IPA Educational Publishers Forum
EdTech Manifesto
2 June 2023
Sharing curated knowledge is the foundation for progress

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 are enablers of pedagogy. Technology is a means to an end, not a goal in itself.

Our Values

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.

Our View on Educational Technology

For Educational Technology to deliver the best educational outcomes for students, we believe in:

Government policies that:
- involve publishers from the outset as **major partners and stakeholders** in the educational ecosystem;
- provide appropriate funding for digital infrastructure, with common standards and interoperability;
- safeguard a level playing field for access, data management, and operational standards;
- enhance open competition in the market, which stimulates choice and diversity;
- foster conditions that sustain innovation;
- respect **copyright**, intellectual property, and the **freedom to publish**.

Public-Private Partnerships to drive the following:
- Collaboration on interoperability and common standards;
- The responsible use of data;
- Safety, security, and privacy for users of technology in education.

Establishing **funding policies** that enable progressive market solutions supporting teachers and students through:
- C**ontinuing support** for comprehensive, resilient learning resources, which evolve and adapt through experience;
- Investment that supports the acquisition of professionally curated content, not just investment in platforms, tools, and services.

Supporting the ethical **use of AI** by:
- Working with Government guidelines on the use of AI and Data in teaching and learning;
- Making transparent the evolving benefits, risks, and consequences of AI in education.