



## Principles for working with publishers

Publishers play a central role in supporting Cambridge International to deliver high-quality education to our schools. We have an open-door policy allowing a variety of publishers to create materials for our syllabuses.

- The endorsement process is entirely independent and unbiased. All proposals submitted for endorsement by publishers are treated in exactly the same way according to the criteria outlined below. Submitting a proposal for endorsement does not guarantee endorsement. Books which do not meet the quality standard will not be endorsed. The decision not to endorse a title is final and may not be challenged by a publisher.
- Titles submitted for endorsement are reviewed by a pool of independent experts with specialist topic knowledge and experience of teaching and examinations. This work is commissioned by Cambridge International from freelance consultants who work on titles as required.
- Publishers agree to make changes as required to meet the endorsement requirements. The endorsement is contingent on the publisher making such changes prior to publication.
- Where a publisher's books carry a Cambridge International endorsement, this does not imply any special relationship between the publisher and Cambridge International.
- Cambridge International does not have a financial interest in the endorsement process. Publishers are charged fees which cover the cost of the independent review of their titles. However, no sales revenue, or royalty payments accrue to Cambridge as a consequence of the sales of books.
- Cambridge International's endorsement processes are monitored by Ofqual.
- It is Cambridge International's policy not to endorse material produced by schools, school chains or their associated companies. To do so risks appearing to give a commercial seal of approval to one school, which is operating in a competitive environment with other Cambridge International Schools. This would not be in line with our objective for a common standard of service and support for all Cambridge International Schools.
- It is Cambridge International's policy not to endorse books or other teaching and learning materials which have been produced by other assessment organisations because this would create a significant risk of confusion for schools through Cambridge International branding appearing on another assessment organisation's materials.
- Publishers need to demonstrate that they have:
  - a track record of publishing and selling products to the market
  - an ability to market products globally or in regions where Cambridge International is active
  - an ability to support the widespread sale, purchase and adoption of resources across the network of Cambridge schools
  - a financial track record and reputation in the marketplace
  - a quality approach to product development which they can demonstrate to Cambridge International Schools.
- A publisher might propose a title to Cambridge International. In considering the proposal, Cambridge International will evaluate it as follows:
- Does the material:
  - support a new syllabus?
  - support a new version of an existing syllabus?
  - support a syllabus that has no endorsed material?
  - represent a new edition of an existing endorsed text?
- If a syllabus already has a number of endorsed titles, or titles in development, the project will need to:
  - cater for a market whose needs are not met by existing titles (e.g. a teacher book if there is only learner material)
  - offer an alternative quality (e.g. low-price edition versus glossy four-colour)
  - be in a different medium (e.g. online support where only print is available)
  - provide an alternative teaching approach that the market supports (to be demonstrated through market research supplied by the publisher).
- After a proposal has been accepted we will work with the publisher to agree a schedule for review. This is a costed activity: charges vary depending on the product extent.
- Cambridge International has a team of reviewers drawn from its pool of examiners who will review the product and consider issues such as syllabus coverage, teaching and learning approach, and the appropriateness of the language and content for an international market.



- Following this assessment, changes may need to be made to the content of the resource in order to secure endorsement.
- Resources that have successfully completed the endorsement process will be entitled to bear the Cambridge International endorsement logo on the front cover. They will also be included on the Cambridge International website resource lists as an endorsed title. An endorsement box on the back cover or copyright page clearly indicates which version of a syllabus the resource is designed to support.
- The Cambridge International logo may not be used in marketing material. All relevant marketing material is to be sent to Cambridge International for approval, prior to release.

### Resources endorsed by Cambridge

- Whilst Cambridge International's core business is about assessment and examinations, our overarching principle is to ensure that learners develop the knowledge and skills that will prepare them for the next phase of their education or for life. When we review products we ensure that the resources are focused on high-quality learning for the students, not just on examination preparation.
- The majority of our endorsed resources support a full syllabus and are therefore 'Endorsed for full syllabus coverage'.
- Some products have been created to support specific sections, topics or approaches as indicated.
  - For example, they may support sections of a syllabus – the Reading and Writing strands of a language syllabus, but not the Speaking and Listening components. Other examples include Option B of the Cambridge IGCSE History syllabus, or the Programming element of the Cambridge IGCSE Computing syllabus and so on.
  - A workbook resource might be for learner support and designed to practise or reinforce learning outcomes from the student coursebook. It will therefore be endorsed for learner support only if the student coursebook is also endorsed, so that learners have access to the coursebook as well as the workbook to support their learning.
- Where a teacher's guide or teacher's resource has been created to support a coursebook, Cambridge International will expect to review and endorse this material alongside the coursebook itself.
- Cambridge International will only endorse revision guides when they support an associated endorsed textbook. Supplementary teaching and learning resources will also only be endorsed in association with a complete textbook. Exceptions may be made at the discretion of Cambridge International.

### Duration of endorsement

- Endorsement applies only to the edition of the material that was submitted for review. Updated editions must be submitted and will be reviewed for their own endorsement.
- Endorsement is valid until such time as the syllabus or curriculum framework against which the material was reviewed has been superseded and a revised syllabus with significant updates is published by us.
- When a new edition replaces a previously endorsed title because of a syllabus update, we will continue to list the old version for as long as the earlier syllabus is still in use. The Cambridge resource list will clearly state which version of the syllabus each title supports. Publishers are asked to make the same distinction in their marketing material. When a syllabus is no longer taught, related resources will be removed from the Cambridge International resource list.

### Digital resources

Cambridge fully appreciates the considerable contribution that digital resources make to the learning process in many classrooms. Few digital products provide the same comprehensive level of support to teaching and learning as that supplied by an endorsed textbook.

A variety of digital resources have been endorsed:

- an enhanced textbook, where the endorsed textbook forms the core of the product, into which extra activities and resources have been added
- classroom materials for presentation in teaching
- activities that support teachers and learners alongside primary schemes for reading, mathematics or science.

In all of these cases, the digital materials support a course as exemplified by the student coursebook or primary teaching scheme. The value of endorsement is to indicate that all the materials, whatever the format for the scheme, have been reviewed and found to be of a good quality and value for the classroom.

We do not generally endorse resources that are:

- digital tools
- question banks
- revision products (that are not associated with a textbook)
- portals collating many resources together
- libraries of resources (video, audio, images).

As part of the wider Cambridge University and in recognition of collaborative working with our sister organisation Cambridge University Press ("CUP"), we reserve the right to promote CUP published resources, whether formally endorsed or otherwise, at any event or forum where our qualifications are being presented or discussed. We similarly reserve the right to market CUP published materials, whether formally endorsed or not, differently from those of other publishers.