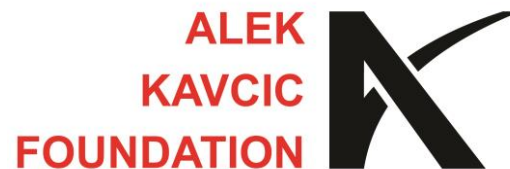


The Case for Free Textbooks and Educational Software

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Content

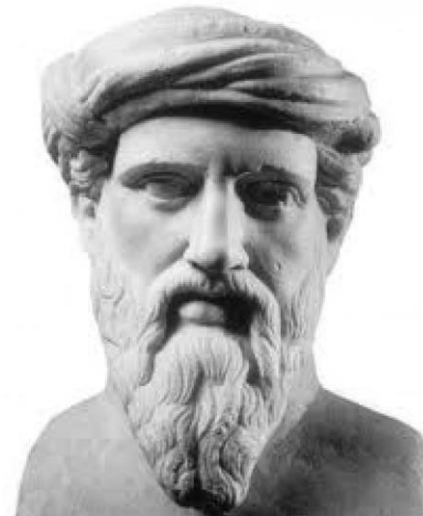
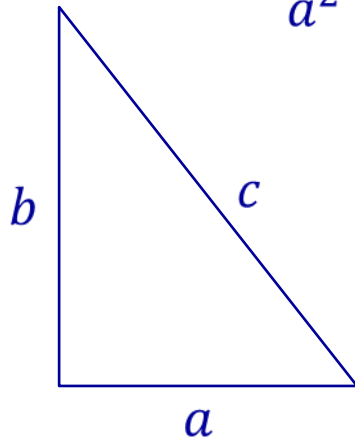
- **What is knowledge worth?**
- **What should textbooks cost?**
- **Serbia's "textbook market"**
- **Social responsibility**
- **The work of the Foundation**



What is knowledge worth?

Pythagoras

$$a^2 + b^2 = c^2$$

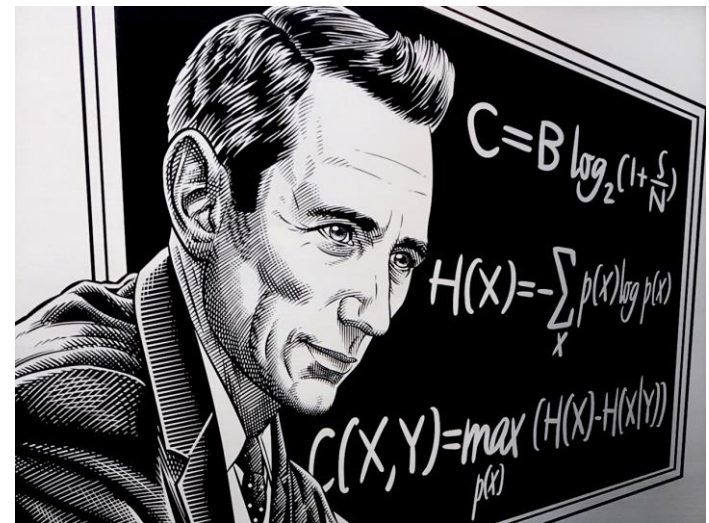


What is this theorem worth?

What is knowledge worth?

Shannon

**Fundamental theorem
of Information theory (1948):**
For every communications channel,
there exists a code that achieves
the channel capacity.



What is this theorem worth?



More questions?

- **What is the value of knowledge? Price?**
- **Is knowledge capital?**
- **How much do you charge your own child to teach her something?**
- **Should good students pay more?**
After all, they get more knowledge, right?



Imagine we charged for knowledge transfer

- But then, what if the next generation does not want to pay?
- What if some people simply cannot pay?
- Should we charge those that will support us when we get old?



Knowledge is ...

- **PRICELESS....**
- **Therefore, we cannot charge for it.**



UN – Universal Declaration of Human Rights

Article 26

1. Everyone has the right to education. Education shall be free, at least in the elementary and fundamental stages. Elementary education shall be compulsory.
2. ...
3. Parents have a prior right to choose the kind of education that shall be given to their children.



Serbian Constitution

Right to education

Article 71

Everyone shall have the right to education.

Primary education is mandatory and free, whereas secondary education is free.

All citizens shall have access under equal conditions to higher education. The Republic of Serbia shall provide for free tertiary education to successful and talented students of lower property status in accordance with the law.

Establishment of schools and universities shall be regulated by the law.



Serbia: Market Basket and Textbook Prices

- Minimal wage \$340/month
- Minimal market basket \$390/month
- Average market basket \$760/month
- Elementary school textbooks \$180/child

For two school children

Your choices are:

- 1) eat this month, or
- 2) send them to school



Why is it like this in Serbia?

- Textbook cartel
- Foreign profit driven
- Special interests
- Politicians

**Lack of collective will to root out special interests
(brutal post-communist capitalism at work)**



The Basic Principle



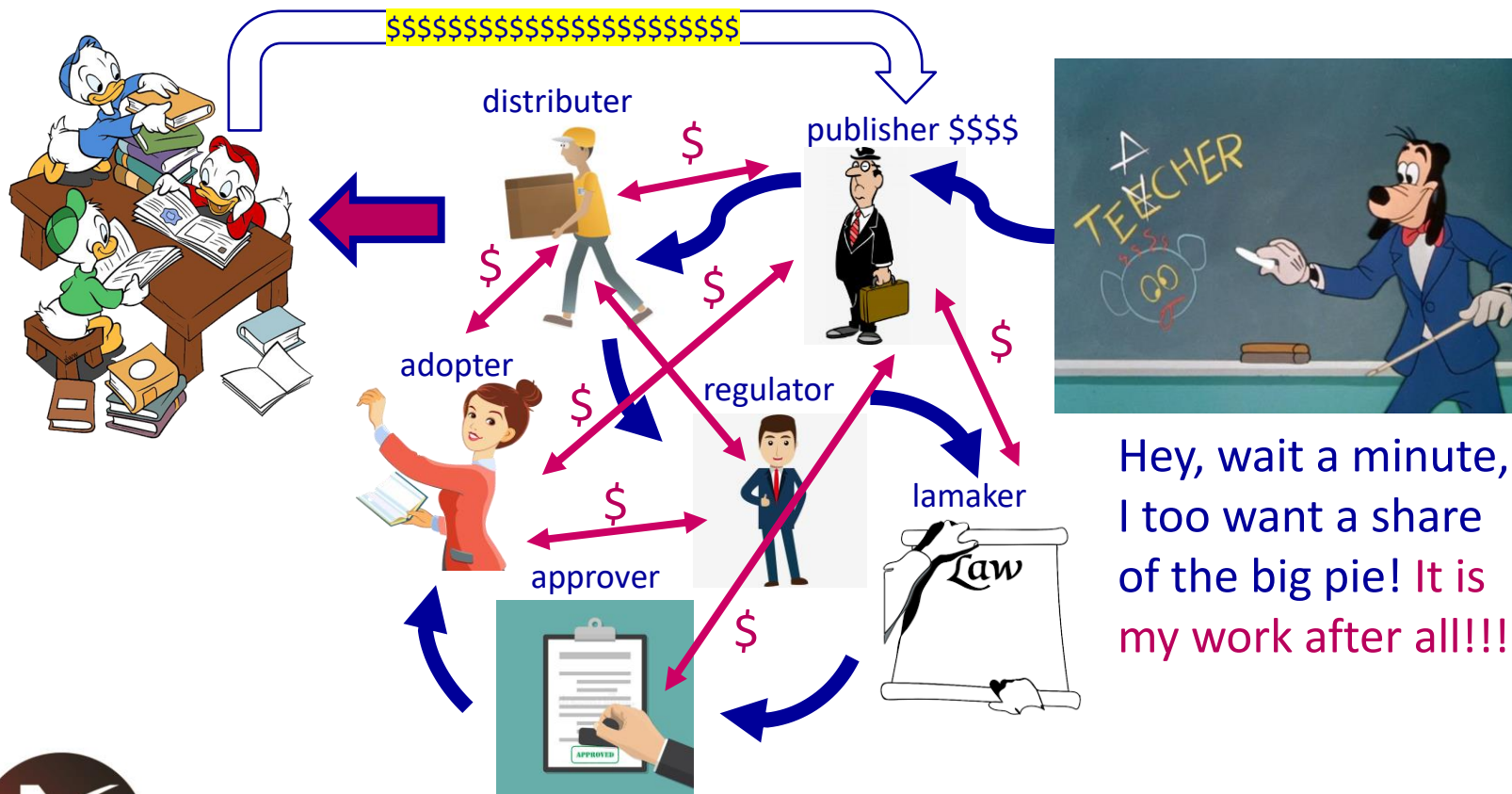
Easy:

- Write it up
- Illustrate
- Make it interesting
- Put it on the INTERNET



Sure, I want to be paid
But I would do it anyhow
Just give me a fair pay

But...



So, what does it cost to make a textbook?

- **Authros**
 - \$3,500 one time
 - \$0.07 per sold copy
 - **Editor, designer, ilustrator**
 - \$3,000
 - **Taxes, fees, etc.**
 - \$3,000
- } \$6,000
- } \$12,000
- (€10,000)



What do all of them cost for grades 1-8?

- **108 titles for grades 1-8**
 - 60 titles for mandatory subjects
 - 48 titles for electives (foreign languages)
- **$108 \times \text{€}10,000 = \text{€}1,080,000$ (one million euros)**



How about the cost of printing?

- €1/book to print
 - €1/book publisher, warehouse & distributor
 - 10 books/student
 - 500,000 students
- } €2/book

$$\text{€}2 \times 10 \times 500,000 = \text{€}\underline{10 \text{ million/year}}$$



How much is being charged?



investment
€1M

VAT (10% on textbooks)

Print, distribution (with profit) €10M

PROFIT

- publisher
- distributor
- promoter

CORRUPTION

(€80M/year)



Robbery of both parents and the state

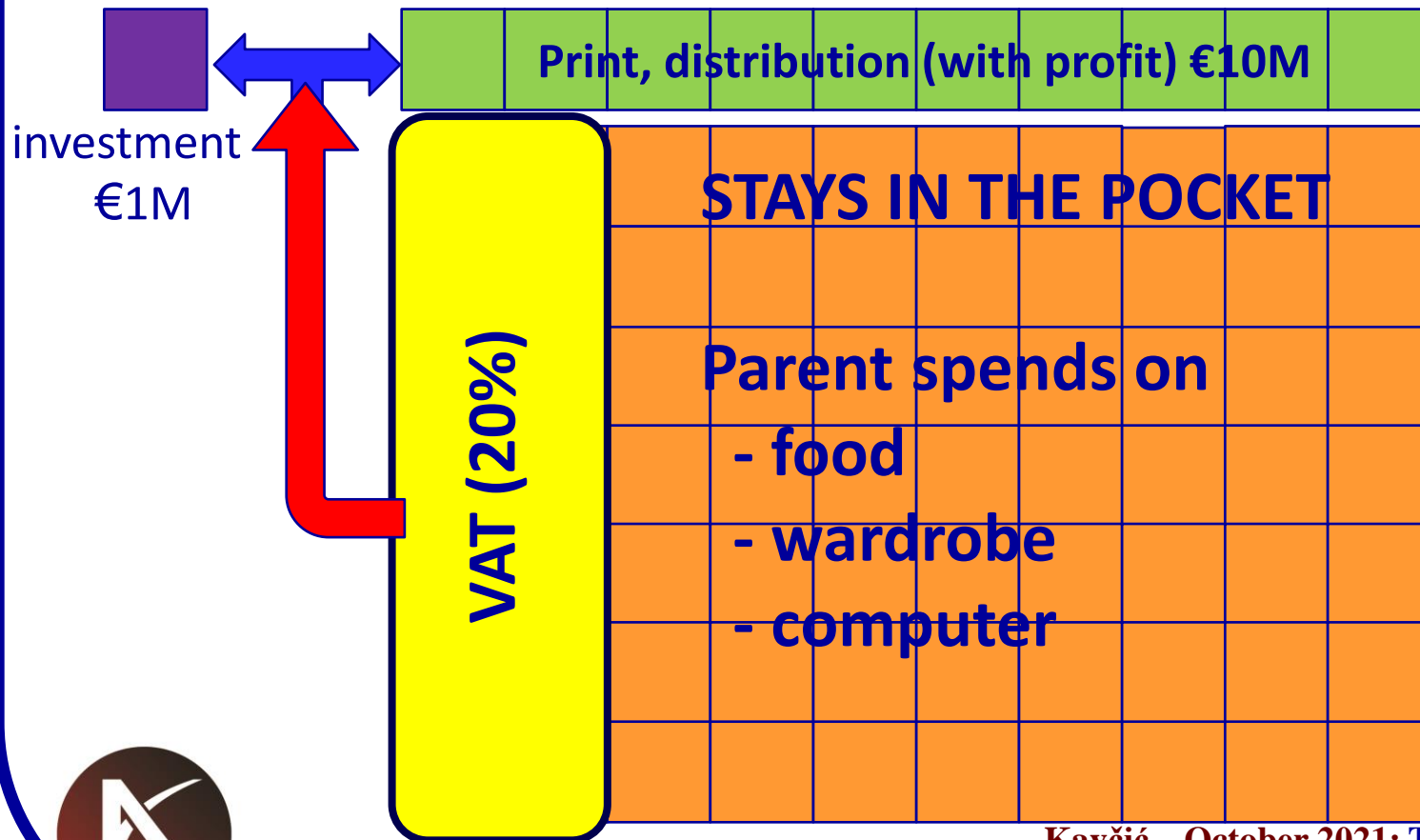
- In Serbia, a textbook cartel is at work
- „Independent“ competitors collude
 - in order to maximize profits, by dictating conditions, prices and monopolistic tendencies
 - in order to avoid rationalization and cost-reduction

- The Cartel's name is

UDRUŽENJE IZDAVAČA UDŽBENIKA
NASTAVNIH SREDSTAVA I UČILA SRBIJE



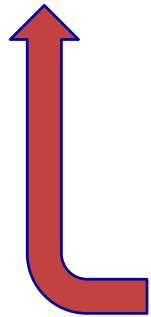
How could it be organized?



Foundation: step in for the government



investment
€1M

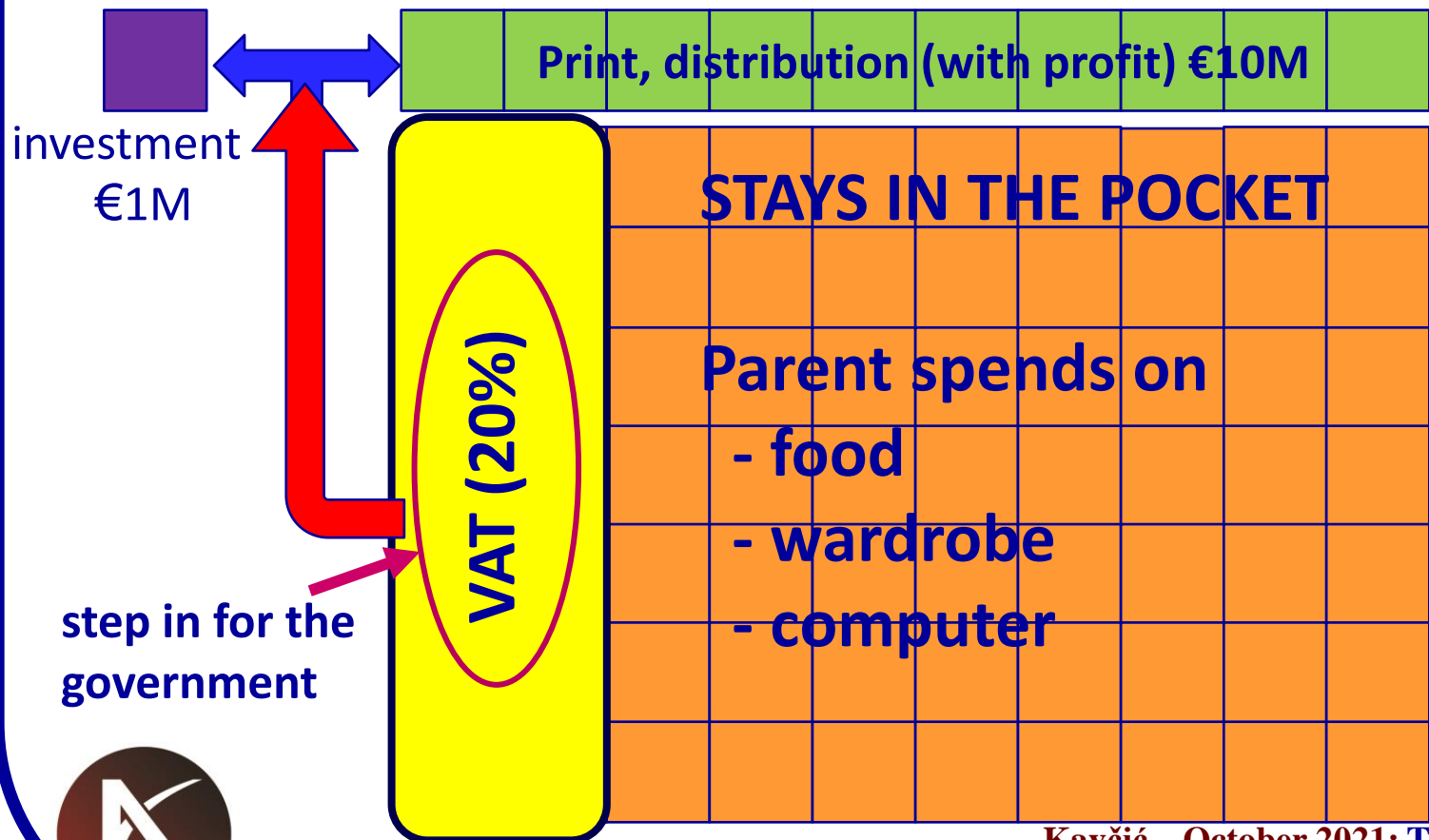


Print: \$0.02 per page							
WE WANT TO							
ELIMINTATE							
this part							

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This is the ideal we want to achieve



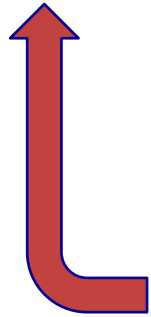
Social responsibility



investment
€1M

Print: \$0.02 per page

We also have sponsors of print
„PAVLE KORČAGIN“ DOO



CORPORATE SPONSORS

We have the first sponsor

mona
Mona Fashion DOO



Social responsibility?

If the politicians and the government won't do it...
there are individuals (authors, lawyers, accountants...) who will, but...

THERE ARE ALSO CORPORATE SPONSORS

- Textbook sponsor €10.000 for one textbook
- Print sponsor €300 for one classroom

The fact that we have sponsors says that....

WE ARE ON THE RIGHT TRACK!



Educational Software

- Can it be free?
- **ABSOLUTELY!**

**IF YOU HAVE SOMEONE WILLING TO
PUT FREE BOOKS ON THE INTERNET**

THE REST IS RELATIVELY EASY



Educational Software

- Digital textbooks
- PDF is the starting point
- Develop a software platform
- Insert additional interactive content
- Adaptable and free, but
not open source



Website Demo

<https://www.besplatnabiblioteka.com/>



Poruka za kraj

Svako može biti društveno odgovoran



... uz samo malo volje