



Competition driving quality

A case study on the importance of government collaboration with educational publishers to ensure a fair, competitive market gives children the books they need



CÔTE D'IVOIRE - Country Profile

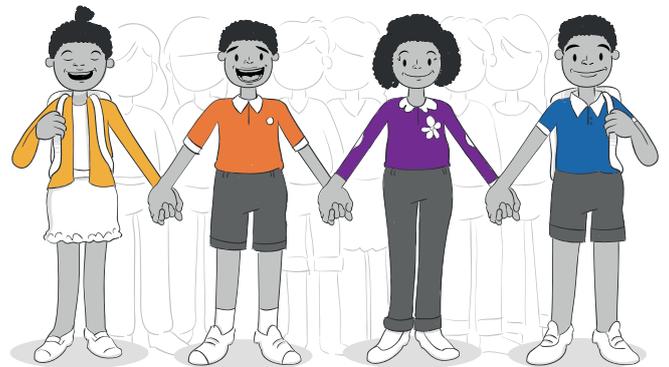
Population: 26,260,582

Languages: French (official), 60 native dialects
(Dioula most widely spoken)

Education expenditures: 4.8% of GDP (2015)

Literacy: total population: 43.1% (2015 est.)

GDP Per Capita: 1,662.44 USD (2017)



20 years ago, the educational publishing market in Côte d'Ivoire was essentially a state-owned duopoly (Centre d'édition et de diffusion africaines (CEDA) and Nouvelles Editions Ivoiriennes (NEI)). Since then, successive governments have opened the educational publishing market to encourage competition on price and quality to ensure that, at a minimum, each pupil has free textbooks and that a market for paid textbooks also exists.

THE SITUATION IN CÔTE D'IVOIRE

The government has a policy of providing free access to primary education, guaranteeing 3 textbooks per subject which can be made available to pupils for free. This is achieved through a tendering process where publishers submit books which respect the defined curriculum and pedagogical approach. Alongside this, a separate approval process exists for educational textbooks for pre-school, primary, and secondary levels. Schools and teachers then identify the books they will use and the parents of pupils buy them.

Not only has this process encouraged more publishers to exist, develop new resources and compete, there has also been a steady growth in local publishers succeeding in the tendering process at pre-school and intermediate school levels which had traditionally been supplied by international publishers.

The government has created a system which enables fair competition between local and international publishers to the benefit of Ivorian school children.

Anges Félix N'Dakpri, President, Publishers Association of Cote d'Ivoire

While challenges remain in terms of ensuring effective distribution, the shift from a duopoly to a fair competitive market has been successful.

RESULTS



Locally relevant content

Government tenders based around the curriculum have resulted in better quality resources specifically adapted to the local culture.



Collaboration

Collaboration between publishers and government ensures that the right resources are available for pupils when curriculum changes are implemented.



Choice

Free textbooks in addition to a competitive market for approved textbooks provides a range of options for teachers, parents and pupils.

CONCLUSION

By collaborating with publishers, the Cote d'Ivoire government has transformed the publishing landscape over the past two decades. The education system now provides free education while nurturing a vibrant local publishing industry that competes to deliver high quality, localized materials.