

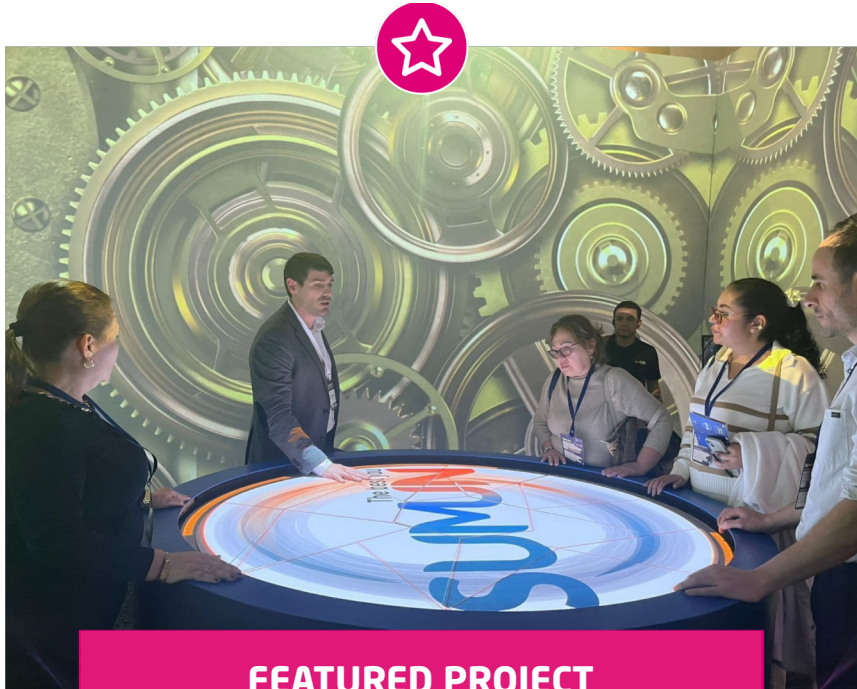
IMPACT ON STUDENTS, SCHOOLS, AND SOCIETY

# Education in the Artificial Intelligence Era

Technological resources are no longer a promise— they are a reality that is already driving change.

At Santillana, we promote pedagogical innovation and the strategic use of digital resources, combining knowledge and creativity to transform education.




**FEATURED PROJECT**

SUMUN

In Santillana, we strive for educational excellence in everything we do, educating individuals who are critical thinkers and committed to their own development and to society. To achieve this, we combine a solid pedagogical approach with the power of data and artificial intelligence.

We believe that AI should be integrated into a pedagogical outlook that:

- **promotes** teachers' work
- **personalizes** the progress of each student based on evidence
- and **fosters** more accurate, humane and effective educational decisions.

AI should be safe and reliable to open paths for each student to reach their full potential.

**SUMUN**, an educational platform based on AI and data analytics, is our cornerstone for this project. SUMUN is consolidated by Santillana as a strategic environment for personalizing learning and supporting informed educational decision-making.

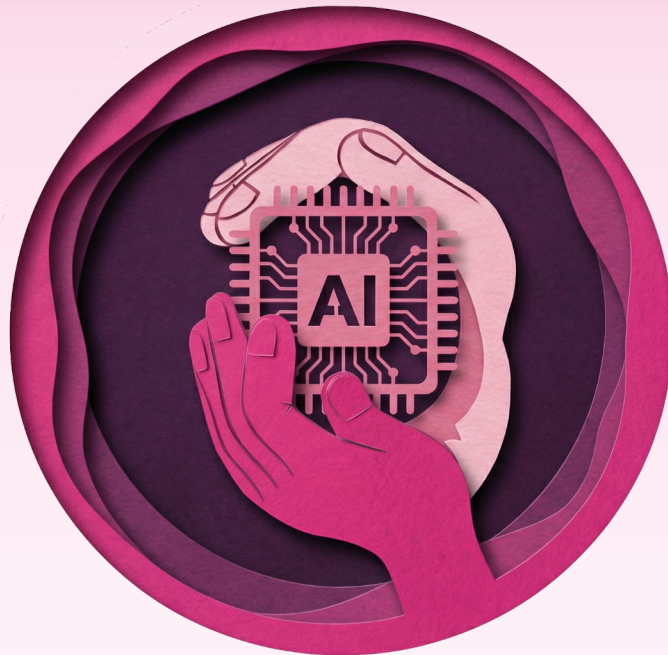
For English-language learning, **Richmond Pro** stands out. Richmond Pro, a comprehensive solution for learning English in higher education, integrates high-quality educational content with advanced technology and artificial intelligence.



## FEATURED PROJECT

Richmond Pro

## Smart Teaching



OEI and Profuturo's report entitled ["The Arrival of AI in Education in Latin America: Under Construction"](#) highlights teacher training as the biggest challenge for integrating AI into schools.

At Santillana, we believe in the irreplaceable value of teachers as the driving force in the learning process. Our solutions do not replace teachers or invade their classroom. Instead, they are naturally integrated, reinforce the teacher's role and expand their possibilities of understanding and supporting each student.

In addition, we contribute to teacher training with resources such as the free course **"AI for Teachers: Practical Use in the Classroom"**, by Fundación Santillana, which helps teachers better understand AI and the advantages of adopting it in their teaching practice.



Accede al curso



We currently have tools such as **GAVI and Inteligencia Asombrosa (Amazing Intelligence)**, in Mexico, which provides practical support for the teachers' day-to-day:

- They help create **educational plans and projects** aligned with national educational curricula and policies.
- They present **work structures** per class and per student.
- They allow academic content to be connected with **applied examples and dynamic classroom activities**, supporting better-informed pedagogical decisions and making lessons easily adaptable to the context of different schools and students.
- They contribute to generating **rubrics and assessment criteria** with greater clarity and consistency.



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Regarding assessment, we have also incorporated AI through solutions that help correct written texts based on specific rubrics, making the process fast and traceable. The aim of this approach is to support teachers' work to save time and improve feedback coherence, involving human review when appropriate, and taking educational quality into consideration.

In English language teaching, **Richmond Studio** stands out. Richmond Studio, a new generation digital environment developed in collaboration with Avallain, is the exclusive Richmond Solution (K12) and Richmond Pro (Higher Education) platform. One of its main functionalities is **Teacher AI Companion**, which supports teachers in lesson planning and assessments using artificial intelligence.

 **FEATURED PROJECT**



## Sumun

### Digital Heart, Paper Skin

In 2025, Santillana launches this comprehensive ecosystem in Colombia. It combines safe AI, real-time data, and socio-emotional support to revolutionize teaching and learning in schools.


SUMUN fosters the best version of each educational institution by combining artificial intelligence, educational analytics, and pedagogical design in a project that offers a fully personalized and evidence-based learning experience. The SUMUN model allows to follow the progress of each student, anticipate their needs and enhance results in a measurable and sustainable way.

SUMUN is articulated in three interdependent axes that strengthen school culture and learning:

- **A culture of high performance and well-being**, promoting leadership, purpose, and positive institutional climate
- **Curriculum intelligence**, linking skills, outcomes, and learning evidence.
- **Interoperable educational technology**, at the service of personalization and informed decision-making.

Santillana foresees implementing SUMUN in other countries of the region by 2026, consolidating an interconnected learning network that will share data, evidence, and good practices.



 *Vídeo about Sumun*

*“SUMUN represents the spirit of excellence applied to the collective dimension of the entire educational community. It is the aspiration to help every school achieve its best version by engaging its key stakeholders— students, teachers, and families— to build more humane and joyful learning communities that grow with purpose.”*



**Ahana Datta.**  
SUMUN Global Director of Digital Innovation and Analytics



**FEATURED PROJECT**



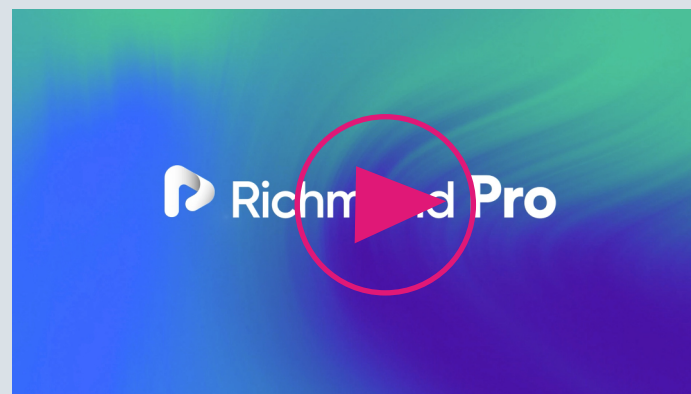
## Richmond Pro

### An Innovative Program for Higher Education

In 2025, Richmond strengthened its commitment to students' professional development by launching **Richmond Pro**, a higher education ecosystem built on three pillars: learning, assessment, and employability.

It is a comprehensive solution for learning English for professional purposes, combining learning and assessment to enhance employability. This model integrates high-quality educational content with advanced technology and artificial intelligence.

Richmond Pro enables students to improve their command of English and obtain certifications required by universities and employers, such as ETS®'s TOEIC® and the British Council's EnglishScore— thereby strengthening their academic and professional opportunities at an international level.



Video about Richmond Pro

## Smart Learning



Our educational projects also suggest using AI to strengthen students' autonomy.

AI assistants can help children and young people organize tasks. They also recommend resources and help students monitor their own learning, contributing to creating educational continuity and helping students notice what they need to reinforce and what they need to progress.



*“At Santillana, we are committed to actively applying artificial intelligence in education. It must be responsible, people-centered, and results-oriented. Technology is integrated as a lever to improve learning, strengthen the role of the teacher, increase efficiency, and build more flexible, inclusive, and evidence-based educational environments, always ensuring governance, security, and transparency.”*

José Málaga.

Global Director of Technology



A second key factor is data analytics and the diagnosis of academic progress. Solutions such as UNOintelligence integrate data and artificial intelligence to offer a more comprehensive view of performance— they help detect reinforcement needs, propose personalized activities, and provide useful information for the teacher to intervene more effectively.

The value lies is not only in measurement, but also in transforming data into actionable insights that allow adjusting teaching practices and improving the learning experience with an evidence-based approach.

PUBLICACIÓN

## Educación para la era de la Inteligencia Artificial

Descarga el libro



## The Importance of Human Skills

According to the “[2025 Report on the Future of Employment](#)”, by the World Economic Forum (WEF), analytical thinking, resilience, flexibility, and leadership—along with skills in artificial intelligence (AI) and big data—will be core capabilities that companies will value in new hires.

Likewise, the book “[Education for the Age of Artificial Intelligence](#)”, published in 2025 by Fundación Santillana, stresses that education should reinforce human capacities that are difficult to automate: creativity, ethics, critical thinking, curiosity, and socio-emotional skills.

At Santillana, **socio-emotional education** has been one of our main priorities in 2025. We have extended **Emotilab**, a tool for the development of socio-emotional skills aimed at primary, secondary, and middle school students. Emotilab is already marketed in 12 countries and has impacted more than 100,000 students throughout the region.

**UNOIntelligence** also expands this landscape: we have launched a diagnostic tool for socio-emotional and cognitive skills that provides school principals with comprehensive and in-depth reports of their educational context.



*“A couple of years ago, UNOi Mexico proposed and championed data-driven approach to education. This was not just any type of data, but data related to our students’ interests, performance, and emotions. Along this path of evolution, we find— yes, though data— that every school, class, and student... is different. Each generates distinct data, and opening the door to true personalization.”*

Ernesto Núñez.  
Global Product director



## Education Where No One is Left Behind

On the other hand, we maintain our commitment to raising awareness and educating citizens to be socially and environmentally responsible. All our educational projects include activities centered on sustainability values. We offer students opportunities to reflect on and put into practice environmental and social initiatives in their daily lives, taking into account the challenges of each context.

Our children's and youth literature label **loqueleo** also integrates sustainability by incorporating a QR code with educational content on sustainability. This initiative allows to offer complementary resources that promote social and environmental awareness and reinforce the label's commitment to responsible publishing.



*In 2025, 99% of new projects incorporated content on sustainability.*

In addition, over 37,500 people registered and about 50,000 viewed the third edition of our **International Congress of Inclusive Education** in 2025.

Moreover, we engage in social action, especially through initiatives such as the **#VoyaSer program**, developed in collaboration with Entreculturas-Fe y Alegría Foundation, which supports indigenous girls from Guatemala and Peru in completing their education and developing technological and socio-emotional skills. Besides individual achievement, our goal is for them to become role models for other girls facing similar circumstances.

### *Relive the 2025 edition of the International Congress on Inclusive Education*



🎥 *Vídeo about Santillana Inclusiva project*

In 2025, we will maintain our commitment to inclusion by providing teaching tools that enable teachers to meet the needs of diverse groups of children with specific educational needs and to implement dynamic, tailored activities.

This is the case of **Santillana Inclusiva**, a project that offers specialized support materials for students with Specific Educational Support Needs (NEAE), including ADHD, ASD, dyslexia, Down syndrome, hearing or visual impairment, and high intellectual abilities. Currently, it operates in Argentina, Chile, Costa Rica, Ecuador, Guatemala, Honduras, Paraguay, and Peru.