



IPA international
publishers
association

Educational Publishers Forum

case
study

Why are Finnish schools successful?

A case study on how to build an educational system based on trust.



FINLAND - Country Profile

Population: 5,537,364 (July 2018 est.)

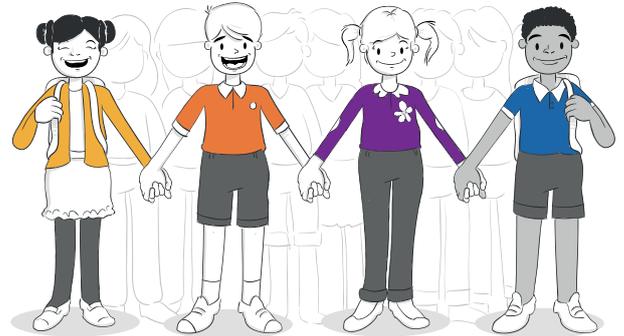
Languages: Finnish, Swedish (both official)

GDP: \$244.9 billion (2017 est.)

Education expenditures: 7.1% of GDP (2015)

Literacy: 99%

GDP Per Capita: \$44,500 (2017 est.)



Finland is widely considered to be one of the best performing educational systems in the world, regularly outranking other countries in their performance in the Programme for International Student Assessment (PISA). But what makes Finland so consistently successful?

In one simple word, it is all about trust. Whilst, there are unique elements to any national educational system, it is the consistent and long-term corporation between teachers, publishers and the government which has provided the basis to build a world class educational system.

“It’s part of Finnish culture - to collaborate. We are a small country and we need to work together. That means teachers, publishers and the government but also public and private sectors.”

Sakari Laiho, Director Finnish Book Publishers Association

THE SOLUTION

1. Firstly, in Finland, teachers are highly educated professionals, trusted in their role as educators in the classroom. They are empowered to choose the right methods and materials to make their student’s learning a success.

2. Secondly, teachers trust publishers to develop and create the right materials. The role of publishers in the educational system is to prove they have the best education materials and Finnish publishers are very good at providing what teachers need. For example, before a book or online clip makes it into the classroom, there is a whole process behind the scenes that ensures the content is suitable for the classroom and student. Collaboration between teachers and publishers, based on shared trust, ensures this process is seamless for students.
3. Finally, the whole education system must collaborate to identify opportunities and address potential problems. For example, in Finland publishers collaborate with the Finnish National Agency for Education to discuss issues such as digitalization and where new solutions are created.



RESULTS



Teachers trust publishers

Building trust between teachers and publishers has enabled Finnish publishers to be flexible and responsive to the needs of teachers, producing the right materials at the right time.



Trusted collaborations

Regular seminars and meetings between all parts of the education system means that publishers are engaged with the curriculum and other parties enabling greater responsiveness and flexibility.



Stimulates innovation

Publishers compete to deliver the best learning materials and invest in innovation, quality and localization to help teachers get results in the classroom.

CONCLUSION

Establishing trust and engaging with publishers can ensure that the educational system benefits from each party performing their role effectively. Publishers in Finland are empowered to invest and innovate, creating choice and diversity for teachers to select the best materials.