

## IPA-EPF Position Paper: 1

# Educational Publishing: Enabling the world to teach and learn

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A healthy and sustainable educational publishing industry is an asset to any democratic society and essential for a competitive knowledge-based economy. The mission of educational publishers is to provide continuously effective tools and services for teachers and learners, using whatever media are available and appropriate. Dynamic educational publishing brings a quality learning experience adapted to local needs.

### Why choose professionally developed learning materials?

The reasons are compelling.

- 1 Quality educational publishing:
  - Saves educators' time and frees teachers to focus on teaching;
  - Will engage, inspire, and explain — giving every student the chance to **fulfil their potential**;
  - Raises standards of attainment and delivers improved learning outcomes.
- 2 Quality learning resources are developed with the **coherence, structure, and scope** that learners need and teachers expect:
  - Aligned to curricula, standards, grades and course requirements;
  - Produced with readability in mind for every level of education;
  - Based on internationally accepted scientific insights into teaching and learning.
- 3 Educational publishers are developing a **new generation of educational services**:
  - Powerful technologies that integrate instruction, assessment and performance data into connected learning environments;
  - Adaptive learning solutions that combine education, assessment and technology, which allows teachers to dynamically adapt content based on individual performance and needs.
- 4 Educational publishers work with teachers to craft **specialist, peer-reviewed learning solutions** that bring:
  - Signposts to quality;
  - High user functionality and usability in day-to-day teaching practice;
  - Professional production values, for digital services as well as print.

5 Education publishers deliver:

- **Choice**, through competition in open markets;
- **Quality**, by investing in the best of authorial skill and editorial refinement, and by taking account of user needs;
- **Curriculum change** effectively and efficiently in the classroom;
- Value-added content that **empowers digital technologies**.

6 In open markets, educational publishers will:

- **Innovate**, by striving to respond to new opportunities;
- **Sustain** quality learning material that is fit for purpose;
- **Adapt** to the changing needs of learners and their teachers;
- **Exploit** emerging technologies.

**And they do this all at their own risk.**

## **Principles for intervention by policy makers**

To enable publishers to develop and sustain high-quality solutions, policy makers should take account of the following principles before contemplating interventions in the provision of learning materials, especially digital:

- Encourage quality, investment, diversity, and choice by stimulating an open market and applying sufficient funds to the demand side.
- Avoid subsidizing digital projects that distort the competitive environment. This inevitably leads to a limited selection of material that is quickly out of date.
- Support teachers by encouraging experienced, professional publishers to develop the teaching tools they need.
- Implement curriculum change effectively by cooperating with content creators who are experienced in curriculum development, especially in digital form. This will ensure availability of up-to-date resources, at the time they are needed.
- Assess new technologies and teaching tools using scientifically validated research.
- Protect the long-term quality of education from erosion by piracy: uphold copyright law.

**An open dialogue with all stakeholders will equip students and teachers with the educational tools they need. It will enable educational publishers to better serve schools and help build a democratic society of literate, educated citizens able to compete in the knowledge economies of the future.**

**About IPA:** The International Publishers Association (IPA) is an international industry federation representing all aspects of book and journal publishing. Established in 1896, IPA's mission is to promote and protect publishing and to raise awareness for publishing as a force for economic, cultural and political development. Around the world IPA actively fights against censorship and promotes copyright, literacy and freedom to publish.

**About EPF:** The Educational Publishers Forum, organized by the IPA in 2009, is a unique Forum that brings together professional education (K-12) publishers from around the world. The purpose of the Forum is to share experiences regarding the evolution of learning resources, especially the application of technology and its impact on classroom pedagogy. The Forum tracks developments in both educational publishing and digital learning, and has established links with international agencies including the European Commission, OECD, UNESCO, WIPO, and the World Bank. IPA-EPF has the potential to be the leading global Forum for debate about the evolution of effective learning resources.