EDUCATION DESIGN & INNOVATION COUNCIL

Protecting Originality. Encouraging Innovation. Building the Future of Education.

OUR MISSION

The **Education Design & Innovation Council (EDIC)** is a not-for-profit, industry-led organization established to encourage creativity, originality and responsible competition across the education furniture and technology sector.

Education environments are changing rapidly. Designers, manufacturers, architects and technology companies are investing significant time, money and expertise into creating products that improve the way children learn.

When original products and designs are copied by competitors, the consequences go beyond one company.

Copying can reduce the commercial reward for innovation, discourage designers from taking creative risks and ultimately create an industry where companies are encouraged to imitate rather than innovate.

EDIC exists to help change that.

Our aim is to create a vibrant education industry where companies can confidently invest in new ideas, designers are encouraged to be creative, and schools benefit from genuine choice and continual innovation.

WHAT WE DO

EDIC provides an independent industry forum where members can raise concerns about the alleged copying of education products, designs or innovations.

Where a member believes that a competitor has copied their product or design, they may submit a case for review.

A **Design Integrity Panel**, made up of representatives from participating industry manufacturers and other appropriate industry stakeholders, will review the case against agreed membership standards and procedures.

The purpose is not to replace courts, intellectual-property law or formal legal processes.

Instead, EDIC provides an **industry-led mechanism for dialogue, review, education and responsible action**.

The organization can help members:

- Document and present concerns about alleged copying
- Obtain an independent industry perspective
- Encourage constructive dialogue between companies
- Identify similarities and differences between products
- Promote ethical design and manufacturing practices
- Develop industry standards around originality and responsible competition
- Share knowledge about intellectual property and design protection
- Encourage companies to resolve disputes before they escalate
- Celebrate genuinely innovative products and designers

WHY JOIN?

FOR MANUFACTURERS

Protect Your Investment in Innovation

Product development requires investment in:

- Designers
- Engineers
- Prototyping
- Materials
- Testing
- Manufacturing development
- Marketing
- Research
- Intellectual property

Membership demonstrates that your company supports a culture where **original ideas deserve recognition and commercial opportunity**.

A Voice Within the Industry

Members can participate in the development of industry standards and contribute to the Council's approach to responsible design and competition.

A Seat at the Table

Participating manufacturers may nominate a representative to serve on the **Design Integrity Panel**, subject to the Council's governance and conflict-of-interest requirements.

Encourage Your Designers

Designers should know that their creativity is valued.

EDIC's goal is to create an environment where designers can think:

> **"Let's create something new."**

rather than:

> **"Why bother? Someone will simply copy it."**

Celebration Of Design Events

Celebrate Innovation. Connect. Collaborate.

We host events that **celebrate the work of our members** and showcase innovative, original design within the education sector.

Our events bring together **designers, manufacturers, dealers, architects and school districts** to share ideas, build relationships and explore the challenges facing educators today.

They provide an opportunity to:

- **Celebrate original and innovative design** and the people behind it.
- **Meet and connect with industry peers** from across the education ecosystem.
- **Hear directly from school districts and educators** about the challenges they face.
- **Explore how furniture design, technology and innovation can support better educational outcomes.**
- **Share ideas, experiences and solutions** in a collaborative, non-competitive environment.
- **Inspire students and the next generation of education designers**, doers and independent thinkers
- **Receive advice from Patent Attorneys on Patent Registration, Trademark Registration, Copyright and Trade Dress.**

The Education Design Council, in partnership with its members, will also explore fund raising events, design competitions and opportunities with the aim of providing grant funding for students wishing to enter the design industry.

FOR ARCHITECTS & DESIGNERS

Architects and designers are often at the front line of educational innovation.

EDIC provides an opportunity to:

- Support original design
- Learn about responsible product development
- Encourage manufacturers to innovate
- Help establish industry standards
- Participate in conversations about design integrity
- Identify and promote innovative education products

Architects and designers can become important advocates for **originality in the learning environment**.

FOR FURNITURE DEALERS & DISTRIBUTORS

Dealers play a critical role in determining which products reach schools.

Membership provides an opportunity to demonstrate a commitment to:

Original products.
Responsible suppliers.
Innovative solutions.
A stronger education industry.

Dealers can also help educate schools about the differences between genuine innovation and products that closely imitate established designs.

FOR SCHOOL DISTRICTS & EDUCATION ORGANIZATIONS

Schools ultimately benefit when manufacturers compete through **better ideas rather than imitation**.

A healthy innovation ecosystem creates:

- More product choice
- Better learning environments
- Greater design diversity
- New technologies
- Improved functionality
- More creative classrooms
- Continued investment in education products

EDIC encourages education purchasers to recognize and support innovation.

THE DESIGN INTEGRITY PANEL

A central feature of EDIC will be its **Design Integrity Panel**.

Participating manufacturers may nominate a representative to the Panel.

When a member raises a copying concern, the case is reviewed under a defined process.

The Panel may consider:

- Original product development history
- Product launch dates
- Design documentation
- Drawings and prototypes
- Registered designs or patents where applicable
- Photographs and product specifications
- Functional similarities
- Visual similarities
- Distinctive design elements
- Publicly available product information
- Manufacturing and development timelines
- Evidence supplied by both parties

The Panel should operate according to clear principles of:

Fairness
Confidentiality
Transparency
Evidence
Independence
Conflict-of-interest protection

A Panel member with a direct commercial interest in a particular case would be required to declare the conflict and withdraw from that case.

IMPORTANT: EDIC IS NOT A COURT

EDIC does not determine legal ownership of intellectual property.

It does not replace:

- Patent offices
- Trademark offices
- Copyright law
- Design registration systems
- Courts
- Arbitration
- Legal advice

Instead, EDIC provides an **industry-based forum for responsible discussion and review**.

The Council's role is to establish and promote a higher standard of conduct within the education industry.

OUR BIGGER PURPOSE

EDIC is about more than stopping copying.

It is about creating a culture of **continuous innovation**.

Imagine an industry where:

A young designer has a new idea.

A manufacturer is willing to invest in it.

An architect discovers a genuinely different solution.

A school gets access to something new.

The industry is celebrated.

That is how industries grow.

Innovation creates competition.
Competition creates improvement.
Improvement benefits education.

EDIC wants to help create that cycle.

OUR VISION

A world where education products are created to be better - not simply to look like something that already exists.

We want designers to feel confident taking creative risks.

We want manufacturers to feel confident investing in innovation.

We want architects and dealers to have confidence in the originality, safety and quality of the products they recommend.

And we want schools and students to benefit from an education industry that never stops creating.

MEMBERSHIP

EDIC membership may be open to:

FOUNDING / MANUFACTURING MEMBERS

Education furniture and technology manufacturers.

PROFESSIONAL MEMBERS

Architects, designers, consultants and education-environment professionals.

INDUSTRY MEMBERS

Furniture dealers, distributors, technology providers and related businesses.

EDUCATION MEMBERS

School districts, schools, education organizations and purchasing groups.

ASSOCIATE MEMBERS

Universities, design schools, researchers and other organizations supporting design and innovation in education.

MEMBER COMMITMENT

Members agree to support the principles of:

Originality
Fair Competition
Innovation
Professional Integrity
Respect for Intellectual Property
Evidence-Based Decision Making

Membership is not simply a badge.

It is a commitment to building a better industry.

PROTECT ORIGINALITY.

ENCOURAGE CREATIVITY.

INSPIRE INNOVATION.

EDUCATION DESIGN & INNOVATION COUNCIL

Creating an education industry where the next great idea is worth creating.