

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*



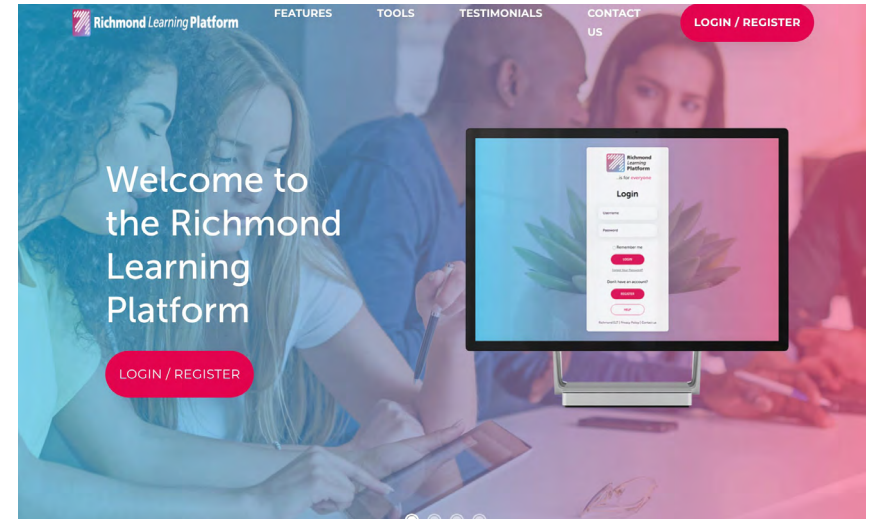
In addition, in 2024 **Santillana obtained the OneRoster** standard certification, awarded by the 1EdTech organization. This guarantees that Santillana fulfills the technical requirements to exchange educational information in a safe and efficient manner.

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.

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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**.

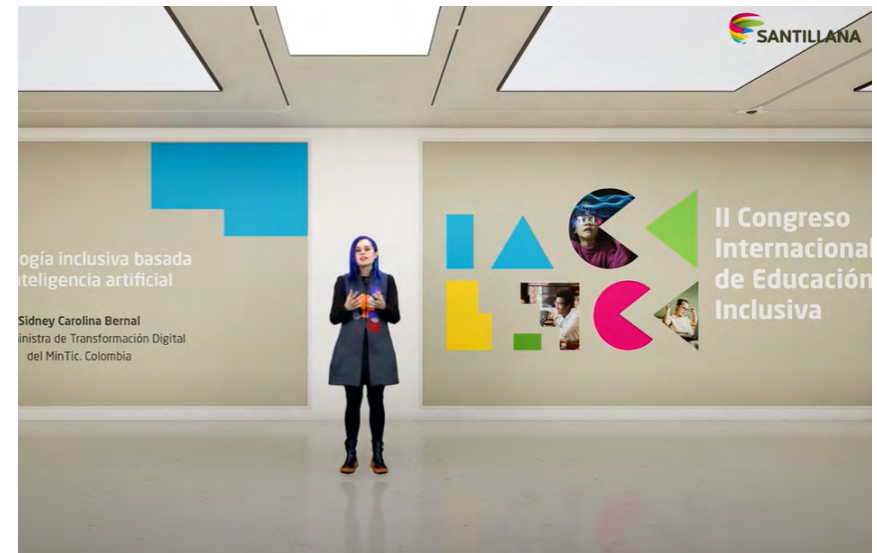
We have also mainstreamed **emotional education** in many of our educational projects and have created projects focused on this topic, such as Emotilab, so that all children and young people can be integrally educated as human beings.

## 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.