

# Educational Publishers Forum

IPA's Educational Publisher Forum is the only global forum that brings together professional educational publishers from around the world to explore how we can provide the learning resources that teachers need to best implement local curricula. We stand for choice, local solutions and collaboration.

[www.internationalpublishers.org/our-work/educational-publishing/educational-publishers-forum](http://www.internationalpublishers.org/our-work/educational-publishing/educational-publishers-forum)

## International Publishers Association:

Promoting and protecting publishing worldwide.



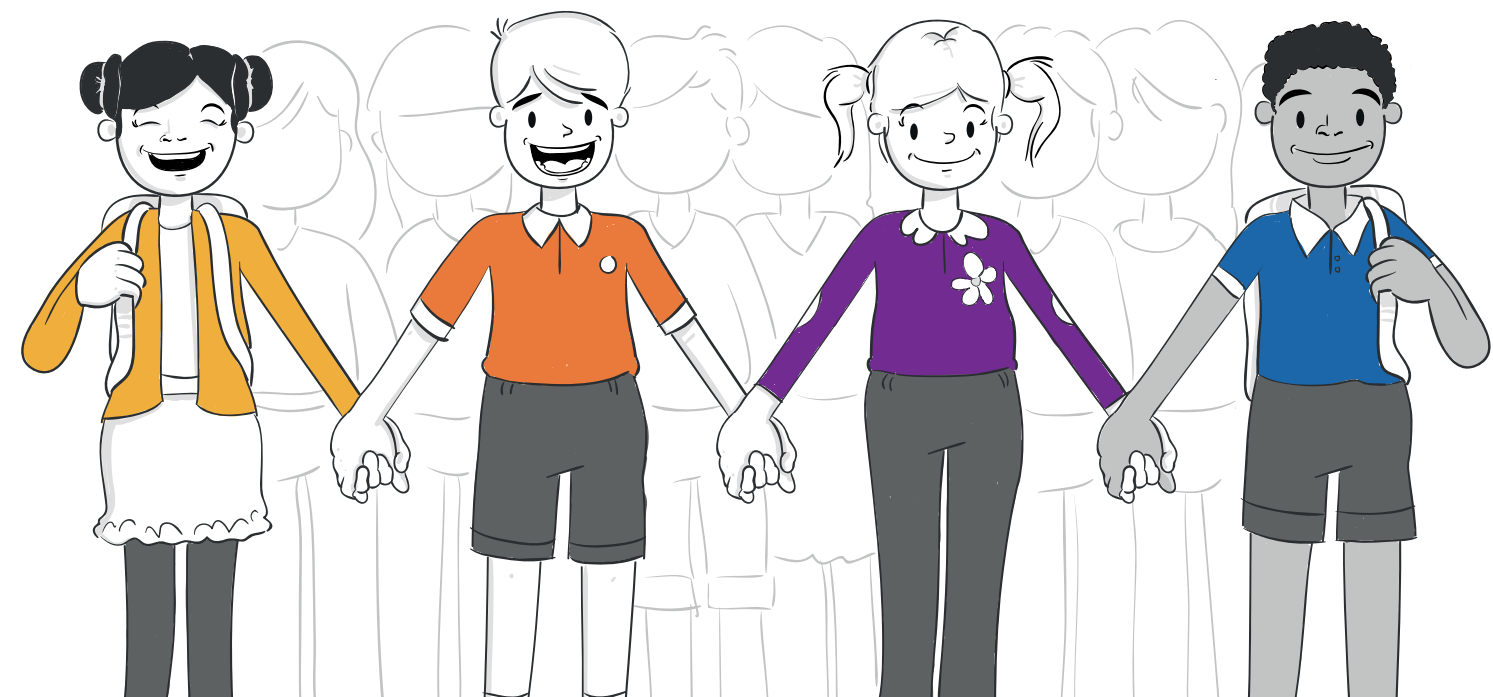
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 @IntPublishers



## Building smarter generations



# Educational Publishers: Building smarter generations

Education helps all students to reach their potential, gain the skills needed to face challenges and think critically as productive members of society. As educational publishers, our mission is to provide the learning resources that teachers need to best implement curricula, in ways that will lead to better learning outcomes. We believe in three core principles to achieve this goal:

## 1. Choice

Teachers and schools should be empowered to choose from a range of products, formats, and resources, and to select the best learning resources suited to the needs of their classrooms. We believe in open markets, where publishers can compete to deliver innovative, reliable, high-quality, and culturally diverse content.

## 2. Local solutions

Every student has their own way of learning and every teacher has their own way of teaching. We support teachers in implementing local curricula. The best content is locally produced and tailor-made, connecting students with their everyday environment to result in better learning outcomes.

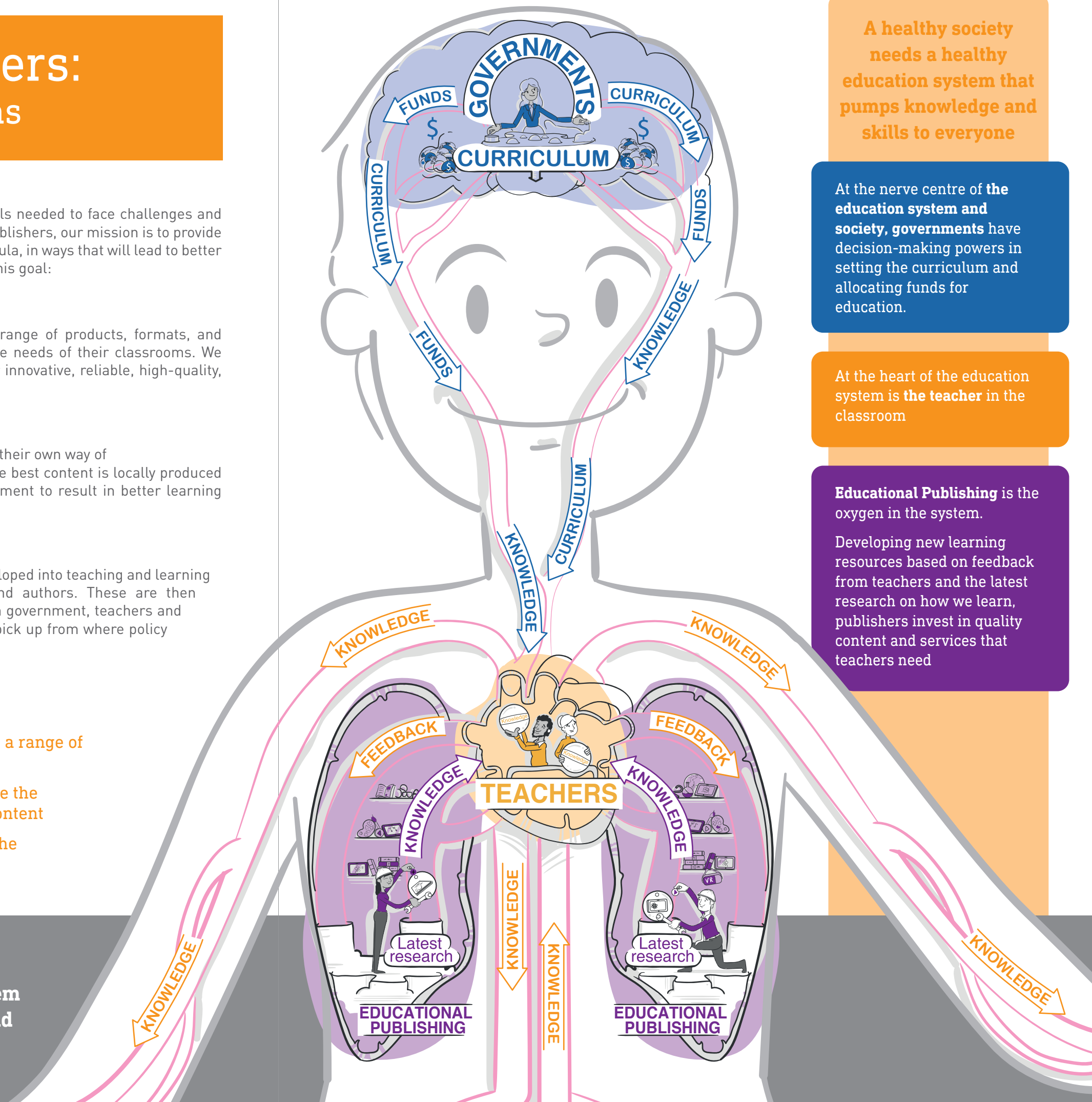
## 3. Collaboration

To educate successfully, guidance provided by governments is developed into teaching and learning solutions by publishers working with researchers, teachers and authors. These are then implemented by teachers in the classroom. Collaboration between government, teachers and publishers is vital in enabling education to be more effective. We pick up from where policy makers leave off.

### TO DO THIS, PUBLISHERS NEED:

- ➔ The marketplace to be open, competitive, and feature a range of publishers' products and services
- ➔ Copyright to be respected and strengthened, to ensure the continual development of specialized, high-quality content
- ➔ Sustainable business environments and respect for the freedom to publish

**For a healthy body, collaboration is essential.  
In the same way, all parts of the education system  
must work together to deliver the knowledge and  
skills that a growing society needs.**



**A healthy society  
needs a healthy  
education system that  
pumps knowledge and  
skills to everyone**

**At the nerve centre of the  
education system and  
society, governments** have  
decision-making powers in  
setting the curriculum and  
allocating funds for  
education.

**At the heart of the education  
system is the teacher** in the  
classroom

**Educational Publishing** is the  
oxygen in the system.

Developing new learning  
resources based on feedback  
from teachers and the latest  
research on how we learn,  
publishers invest in quality  
content and services that  
teachers need