

Education **Connected** to the Future

In an increasingly digital world, marked by the rise of AI and the rapid advancement of technology, Santillana is committed to providing education that connects students to the future while helping them reconnect with themselves and the world around them. In this report, we give a detailed account of the main actions we took in 2024 to achieve this.





Letter from the CEO

Page 3



About Santillana

Page 4



What We Do

Page 8



Our Rationale

Page 14



2024 Program

Page 16

OUR IMPACT ON STUDENTS, SCHOOLS, AND SOCIETY

Building Learning Networks

One of our major commitments, included in the Group's Sustainability Master Plan, is to make a positive impact on schools and students. To this end, we develop educational projects that encourage collaboration between the entire educational community and that prepare students for the future, as they help them connect with themselves, the people around them, and technology.

Page 20



RESPONSIBLE MANAGEMENT

The People and the Planet: A Key Link

In Santillana, we are aware that change starts from within. Thus, we are committed to responsible management, both of human resources, which is our most valuable asset, and of the materials we use in our daily activities. Taking care of people and the planet is one of our major commitments.

Page 34

COMMITTED GOVERNANCE

The Foundations for a RealChange

The aim of this report is to share Santillana's commitment to providing education that connects students with the future and gives them life opportunities. In this last section, we discuss the first step to achieve this goal: acting with responsibility, honesty and transparency.

Page 43



LETTER FROM THE CEO

Connecting Talent, Values, and Goals



” *Everyone at Santillana believes in the transformative power of education, and that is what drives us to devote our time and effort to it.*

As in previous years, we publish this report to share Santillana's activity in the region with the entire educational community in Latin America.

In this report, we review the main milestones achieved in 2024, a year in which **we have met our goals in the membership market as well as in the didactic market**. In 2024 we have made significant progress in our sustainability strategy.

This year's title centers around the concept of connecting, a word that has guided us through 2024:

- We keep developing **innovative educational content of the highest quality** that connects our students to the major topics of today and tomorrow, such as climate change, equity, or the advancement of technology and artificial intelligence.
- We have also worked to strengthen our connection with our stakeholders and the planet, **committing to day-to-day management that respects** both people and the environment.

All this has been achieved through **committed governance**, based on accountability and honesty. Everyone at Santillana believes in the transformative power of education, and that is what drives us day after day to devote our time and effort to it.

This report is part of that commitment. We want to be transparent about everything we do in Latin America, where we accompany millions of students throughout their school years.

In 2025, we will keep on working to maintain our leadership and continue transforming education in the region. We do not wait for the future to happen, but **we build it by connecting talent, values, and goals**, a path we are already exploring together.

Francisco Cuadrado Pérez, Santillana's CEO

ABOUT SANTILLANA

We are the leading educational content services provider company in Latin America, operating 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 2024

19
countries

3,453
employees

+10,000
user schools

3 milion
use our membership systems

130 milion
access to our platforms



Corporate Management Team



Francisco Cuadrado Pérez
CEO



Jorge Bujía
Global Director of Operations



José Málaga
Global Technology Director



Ernesto Núñez
Global Product and Research Director



Nuria Quevedo
Global Director of Human
Resources



Carmen Eulalia
Global Director of Finance and
Management Control



Miguel G. de Antelo
General Manager of Private
Business



Andrea Muñoz
Global Marketing Director



Luciano Dias Monteiro
Global Director of
Communication and
Sustainability

Our *goal*

Santillana's goal is to encourage the learning process of Latin American boys and girls, to boost the development of their potential, and to foster their individual and social growth to become what they want and deserve to be.

Our *vision*

To be the natural ally of the educational community and help teachers and students experience learning as a memorable growth process in their lives. To always be ahead in innovation and learning.

Our *mission*

To assist, advise, and accompany the entire school environment in Latin America—schools, teachers, students and families—in their process of educational transformation and improvement, providing them with the learning projects and services that best suit their needs.

We want to lead the educational transformation and digitization of K-12 in Latin America through innovative content and services, and the best technology and educational coaching solutions for students and schools.

Our *values*



Innovation



Opportunity
creation



Partnership



Passion



Expertise



Globality

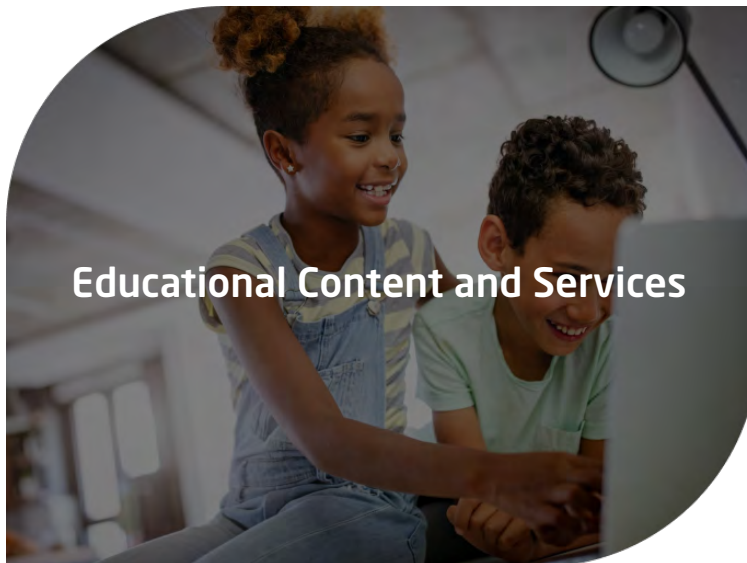


Quality

ABOUT SANTILLANA

What we do

In the context of digital and pedagogical transformation, in addition to guaranteeing the quality and innovation of our materials, we strive to provide a more connected and comprehensive service to schools, teachers, families and students, including technology, training and coaching services.



WHAT WE DO

Educational Content and Services

We offer innovative and flexible solutions to suit the needs of each school. Our commitment to quality and technology has motivated us to create authentic learning ecosystems where everything is closely connected.



The teaching systems based on membership models are our strongest proposal, as they offer innovative methodologies and a comprehensive service that includes the support and consulting services of our extensive network of coaches, the largest in Latin America.



It 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 in them.

It is based on five pillars that guarantee a unique educational experience: Living by the gospel today; Accompanying the entire educational community; Transforming the learning experience; Learning for life; Building together with families.



It is currently present in **México**, **Colombia** and **Brasil**.

It puts students at the center of the learning process, and sees schools as places where they learn by doing, reflecting, creating and innovating for a changing world.

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



COMPARTIR

Santillana Compartir is available in 17 countries and offers a comprehensive system that articulates all the school's needs, which can be adapted to every educational project to promote innovation.

Its aim is to build the school that the world needs, responding to global demands and promoting comprehensive learning based on four key areas: Socioemotional Wellbeing, Technological Intelligence, Transformational Leadership and Institutional Positioning.

WHAT WE DO

Children's and Young Adult Literature

We are passionate about literature and the transformative experiences it creates. Through our main children's and youth literature labels, we seek to connect learning with the Sustainable Development Goals (SDGs), promoting an approach that fosters personal and collective growth.





In 2024, the reading ecosystem has evolved as a comprehensive reading and reading comprehension platform, which comprises a digital library and reading comprehension platform.

Loqueleo Digital and Leiomundo continue to offer quality content. This year **Kindilector, from the Norma brand in Colombia**, is added, expanding the wide range of titles and topics. In addition, a Santillana Digital Library has been created, with better usability, personalized recommendations, and online access. To strengthen access, an app available on Android and iOS has been launched.

In anticipation of the 10th anniversary of Loqueleo in 2025, we have redesigned it, integrating the traditional and digital experience to continue promoting reading among the new generations.

Through children's and young adult literature, we confirm our commitment to the United Nations Sustainable Development Goals (SDGs). Throughout 2024, we have continued to develop activities and content aligned with the core principles of the 2030 Agenda, emphasizing gender equality, quality education, and peace and justice promotion. These initiatives are integrated into the Grupo PRISA's strategy, consolidating our role as agents of change in building a fairer and most equitable and sustainable society.



WHAT WE DO

Language Learning

At Santillana, we foster English language learning through valuable content that integrally connects with our multidisciplinary teaching systems, such as Compartir and UNOi. It can also be used independently through solutions such as Richmond Solution.





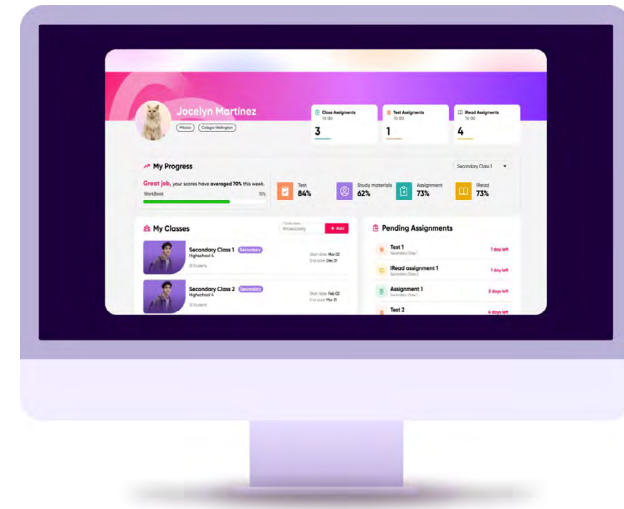
The results of Richmond Solution in 2024 confirm its consolidation as one of the strongest academic proposals for English language teaching in Latin America. With more than 700,000 students learning using through its programs, Richmond Solution is present in more than 2,200 schools, and actively operates in 13 countries. Richmond Solution continues to expand its reach and enhancing its educational impact.

*Over 700,000 students learn using
Richmond Solution*

Richmond Solution BE: the Evolution of Learning Without Borders

In 2024, Richmond Solution BE consolidated a new era in English teaching for bilingual schools in Latin America through the evolution of Compass BE, the core program of this educational solution that articulates all the pedagogical, digital, and methodological components needed to offer a comprehensive learning experience, aligned with the current challenges of bilingual education.

This evolution not only means better content and resources, but also a more complete and flexible pedagogical model that is connected with global educational trends.



Richmond Studio: English Anytime, Anywhere

English teaching evolves into more flexible, autonomous, and connected experiences. **Richmond Studio** was created to make it possible, as it integrates everything students and teachers need in a unique digital environment that inaugurates a new stage of Richmond Solution and its Young Adults programs. Richmond Studio is more than a platform— it is a flexible and intuitive educational ecosystem, designed to adapt to today's digital dynamics. Richmond Studio provides limitless learning experiences that can be accessed anywhere, anytime.

With a user-centered approach, it integrates interactive resources that encourage student autonomy and enable students to advance at their own pace while developing language skills in a practical and personalized way. For teachers, it offers tools that facilitate academic management, provide continuous follow-up, and generate real-time reports.

ABOUT SANTILLANA

Our Rationale

All of us who are part of Santillana are passionate about education. We share a very clear purpose: to develop children's potential so that they can become what they want and deserve to be.

Bearing this in mind, we work day after day to **ensure inclusive education of the highest quality** that prepares students to face the present and future challenges.



OUR RATIONALE

Sustainability Master Plan 2022-2025

We want to be a transformative agent in education that helps create better life opportunities for millions of students and contributes to the **adherence to the 2030 UN Agenda**.

We show our commitment through our different labels and **Fundación 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, which applies to Santillana and all other business units of the Group.



For more information, see Grupo PRISA's 2024 Non-Financial Information Statement.

Having about **80 concrete actions and 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, particularly regarding the ability to raise awareness about the great social and environmental challenges faced by society.
- The **responsible management** of talent, supply chain, and the environment.
- A **committed governance** that ensures ethical and compliance values at the corporate level.

You can learn more about this roadmap [here](#).

Every year, we report indicators to demonstrate how we fulfill these commitments. **The 2023 report, "Educating in an Ever-Changing World"**, is a further step towards communicating, with transparency, our progress on this roadmap.

2024 Program



28th Inter-American Congress of Catholic Education

Santillana participates in CIEC's 28th Inter-American Congress on Catholic Education, held from January 11 to 13 in the Dominican Republic under the title "Educating for a Sustainable Future."



"Alboroto animal", by Loqueleo, was awarded the Uruguayan Prize of Literature

Karina Macadar and Nat Cardozo's work wins second place in these awards, given by the Ministry of Education and Culture of Uruguay.



International Congress of Inclusive Education

Over 33,000 people registered in Santillana's International Congress of Inclusive Education. The event brought the Latin American educational community together to reflect on the potential of AI to promote more equitable education.

JANUARY



International Education Day

On the International Education Day, Santillana launches a campaign to show its commitment to transformative education, which is the foundation for a fairer, more sustainable future.

MARCH



International Women's Day

On International Women's Day, Santillana launches the campaign "Women Who Inspire, Futures that Change", focused on raising awareness about the importance of drawing attention to women who have made the difference so that girls have female role-models.

APRIL



Santillana Stands Out in BETT Brazil

Santillana Educação, Soluções Moderna, Sistema Farias Brito (SFB), and Fundación Santillana were present through their respective institutional stands, which were a meeting point for the educational community.



Family Month

In the Family Month, Santillana posts "Compartir en familia" on its informative website. "Compartir en familia" is open content on how to promote responsible and healthy use of technology.



Santillana is among the 10 Most Trustworthy Spanish Companies in Latin America

This is stated in a new report by the Instituto MESIAS-Inteligencia de Marca España, which collects the opinion of teachers and researchers from 20 countries in the region.



Fundación Santillana Launches the Rutas Educativas podcast

Fundación Santillana launches the Rutas Educativas (Educational Paths) podcast, a new global action to promote educational debate with experts from different countries in the region.

APRIL

MAY

JUNE

JULY



#VoyaSer Third Edition

In collaboration with Fundación Entreculturas-Fe y Alegría, Santillana launches the third edition of #VoyaSer, a social transformation program which aims to solve pervading problems in Latin America, such as school dropout, inequality and the digital divide.



Santillana Argentina Inaugurates the First School of Robotics and English in Misiones

The new Robotics and English School, where Compartir and Richmond Solution will be used, estimates that 3,500 students will be trained in key skills for their future career.



Santillana Signs a Strategic Alliance with Digital House

The company will integrate the 'Digital Skills Diploma' program into its main educational systems to boost the development of digital skills of 2.8 million students throughout the region.



Fundación Santillana Begins Operations in Chile

Fundación Santillana begins operating in Chile to contribute to the improvement of education in the country. From Chile, the Foundation will develop local initiatives while giving greater impetus to actions aimed at educators across the region.



Compartir Receives the ISTE Seal of Alignment

Compartir, Santillana's comprehensive educational system, receives the ISTE Seal of Alignment under the new standards. It is an award for offering a quality proposal aligned with the new and higher standards in educational technology.



International Forum on Sustainability and Education

Santillana, the Organization of Ibero-American States for Education, Science and Culture (OEI) and Fundación Santillana organized the International Forum on Sustainability and Education, in Bogotá (Colombia). Talks on education and sustainability were held at the event and the second edition of the Sustainable Schools Award took place.

SEPTEMBER

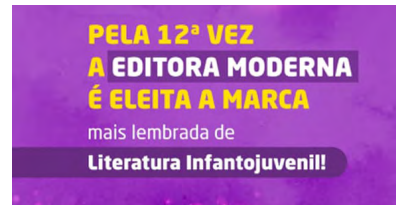


OCTOBER



III Educational Marketing Congress Memorable Schools

More than 10,000 people registered in the III Educational Marketing Congress Memorable Schools. Principals and teachers from across Latin America connected to go deeper into how data and AI can contribute to their marketing strategies.



Editora Moderna is Chosen as the Most Remembered Brand in Brazil in the Children's Literature Category by the Top Education Award 2024

With more than 1,000 literary works, ranging from early childhood education to secondary level, Santillana's Editora Moderna is chosen for the 12th time as the most remembered brand in Brazil in the Children's Literature category by the Top Education Award 2024



Fundación Santillana is back in Colombia

Fundación Santillana is back in Colombia and is strongly committed to equitable and sustainable education.



Great Place to Work Certification

Santillana Ecuador is awarded the Great Place to Work certification for the second straight year.



Santillana, Runner-up at the XV Ibero-American Corresponsables Awards

Santillana, runner-up at the 15th Ibero-American Corresponsable Awards for its video #VoyaSer parte del cambio ("I'm going to be part of the change"), where company professionals talked about what it meant for them to be part of the #VoyaSer program.



Guadalajara International Book Fair (FIL)

Santillana Mexico participates in the Guadalajara International Book Fair (FIL), the most important book fair in the Spanish-speaking world.

OCTUBRE

NOVEMBER

DECEMBER



Fundación Santillana Launches a book on Education and Artificial Intelligence in Brazil

The work, published by the foundation in collaboration with the Fundação Telefônica Vivo and Instituto Península addresses the challenges and opportunities that AI brings to the educational context.



Santillana Gets the OneRoster International Standard Certification

Santillana gets the international standard OneRoster, certification, awarded by the organization 1EdTech. This ensures that Santillana fulfills the technical requirements to exchange educational information in a safe and efficient manner.

OUR IMPACT ON STUDENTS, SCHOOLS, AND SOCIETY

Building Learning Networks

One of our major commitments, included in the **Group's Sustainability Master Plan**, is to make a positive impact on schools and students. To do this, we develop educational projects that foster collaboration across the educational community and prepare students for the future, as they help them connect with themselves, the people around them and technology.



Connecting **Intelligences**



In recent years, new technologies, especially artificial intelligence (AI), have experienced exponential growth, transforming several sectors of our society.

According to the report **«Overcoming the Traps of Development in Latin America and the Caribbean in the Digital Era : The Transformative Potential of Digital Technologies and Artificial Intelligence»** published by the Economic Commission for Latin America and the Caribbean (ECLAC) in November 2024, artificial intelligence (AI) is starting to have a transformative impact on the region. Some preliminary figures indicate that its influence on economic growth and the labor market will further increase in the coming years.

In this context, **education is key** to provide students with technological skills and teach them to use these tools in an intelligent, responsible and ethical manner.

All our educational projects deal with these topics, and they also do so through digital platforms that provide stability, security and optimal experience for both teachers and students. We have a **digital learning ecosystem** where everything is interconnected, which facilitates the daily school activities and communication among the various educational agents. In 2024, it established itself as one of the most important in Latin America, as it was accessed more than 130 million times.



More than 130 million sessions on our educational platforms in 2024

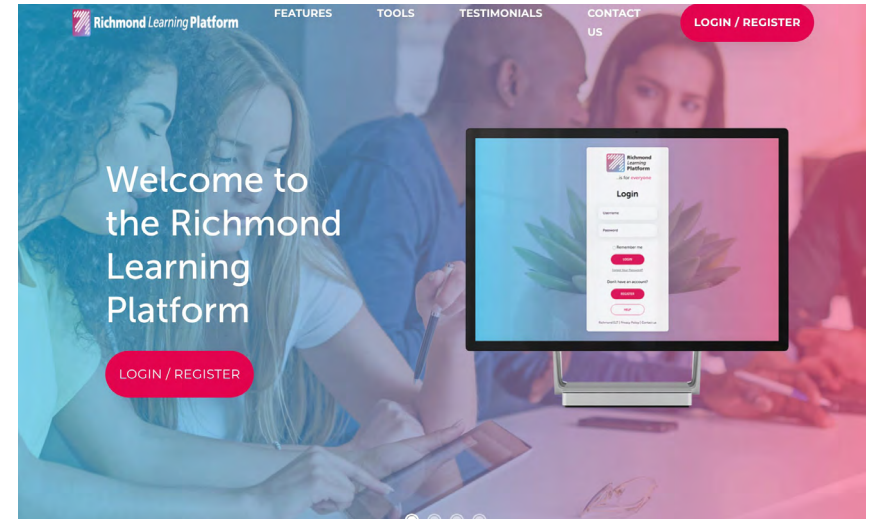


In addition, in 2024 **Santillana obtained the OneRoster** standard certification, awarded by the 1EdTech organization. This guarantees that Santillana fulfills the technical requirements to exchange educational information in a safe and efficient manner.

At the same time, the **Santillana Analytical Platform** has redefined the collection and use of strategic data, which allows real-time analysis and facilitates streamlined and informed decision-making. Its advanced tools, such as interactive dashboards, help monitor student progress and optimize lesson planning, which guarantees more personalized attention.

In the language-teaching field, the **Richmond Studio Platform (RSP)** project has taken significant steps towards the creation of a modern and flexible educational platform adapted to students and teachers' needs at an international level, including an app specifically designed for mobile devices.

In 2024, Santillana worked on solutions based on generative artificial intelligence, which will advance the creation of personalized educational content.



In 2024, Santillana worked on **solutions based on generative artificial intelligence**, which will advance the creation of personalized educational content. In addition, it is expected to enhance the cultural and linguistic adaptation of the materials, as well as to broaden the options for designing activities that are aligned with the educational needs of schools.

As part of this technological evolution, IAna has been introduced to the market. IAna is a virtual assistant from our Pleno platform which allows students and teachers to interact with their academic information through a conversational system. This automatically makes the analysis of resources and lesson planning easier 24/7. In 2025, it is expected to be implemented in the main countries.

Our Cybersecurity Strategy

In an increasingly digital world, cybersecurity is of utmost importance, both for companies like Santillana and for individuals.

At Santillana, we have been working to make our environment increasingly safe. In 2024, the Mobb tool was incorporated, which facilitates the automatic detection of vulnerabilities. We also migrated to Checkmarx One to expand the code analysis capabilities of the platform ecosystem.

In addition, a third-party risk assessment process using the Leet Security technology was implemented. A legal framework was also established to include the assessment in agreements.

To enhance operational security, the **Technical Office of Education Technology Cybersecurity** was created to deal with vulnerability management, incident response and intrusion testing. This office centralizes digital protection and ensures a proactive strategy in its platform security.



Every initiative we worked on in 2024 reflects Santillana's commitment to innovate and improve educational experience. Through strategic use of technology, the company continues building a more efficient, accessible, integrated and safe digital ecosystem, which contributes to dynamic and inclusive learning that is aligned with the needs of the future"



José Málaga. Global Technology Director



FEATURED PROJECT



COMPARTIR


Compartir receives the ISTE seal according to the new standards

In 2024, Compartir, Santillana's leading comprehensive solution in Latin America, was awarded the renowned ISTE (International Society for Technology in Education) Seal, thus certifying its compliance with the new standards and criteria for effectively integrating technology in teaching.

The ISTE Seal is a quality indicator of educational products and services. To achieve this, a thorough analysis conducted by education, training and technology experts must be completed.

Compartir passed this evaluation, demonstrating that its educational proposal "prepares students to successfully perform in an increasingly digital world," as stated in the final ISTE report.



 [More information about the project](#)



"The fact that our educational solutions received the ISTE seal motivates us to continue placing innovation and excellence at the top of the agenda. We will continue working on projects that foster students' development of digital skills and that, at the same time, facilitate the work of the teachers through innovative tools and the support of our network of coaches, which is one of the largest in Latin America."



Francisco Cuadrado, Santillana CEO

Connected with Our Essence



In a context dominated by rapid technological advance, cognitive skills and emotional intelligence are becoming increasingly important.

UNESCO, in its **AI competency framework for students**, endorses a human-centered approach to AI education, promoting critical thinking, ethical considerations, and responsible use of AI technologies.

At Santillana, we also focus on these and other **soft skills**, such as creativity and communication. We do this in a transversal manner in all our educational projects, as well as in other specific solutions, such as **UNO intelligence**.

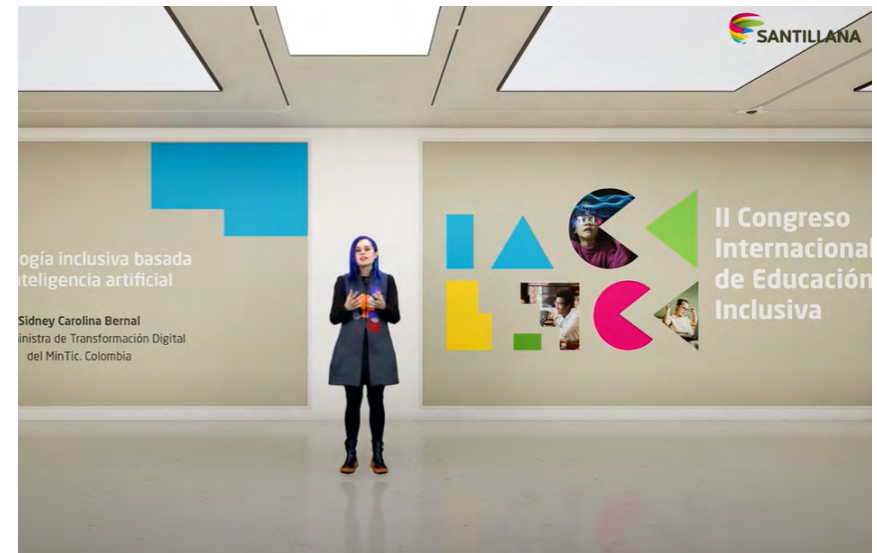
We have also mainstreamed **emotional education** in many of our educational projects and have created projects focused on this topic, such as Emotilab, so that all children and young people can be integrally educated as human beings.

Inclusive Education Where No One is Left Behind

We continue to strengthen our commitment to inclusion. We have continued implementing Santillana Inclusiva, which addresses the needs of different groups of children with specific needs that demand a specific strategy.

In fact, in 2024 we held the second edition of the **Inclusive Education Congress** to work on the challenges that this involves for school principals in Latin America. Over 33,000 people registered for the event, demonstrating the growing interest that this topic raises in the educational community.

In addition to this project, at Santillana we listen to requests from schools to adapt our content to specific needs. In Argentina, we have also maintained, for several years, an alliance with Tiflonexos, the non-profit association behind the first digital library for visually impaired people in the world.



+33.000

people registered for the Second International Congress on Inclusive Education

We Raise Awareness

In addition, as an educational company, we are responsible not only to educate, but also to **raise awareness**. We want our students to be citizens connected to their environment and ready to face the great challenges we face in society, such as climate change or increasing inequalities.

Therefore, **all our new projects include activities related to sustainability**. We offer students ways to reflect and realize their daily lives in environmental and social proposals, according to the challenges faced in each context.

We also carry out this awareness-raising **work** through literature. In 2024, we have continued devising reading comprehension activities and content aligned with the United Nations Sustainable Development Goals (SDGs). We have especially focused on the Goals that promote gender equality, quality education and the promotion of peace and justice.

Our events also constitute a space to connect with the educational community, offer them training and encourage debate around social and environmental issues. In 2024, the **International Forum of Sustainability and Education** was held. Several important international experts participated in the event. There we met the winner of the second edition of the **Sustainable Schools Award**.

Social media is another place to connect and spark conversation with the educational community. We periodically launch **communication and marketing campaigns focused on the issues addressed by the sustainability agenda** to encourage reflection and dialogue with the community. In 2024, the campaigns "**Learning for a Long-lasting Peace**" and "**Women who Inspire, Futures that Change**" stand out.



"The product teams always seek to ensure that our educational content develops skills, but also raises awareness of the world we live in. Because through education we are training the citizens of the future".



Luis Guillermo Bernal. Global Director of Contents



FEATURED PROJECT



International Forum on Sustainability and Education (ING)

On October 24, the International Forum on Sustainability and Education took place in Bogotá (Colombia). The event was organized by Santillana, the Organization of Ibero-American States for Education, Science and Culture (OEI) and Santillana Foundation.

More than 5,000 people from all over Latin America registered for the event, which featured the slogan “The role of schools in citizen transformation”. The audience enjoyed different talks on education and sustainability by prominent experts, as Sonia

Díez (Spain), Francisco Vera and Allison Avendaño (Colombia), Luciano Monteiro and Nilma Gomes Lino (Brazil), Elisabeth Meza (Colombia), Beliza Coro (Ecuador) and Renato Opertti (Uruguay).

The international winner of the 2024 Sustainable Schools Award was announced at the forum. The Brazilian project “In Search of the Gardens” of Saint-Hilaire Municipal School of Primary Education won the award for its work in the training of female leaders committed to social development and the fight against gender-based violence and educational inequality.

The relaunch of Fundación Santillana in Colombia was also highlighted. Martín Colombo, the country director, emphasized Fundación Santillana’s commitment to the development of educational quality processes in Colombia and Latin America.



 Relive the event

Connections for a Better World



To progress as a society, collaboration and partnerships are fundamental. Therefore, at Santillana we encourage connections that make a positive impact on the environment and allow us not only to provide educational content, but also to support the communities where we are present.

To that end, in 2024, a **Social Action Plan** that includes the main lines of action of Santillana and its Foundation was implemented. Likewise, a series of recommendations for all Santillana professional teams involved in social action initiatives was launched.

Santillana offers educational content and services to enhance the learning of all students and provide them with greater opportunities for the future, in line with the company's purpose: "To motivate the learning process of Latin American boys and girls, to boost the development of their potential, and to foster their individual and social growth to become what they want and deserve to be."

For this purpose, in all the countries where we operate, we assist vulnerable groups through donations to NGOs, schools, public administrations, hospitals and other disadvantaged groups, mostly through educational material, reading books and computers.

In addition to these donations, we have [#VoyaSer](#), our social transformation program we developed in Guatemala and Peru in collaboration with Fundación Entreculturas- Fe y Alegría. In 2024, this initiative, which has been implemented for three years, is aimed at low-income indigenous girls and adolescents. All of them are given comprehensive support so that they can complete High School and develop different skills and competencies that can give them greater opportunities in the future.

We also support the educational community by releasing open content. We do this through:



Video about VoyaSer project

- 💡 Websites like [Compartir en familia](#)
- 💡 Podcast such as [Rutas Educativas \(Argentina\)](#), [Escuelas que inspiran \(Peru\)](#) and [Relaciones étnico-raciales \(Brasil\)](#)
- 💡 Journals such as [Ruta Maestra \(Colombia\)](#) y [Educatrix \(Brasil\)](#)
- 💡 With other initiatives, such as [Repositorio digital antirracista](#) or the special Cultivando la Inteligencia Tecnológica en las Nuevas Generaciones.
- 💡 [Fundación Santillana open literature](#)

In addition to sharing information, we also offer Open Certified Training, through courses provided by [Fundación Santillana](#) that are and available to all educators in Latin America.


PROYECTO DESTACADO


Open Courses from Fundación Santillana

Fundación Santillana has created a series of **open courses on education and sustainability**, aimed at educators throughout Latin America. They are available on its webpage.

In 2024, Santillana launched the course on Inclusive Education. Comprising 2 modules, this course focuses on the importance of creating inclusive learning environments and how these contribute to the comprehensive development of all students. **Over 2,100 people enrolled.**


At the end of the year, the first two modules of the Media Education Course: Reading and Understanding the World were published. This training course addresses the essential concepts of Media Education. It offers suggestions for teachers to

promote critical thinking and responsible content analysis in their teaching practices in the digital age.

The Sustainable Development Goals course is still available on the Fundación Santillana website, where over **13,000 teachers have registered. In 2024, more than 6,000 teachers** registered.

In addition, Fundación Santillana arrived in Chile in 2024 to promote local initiatives that contribute to the country's education. The first initiative has been a series of training courses aimed at teachers, in a face-to-face, hybrid or online format, on topics such as management and leadership, school life or learning assessment. **In 2024, Fundación Santillana trained 670 teachers in Chile through 18 training courses and 3 webinars.**



 See the video.

The **awards** we grant are another way to foster connections that help us improve and transform education. The **Sustainable Schools Award**, organized by the Organization of Ibero-American States (OEI) and Fundación Santillana, is a competition that allows us to identify, make visible, and recognize projects that have a positive impact on the environment promoted by schools. This endeavor allows us to create a bank of projects and a whole community of schools committed to sustainability.



“At Santillana we are well aware of the demands of the continent, and we know that our greatest mission is to educate and raise awareness among our millions of students in Latin America”



Luciano Monteiro. Global Director of Communication and Sustainability



The **Vivalectura Prize** and the Esther Kolonski- Ashoka Literary Contest, in Argentina, or the Loqueleo Narrative Prize, in Bolivia, also connect teachers and students who work to promote reading and boost literary talent.

Finally, Santillana also participates in “Take Action”, the **PRISA Volunteer Program**, which is a new chance to foster volunteering initiatives so that employees can contribute with their time and talent if they wish so.

RESPONSIBLE MANAGEMENT

The People and the Planet: A Key Link

At Santillana, we are aware that change starts from within. That is why we are committed to responsible management, both of human resources, which constitute our most valuable asset, and of the materials we use in our daily activities. Taking care of people and the planet is one of our major commitments.



Connecting Talents



To offer the highest quality education, it is essential to have the best talent. Therefore, at Santillana we have a **team of highly qualified professionals**, who devote their effort, creativity and commitment to promote education.

Currently, our workforce comprises **3,453 employees**, who work in the 19 Latin American countries where Santillana works, as well as in Spain, where our head office is located. This allows us to understand the local reality and to have a global vision that enriches all of our projects.

Due to this wide variety of both cultures and languages, our Code of Ethics is committed to protect the **diversity** of our staff, so that everyone can work with equal opportunities.

At the same time, we encourage internal communication so that all our professionals are well connected. We have different communication channels, including **Santillana Conecta**, a weekly newsletter we launched in 2024 that is a meeting point for professionals from different countries.

46% Men 54% Women



3.453

Professionals



Santillana employees in Argentina

Encouraging Personal and Professional Development

Following the last **organizational climate survey**, conducted at the end of 2023, action plans have been implemented in different countries to improve the obtained results and make Santillana a better place to work.

As a result of this effort to guarantee a good work environment, in 2024 Santillana was recognized, in Mexico and Ecuador, as one of the companies that promote a good work environment and support the well-being of its employees, according to Great Place to Work, the world authority on work culture.



“The Organizational Climate Survey is a key part of the Group’s strategy, as it allows us to listen to our employees, evaluate work environments, and make Santillana the best place to work”.



Nuria Quevedo. Global Director of Human Resources

Another milestone in 2024 was the implementation of a performance evaluation system, an essential tool to communicate with employees that facilitates feedback and helps enhance their professional growth. In 2024, **2,372 performance evaluations** have been conducted. Our goal is to evaluate 100% of the workforce by 2026 to better identify internal talent and provide opportunities for development.

Training is key to achieve it. In 2024 we offered **53,531 hours of training** to our employees. Two sustainability courses stand out, one aimed at all employees and one specifically addressed to managers.

53.531
*training hours for
our employees in 2024*



Santillana employees in Ecuador.

**FEATURED PROJECT**

Santillana Conecta

In 2024, Santillana worked on improving one of the major company's internal communication channels: the Boletín al Día newsletter. The goal of this renovation was to strengthen the connection with all employees and promote global communication that highlights the company's talent in all countries.

To this end, a survey was conducted among all employees to identify possible areas of improvement. After analyzing the results, the Daily Newsletter became "Santillana Conecta", a weekly newsletter, available in Spanish and Portuguese.

This change meant a renewal of both the graphic line and the contents. Santillana Conecta features interviews with company employees, infographics to visually explain issues that are relevant to the company, success stories and reports on the history and the culture of Santillana. It is a channel that gives a voice to employees and provides them with information about the most relevant issues for Santillana.

Reconnecting with the Planet



Besides addressing climate change and environmental challenges through our educational content, we are committed and responsible to apply sustainable development criteria in our management to make it more efficient and environmentally friendly day after day.

In 2024, we have implemented an **Environmental Management Plan**. The main milestone of the Plan is the development of a tool to control the different environmental vectors (water, energy, waste and emissions) as well as other parameters, such as mobility or logistics.

While the carbon emissions produced by the Group's operations do not have a significant environmental impact, we are currently working to minimize them. To this end, a Net Zero **roadmap** was created in 2023. For the first time, in 2024, concrete targets have been set for scopes 1-2 and 3, both in the short term and for 2050. The targets aim to ensure that the temperature of the planet does not rise more than 1.5°C, as stated by the Paris Agreement.

Sustainable Energy and Materials

Currently, 97.1% of the paper (printing and office) used by Santillana is of certified sustainable origin. In addition, 31% of the office paper globally used by Santillana comes from sugar cane.

On the other hand, Santillana has made progress in the use of clean energy in 2024. 21% of the company's global energy consumption is of Renewable Origin. In 2024, the global consumption of this type of energy increased 424% compared to the previous year. Last year, Santillana Brazil powered 100% of its operations in the country using clean energy.





FEATURED PROJECT



Santillana Brazil Operates 100% Using Renewable Energy

Santillana Brazil's commitment to sustainability has reached a new milestone: since April 2024, 100% of its operations in the country are powered by clean energy. After transitioning to renewable sources in its São Paulo office, the company has extended this initiative to its Distribution Center in Guarulhos, thus achieving fully sustainable operations.

This change will prevent the emission of approximately **138 tons of CO₂eq in three years**, which is equivalent to planting 956 trees. It also reinforces Santillana's global strategy to reduce its carbon footprint and achieve climate neutrality.

Along with this energy transformation, Santillana Brazil has implemented efficiency measures such as the use of **LED lighting**, temperature sensors in air conditioning systems and **transparent tiles** to use natural light, further reducing the environmental impact.

With this initiative, Santillana reasserts its commitment to sustainable development and the fight against climate change, aligning with the Sustainable Development Goals (SDGs) and its ESG strategy.

COMMITTED GOVERNANCE

The Key to Connecting with the Future

Our aim of this report has been to share the ways Santillana shows its commitment to providing education that connects students with the future and gives them life opportunities. In this last section, we want to discuss the first step to achieve this goal: acting with responsibility, honesty and transparency.



Responsibility for the Environment in Which We Operate



Santillana and Grupo Prisa's commitment to sustainability is promoted from the highest governing bodies, through leadership that seeks balance between profitability, social contribution and environmental protection to ensure value creation in the medium and long term.

Our Code of Ethics

The foundation of the ethical culture in Santillana is our Code of Ethics, which sets out our principles, standards and commitments related to human rights, defense of freedom, equal opportunities, etc. The Code provides conduct guidelines for employees in their day-to-day lives.

This document is public and is available [in Spanish, English, and Portuguese](#). In addition, it is part of the welcome pack that is given to employees when they are hired.

An online course, which is available to the entire workforce, is also provided, with the aim of promoting its due application.





Compliance System

These policies are available on the intranet and are reviewed annually in order to confirm their validity and make the necessary modifications to ensure their usefulness.

Santillana has implemented compliance models in all the countries where it operates.

In addition, all employees have **several whistleblowing channels** at their disposal to anonymously report possible irregularities or breaches affecting the Group.



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