

IMPACT ON STUDENTS, SCHOOLS AND SOCIETY

The school, the epicenter of **change**

Because we know that schools are the place where the citizens of the future are educated, one of our major commitments, included in the Group's Sustainability Master Plan, is to achieve a positive impact on schools and their students in order to promote change through education.



We support educational **transformation**



Education is evolving at a rapid pace due to the advance of technology and new paradigms, such as neuroscience, which are beginning to be introduced in classrooms throughout Latin America.

At Santillana, we support the educational community in this transformation, promoting its progress and achieving meaningful learning for all students.

Digital transformation

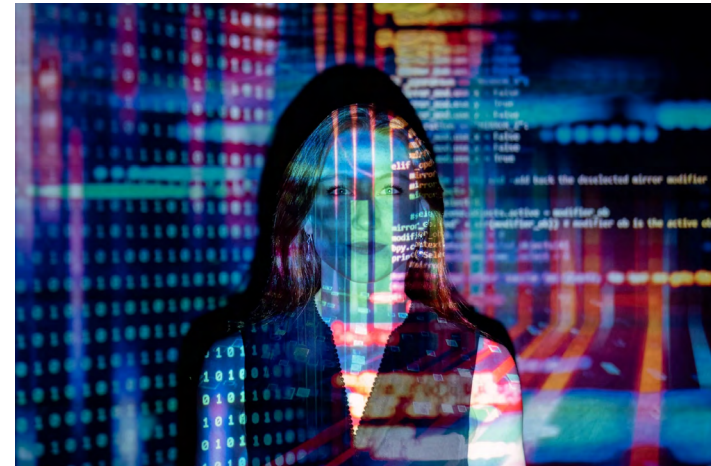
Technology is changing many areas of our lives, and education is no exception.

Big Data offers great opportunities when it comes to personalizing learning, while **artificial intelligence**, due to its enormous potential, continues to make inroads and capture the interest of families, managers, and teachers. At Santillana we follow these and other trends closely, in line with our commitment to innovation and technology.

With solutions that move in a hybrid way between print and digital, we have **versatile projects that adapt to the needs of each school**. Currently, we have educational projects from 3 to 18 years old, which include content, services, and innovative methodologies.

Our teaching systems under subscription models, such as **Compartir, UNOi or CREO**, are our most robust proposal, and include the support of our network of coaches, the largest in Latin America.

At the same time, we continue to focus on innovation, with the launch of new educational solutions for learning analytics based on student performance and socioemotional components such as **UNOintelligence and iM-PROVE**. **These first steps will be developed over the next few years.**






Did you know...

half of the experts consulted in the report 'The Future of Artificial Intelligence in Education in Latin America' believe that AI will have a profound impact on education in Latin America in the coming years?

Source: OIS (Organization of Iberoamerican States) and Profuturo.

Main platforms

- 
E-stela and RLP (Richmond Learning Platform), which simplify collaboration, communication and effective learning across subject areas
- 
Plenary, which provides detailed evaluations of student progress
- 
EDI (Ecosistema Digital Integrado), where all school services are integrated into a single environment. In 2023 we consolidated its presence in Brazil and Mexico and extended its reach to new markets in Latin America.



In 2023, these solutions exceeded 153 million sessions (+19.5% vs. 2022) and 3.3 million active users (+10% vs. 2022).



Our educational platforms continue to lead the way in facilitating teaching and learning and provide a secure and reliable digital offering for schools, students and families, with 99.99% availability. In this way, we continue our journey to empower teachers, students and families, offering a digital ecosystem that not only responds to the needs of education today, but also anticipates the challenges of the future."



JOSÉ MÁLAGA. GLOBAL DIRECTOR OF EDUCATIONAL TECHNOLOGY.



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IM-PROVE

We drive educational excellence through data and analytics.

IM-PROVE is a digital ecosystem where schools can consult results by student, grade and institution.

It has four programs, tailored to the needs of directors, teachers, and students with a service focus:

IM-PROVE ASSESSMENT – Curriculum alignment and learning history program, under the competency development and educational intelligence model.

- IM-PROVE LEARNING** – Saber Test preparation program, based on learning analytics processes and our iM-PROVE methodology.
- IM-PROVE SKILLS** – Educational excellence program that combines assessment, analytics, remediation and accelerated learning strategies.
- IM-PROVE GROWTH** – Educational Marketing Program that promotes strategies to attract and retain families and students in schools affiliated to iM-PROVE.



See *iM-PROVE GROWTH*

Learning about our brain and our emotions

Social and environmental challenges are also affecting the teaching-learning processes. In 2023, we are committed to raising awareness of cross-cutting issues in education, which have become a priority since the Covid-19 pandemic.

One of them is, undoubtedly, **the socioemotional training** of the educational community. Today, more than ever, it is urgent that we train our students to become aware of their emotions, learn to regulate them, be empathetic and establish relationships based on assertiveness and transparency. For this, we have solutions such as **Emotilab and the Crescemos program**.



A comprehensive response for educational transformation must consider both fundamental cognitive learning and competencies as well as social-emotional and citizenship skills.

Source: Santiago Declaration, Extraordinary Meeting of Ministers of Education of Latin America and the Caribbean 2024.



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It is based on the CASEL (Collaborative Academic, Social and Emotional Learning) method, which determines the parameters of high quality, evidence-based social and emotional learning.

Emotilab offers **virtual guides for teachers, an emotional agenda, a portal for families and a training plan.**

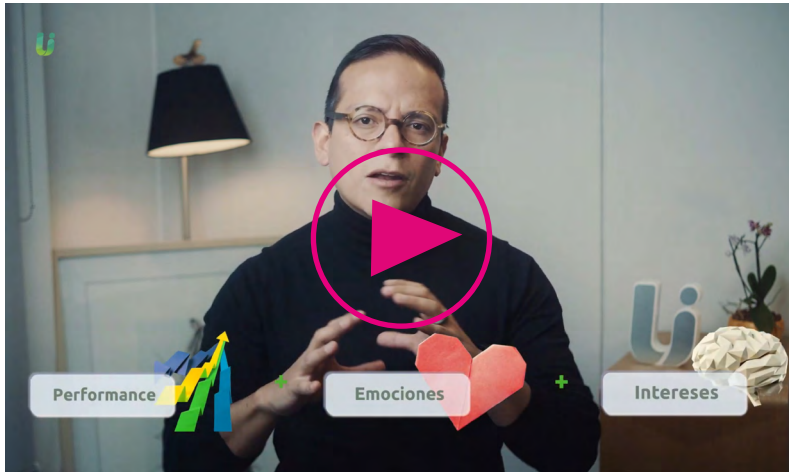
Emotilab

A solution to promote social-emotional education in a close and collaborative manner.

Emotilab is an experiential proposal that develops students' social-emotional competencies. The objective is for them to build their own way of being, develop their personal identity, make responsible decisions and establish harmonious relationships with others.



Video sobre o projeto Emotilab - Educação Socioemocional



■ Vídeo sobre o projeto UNOIntelligence

We have also deepened the collection of data on the emotional states of our students, which allows us to better understand how they are doing and to implement accompaniment strategies, with projects such as [UNOIntelligence](#).

In recent decades, the strongest and most solidly based didactic trend has been the one based on the advances in neuroscience. This is why neuropedagogy and neurodidactics are today the basis of most of our editorial projects. The possibility of understanding how the brain learns has provided us with many didactic tools to improve the teaching-learning processes.

The advances of neurodidactics in our projects:

- 💡 [Nueva Mirada, de Compartir, Chile](#)
- 💡 [Asombro de Compartir, México](#)
- 💡 Siste+de Compartir Project, Ecuador
- 💡 Terra de Compartir Project, Costa Rica
- 💡 [EducaPrime, of Norma, Colômbia.](#)
- 💡 [Prima de Compartir project, Peru y Argentina](#)

A transformation in which no one is left behind

To ensure that no one is left behind in this transformation, we have a strong social commitment to teachers and students, our priority audiences in the Social Action Plan, approved in 2023.

We materialize this commitment through the company's social initiatives and also through **Fundación Santillana**, the organization with which we contribute to the dissemination of good educational practices and the promotion of inclusion, diversity and equity in classrooms throughout Latin America.



Fundação Santillana

+506.000
people reached
in 2023 through
content and
initiatives

+105.000
print and digital
books consumed,
distributed free of
charge

160
free books in the
digital library

246.000
views on its YouTube
channel

Visit their website

Inclusive education

We know that the variety of students in our classrooms is very wide and that the school must respond to all types of student realities.

That is why we have implemented **Santillana Inclusiva**, a program that addresses the needs of different groups of children: autistic syndrome, dyslexia, Down syndrome, hearing and visual impairment, attention deficit, and high abilities.

*In 2023, we presented this proposal at the **1st Inclusive Education Congress**, which was attended by more than 24,000 people.*

In addition to this project, at Santillana we respond to requests from schools to adapt our content to specific needs.

In Brazil alone, **some 165,000 pages of books** were adapted in 2023 **to make them accessible** (Braille, enlarged text font, bold text, contrasting color criteria, spiral-bound book finishing, etc.).



Imagem do primeiro Congresso Internacional de Educação Inclusiva

In Argentina we have also maintained, for years, a partnership with **Tiflonexos**, the non-profit association behind the first digital library for the visually impaired in the world.

In 2023, Santillana made adaptations to improve accessibility in nearly 165,000 pages of its projects in Brazil.

Inclusion is also one of the cornerstones of our social action, as evidenced by some of the projects we promote. The **#VoyaSer program**, developed in alliance with Fundación Entreculturas-Fe and Alegría, offers comprehensive assistance to low-income indigenous girls, aimed at helping them complete secondary school and acquire a series of key competencies and skills for their future.

To this end, the girls are offered training in basic digital skills and another in socioemotional skills, in addition to the accompaniment of Santillana professionals. The program also includes training for teachers to support them in tutoring the students.

In addition, we reach out to other vulnerable populations to facilitate their access to quality education through financial and in-kind donations.



Our professionals tell you what the #VoyaSer program means to them

In 2023, 95% of our donations to vulnerable groups were educational materials.

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Santillana Inclusiva

Our proposal to achieve a truly inclusive education







Santillana Inclusiva is our proposal to effectively implement the principles of inclusiveness in the education of children in Latin America.

The project focuses on working with teachers and families to positively impact the emotional well-being and improved outcomes of students with disabilities or functional diversity.

To this end, it addresses **different special needs** in education, such as Down Syndrome, Autism Spectrum Disorder, visual impairment, hearing impairment, attention deficit with or without hyperactivity, Dyslexia and High Abilities.

Santillana Inclusiva identifies the barriers that may limit the presence, participation, learning and, above all, the recognition and valuation of student diversity in order to eliminate or minimize them, and does so through **psycho-pedagogical guidance, adapted curricular materials and advice to centers.**

Discover some of the contents of Santillana Inclusiva (demo version):

ASD	VISUAL IMPAIRMENT	ADHD	DYSLEXIA
Access the awareness video and complementary worksheet.	Learn about the best practices guide for working with this disability.	Discover in this document the attentional control strategies.	See the dyslexia screening protocol for students.
 Video	 Dynamics		
 Download pdf	 Download pdf	 Download pdf	 Download pdf



 See Santillana Inclusiva video

Generating awareness of **change**



We want to be a decisive actor in raising awareness of the major social and environmental challenges of the 21st century and to drive change towards sustainable development in education. To this end, we create valuable content aimed at students and families as well as schools.

Bringing sustainability closer to students and families

98% of our new projects incorporate sustainability content, with activities linked to the United Nations Sustainable Development Goals (SDGs). We are also contributing to this awareness through our literature labels. We currently have **more than 2,000 titles with stories related to the 2030 Agenda.**

98% of our new projects incorporate sustainability content.

More than 2,000 literature titles address the SDGs.



In addition, in 2023 we participated in projects aimed at creating awareness of change, such as **Environmentally Friendly Schools**, in alliance with the Heraldo de Honduras and other companies; environmental education workshops, carried out in Uruguay with the collaboration of **Repapel**; and **ecological workshops** for schools, promoted by Santillana Chile.

Finally, throughout the year we conducted external awareness campaigns, such as the ones we carried out in 2023 (**8M Conectadas** and **No more Matildas**). In both, we offered open content on the need to move toward real equality.



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8M Conectadas Campaign

Education in the digital age to achieve gender equality

#8MConectadas is one of the communication and awareness actions we launched in 2023, coinciding with International Women’s Day.

The campaign consisted of different materials, which were posted [on the web page](#). The most important of these was a list of 64 Latin American women who today stand out in different disciplines, such as soccer, architecture or science, and who are role models for present and future generations. The ultimate goal was to make visible and recognize their talent.

In addition, two informative articles were published: “No digital divide, gender equality”, from our portal Compartir en Familia; and “Conectadas por la educación”, about our #VoyaSer program.

Recommended readings



No digital inequality, gender equality

We cannot ignore the notable gap in digital access and education. To promote a more egalitarian vision, UNESCO proposes some measures in this regard.

[Read article](#)



Connected by education

The #VoyaSer program connects girls in vulnerable situations and offers them an opportunity: to continue their training and prepare for an increasingly digital world.

[Read article](#)

Bringing sustainability closer to educators

Because to teach about sustainability you first must understand what it is, we have a strong commitment to teacher training in ESG issues.

We developed specific content aimed at facilitating teachers' day-to-day work, such as the sustainability calendars created by Argentina and Venezuela; the videos developed by Mexico in collaboration with other Santillana companies; and the pills (píldoras) created by Ecuador. Em 2023 lançamos o



■ Acesse o vídeo de apresentação dos cursos gratuitos da Fundação Santillana.Santillana.



These are valuable resources that aim to help teachers in their task of explaining, in a simple way, complex problems, such as climate change or marine pollution. With these actions, we accompany and support them in promoting sustainable development through education.



Luis Guillermo Bernal. Global Content Director

primeiro de In 2023, we launched the first of a series of open courses for all teachers in Latin America on the United Nations Sustainable Development Goals (SDGs). Nearly 5,000 teachers registered for this training, entitled **“Educating for Sustainable Development”** and available on our Training Pathways platform and [on the Fundação Santillana website](#).

More than

200

courses available in Rutas Formativas (Formative Routes)

Nearly

5.000

teachers registered for our first course on the SDGs

In addition, that year we launched, together with the OIS and Fundación Santillana, the **Sustainable Schools Award**, which aims to identify, recognize and make visible the commitment of schools to sustainability, so that they can inspire educational centers. In the award events, the best sustainability practices were applied, which led us to receive the **Certificate of Compliance from Eventsost**.

Finally, we bring sustainability closer to educators with our **free events** and other open content, such as the podcasts **Escuelas que inspiran** (Peru) or **Educación y Relaciones étnico-raciales** (Brazil) or the magazines **Ruta Maestra** (Colombia) and **Educatrix** (Brazil).

In 2023, we held more than 200 events, of which nearly 70% were educational, and gained 173,000 accesses to our educational magazines.*

*Visits to the site + distribution of printed copies of Ruta Maestra (Colombia) and Educatrix (Brazil).



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Sustainable Schools

A contest that recognizes and makes visible the schools most committed to sustainability.

The **Sustainable Schools Award** is an initiative of Santillana, the Organization of Iberoamerican States for Education, Science and Culture (OIS) and Fundación Santillana, which seeks to identify, make visible and recognize the schools most committed to sustainability.

The first edition was held in 2023, in which more than 1,100 ESG projects from schools in Mexico, Colombia, and Brazil participated. All of them are available for consultation on the contest's website, with the aim of giving them

visibility and that they can serve as inspiration for other schools in the region.

The GRANJA-ESCUELA AMALAKA - (GEA) Agro-environmental Technical Educational Institution, from Colombia, **was the international winner** with its project "Conserve to transform", an initiative that promotes the protection and conservation of the environment through agroecology, scientific research, and environmental education.

The jury's verdict was announced at the international awards ceremony, an event held in Mata de São João (Bahia, Brazil), where best practices in sustainability, such as the use of reusable bottles and cups, recyclable paper and eco-friendly gifts, were applied.



Segunda edição Prêmio Escolas Sustentáveis