

2023 REPORT

Educating for a **changing** world

In this report, we take a look at the main actions we have carried out in 2023 to drive change towards a more sustainable future through education.





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BLOCK 1

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.

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BLOCK 2

Change from within

True transformations begin with oneself. At Santillana, we want to establish our commitment to sustainability through responsible management that involves and mobilizes all our professionals.

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BLOCK 3

The basis for real **change**

Transparency and ethical excellence are our commitment, both in the development of our business activity and in our relationship with our stakeholders. Because working with honesty and setting an example is fundamental to mobilize other agents and achieve a real change that has a positive impact on society.

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PRESIDENT LETTER

Change through education



For yet another year, we are publishing this report as part of our commitment to transparency towards our stakeholders. In it we review the main milestones achieved in 2023, a year in which **we have met our objectives, both in the subscription and educational markets**, and in which we have made significant progress in our sustainability strategy.

This year's theme is based on **the idea of "change"**, a concept that refers to the different transformations we are undergoing and in which education plays a key role.

Firstly, **digital transformation**, which in 2023 has been driven by the rise of big data and, of course, artificial intelligence (AI). As part of our firm commitment to innovation, at Santillana we are attentive to the evolution of these technologies in order to take advantage of the opportunities they present and thus put them **at the service of a more personalized and inclusive education**.



"We have a highly committed team that works, day in and day out, to develop innovative educational solutions of the highest quality that give students greater opportunities in life."

Secondly, **the social and environmental changes taking place around the world.** The climate emergency or the increase in inequalities are issues that, as a company, we cannot ignore. **Our entire activity is based on a solid commitment to people and the environment,** which is embodied in a Sustainability Master Plan, our roadmap to contribute to the resolution of these global challenges.

At Santillana, it is clear to us that **schools are the epicenter of change.** That is where the citizens of the future study: the people who will drive the next technological innovations and those who will have to face the social and environmental challenges of the coming years. Our responsibility is to offer them an education that prepares them for this, **not only with knowledge, but also with values, skills and competencies** that will help them manage their emotions and relationships with others and their environment.

The 3,366 people who make up Santillana are convinced that, **with quality education, we can transform society** and achieve a third transformation, the one we all want: the sustainable development of the planet. This is a purpose shared by the entire workforce, which is why we have **a highly committed** team that works, day after day, to create innovative educational solutions of the highest quality that provide greater opportunities in life for the millions of students who place their trust in us.

In 2024, we will continue to work in this direction to give, from education, the definitive impetus to this change.

Francisco Cuadrado, Executive Chairman of Santillana



WE ARE SANTILLANA

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
- México
- Nicaragua
- Panamá
- Paraguay
- Perú
- Puerto Rico
- República Dominicana
- Uruguay
- Venezuela



In figures

* Data at the end of 2023

19
countries

3,366
professionals

29 million
students

2,8 million
studying with our subscription systems

+153 million
sessions on our platforms

Corporate Management Team



Francisco Cuadrado
Executive Chairman



Julio Alonso
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

ABOUT SANTILLANA

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

At Santillana we have innovative and flexible solutions that respond to the needs of each educational center.

Our commitment to quality and technology has led us to create true learning ecosystems, in which 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.



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.



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. It 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 and partnership.

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).





We remain focused on bringing literature closer to our users so that it becomes part of their daily lives and lives thanks to digital loqueleo. Loqueleo digital is an ecosystem for all educational stages in which the reading experience is enhanced through reading, audiobooks and learning reading skills. It's an opportunity to live and enjoy stories.

With a current offering of more than 1,000 titles in Spanish and more than 400 in Portuguese (Leiomundo), it covers a wide variety of themes and literary genres and presents the most outstanding authors.

In 2023, Loqueleo Digital was consolidated throughout Latin America, reaching more than 300,000 users.

The Habitats of Loqueleo Digital:

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

In terms of children's literature, there is an important commitment to the United Nations' Sustainable Development Goals (SDGs). From a pedagogical point of view, it promotes awareness and acquisition of the PRISA Group's main lines of work around the SDGs. We currently have more than 2 thousand titles that address topics related to the 2030 Agenda.



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

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**.





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.

In 2023, Richmond Solution reached important milestones. These achievements include obtaining the ISTE Seal, evaluated according to the new standards, integration into the EdSurge Product Index Badge, and being named as a finalist in the BETT Awards, in the "International Digital Educational Resource" category.



GREENWICH | NOW

Standard educational system for teaching and learning English with the goal of strengthening teaching practices, improving learning experiences, and achieving institutional goals from preschool through high school. It is currently present in Colombia and Peru.

More than 600,000 students in Latin America learn English with our educational solutions.



One of the English systems in Brazil, whose mission is to train people capable of building knowledge autonomously, creatively and communicating fluently in English, through a method that is easy to implement and supports a digital environment.

ABOUT SANTILLANA

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.



OUR WHY

The Sustainability Master Plan 2022-2025

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

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

Our ESG roadmap is Prisa’s Sustainability Master Plan 2022-2025, applicable to Santillana and the Group’s other 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](#).

Every year, we report indicators to demonstrate compliance with these commitments. The 2023 report, **“Educating in a constantly changing world”**, is yet another action to transparently communicate our progress on this roadmap.

Santillana milestones in 2023





Launch of the Sustainable Schools Award

Santillana, Fundación Santillana and OIS launch the **Sustainable Schools Award**, a project that seeks to recognize and make visible the best sustainability practices in schools in **Mexico, Brazil and Colombia**.



Santillana Brasil in BETT

Santillana Brasil participates in BETT, the most important education and technology fair in Latin America. As part of this event, it is presenting Creio, its Catholic education system.

Fundación **Santillana**

Santillana Foundation expands its reach to all of Latin America

After years of activity in Brazil and Argentina, **Fundación Santillana** decided to expand its reach throughout Latin America. As part of this milestone, it renewed its website, incorporating all content in Spanish and Portuguese, and making its catalog of 160 open and free publications, podcasts and videos available to the entire region, as well as designing new actions, such as the publication of open courses on education and sustainability for educators throughout the region. The first of these, on the SDGs, attracted more than 5,000 registrants.



MAY

VIVALEctura Award Winners
Fundación Santillana presents the winning experiences of the VIVALEctura Award at the International Book Fair of Buenos Aires (Argentina).

Third season of the Schools that Inspire Podcast
Santillana Perú launches the third season of Escuelas que Inspiran (Schools that Inspire) and expands the scope of this podcast by including experiences of teachers from all over Latin America in its new episodes.

JUNE

Richmond Solution receives the ISTE Seal
 Santillana's **Richmond Solution** receives the prestigious ISTE (International Society for Technology in Education) Seal for its commitment to excellence in educational technology. This recognition highlights Richmond Solution's dedication to providing high quality solutions that meet ISTE's exacting standards and criteria.

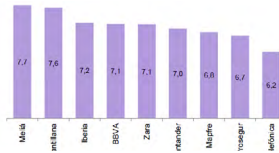
JULY

Compartir México joins forces with Mattilda
 In order to continue offering the best tools to schools, **Compartir México** has partnered with **mattilda**, a system to automate the administrative processes of educational centers.



XV Latin American Education Forum

Fundación Santillana organizes the **XV Latin American Education Forum**, with the title “Work and education in the era of artificial intelligence”.



Santillana, second best valued Spanish company in Latin America

Santillana, recognized as the second most highly valued Spanish company in Latin America, according to the Elcano Royal Institute’s **Barómetro Imagen de España**.



Recognition to Pedro Bandeira

Pedro Bandeira, author of Moderna, is recognized as Literary Personality of the 65th edition of the **Jabuti Award**, the most important literary award in Brazil.



AUGUST



SETEMBER



NOVEMBER



Donation of books to the Ministry of Education of Colombia

As part of the **International Summit on Environmental Sustainability and Innovation**, Santillana donates 3,000 children’s and young adult literature books to the Colombian Ministry of Education to support the country’s school libraries.



Second Edition of the Memorable Schools Congress

More than 7,000 educational leaders from Latin America attend Santillana’s II International Educational Marketing Congress ‘**Escuelas Memorables**’.



Recognition of Santillana in Mexico

Santillana is placed among the most trusted Spanish companies in **Mexico**, according to the report “La Imagen de la Empresa Española y sus Directivos en México 2023” (The Image of Spanish Companies and their Executives in Mexico 2023) prepared by the MESIAS-Inteligencia de Marca España Institute, an independent think tank.



Richmond Solution finalist in the BETT Awards 2024

Richmond Solution, a finalist in the BETT 2024 Awards in the International Digital Educational Resource category.



#VoyaSer among the finalists of the XIV Corresponsable Awards

The **#VoyaSer** program, by Santillana and Fundación Entreculturas-Fe y Alegría, is recognized among the finalists of the XIV Corresponsables Awards, organized by Fundación Corresponsables and ObservaRSE, in the Large Company category.

SUA OPINIÃO CONTA

Santillana launches Work Environment Survey

Santillana launches a Work Climate Survey among all its professionals in order to evaluate the current work environment and identify areas for improvement.



DECEMBER



International certificate granted by Eventsost

Santillana is certified for **sustainable event** management in Latin America. With the international certificate awarded by Eventsost, the company demonstrates its ability to produce sustainable events.



Santillana Honduras receives the ESR seal

Santillana Honduras receives the ESR seal for the fourth consecutive year. This distinction, awarded by FUNDAHRSE, recognizes the company's commitment to sustainable development and its positive impact on the community.



International final of the first edition of the Schools Award

Santillana, OEI and Fundación Santillana celebrate the international final of the first edition of the Sustainable Schools Award, with the presentation of the award to the Amalaka School in Colombia.

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.



FEATURED PROJECT



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.



FEATURED PROJECT



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.**

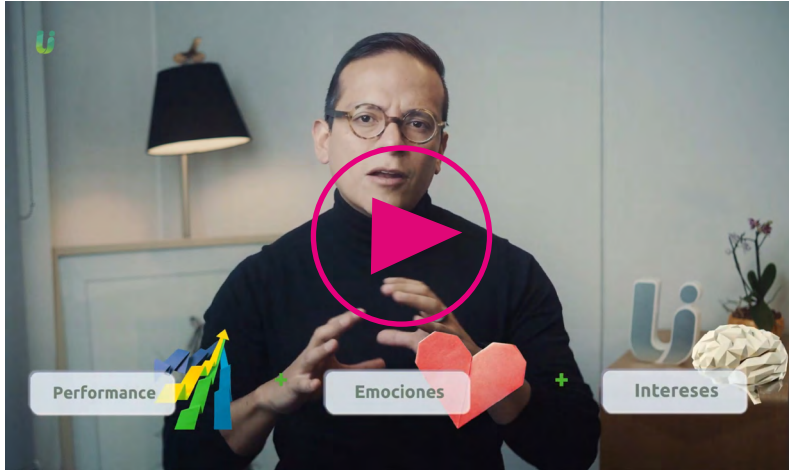
Emotilab

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.

FEATURED PROJECT



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.



FEATURED PROJECT



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).



FEATURED PROJECT



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

RESPONSIBLE MANAGEMENT

Change from within

True transformations begin with oneself. At Santillana, we want to establish our commitment to sustainability through responsible management that involves and mobilizes all our professionals.



Talent development



Our social commitment begins in our relationship with each of the 3.366 people who are part of Santillana.

We seek to contribute to the personal and professional development of each one of them and to the development of their talent, promoting diversity and equal opportunities, and generating a good working environment, where the employee's well-being is the priority.

46% Men 54% Women



3.366
professionals

The courses were oriented to different competencies and skills, such as leadership, and to reinforce our corporate culture.

A diverse and committed team

Diversity is fundamental in a company like Santillana, where professionals are spread across more than 20 countries with different cultures and even languages. Our commitment, embodied in **our Code of Ethics**, is to protect this diversity in our teams so that everyone can work with equal opportunities.

In 2023, we launched a **course dedicated to diversity, respect and equal opportunities**, available to all employees through our 'Training Paths' platform.

This was one of the actions carried out as part of our commitment to training as a way to enhance the development and well-being of our professionals.

According to the **"Employee Benefits Trends Report"** conducted by Cobee in 2024, **nine out of ten employees consider it necessary to take training courses.**

In response to this reality, we offered more than 50,000 hours of in-house training in 2023 (+14% vs. 2022).



Training is essential for employees and for the company. For the former, because it allows them to grow and expand their knowledge and skills. For the company, having employees with better knowledge and skills gives it the possibility to be more competitive.



NURIA QUEVEDO. GLOBAL HUMAN RESOURCES DIRECTOR.

Seeking employee welfare

In addition to theory, in 2023 we wanted to take action: we have launched the **first corporate volunteer program**, with activities available in Colombia, Brazil and Spain for our employees and those of the rest of the Group.

On the other hand, we offer flexibility and different measures for work-life balance and well-being, depending on the legislation and needs of each country. In addition, in 2023 we conducted a **global work climate survey**, in which more than 80% of our employees participated.

More than 80% of employees participated in the 2023 Work Climate Survey.



★ **FEATURED PROJECT**



Your opinion counts

At Santillana, we firmly believe in the importance of maintaining a positive and healthy work environment in order to move forward and continue improving. For this reason, in 2023 we conducted a survey of all our professionals to listen to their opinions, evaluate the work environment, assess the working environment and identify areas for improvement.

In this way, we have begun to measure indicators related to the work environment in order to have a comprehensive view of the employees' perception of their work environment, with the aim of planning it on an annual basis.

The initiative was announced through a video in which the various country Human Resources directors invited employees to participate.

81% of Santillana's employees responded to the work climate survey. Their responses will now be used to develop action plans and effectively advance our overall commitment to make Santillana a better place to work.

More than 80% of employees participated in the Work Climate Survey.



See Work Climate Survey - Santillana Latinoamérica



FEATURED PROJECT



Take action

On December 5, 2023, coinciding with International Volunteer Day, PRISA presented its first Corporate Volunteering program, called "Ponte en Acción", aimed at employees of Santillana, PRISA Corporativo and PRISA Media.

The objective of this program is to generate social impact through the voluntary and supportive participation of our professionals, specifically in four areas that respond to the core and interests of the company:

1. Education and technology (media literacy and digital inclusion).
2. Human rights and social justice
3. Social and humanitarian assistance
4. Environment

In the first phase, the program focuses on three cities: Bogota, Madrid, and Sao Paulo. There are currently 28 volunteer activities that will be carried out and monitored throughout 2024.



See Volunteering program - "Ponte en Acción".

Changing the course of the Planet



At a time when climate urgency is increasingly visible, we are aware that, as a company, we must act responsibly, minimizing the impact of our activity on the environment and acting proactively for its conservation.

Towards climate neutrality

Although the education sector does not have a major impact on the environment, we are committed to the fight against climate change and are joining the fight by reducing our emissions and increasing our consumption of renewable energy.

In accordance with the roadmap set out in the Sustainability Master Plan 2022-2025, the Group has worked during 2023 on the design and implementation of an **Environmental Management Plan**, aligned with the Environmental Policy and PRISA's commitment to the fight against climate change. The aim of this project is to diagnose and plan environmental management and to draw up the Group's Net Zero roadmap.

Energy efficiency is one of the key lines of work to reduce our environmental management impact.

By 2023, we have increased our biofuel consumption by 11%, reaching a consumption of approximately 248 thousand liters.

We are currently analyzing the possible purchase of green energy at different company sites. As a first step, a contract will be signed in 2024 at the offices in Brazil, our main market, so that all the electricity generated there will come from renewable energies.



FEATURED PROJECT



Our Environmental Management Plan

One of the actions set out in PRISA’s Sustainability Master Plan 2022-2025 is the project to **build an environmental management model** for the Group. The aim is to improve our environmental management, especially in relation to the fight against climate change.

As part of this initiative, Santillana and the rest of the business units have carried out an initial analysis to understand the needs of our environmental management and, thus, be able to establish an integral system.

The diagnosis and planning allowed us to gain an in-depth understanding of how environmental management was being addressed so far, to assess the level of compliance with environmental legislation and to analyze the requirements defined by the international standard ISO 14001:2015.

In the first diagnostic phase, the **different environmental vectors** (water, energy, waste, and emissions) were analyzed in order to identify the environmental impacts generated by the organization and to know how they were being managed. In addition, other parameters included in environmental management such as **mobility, training, and internal as well as external communication**, among others, were evaluated.

The ultimate goal is to continue advancing along the roadmap set out in the Master Plan until **climate neutrality** is achieved.



FEATURED PROJECT



Environmental measures in Brazil

Santillana’s offices in Brazil are becoming increasingly sustainable, following the implementation of a series of measures that are having a positive impact on the environment and also on work organization.

Currently, 100% of the waste generated at the São Paulo office is reused, which positions the unit as a ‘Zero Landfill.’ Organic waste is converted into fertilizer, recyclable waste is returned to the industry and non-recyclable waste is used to generate energy or raw material for cement.

11.2

tons of organic waste, which generated 2.3 tons of fertilizer.

22.4

*tons of recyclables collected, of which 12.2 tons were returned to the industry **.*

19.1

tons of other waste, which generated 55,916 kW/h of energy fuel.

** The volume mainly considers the operation of the company’s office, plus the volume of the Distribution Center in December, when we started the project in the unit.*

***The difference between the volume of material collected and recycled is due to contamination of the bags. The non-recycled material became “waste” and contributed to the generation of energy fuel.*

In addition, the contract signing system has been digitalized, which has allowed us to **stop using 1,181,988 sheets of paper** in 44 months, which is equivalent to a saving of 142 trees, around 511 thousand liters of water, 5 tons of solid waste and 15 tons of CO₂.

*These figures were calculated based on the resources that would be needed to produce the volume of paper saved.

On the other hand, **all the paper purchased by Santillana Brasil is certified for responsible forest management**, which guarantees that the raw material is of sustainable origin. In addition, all its suppliers are certified by national or international seals, such as FSC and PEFC.

Finally, 4.5 tons of electronic waste and 243.5 kg of lamps were recycled in 2023. The correct disposal of these materials ensures that their heavy metals do not cause soil and groundwater contamination, in addition to contributing to the generation of local income.



“From an environmental standpoint, this was a pivotal year in our sustainability strategy. The company’s commitment to reduce its carbon footprint was advanced with the design of an environmental management plan, which will allow us to further advance our international SBTi (Science Based Targets initiative) commitment. Initiatives such as the use of sustainably sourced paper, waste and discard management and the increased use of clean energy sources demonstrate that the company is increasingly committed to being an example of seriousness and commitment to environmental goals.”

Luciano Monteiro

Global Director of Communication and Sustainability

Paper management

Due to the type of activity we carry out, another of our priority areas is paper management. We promote the digitalization of our processes and responsible paper consumption in our offices by reducing the number of available printers.

In 2023, we reached our own consumption of paper and cardboard of 38,196.5 tons, achieving a percentage of certified sustainable raw material equivalent to 99.2%.

This year we have introduced improvements in the measurement methodology, also incorporating consumption data via printing companies (third parties). The objective is to be able to reflect paper consumption in the total of our activity.

Considering this new measurement, the result is that in 2023 we have recorded a total consumption of paper and cardboard, both our own and that of third parties in our value chain, of 43,551.7 tons, 97.8% of which corresponds to sustainable raw materials.

99.2% of the paper we used in 2023 for our own consumption was sustainably sourced.



Change, throughout the supply chain

Improving ESG supply chain management

The supply chain is an area of strategic importance, being one of the priorities of the Group's Sustainability Master Plan 2022-2025.

Since 2022, we have had a **Supplier Code of Ethics and Conduct** that sets out the behavior expected of suppliers in terms of legislation, human and labor rights, business ethics and anti-corruption measures, environmental protection, and confidentiality and privacy.





Compliance with this code is required both in the negotiation specifications of the purchasing processes and in the contracts signed with the awarded companies.

Likewise, through the **Purchasing Policy and bidding documents**, we seek to know what procedures and controls suppliers have in place to manage the social and environmental impacts of their activities.

In 2023, 86% of our purchases were from local suppliers.

In addition, as part of our commitment to our suppliers and the communities in which we operate, **we give priority to local purchasing**. In this way, we contribute to the economic progress of the territories in which we are present.

COMMITTED GOVERNANCE

The basis for real change

Transparency and ethical excellence are our commitment, both in the development of our business activity and in our relationship with our stakeholders. Because working with honesty and setting an example is fundamental to mobilize other agents and achieve a real change that has a positive impact on society.



Commitment to **change**



This document is public and is [available for consultation in Spanish, English and Portuguese](#). It is also part of the welcome pack given to employees at the time of their incorporation. There is also an online course, available to the entire workforce, to promote its correct application.

Our Code of Ethics

The commitment to sustainability at Santillana and the PRISA Group in general is promoted by the highest governance bodies, through leadership that seeks a balance between profitability, social contribution, and environmental protection to ensure the creation of value in the medium and long term.

The basis of Santillana's ethical culture is our Code of Ethics, which sets out our principles, standards and commitments in terms of human rights, defense of freedoms, equal opportunities, etc., and is a guide for the conduct of our employees in their day-to-day work.





Compliance System

From the Code of Ethics emanate a series of rules on matters such as anti-corruption, gifts, personal data protection, etc., which constitute **our Compliance system**. These policies are available on the intranet and are reviewed annually, in order to confirm their validity and to make the necessary modifications to ensure their usefulness.

During fiscal year 2023, compliance models have been implemented in 13 countries in which Santillana operates.

In addition, all employees have at their disposal **several whistle-blowing channels** to report, anonymously, possible irregularities or non-compliances affecting the Group.



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We appreciate the participation of all
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