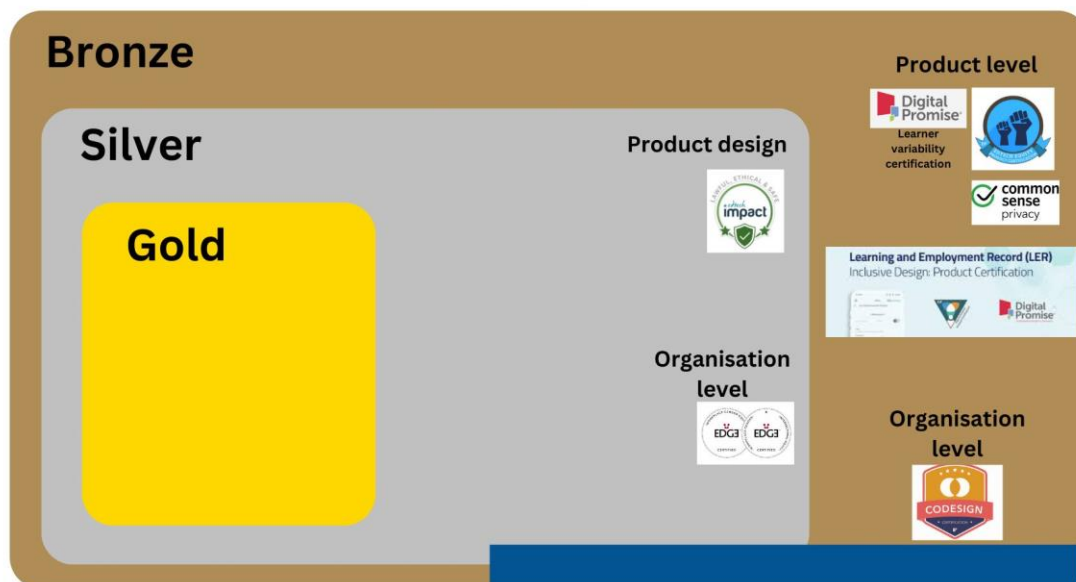# ICEIE 2024

# Equity Certifications: Criteria and validation rubric

## Contents

# Case 1: Companies have existing certifications



# Case 2: Companies do not have available certification

The ICEIE follows the recommendations provided by [Cermakova, Prado and Kucirkova (2024) report](#) that systematically summarised academic and legal literature on Equity principles in EdTech products. Based on these recommendations and discussions with industry and academic stakeholders, the following criteria were derived:

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| L1: Product design incorporates inclusive features, and the provider shows awareness of bias, and demonstrates transparency and accountability in user engagement. |
| L2: Inclusive approach that supports contextual fit and responsiveness in implementation; design adaptable to at least two different learner groups, shows bias mitigation and support for transparent user engagement, including ongoing reflection on user and stakeholder feedback. |
| L3: Inclusive approach in both design and content, that ensures contextual fit and responsiveness in implementation, accommodating multiple diverse learner groups, anticipates bias and/or actively mitigates bias, and creates conditions for equitable implementation in various contexts. |

## Validation rubric

| Product level | Level 1 | Level 2 | Level 3 |
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| **Addressing/mitigating bias** | Are you aware of the user groups your solution excludes | Do you have a policy, framework or strategy to identify and mitigate biases | Can you provide specific examples of how you engage with users to gather |

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| | that could benefit from your solution? Do you have a strategy to expand your target user groups? | in your EdTech product to ensure fair treatment of all user groups? | feedback on potential biases and how this feedback has led to changes or improvements in your EdTech product? |
| **Inclusive design** | Can you provide documentation that you gathered and how you incorporated feedback from at least two different groups of learners during the development and trial of your EdTech product? Do you have any other documentation that reflects on elements of inclusivity in your product design and/or content? | Can you provide documentation that you gathered and how you incorporated user feedback from at least three different learner groups during the development and trial of your EdTech product? Do you have any other documentation that reflects on elements of inclusivity in your product design and/or content? | Can you provide documentation that you engaged a diverse range of students and educators (at least four different groups) in the design and trial process to ensure your EdTech product meets various learning needs and contexts? Do you have any other documentation that reflects on elements of inclusivity in your product design and/or content? |
| **Participatory design** | Did you involve students (including children) and/or educators in any stages of your EdTech product development to ensure their needs and preferences are considered? | Can you provide examples of co-design methods that you used to actively engage students (including children) and/or educators in the development and refinement of your EdTech product? | Can you provide detailed examples of how student (including children's) and/or educators' feedback and contributions through co-design sessions have led to significant design and/or content changes or enhancements in your EdTech product's ongoing production cycle? |
| **Transparency and accountability** | Can you provide at least two examples of how you communicate with your users about the ways their feedback influences the | Can you describe the mechanisms you have in place to regularly collect and act on user feedback to improve your EdTech product? | Can you provide examples of significant improvements or changes made to your EdTech product as a result of ongoing |

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| | development and updates of your EdTech product? | | user feedback? How did you ensure that users are aware of these changes and the impact of their contributions? |
| **Contextual fit** | Can you provide concrete examples of how your EdTech solution has been adapted to the local educational context to ensure it meets the specific needs and requirements of different regions or communities? | Can you provide at least two examples of how your EdTech solution has been customized or localized to align with the unique cultural, linguistic, or infrastructural characteristics of different settings and regions as it scales? | Can you provide specific examples of how you systematically assess the impact of your EdTech solution in diverse local settings, and how do you use these insights to inform iterative improvements and adaptations as the solution scales? |
| **Organisational level** | **Level 1** | **Level 2** | **Level 3** |
| **Responsiveness** | Can you provide at least one example of how your EdTech solution incorporates local feedback and adapts to the specific needs and conditions of users in different regions or communities? | Can you describe the process by which your EdTech solution integrates local evidence and best practices to ensure its relevance in diverse contexts? | Can you provide examples of how you established partnerships and collaborations with local stakeholders, including educators, policymakers, and community members, to align your EdTech solution with specific local contexts? |
| **Empowerment in shared learning** | Do you have at least one example of how your organisation supports capacity building among community members to facilitate sharing of challenges and opportunities in the area of learning that your solution addresses? | Can you provide examples of "mutuality checks" between your team and the teachers/learners to show that all participants' contextual understanding and target goals were equally valued? | Can you provide examples of shared reflection practices on bridging understanding between your team and the local team of teachers/learners? Additionally, can you demonstrate that your organisation facilitates continuous improvement in stakeholder |

| | | | collaboration and shared learning? |
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| **Company ethos** | Please explain how your company is committed to equity and diversity beyond the product design? | Does your company have a publicly accessible commitment to diversity and equity? | Does your company have a strategy focused on implementing equity considerations in their day to day operations? |

Evidence to support each level is scored as 1 point for Level 1, 2 points for Level 2 and 3 for Level 3 indicators.

For Level 1 certification, companies need to achieve at least 9 points total.

For Level 2 certifications, companies need to achieve at least 11 points total.

For Level 3 certifications, companies need to achieve at least 13 points total.