

**Educational publishing:  
enabling the world to teach and learn**

What we do  
and the value we bring  
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**•What value publishers can bring to teaching and learning**

**•Why choose professionally developed learning resources**

**•What we need to sustain high quality solutions**

- **We are publishers of books, but we are not book publishers**

- **We expect to compete with free material, but not with state-aided interventions**

- **We care about what we do, we are professionals**

## **Our values**

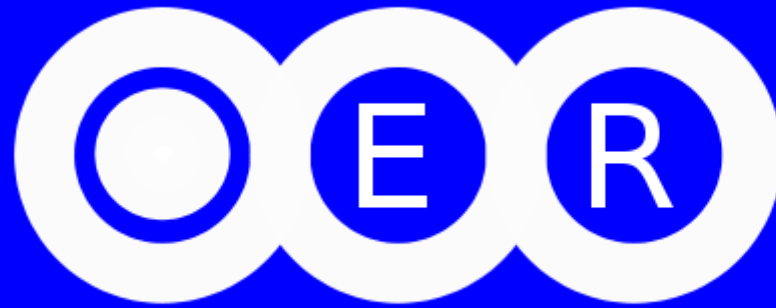
- **Quality**
- **Choice**
- **Support for teachers**
- **Enable learners**
- **Partners in education**
- **Empower technology**
- **Deliver change**

**Digital migration  
should be  
(relatively) easy**

**But it's not !**

# Evolution not revolution

- **Deep understanding of what works**
- **Intervention programmes are endangered without professional quality content**
- **We are about change management, not just 'content'**
- **Publishers are evolving 'learning environments', with instruction, assessment and performance data**



Open  
Educational  
Resources



## Learning Resource Exchange

90,000 assets, 40,000 resources, 16 Ministries of Education :  
Austria, Belgium (Flemish-speaking community), Catalonia (Spain), Estonia,  
Finland, Hungary, Germany, Iceland, Ireland, Italy, Lithuania, Poland,  
Slovenia, Spain, Sweden.

- “Technical architecture to make content available”
- “Serious engagement with commercial content providers”



## Professionally developed learning resources

- Tailored to curriculum
- Aligned to grade levels
- Sequenced to the course
- Geared to the classroom
- Fit with assessment
- Readability controlled
- Remediation included
- Teacher support included
- Peer reviewed
- Consistent quality

## Open educational resources

- Rich diversity
- Flexible to use
- Adaptable to needs
- Variety of styles
- Time to manage
- Integration into a programme
- Variable quality

# Adding value to public investments

- Getting more from the infrastructure
- Empowering technologies through quality content
- Limited budgets mean limited choices
- Saving teachers time .... to teach
- How do I use it?

# Quality

- Is fit for purpose
- Saves educators time
- Engages pupils, helps fulfil their potential
- Has the structure and scope that learners need
- Builds in readability, accessibility, usability, functionality
- Is interoperable and discoverable
- Has high production values

# High quality solutions need...

- An open market: choice and diversity
- Sufficient funding on the demand side
- Freedom and confidence to invest
- Research and trials
- Learning material in line with the curriculum
- Protection from piracy

- Publishers deal in sustainable solutions
  - Work with us, we deliver
- We are an asset to democratic society, and essential to a knowledge-based economy
- We want to open a dialogue with policy makers about the benefits of professionally developed learning material

Thank you

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