SANTILLANA

#InnovationHabitat

Digital transformation is already a reality present in all areas of society, including the education sector.

The speed at which new technologies evolve is changing our world and the way of teaching and learning as we know it. It is also changing the job market: according to the **World Economic Forum**, 77% of jobs in 2030 will require digital skills.

This makes it more necessary than ever for us to cultivate innovation and, at the same time, work towards ensuring an education where nobody is left behind.

I N N O V A C I Ó N

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🌱 We cultivate innovation in all our projects

In the context of digital transformation, creativity and continuous improvement are key aspects when it comes to providing new solutions and accelerating change. According to the **World Economic Forum 2023 Report on the Markets of Tomorrow**, education is one of the three most important areas for technological innovation.

For this reason, all of us who are part of Santillana continually cultivate innovation. It is one of our company values and an element which is present in all the products and services that we offer.

Currently we have educational projects from 3 to 18 years of age, which include **content, services and innovative methodologies**. Our subscription-based teaching systems, such as Compartir, UNOi and CREO, are our most comprehensive proposal, based on a 360º vision of the needs of the school, with the support of **our network of coaches, the largest in Latin America**.

Featured Project
🔗 Discover EDI: Santillana's Integrated Digital Ecosystem

Featured Project
🔗 Discover UNOintelligence

Our commitment to technology has led us to develop true digital learning ecosystems in which everything is interconnected, with the aim of facilitating day to day school life and communication between the different educational agents (schools, families and students).

Today we have simple, intuitive platforms that encourage collaboration and communication, such as **e-Stela**, and powerful assessment tools, such as **Pleno**, which provide detailed knowledge of student learning levels.
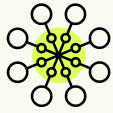
These technological solutions have established themselves as key tools in online and hybrid teaching: in 2022, our digital solutions and platforms registered:

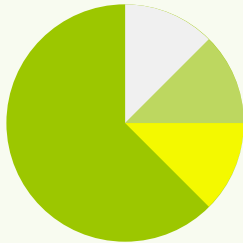## 128 million +
Sessions on Santillana digital platforms

3 million +
active users

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Training to adapt to a new habitat

Acquiring digital skills and competencies is essential to be able to relate appropriately and responsibly with technology and to take advantage of digital transformation.

*According to the World Economic Forum, **77% of jobs in 2030** will require digital skills.*

In order to prepare students for this future, we have educational projects that integrate the use of technology and specific programmes that work on digital skills, critical and computational thinking and STEM skills.

Featured Project

🔗 Discover SET21 and TecPro, two of our proposals to promote the learning of robotics and programming.

In addition, we also support teachers in their training. We have a virtual space, **Rutas Formativas**, aimed at teachers, coordinators and school directors. In this environment, they can access a large amount of virtual training content, with programmes that update their knowledge and skills in areas such as digital skills, new methodologies, leadership and management solutions.

Our team of coaches also play a key role in facilitating the implementation of digital solutions in educational centres, with training and advice.

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*We have the **largest network of coaches** in Latin America.*

Education that closes gaps:
towards an inclusive digitalisation

Digital transformation offers infinite advantages that have made our society progress. However, it has also revealed the enormous inequality which exists in many areas of the planet, where access to ICT is a luxury available to very few.

Featured Project

Discover the #Voyaser project, aimed at indigenous girls from low-income families.

The Economic Commission for Latin America (ECLAC), in its **Social Panorama report of 2022**, *cites the* **lack of connectivity as one of the great challenges** *of the region.*

Difficulty in accessing the internet is one of the reasons why many students have disassociated themselves from the educational system in these years in which there has been great progress in online and hybrid education. This isolation also affects their future opportunities in an increasingly technological world.

For this reason, Santillana's sustainability strategy focuses on reducing these inequalities, with social projects such as #VoyaSer and with informative content on the subject, such as those disseminated through our publications **Ruta Maestra (Colombia)** and **Educatrix (Brasil)**, which are open to the whole educational community.

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FEATURED PROJECT

EDI (Integrated Digital Ecosystem)

In 2022, we launched our Integrated Digital Ecosystem (EDI) in our main digital markets, **Brazil** and **Mexico**, which represents another step forward in our commitment to the integration of all school services in one single environment.

EDI is a space which is simple, safe, enriched and personalised to the educational proposal of each institution. Its objective is to be a valuable tool for all school stakeholders, from teachers to families.

With a single log-in, schools can access all of our Educational Ecosystems, aswell as assessments, areas for learning and interaction, an agenda and a calendar, aswell as adding new features such as notification and messaging services.

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IN DEPTH

🎥 *Video about EDI*

"*EDI represents an important evolution of our technological infrastructure. We have updated and strengthened our back-end technology, by applying the latest technologies and the highest international standards, which guarantees scalability and interoperability, and ensures the correct performance of our digital services in an increasingly digital school market*".

José Málaga
Global Director of Technology

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UNOIntelligence

In 2022 we developed new educational projects characterized by their innovative nature, such as **UNOIntelligence** in Mexico. This is a platform with the necessary technological infrastructure to collect, organise and present data on the interests, emotions and academic performance of students in 6th grade primary and the three grades of secondary at UNOi schools, for the first phase of development.

This offers schools information about their students that goes beyond academic experience and helps take strategic decisions that improve the educational experience.

Aligned with this project, we also created the **Educational Intelligence podcast**, which is available on Spotify, where the educational trends that will mark UNOi's future agenda are discussed with experts.

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🔍 IN DEPTH

📹 *Access the UNOi Educational Intelligence podcast*

"Without a doubt, the new great educational paradigm, after pedagogy and neuroscience, is data. Data is the new great educational revolution. But not just any type of data - but those filtered through the learning algorithm".

Ernesto Núñez

Director of Content at Santillana Mexico and creator of UNOintelligence

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⭐ **FEATURED PROJECT**

🔍 **IN DEPTH**

📹 *Discover SET 21 Robótica*

📹 *TecPro System*

Learning Robotics and Programming

In Colombia, Santillana has two innovative proposals that focus on learning robotics and programming.

SET 21 Robotica is an educational programme which, through experimentation and the maker culture, trains students in robotics and develops their critical and computational thinking. It consists of four levels (explorer, practitioner, researcher and expert), each of which includes projects linked to the main challenges of the United Nations Agenda 2030.

On the other hand, **TecPro** is an educational proposal for technology, programming and robotics for basic and secondary education, based on design thinking methodology. It is present in Colombia, and is currently expanding into other countries in Latin America.

27.000

students of TecPro

20.000

students of SET21 Robotica

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FEATURED PROJECT

#VoyaSer programme

If we zoom in on the problem of the digital divide, we can also talk about a digital gender divide. **According to UNESCO and EQUALS**, women are 1.6 times less likely than men to have digital skills. The perception of technology as a masculine field, together with the low visibility given to prominent females in the field of technology influences the lack of confidence in girls.

In response to this context, in 2022 Santillana created, together with the Intercultural Foundation Fe and Alegría, the **#VoyaSer programme**, an initiative which impacts on people with a very vulnerable profile: indigenous girls from low-income families.

The project, developed in Guatemala and Peru, accompanies girls during their final year at secondary school, with the aim of helping them complete their education. In addition, it offers them comprehensive help:

- **Financial support** so they can continue with their studies
- **Social support**, with a course in emotional intelligence and the support of Santillana coaches.
- **Technological support:** with a course for students and teachers on basic digital skills. In 2022, Santillana kitted out both educational centres with computers to complement this help.

The ultimate aim is to give them some quality help that allows them to have better future opportunities , in line with our company purpose and our sustainability strategy.

In this way, #VoyaSer affects three problems very present in Latin America, which have all been aggravated by the pandemic: **the digital divide, school dropout and gender inequality.**

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★ FEATURED PROJECT

💬 TESTIMONIALS

" *"#Voyaser is a project that is fully aligned with our company purpose and with the Group's sustainability strategy, as set out in the 2022-2025 Master Plan. It is a clear example of how, with education, we can transform society".*

Francisco Cuadrado Pérez
Santillana Executive Chairman

" *"This programme covers the different dimensions of the right to education. And it goes beyond simple economic support, by delving into the technological and social aspect of learning, thanks to the different courses it offers the student and the teacher".*

Daniel Villanueva
Executive Vice President of the
Intercultural Foundation

" *"#VoyaSer has meant for them in terms of self-esteem and empowerment".*

Adriana Beltrán
Head of Marketing,
Santillana Guatemala

" *"The support has been another key aspect. For us it has been very nice to be able to support them and to see them grow over the course of the programme".*

Miriam Parra
Head of Marketing,
Santillana Peru

🔍 IN DEPTH

📹 *#VoyaSer program told by its protagonists*

📹 *#VoyaSer program told by its protagonists*

🔊 *Listen to the episode Education that transcends*

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