. **Governments and Public Agencies**
6. **Labour Organizations**
7. **Media**
8. **Medical and Public Health Professionals**
9. **New Canadians**
10. **Outdoor Recreation Users**
11. **Post-secondary Faculty**
12. **Post-secondary Students**
13. **Preschool–Grade 12 Students**
14. **Preschool–Grade 12 Teachers**
15. **Religious Groups**
16. **Rural Landowners and Farmers**
17. **Youth and Citizens’ Groups**

