EduEvidence 2025

Ethics Certifications: Criteria and Indicators

Certification Procedure:

Companies seeking certification submit supporting documentation, referred to as "evidence," through EduEvidence's online platform. EduEvidence evaluates this impact domain using a 3-point scale, with 0 indicating that the company does not meet certification criteria, and 3 representing the highest level of certification, Gold.

The Ethics certification evaluates edtech tools across three key domains: Accessibility and Interoperability, Privacy and Inclusivity, and Algorithmic Fairness (for AI-based tools). Within these domains, three key themes determine the tool's maturity at different rubric levels:

1. **Functionality**: Ensures the tool meets technical and ethical standards, including regulatory or international guidelines, while supporting integration and accessibility.
2. **Usability**: Assesses user-friendliness, intuitive design, and inclusivity, regardless of tech literacy or ability.
3. **Feedback Structures**: Evaluates the tool's systems for gathering and acting on user feedback to support ongoing improvement.

These factors are essential for determining whether an edtech tool meets ethical certification standards.

Below is a brief overview of how this is structured at each level of the evaluation rubric.

Levels	Good/Bronze level	Desirable/Silver Level	Exceptional/Gold Level
Level descriptions	The tool or website complies with the minimum technical, international and government requirements in each domain and meets the basic functionality standards.	The tool not only meets all the minimum requirements but also offers additional advanced features that enhance its functionality and usability.	The tool includes numerous advanced and sophisticated features that enhance the platform across all domain areas. It is receptive to feedback and has robust processes in place to continuously improve based on emerging needs.

Case 1: Companies have existing certifications:

If an EdTech company holds any prior ethics-related certifications that align with the domains outlined in the EduEvidence Ethics evaluation criteria, these can be considered toward the certification process. The following table provides an overview of the equivalence of these certifications. The company needs to have at least two of the listed certifications at the same level to be eligible for the EduEvidence certification (e.g. 1EdTech and Common Sense Media certification at Silver level to qualify for EduEvidence Silver certification).

For Good/Bronze level (entry level into the scoring system, EduEvidence expects that the EdTech solution demonstrates basic ethical design principles beyond legal compliance. It supports inclusive use, allows for interoperability, and has initial mechanisms for gathering and responding to user feedback. Bronze level indicates that the tool has taken meaningful first steps toward ethical maturity.

Table 1: Certification equivalence and evidence needed in case of previous certifications

Domain	Not qualified	Good/Bronze level	Desirable/ Silver level	Exceptional/Gold level
Accessibility and interoperability	No certification or evidence	Provide evidence aligned to the Bronze level of the accessibility and interoperability domain	Project Unicorn Interoperability Pledge (Only interoperability strand) OR Provide evidence of alignment to the WCAG standards	Project Unicorn Interoperability Pledge (Only interoperability strand) AND Provide evidence aligned to the bronze level of the accessibility domain
Inclusivity, privacy, security and data protection **that goes beyond compliance and is certified by a recognized body**	1EdTech-Criterion "Does Not Meet Expectations" (Only privacy strand)	IEEE standards compliance (Only privacy strand)	1EdTech-Meets Expectations with Reservations (Only privacy strand)	1EdTech-Meets Expectations (Only privacy strand) Common Sense media privacy rating- Pass (Only privacy strand) and/or Common Sense Media Privacy Seal
Algorithmic justice **that goes beyond compliance and is certified by a recognized body**	Common Sense media AI tool rating- Criterion "High & unacceptable risk"	Common Sense media AI tool rating- moderate risk	Common Sense media AI tool rating- low risk OR Digital Promise Responsibly Designed AI	Common Sense media AI tool rating- minimal or negligible risk AND Digital Promise

				Responsibly Designed AI

Case 2: Companies do not have available certification but have supporting evidence

EduEvidence does currently not certify companies without available certification in the Ethics domain.

Please note the Minimum Standards that are required for eligibility and are not part of the rubric:

The EdTech tool must fully comply with all applicable legal, regulatory, and technical requirements, including international, national and local standards for data protection, privacy, accessibility, and interoperability.

If these requirements are not met, the tool is not eligible for certification.