

Sanoma Learning editorial guidelines

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Sanoma Learning editorial guidelines

Our learning materials reach over 20 million students across Europe. This makes our role central in enhancing inclusiveness and equality in education. We are committed to the United Nations Sustainable Development Goals (SDGs), addressing common global challenges the world is facing. In our learning business, especially SDG 4 – Quality Education – is of great relevance. We support this goal through our Sustainability strategy where inclusive learning is one of the key themes. Our Sustainability strategy focuses on maximising our positive ‘brainprint’ on society and minimising our environmental footprint. Sanoma Code of Conduct outlines the shared ethical standards for our day-to-day conduct and business decisions, including respect for human rights.

These editorial guidelines are our guiding principles for creating inclusive learning materials. Our learning products and services enable teachers to develop the talents of every child to reach their full potential.



Three guiding principles

1 We create high-quality learning materials

- We follow the curriculum requirements set out by each country in which we operate.
- Our content is fact-based, and we make independent decisions regarding our content.
- Our methodologies are always based on deep teacher and student insight, combined with our educational technologies and pedagogical expertise.
- We cooperate with local authors and teachers, and we consult academics and external research to ensure up-to-date scientific knowledge.

2 We support diversity and inclusiveness

- We portray a balanced and fair representation of the students and the society in our materials (text, images, examples, case studies, interviews, etc.). Our local editorial process sets the principles for how aspects of diversity should be taken into account in our learning content.
- We avoid stereotypes, and we eliminate bias and discrimination.
- Sensitive topics vary locally, and they must always be given special attention. At the start of preparing for a new curriculum, sensitive editorial subject areas are indicated to the Learning Management Team by management in the operating country, and the approval process for these more sensitive materials is decided and monitored by the Learning Management Team.

3 We ensure equal access

- Accessibility is an influential way to promote inclusiveness and equality in learning.
- When designing our methods and platforms, we take into account the differences in students’ learning preferences and digital skills, ensuring accessibility and differentiation.
- We promote equal access to education and equal learning opportunities through external initiatives in our operating countries.



Adoption of the principles

Commitment to the editorial guidelines

- All employees working with Sanoma's learning materials should follow the principles defined in the editorial guidelines. The guidelines are part of the editorial process led by content editors.

Local adoption

- As we operate across Europe, respecting national and local laws, regulations, norms, and curriculum requirements is key when deploying the editorial guidelines in our business operations.
- Each local business unit is responsible for making sure that the local editorial guidance is aligned with both the editorial guidelines and the local legal and ethical requirements.

Feedback, concerns, and complaints

- We collect feedback, concerns, and complaints, and we have a defined procedure for handling and acting upon concerns and complaints.

Approved by the CEO of Sanoma Learning on January 22, 2022. Reviewed on a yearly basis by the editorial working group.

In case of any questions, please contact sustainability@sanoma.com.