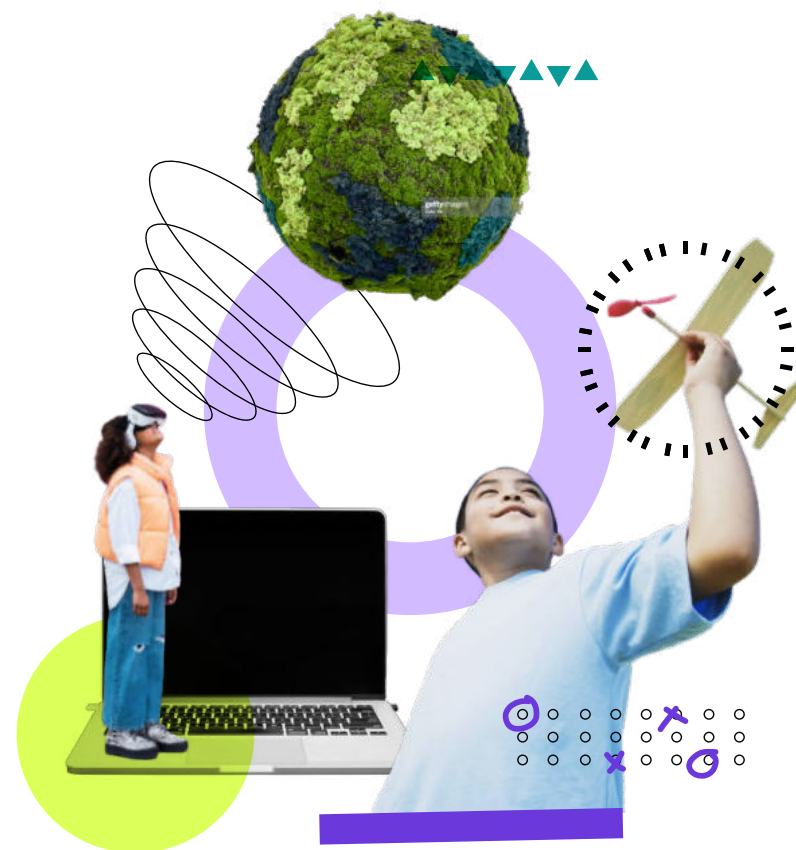


2022 REPORT

Education: an *ecosystem* full of opportunities

At Santillana we want to offer a different and innovative experience with this 2022 report.

Through this completely virtual space, we invite you to enter into three large environments or habitats very present in today's world.



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Letter from the Chairman

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We are Santillana

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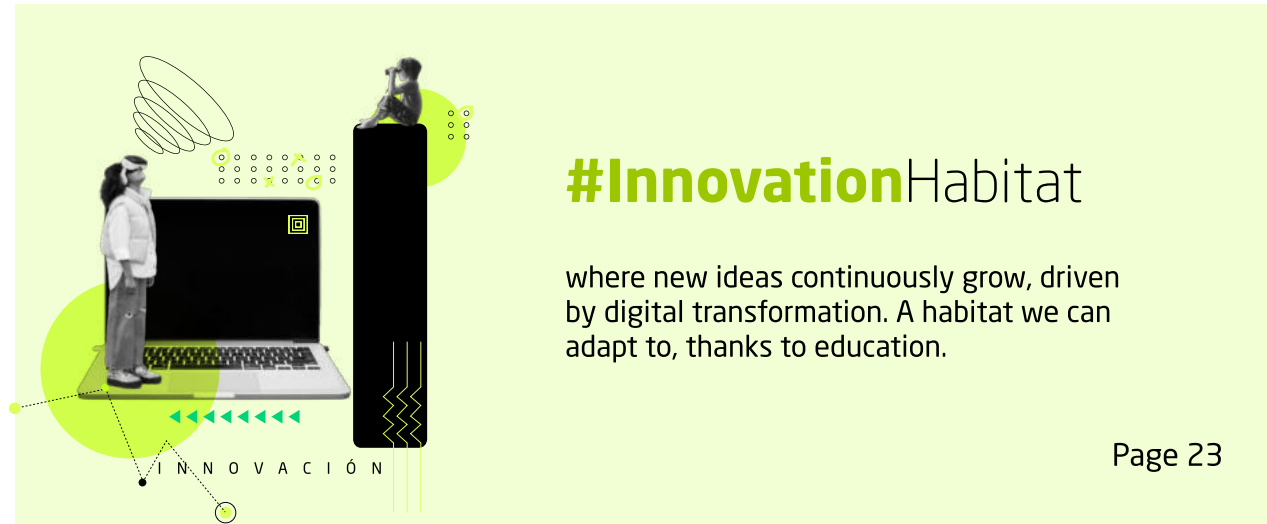
Our Why

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2022 Calendar

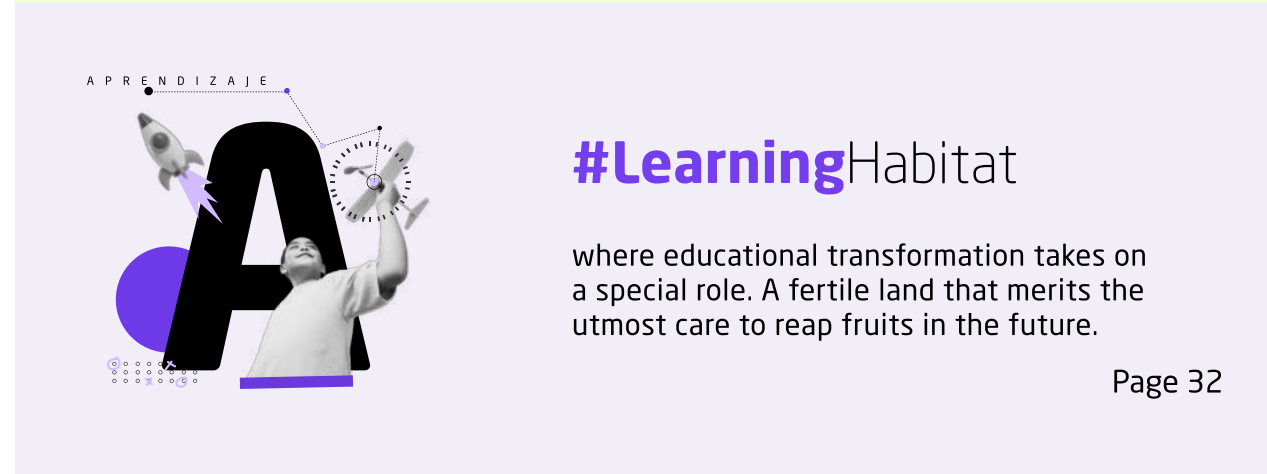
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#InnovationHabitat

where new ideas continuously grow, driven by digital transformation. A habitat we can adapt to, thanks to education.

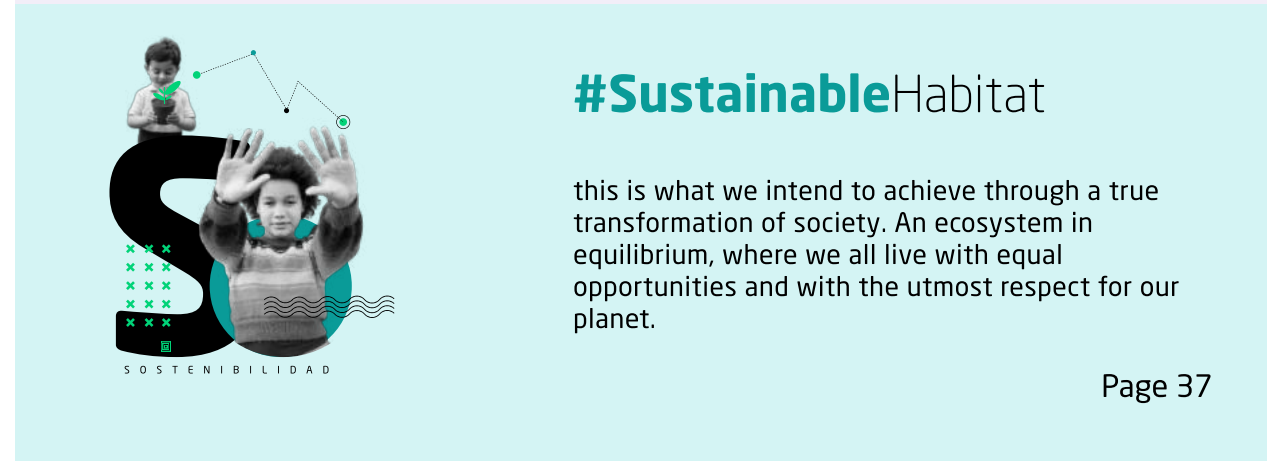
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#LearningHabitat

where educational transformation takes on a special role. A fertile land that merits the utmost care to reap fruits in the future.

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#SustainableHabitat

this is what we intend to achieve through a true transformation of society. An ecosystem in equilibrium, where we all live with equal opportunities and with the utmost respect for our planet.

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Francisco Cuadrado Pérez
Executive Chairman

“With quality education, we can prepare today’s children and young people for the challenges of the future”.

LETTER FROM THE EXECUTIVE CHAIRMAN

Education, the lever to drive change

2022 was a very important year for education in Latin America, and also for Santillana. We met our set objectives, with growth in the subscription and digital markets, and we took a step forward in our social and environmental commitment, with the approval of the **Sustainability Master Plan**, our ESG road map for the coming years.

The publication of this site is our way of talking, with transparency, about these and other actions that we carried out during the year. On this occasion we have moved away from the traditional scheme of reports, replacing it with a new, completely digital format, in line with **our commitment to technology and the environment**.

In addition we wanted to address three major changes that we are seeing around the world and about which Santillana has something to say, and of course, to do: the **educational transformation**, the **digital transformation** and also the **social transformation** needed to achieve true sustainable development.

At Santillana, we are convinced that education is the lever needed to give the definitive impulse to these changes without leaving anyone behind. With a **top quality, personalised, inclusive and innovative** education, we can prepare the children and young people of today for the challenges of the future and in so doing, give them the opportunities they deserve.

It is our responsibility and also our main purpose. In 2023 we will continue to work alongside schools, students and families to achieve this.

We are the leading educational content and services provider in Latin America, with activity in *19 countries*

- Argentina
- Bolivia
- Brasil
- Chile
- Colombia
- Costa Rica
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panamá
- Paraguay
- Peru
- Puerto Rico
- República Dominicana
- Uruguay
- Venezuela

In figures

*Data at the end of 2022

19

countries

3.395

professionals

28 million

students

2,6 million

studying with our
subscription systems

128 million +

sessions on our platforms



Corporate **Management** Team



Francisco Cuadrado Pérez
Executive Chairman



Julio Alonso Peña
Global Operations Director



José Málaga
Global Technology Director



Luis Guillermo Bernal
Global Content Director



Nuria Quevedo
Global Human
Resources Director



Carmen Eulalia
Global Director of
Finance and
Management Control



Miguel G. de Antelo
General Director of
Private Business



Raquel González
Global Marketing Director



Luciano Dias Monteiro
Global Director of
Communication and
Sustainability

Our purpose

Santillana's purpose is to inspire the learning of children in Latin America, to stimulate the development of their potential and to nurture their individual and social growth so that they become what they want and deserve to be.

Our vision

To be the natural ally of the educational community, helping teachers and students live the learning experience as a memorable growth process in their lives. To always be at the forefront of innovation and learning.

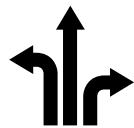
Our mission

To help, to advise and to support the entire school environment in Latin America - centres, teachers, students and families - in their process of transformation and educational improvement, offering the learning projects and services that best suit their needs. Because we want to lead the educational transformation and digitalisation of K-12 in Latin America through innovative content and services, and the best technology and educational consulting solutions for students and schools.

Our values



Innovation



The creation of opportunities



Support / Partnership



Passion



Experience



Globality



Quality

What we do

In an environment of digital and pedagogical transformation, as well as protecting the quality and innovation of all our content, we work to offer schools, teachers, families and students a more comprehensive service, which incorporates technology, training and advice.



WHAT WE DO

Educational Content and Services

We have innovative and flexible solutions that respond to the needs of each educational centre.

Our belief in quality and technology has led us to create true learning ecosystems, where everything is interconnected.



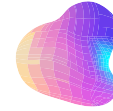
The subscription-model teaching systems are our most robust proposal, offering innovative methodologies and a more comprehensive service, which includes the support and advice of **our network of coaches, the largest in Latin America.**



Currently present in **Mexico, Colombia** and **Brazil**.

It puts the students at the centre of learning and positions the school as a space where learning happens by doing, reflecting, creating and innovating for a changing world.

Its main strengths are a cutting-edge pedagogical methodology and first-class educational content.



COMPARTIR

Present in 17 countries. **Compartir** articulates all the needs of the school in a single system, adapting to each centre's project to facilitate and enhance innovation strategies.

Its objective is to become the ally of schools in their process of educational transformation, positioning them at the forefront of education and ensuring that all students are prepared for the future.

3 axes:

- Innovation
- Expertise
- Partnership



Creo is our educational system for Catholic schools.

An innovative proposal aligned with the principles of the Global Compact on Education, which prepares students to face the challenges of today's world, by instilling Christian values. It is based on five pillars that guarantee a unique educational experience: Living the Gospel today: supporting the entire educational community, transforming the educational experience, learning for life and building with families.

WHAT WE DO

Children's and Youth Literature

We are passionate about literature and all the experience and learning it brings. For this reason, through our main imprints of children's and youth literature, we promote these premises and also base them on the Sustainable Development Goals (SDGs).





Loqueleo Digital: a look at the stories and the care of our future

Loqueleo is the ecosystem with which we enhance the reading experience at all stages of education through reading, audio books and learning skills. With an offer of 1000 titles in Spanish and 400 in Portuguese, it covers a wide variety of themes and literary genres and has more than 1000 authors and illustrators.

In 2022 Brazil, Mexico, Puerto Rico and Paraguay joined Loqueleo Digital, consolidating its implementation in all countries.

The Habitats of Loqueleo Digital:

- Reading: digital reading
- Learning: gamification activities
- Listening: audiobooks



Discover, in this infographic, the commitment of our literature imprints to the United Nations 2030 Agenda.



We use **paper made from sugar cane**, both for reprints and for new publications. We also contribute through the digital format in the subscription models of LoqueLeo Digital and Leiomundo, where we offer, across the two, **more than 1,500 digital books** with audio book versions and reading comprehension activities. An experience which **more than 150,000 users** already enjoy.

WHAT WE DO

Language Learning

At Santillana we enhance English language learning with valuable content that we offer within our multidisciplinary teaching systems, such as Compartir and UNOi, and also independently, as in the case of Richmond Solution.





Richmond Solution is an innovative educational system designed to work together with schools in the transformation of their English language programmes. Its value promise lies in demonstrating the progress of students' language skills through personalised teaching and learning experiences, through academic consulting, the use of educational technology and constant systematic evaluation.

One of the latest developments, integrated into its platform, is Richmond iRead, Santillana's new and first digital reading programme for students of English in primary and secondary. Aligned with the Common European Framework of Reference, Richmond iRead allows students to practice literacy, as well as helping those with reading-based learning disorders, such as dyslexia.



GREENWICH | NOW

Greenwich Now is Norma's Educational System for teaching and learning English which aims to strengthen teaching practices, improve learning experiences and achieve institutional goals from preschool to secondary. It is currently present in Colombia and Peru.

Richmond Solution is currently the leader in educational systems for teaching English in Latin America with more than 131% growth in Mexico in 2022, 122% in Brazil and 61% in Northern Central America.

1.678+
schools

460.768+
students

13
countries



Educate is one of the English systems in Brazil, whose mission is to train individuals capable of learning autonomously and creatively and communicating fluently in English, via a method that is easy to implement and the support of a digital environment.

Our Why

All of us who are part of Santillana share a passion for education and a very clear purpose: to **develop the potential of children so that they can become what they want and deserve to be.**

With this always in mind, we strive every day **to guarantee an inclusive education of the highest quality**, which prepares students for the challenges of the present and the future.

We want to be a transformative agent in education, helping to create better life opportunities for millions of students and also contributing to the fulfilment of the United Nations Agenda 2030.

We channel this commitment through our different brands and also through the Santillana Foundation (**Fundación Santillana**) which has four priority lines of action: equal opportunities, equality, inclusion and teacher training.



The Sustainability Master Plan 2022-2025

Our ESG roadmap is Prisa’s Sustainability Master Plan 2022-2025, which applies both to Santillana and the rest of the Group’s business units.

With nearly **80 actions and specific measurement indicators**, this plan focuses on three major commitments:

- The **real, direct and positive impact** that our content and services have on students and schools, especially on the ability to make them aware of the great social and environmental challenges facing society.
- The **responsible management** of talent, the supply chain and the environment.
- A **committed governance** that ensures ethical values and compliance at corporate level.

You can find out more about this road map **here**.

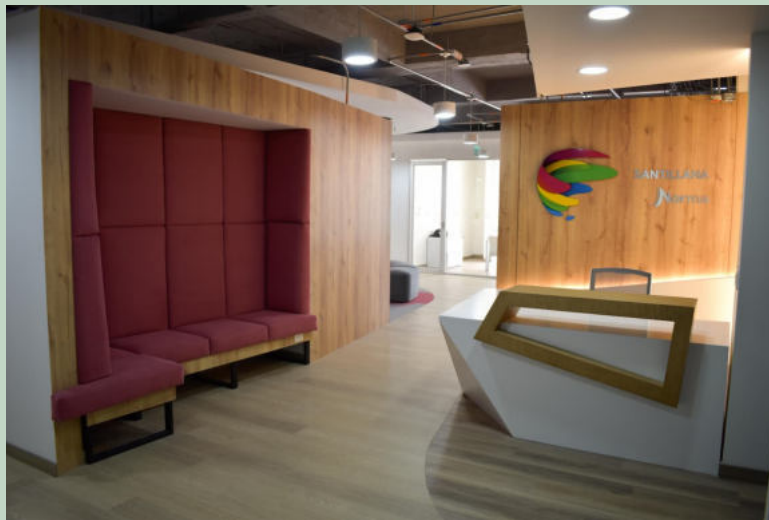


[Video: Prisa’s commitment to sustainability](#)

E Commitment to the environment

As a company that produces educational content in different formats, at Santillana we have a strong commitment to minimising the impact we have on the environment and to environmental education.

Virtually all the paper we buy for printing comes from **responsibly managed forests**. In addition, we are turning to other more ecological alternatives, such as the sugarcane paper used in Columbia.



Picture of our offices in Bogota, Colombia.

Our commitment to the environment can also be seen in our management. We have **sustainable offices**, like the one in Bogota, where we have implemented the best environmental practices, and we are putting in place different measures to improve the management of waste and reduce the impact of our travelling, such as the change of fuel in the commercial vehicle fleet in Brazil, where **we have begun to switch from gasoline to ethanol**, which emits 90% less CO₂.

In this country, through our Santillana Educação and Moderna brands, we have assumed the **commitments of the United Nations Global Compact**, the most important sustainability business network in the world.





Social commitment

Due to the transformative capacity of education, a part of our social commitment centres on raising awareness, through our content, of the main challenges posed by Agenda 2030.

We also raise awareness through stories: currently the group's different literature imprints have **more than 2000 titles to work on the Sustainable Development Goals (SDGs)**.

From a pedagogical point of view, activities have also been included within Loqueleo Digital to bring Agenda 2030 closer to students in a practical way.

100% of our new projects already incorporate **sustainability** issues and try to reflect the diversity of our society.



We also lead important projects that have a positive impact on society, such as **#VoyaSer**, developed in Guatemala and Peru, where we are helping indigenous girls from low-income families to complete their secondary education and train in digital and socio-emotional skills.

We also make **donations of books and educational materials** in all our countries to the most disadvantaged sectors, in some cases with the participation of our own employees.

On the other hand, we attach great importance to **alliances** to achieve even greater impact. From the different countries in which we operate, we maintain agreements with non-profit organisations to promote our social action.

Examples include our collaboration with The Cecilia Rivadeneira Foundation, in Ecuador: the agreement with EcoExploratorio, in Puerto Rico, and the alliance with the Institute for Child Development, ARIE, in Peru.



Acuerdo con EcoExploratorio



Alliance with the Institute for Child Development - ARIE

Given that they are Santillana’s most valuable asset, part of our sustainability strategy is focused on protecting and promoting this talent. In 2022 we offered **more than 45,000 hours of training to our entire workforce.**

G

Committed Governance

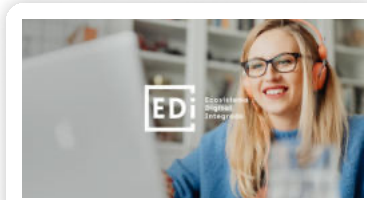
At Santillana, we have a Code of Ethics that includes the company's commitments in terms of human rights, the defence of freedoms, equal opportunities, etc and which is a guide of conduct for employees in their day-to-day activities. Currently, 100% of our professionals have adhered to this Code of Ethics.

So that everyone is aware of it, we promote training and communication on this subject and also, on data management.

In 2022, we prepared the Corporate Regulations for the Protection of Personal Data to provide a standard of principles and obligations in the protection of personal data common to all companies in the countries where we operate.



2022 Calendar



Launch of EDI

We set up our Integrated Digital Ecosystem (EDI), an environment where all our group educational systems come together, as well as other functionalities adapted to the needs and digital maturity of each centre.

Commitment to sustainability

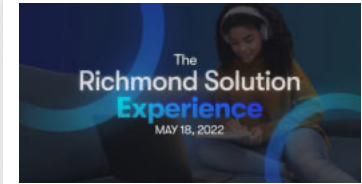
New publications from Santillana's main educational systems in Colombia already include content printed on biodegradable, recyclable and compostable paper, made from 100% sugarcane fibre.

Launch of CREO

We launched Creo, the educational system that responds to the needs of Catholic schools. Aligned with Pope Francis' Global Compact on Education, the project provides academic and pastoral consultancy, management and teacher training, a high-quality curricular proposal and academic content, and pastoral content for all levels and profiles.

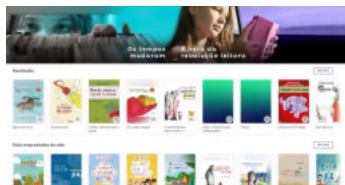
Special mention for the 'Intraducibles' project

The transmedia project 'Intraducibles' by the National Institute of Indigenous Languages, UNESCO and Santillana Mexico, received a special mention in the Cross Media Award category at the Bologna Fair.



The Richmond Solution Experience

We hosted Richmond Solution Experience, an international event attended by nearly 3000 school owners, principals and teachers from all over Latin America.

JANUARY


Leio Mundo

Our commitment to audiobooks and digital books continued with the launch of Leio Mundo in Brazil.

FEBRUARY


Agreement with EcoExploratorio

Santillana Puerto Rico and EcoExploratorio signed a collaboration agreement to increase the educational reach of STEM disciplines (science, technology, engineering and mathematics) on the island.

MARCH


#VoyaSer

Santillana, in alliance with Entreculturas and Fe and Alegría, launched #VoyaSer in Peru and Guatemala, a comprehensive support programme aimed at girls at risk of exclusion in Latin America. Its purpose is to support them during their final year of secondary education, helping them complete compulsory education and acquire digital skills and socio-emotional competencies.

APRIL


Nos mueve Compartir

Compartir Chile created a new blog called Nos mueve Compartir, to create a community and provide quality content on educational transformation.

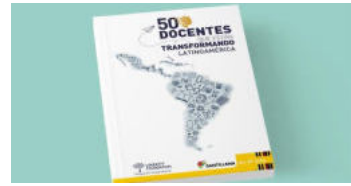
MAY

Ethanol instead of gasoline in Brazil

We began to replace the gasoline used by our employees in Brazil for their business trips with ethanol, a more environmentally friendly fuel that that emits 90% less CO₂.

“Los futuros de la educación” Congress

We collaborated with the Inter-American Confederation of Catholic Education (CIEC) on the Congress ‘Los futuros de la educación’, held in Mexico.



Publication of the book ‘50 teachers who are transforming Latin America’

Santillana Argentina published the book ‘50 teachers who are transforming Latin America’, based on the interviews conducted as part of the Global Teacher Prize, the greatest global recognition for educators, promoted by the Varkey Foundation and UNESCO.



Loqueleo Digital landed in Mexico

Santillana extended its Loqueleo Digital ecosystem to Mexico.



Alliance with the Institute for Child Development - ARIE

Santillana Peru and the Institute for Child Development - ARIE - came together to offer support to children after the pandemic.

Accession to the United Nations Global Compact

Santillana Educação and Moderna completed their process of joining the United Nations Global Compact.

Recognition for Moderna

Moderna was recognised by Top Educação as the most memorable brand in the category of Children’s and Youth Literature.

First International Educational Marketing Congress

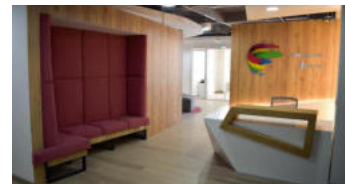
We hosted our first International Congress of Educational Marketing, within the framework of the ‘Escuelas Memorables’ initiative, with which we provide marketing and communication tools to directors in Latin America.

New website for Fundação Santillana (Brazil)

Fundação Santillana (Brazil) unveiled its redesigned website, with news about the foundation, an extensive digital library, and also a new project for inclusive education: the Education and Ethnic-Racial Relations podcast.

New offices in Bogota

Santillana Colombia opened its new offices in Bogota, which have been designed with environmental criteria and the wellbeing of all its employees in mind.



JUNE

UNOi Mexico Preschool Congress

UNOi Mexico organised its first Preschool congress, aimed at school heads and teachers of this educational level.

JULY

AUGUST

SEPTEMBER

OCTOBER

Environmentally Friendly Schools Project

Santillana Honduras took part in the Environmentally Friendly Schools Project, whose purpose is to promote among students the protection of the ecological environment through the implementation of good environmental practices.



Recognition for our literature

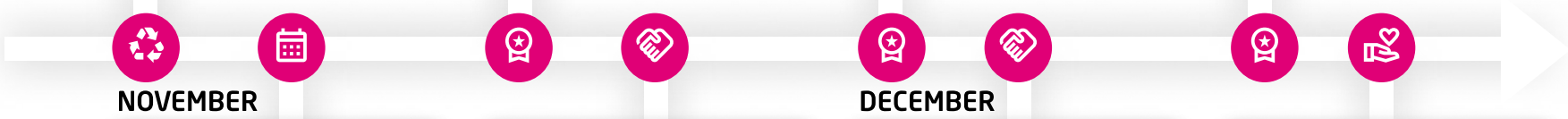
Sonhozz by Salamandra, was chosen as the best Children's Literature book at the 2022 Jabuti Awards in Brazil and the Uruguayan Book Chamber awarded the 2022 Bartolome Hidalgo prize for best Album Book to the 'Alboroto animal' story by Loqueleo.

Social Responsibility and Global Sustainability Awards

The #VoyaSer programme was one of the finalist initiatives in the Social Responsibility and Global Sustainability Awards.

VIVALectura Awards

The Santillana Foundation renewed its commitment to the VIVALectura Awards, organised by the Ministry of Education in Argentina.



Presentation of UNOi Intelligence

UNOi, Santillana's educational innovation company, presented UNOintelligence, a project that seeks to revolutionise the educational paradigm in Mexico with an unprecedented concept based on intelligent data.

UNESCO chair on Education for Sustainability and Global citizenship

Santillana Argentina collaborated as an allied company in the UNESCO Chair on Education for Sustainability and Global Citizenship, held at the University of San Andres.

Agreement with San Pablo España Publishing

CREO expanded its digital catalogue of children's literature, with an agreement with San Pablo España to integrate religious works into Loqueleo Digital.

Book Donations

Santillana Ecuador collaborated, through a donation of books, with the Cecilia Rivadeneira Foundation, which supports children with cancer, and their families.

#InnovationHabitat

Digital transformation is already a reality present in all areas of society, including the education sector.

The speed at which new technologies evolve is changing our world and the way of teaching and learning as we know it. It is also changing the job market: according to the **World Economic Forum**, 77% of jobs in 2030 will require digital skills.

This makes it more necessary than ever for us to cultivate innovation and, at the same time, work towards ensuring an education where nobody is left behind.



We cultivate innovation in all our projects

In the context of digital transformation, creativity and continuous improvement are key aspects when it comes to providing new solutions and accelerating change. According to the **World Economic Forum 2023 Report on the Markets of Tomorrow**, education is one of the three most important areas for technological innovation.

For this reason, all of us who are part of Santillana continually cultivate innovation. It is one of our company values and an element which is present in all the products and services that we offer.

Currently we have educational projects from 3 to 18 years of age, which include **content, services and innovative methodologies**. Our subscription-based teaching systems, such as Compartir, UNOi and CREO, are our most comprehensive proposal, based on a 360° vision of the needs of the school, with the support of **our network of coaches, the largest in Latin America**.



Featured Project



[Discover EDI: Santillana's Integrated Digital Ecosystem](#)



Featured Project



[Discover UNOintelligence](#)

Our commitment to technology has led us to develop true digital learning ecosystems in which everything is interconnected, with the aim of facilitating day to day school life and communication between the different educational agents (schools, families and students).

Today we have simple, intuitive platforms that encourage collaboration and communication, such as **e-Stela**, and powerful assessment tools, such as **Pleno**, which provide detailed knowledge of student learning levels.

These technological solutions have established themselves as key tools in online and hybrid teaching: in 2022, our digital solutions and platforms registered:

128 million +

Sessions on Santillana digital platforms

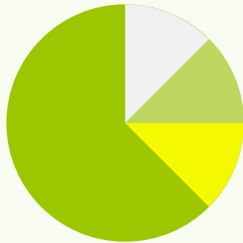
3 million +

active users



Training to **adapt** to a new habitat

Acquiring digital skills and competencies is essential to be able to relate appropriately and responsibly with technology and to take advantage of digital transformation.



*According to the World Economic Forum, **77% of jobs in 2030** will require digital skills.*

In order to prepare students for this future, we have educational projects that integrate the use of technology and specific programmes that work on digital skills, critical and computational thinking and STEM skills.



Featured Project



[Discover SET21 and TecPro, two of our proposals to promote the learning of robotics and programming.](#)



In addition, we also support teachers in their training. We have a virtual space, **Rutas Formativas**, aimed at teachers, coordinators and school directors. In this environment, they can access a large amount of virtual training content, with programmes that update their knowledge and skills in areas such as digital skills, new methodologies, leadership and management solutions.

Our team of coaches also play a key role in facilitating the implementation of digital solutions in educational centres, with training and advice.

*We have the **largest network of coaches** in Latin America.*



Education that closes **gaps**: towards an inclusive digitalisation

Digital transformation offers infinite advantages that have made our society progress. However, it has also revealed the enormous inequality which exists in many areas of the planet, where access to ICT is a luxury available to very few.



Featured Project



Discover the #Voyaser project, aimed at indigenous girls from low-income families.

*The Economic Commission for Latin America (ECLAC), in its **Social Panorama report of 2022**, cites the **lack of connectivity as one of the great challenges** of the region.*

Difficulty in accessing the internet is one of the reasons why many students have disassociated themselves from the educational system in these years in which there has been great progress in online and hybrid education. This isolation also affects their future opportunities in an increasingly technological world.

For this reason, Santillana's sustainability strategy focuses on reducing these inequalities, with social projects such as #VoyaSer and with informative content on the subject, such as those disseminated through our publications **Ruta Maestra (Colombia)** and **Educatrix (Brasil)**, which are open to the whole educational community.

 **FEATURED PROJECT**



EDI (Integrated Digital Ecosystem)

In 2022, we launched our Integrated Digital Ecosystem (EDI) in our main digital markets, **Brazil** and **Mexico**, which represents another step forward in our commitment to the integration of all school services in one single environment.

EDI is a space which is simple, safe, enriched and personalised to the educational proposal of each institution. Its objective is to be a valuable tool for all school stakeholders, from teachers to families.

With a single log-in, schools can access all of our Educational Ecosystems, aswell as assessments, areas for learning and interaction, an agenda and a calendar, aswell as adding new features such as notification and messaging services.

#InnovationHabitat

 **IN DEPTH**



 [Video about EDI](#)

“EDI represents an important evolution of our technological infrastructure. We have updated and strengthened our back-end technology, by applying the latest technologies and the highest international standards, which guarantees scalability and interoperability, and ensures the correct performance of our digital services in an increasingly digital school market”.



José Málaga
Global Director of Technology

FEATURED PROJECT


UNOIntelligence

In 2022 we developed new educational projects characterized by their innovative nature, such as **UNOIntelligence** in Mexico. This is a platform with the necessary technological infrastructure to collect, organise and present data on the interests, emotions and academic performance of students in 6th grade primary and the three grades of secondary at UNOi schools, for the first phase of development.

This offers schools information about their students that goes beyond academic experience and helps take strategic decisions that improve the educational experience.

Aligned with this project, we also created the **Educational Intelligence podcast**, which is available on Spotify, where the educational trends that will mark UNOi's future agenda are discussed with experts.

#InnovationHabitat

IN DEPTH


[Access the UNOi Educational Intelligence podcast](#)

“Without a doubt, the new great educational paradigm, after pedagogy and neuroscience, is data. Data is the new great educational revolution. But not just any type of data - but those filtered through the learning algorithm”.



Ernesto Núñez

Director of Content at Santillana Mexico and creator of UNOIntelligence

 **FEATURED PROJECT**



Learning Robotics and Programming

In Colombia, Santillana has two innovative proposals that focus on learning robotics and programming.


SET 21 Robotica is an educational programme which, through experimentation and the maker culture, trains students in robotics and develops their critical and computational thinking. It consists of four levels (explorer, practitioner, researcher and expert), each of which includes projects linked to the main challenges of the United Nations Agenda 2030.

On the other hand, **TecPro** is an educational proposal for technology, programming and robotics for basic and secondary education, based on design thinking methodology. It is present in Colombia, and is currently expanding into other countries in Latin America.

#InnovationHabitat

 **IN DEPTH**



 [Discover SET 21 Robótica](#)



 [TecPro System](#)

27.000

students of TecPro

20.000

students of SET21 Robotica


FEATURED PROJECT


#VoyaSer programme

If we zoom in on the problem of the digital divide, we can also talk about a digital gender divide. [According to UNESCO and EQUALS](#), women are 1.6 times less likely than men to have digital skills. The perception of technology as a masculine field, together with the low visibility given to prominent females in the field of technology influences the lack of confidence in girls.

In response to this context, in 2022 Santillana created, together with the Intercultural Foundation Fe and Alegría, the [#VoyaSer programme](#), an initiative which impacts on people with a very vulnerable profile: indigenous girls from low-income families.

The project, developed in Guatemala and Peru, accompanies girls during their final year at secondary school, with the aim of helping them complete their education. In addition, it offers them comprehensive help:

- **Financial support** so they can continue with their studies
- **Social support**, with a course in emotional intelligence and the support of Santillana coaches.
- **Technological support:** with a course for students and teachers on basic digital skills. In 2022, Santillana kitted out both educational centres with computers to complement this help.

The ultimate aim is to give them some quality help that allows them to have better future opportunities, in line with our company purpose and our sustainability strategy.

In this way, #VoyaSer affects three problems very present in Latin America, which have all been aggravated by the pandemic: **the digital divide, school dropout and gender inequality.**

★ FEATURED PROJECT

” TESTIMONIALS

“*#Voyaser is a project that is fully aligned with our company purpose and with the Group’s sustainability strategy, as set out in the 2022-2025 Master Plan. It is a clear example of how, with education, we can transform society*”.

Francisco Cuadrado Pérez
Santillana Executive Chairman

“*This programme covers the different dimensions of the right to education. And it goes beyond simple economic support, by delving into the technological and social aspect of learning, thanks to the different courses it offers the student and the teacher*”.

Daniel Villanueva
Executive Vice President of the Intercultural Foundation

“*#VoyaSer has meant for them in terms of self-esteem and empowerment*”.

Adriana Beltrán
Head of Marketing,
Santillana Guatemala

“*The support has been another key aspect. For us it has been very nice to be able to support them and to see them grow over the course of the programme*”.

Miriam Parra
Head of Marketing,
Santillana Peru

🔍 IN DEPTH



📺 [#VoyaSer program told by its protagonists](#)



📺 [#VoyaSer program told by its protagonists](#)



📻 [Listen to the episode Education that transcends](#)

A P R E N D I Z A J E




#LearningHabitat

Latin America is immersed in a **process of educational transformation**: an evolution towards a new more innovative school, that empowers the role of the teacher and puts the student at the centre, offering them a personalised education and preparing them for the challenges of the future.

It is a new school where it is essential that everyone fits in and **no one is left behind**. This is especially important after the pandemic, which increased inequalities and brought new challenges to the table, such as re-engaging students in the education system and learning recovery.

According to data from the **World Bank and the United Nations Children's Fund, UNICEF**, there are currently **15 million young children and adolescents who do not go to school** and is estimated that students lost, on average, between one and almost two years of learning.

 **Did you know...**



Rarely has physical and emotional health been so important. A **survey by UNICEF carried out at the end of 2020** pointed out that **27% of young people felt anxiety and 15% suffered from depression**.

Observing the **roots** to keep growing

At Santillana we believe that **socio-emotional skills** are essential for people's development. Within our educational offer, there are content and programmes that help students understand how their brain works and work on their **emotional intelligence**.

In Mexico, this topic is an integral part of UNOi and an essential pillar of the **new UNOIntelligence platform**, because thanks to intelligent data, schools can get a complete X-ray of the emotions, interests and performance of their students.

Our **team of coaches** also play a key role part in facilitating the implementation of digital solutions in educational centres, with training and advice.



Within Compartir, there is also **a thinking and socio-emotional skills programme**, which includes innovative tools for diagnosing mental and emotional health, with the help of our team of coaches.

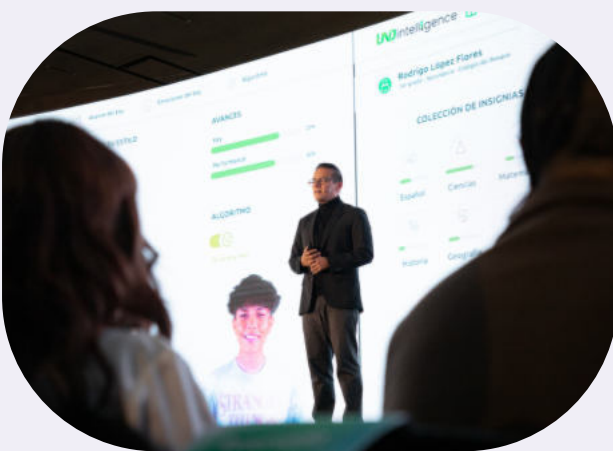
In addition, in 2022, emotions were the central theme of the **International Forum of Compartir Educators**, a series of webinars aimed at teachers where the neuroeducation expert, Hernan Aldana gave them the main keys to emotional management.

In 2023, Santillana is working on the expansion of **Emotilab**, an experiential educational proposal that develops students' socio-emotional competencies so that they build their own way of being, develop their personal identity, take responsible decisions and establish harmonious relationships with others.



Featured Project

[discover the Núcleo project, integrated into Compartir Chile](#)



Presentation event of the **UNOIntelligence project**, in Mexico

The experience of **belonging** to the same ecosystem

In an environment of high competition and low birth-rates, educational marketing is becoming increasingly fierce in schools in Latin America. When choosing an educational centre for their children, families take different variables into consideration, with experience becoming increasingly important.

*In Peru for example, it is estimated that **two out of every three families** decide on the school for their children based on what they find on the internet.*



Featured Project



Discover Marketing Assist, a project which helps effectively communicate the value proposition of schools



In response to this demand, Santillana has been offering different services and resources for years to train school directors on these issues with the aim of helping them **improve school management and the relationship with families and students.**

In 2022, the company organised the First International Congress on Educational Marketing, within the framework of its "**Escuelas Memorables**" project, an initiative which aims to provide communication and marketing tools to school directors in Latin America.

14.000+

Users registered for the 1st Congress on Educational Marketing, to learn from international experts about topics such as user experience, loyalty and corporate identity

 **FEATURED PROJECT**



Nucleo

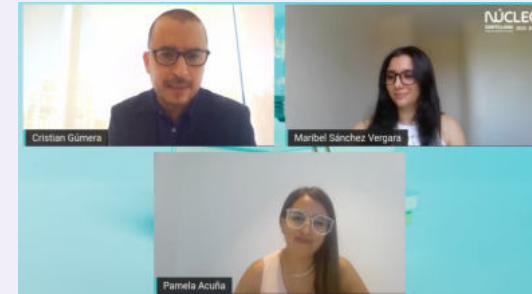
Our educational system Compartir has, in different countries, elements that aim to contribute to the recovery of learning.


In the case of Chile, a new Curricular Prioritisation was approved in 2022 for the comprehensive reactivation of learning over the next three years (2023-2025). In response, Santillana launched an updated and didactic proposal for its **Nucleo platform**, initially designed for virtual learning.

This new update adapts the project to the Curricular Prioritisation and to the new context, with greater presence and has as its general principles, contextualisation, learning integration, teaching professionalism, and also coexistence, well-being and mental health.

#LearningHabitat

 **IN DEPTH**



 *Webinar about the new changes in curricular prioritization 2023-2025*




FEATURED PROJECT


Marketing Assist

In North Central America, Santillana has designed a tool that helps school directors effectively communicate the value proposition of their schools.


This platform allows them to design **attractive materials** from templates created by marketing professionals, customising the text and graphic elements to adapt them to the personality of each educational institution.

Once created, school directors can **analyse** the effectiveness of these resources, through the analytics offered by Marketing Assist, which allows them to measure the real impact of each piece of communication.


The success of this tool has led to its expansion into other countries: in 2022 it was presented in Peru to schools using Santillana education systems.

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IN DEPTH


 [Marketing Assist Spot | SANTILLANA LATINOAMÉRICA](#)



 [Santillana Perú presents Marketing Assist | SANTILLANA LATINOAMÉRICA](#)



 [CPM Santa Clara experience with Marketing Assist | SANTILLANA LATINOAMÉRICA](#)



 [Colegio Santillana experience with Marketing Assist | SANTILLANA LATINOAMÉRICA](#)



#SustainableHabitat

If there is one challenge that affects us all equally, it is that of achieving sustainable development. The UN Agenda 2030 sets out the road map to achieve this, although we still have a long way to go on most of the Sustainable Development Goals.

Education is a fundamental lever in achieving a true transformation in society. It allows students to acquire the knowledge and skills they need to make informed decisions and take responsible measures in favour of people and the environment.

For this, **educational institutions must transform themselves**, becoming an example of sustainable management, and offering teachers appropriate training so that they can be the drivers of change in the classroom.

Did you know...

...gender equality is still 300 years away, according to the latest estimates by UN Women?



Sustainability nourishes classrooms

Sustainability is present in all areas of society, including in classrooms, where the adults of the future study today.

At Santillana, we have a strong commitment to training students and to raising their awareness of the challenges that lie ahead as a society. For this reason, **100% of our new educational projects already fully incorporate themes related to sustainability.**



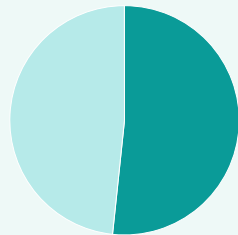
On the other hand, we also train teachers so that they can contribute, through their teaching, to this awareness: in 2022, new training courses were added to our Rutas Formativas platform with content on ESG matters and in 2023, we will expand this offer.

In addition, we are working on the **Sustainable Schools (Escuelas Sostenibles)** project to identify and make visible the most sustainable schools in Mexico, Brazil and Colombia, with the aim of recognising their contribution to inspiring other educational centres.

2000+

Literature books that address the SDGs

● Female authors ● Male authors



Written by 834 authors from 19 different countries

We also raise awareness through stories. Our children's literature imprints already have **more than 2000 books that address the United Nations Sustainable Development Goals (SDGs).**

In addition, our **Loqueleo Digital platform** includes practical activities to work on these themes through reading.



Featured Project



[Discover some of our projects for learning about Agenda 2030](#)

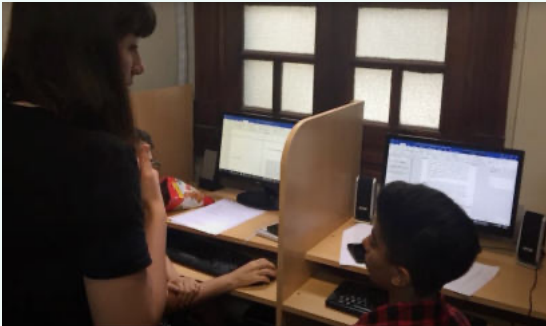
#SustainableHabitats




A Diverse and **Balanced** Environment

Reducing inequality and making sure no-one gets left behind is an integral part of achieving the Sustainable Development Goals.

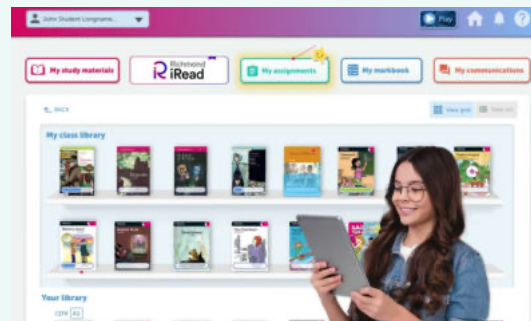
At Santillana, as a company present in 19 different countries, we value and respect the diversity of society and we try and reflect it in all of our projects. It is one of our strategic objectives in terms of sustainability: **to achieve a balance in all our content so that everyone is visible.**



 [Video about the Tiflonexos project](#)

In addition, we try to ensure a truly inclusive education in the classroom. We have alliances for this, such as the one we have maintained for years in Argentina with the **Tiflonexos** organisation to facilitate access to our content for people with visual impairments.

In Languages, in 2022, we launched **Richmond iRead**, a programme that allows literacy practice and supports students with reading-based learning disorders, such as dyslexia.



Featured Project



We encourage debate and reflection on the need for equal education in our podcast [Education and Ethnic-Racial Relations](#), from Fundación Santillana Brazil.

In addition, in 2023 we will launch **Santillana Inclusiva**, our new proposal to help schools effectively implement the principles of inclusivity in education.

We also promote gender and ethnic equality, with the creation of projects such as [#VoyaSer](#), designed to support the continued education of indigenous girls, or by participating in initiatives such as Intraducibles, which make indigenous languages visible and valued.

Our contribution to inclusive education also comes from the [Santillana Foundation](#), which has four priority lines of action: equal opportunities, equity, inclusion and teacher training.


FEATURED PROJECT


Projects for learning about Agenda 2030

All our educational projects tackle sustainability , with content that encourages reflection and action against global problems such as climate change, inequality etc.

In Compartir Mexico's offer, we have the **Asombro project**, aimed at pre-school and primary students. This is a series that plays with surprise and curiosity in students through didactic sequences inspired by the United Nations Sustainable Development Goals.

In Colombia, projects such as **Activamente Digital, Chrysalis** and **Set 21 Robotica** also invite students to propose solutions to the problems and challenges posed by Agenda 2030.

Guardians of the world is another series of materials for the whole of primary education in Argentina, which describes daily actions that children can carry out to achieve a better world.

#SustainableHabitat


IN DEPTH


Educational projects on ODS |
PROPÓSITO SANTILLANA

“At Santillana we have been working for years on the development of educational projects that integrate sustainability. Today we have a very solid commitment to this issue, based on the conviction that through education, we can transform society”.



Luis Guillermo Bernal
Global Director of Content



FEATURED PROJECT



Education and Ethnic-Racial Relations in Brazil Podcast

Within the work of the **Santillana Foundation** towards inclusive education, one of the stand out initiatives from 2022 is the podcast on Education and Ethnic-Racial Relations, open to the whole educational community.

It consists of a series of chapters, available on the main audio streaming platforms, that address the need for a democratic education that fights against the ethnic and racial inequalities that still exist in society.


For its development, Santillana had the participation of different experts such as Professor Petronilha Beatriz Gonçalves e Silva, a leading expert in the field of education and ethnic-racial relations, and the educator and former Brazilian Minister of Racial Equality Nilma Lino Gomes, among others.

In addition in 2023, we wanted to involve the educational community, with a call to teachers to take part.

#SustainableHabitat



IN DEPTH

Podcast Education and Ethnic-Racial Relations in Brazil

“With the Education and Ethnic-Racial Relations podcast, we want to raise awareness of significant initiatives and experiences in Basic Education. It was also created so that we learn about the work of researchers and teachers who focus on antiracism, always in search of a democratic, equitable and inclusive education”.



Nilma Lino Gomes

Anti-Racist Policies consultant at the Santillana Foundation



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We appreciate the participation of all departments that have collaborated on this report.