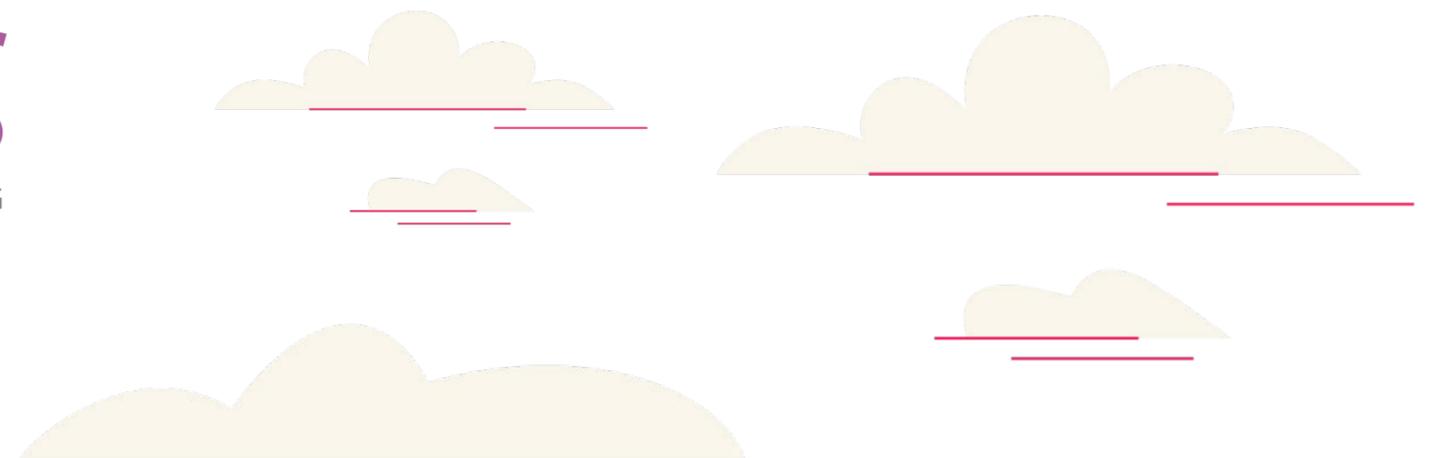




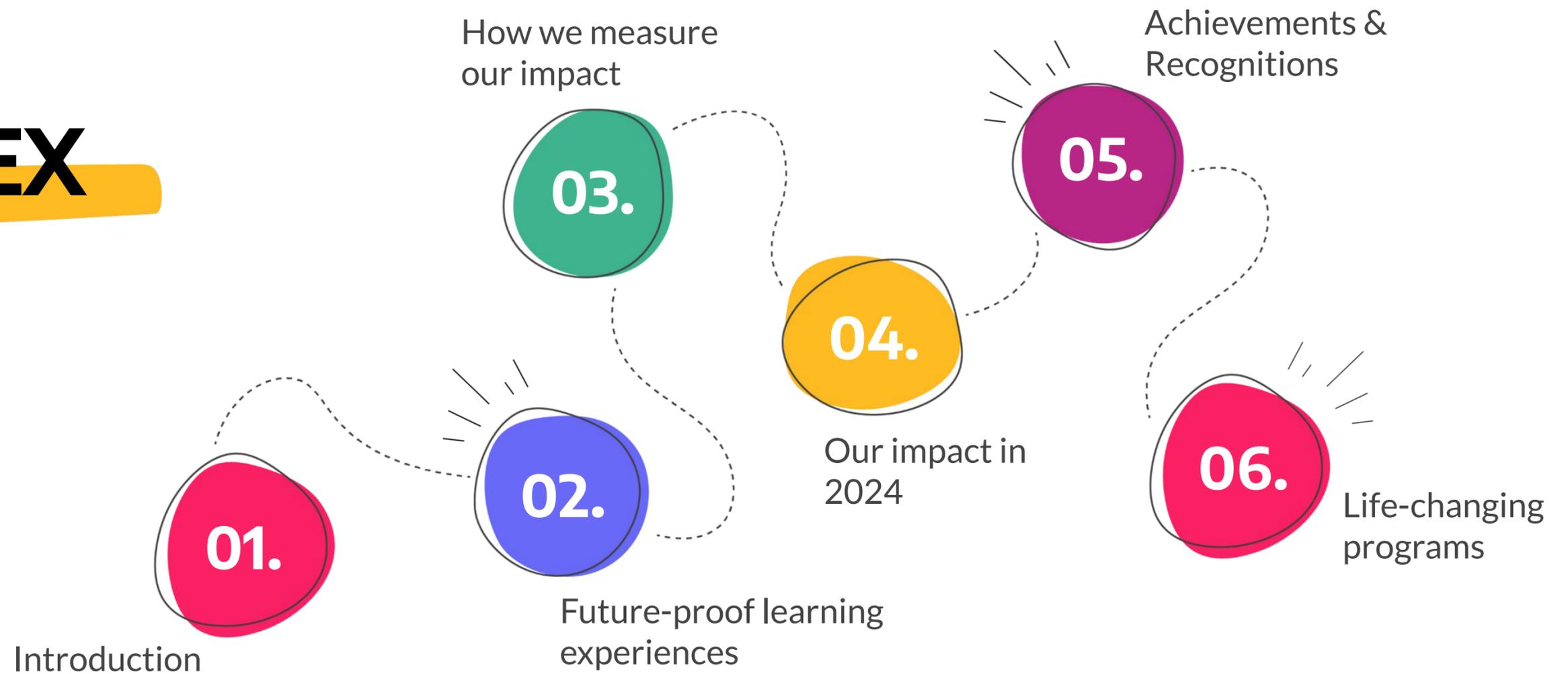
FUTURE-PROOF LEARNING EXPERIENCES

Annual Report 2024

Eidos
ALWAYS LEARNING



INDEX



01. INTRODUCTION

We find ourselves at a pivotal moment in history. Climate change demands immediate action to safeguard our planet and its species.

Simultaneously, Artificial Intelligence is catalyzing one of the most profound technological revolutions in human history, transforming the way we learn, work, and connect.

Just like electricity or the internet, AI presents ethical, social, and educational challenges that require urgent and strategic responses.



In this context, **learning becomes a crucial pillar for transforming lives, communities, and ensuring sustainable development.** At Eidos Global, we not only embrace this transformation but **lead the integration of AI into our learning experiences**, helping people worldwide acquire the skills needed to thrive in an uncertain world.

We focus on the individuals who participate in our experiences, strengthening skills and building community. **This annual report summarizes our achievements over the past year and highlights the positive impact we have had on people and communities across the globe. If you've reached this point, we want to share it with you so you can learn more about what we do and how we do it.**



Let's look to the future with firm determination and a solid commitment to making a lasting difference. The challenges we face are significant, but we are already giving an answer.

Join us in reviewing 2024, and let's think about how we can continue transforming realities through humanized learning.





02. FUTURE-PROOF LEARNING EXPERIENCES

Eidos Approach How do we design learning experiences at Eidos?



At Eidos Global, the concept of humanity is the core principle that shapes how we relate, teach, learn, and live.

We have compiled our 17 years of experience designing educational programs into a guide that encapsulates our perspective on "Humanized Learning."

Our preferred ways of designing programs are based on meaningful, experiential, and "liberating" education, with a strong focus on skill development.

International organizations such as the OECD and UNESCO guide and support us on this path.



Humanized learning occurs through experiences that foster trust and care, where learners play an active role in connection with the communities they live in.



Community connection fosters belonging and purpose through empathy and engagement in an interconnected world. Building trust and care means creating safe spaces that prioritize dialogue, active listening, and respect for diversity.



"**Always Learning**" is more than just a motto. It's a philosophy that guides us in a constantly changing world, where lifelong learning is not only a powerful tool but a necessity for navigating and thriving.

03. HOW WE MEASURE OUR IMPACT

To ensure our programs generate a significant and sustainable impact while effectively achieving their objectives, **Eidos Global carefully assesses multiple critical dimensions within each educational experience.**

IMPACT CATEGORIES

To comprehensively assess the impact of our programs, Eidos Global identifies various impact categories that reflect both the depth and durability of the generated change.

The category **"Indirect Reach"** represents the number of people who indirectly benefit from an Eidos activity or resource aimed at increasing their capacity to thrive in uncertain futures.

The category **"Reached"** focuses on the number of people who have interacted with Eidos with the intention of participating in one of our initiatives, providing insight about our reach.

The category **"Connected"** measures the number of people who have participated in our activities or utilized an Eidos resource, reflecting real engagement and involvement in our programs.

The category **"Improved"** quantifies individuals who have experienced a substantial improvement in skills and competencies relevant to a constantly changing world. This category is broken down into subcategories such as skills acquired, mindset transformation, career advancement, certifications, and work experience gained.

Finally, The category **"Transformed"** represents the highest level of impact, indicating lasting changes in participants' living conditions, such as career resilience, re-entry into formal education, or starting and growing a personal business.

04.

OUR IMPACT IN 2024

The best way to explain what we do is
THROUGH EXAMPLES RATHER THAN WORDS

Below you'll find a graphical summary of our annual impact and details of all the programs implemented in 2024.

A YEAR IN NUMBERS

- 9 programs
- More than 164 allied organizations
- Over 66 countries
- 421.200 people reached indirectly
- 66.292 people reached directly
- 19.000 people connected
- 7.206 people empowered
- 577 people transformed
- 7 Global Alliances we are part of: UN ECOSOC; UNESCO GEC; OECD Education 2030; TeachAI; IADB 21st Century Skills; ILO Decents Jobs for Youth; UN Global Compact
- 78,8 NPS (Net Promoter Score - Learner Loyalty Level)

05. **ACHIEVEMENTS AND RECOGNITIONS**

In this section, we are proud to share the achievements of the year, reflecting our ongoing commitment to transformative education and human development. This year was particularly significant, marked by a deep learning and a restructuring process that allowed us to strengthen our foundation and project a more solid future. We especially value the trust of our clients and teams, who have accompanied us on this path of evolution and growth.

These milestones demonstrate our growth, global impact, the consolidation of valuable alliances, and recognition of our leadership in building prosperous and inclusive futures.

* Global Participation and Recognitions

- **Latimacto and BID Lab Forum:** We actively participated in these regional events and strengthened our role as leaders in social innovation in Latin America.
- **United Nations Events:**
 - UN Global Compact Leaders Summit: We strengthened our commitment to the Sustainable Development Goals (SDGs).
 - UN Summit of the Future: We represented Latin America in high-level discussions, including with presidential leaders, on the future of education and sustainable development.
 - Microsoft UN AI Leaders Summit: We explored AI's impact on global education alongside our Microsoft partners.
 - Concordia Annual Summit: We were engaged in crucial dialogues on global challenges and opportunities.
- * **Teach.AI Advisory Committee:** We contributed to this global initiative promoting ethical and human-centered AI teaching strategies.
- * **AI Guidance for Education in Latin America – UNESCO:** We were selected by Fengchun Miao, UNESCO's Chief AI Officer, as implementation partners for Latin America, marking a milestone in AI-driven educational transformation.
- * As part of the **Global Education Coalition**, the impact of **Reskilling Latam** was recognized in the Alliance's December 2024 [newsletter](#).



- * [HundrED Global Collection 2024](#): We were recognized for our work in Reskilling Latam.
- * Microsoft AI for Good: We were chosen as exclusive educational partners for developing an AI tutor, leading innovation in AI-powered learning.
- * Google Workforce Development: We partnered with Google to develop workforce skills in Argentina and Uruguay.
- * GLI Forum Latam – Silver Economy Leadership: We participated in the panel "Silver Economy: Opportunities and Challenges."
- * Institutional Strengthening with Accenture: We strengthened financial and accounting management through Accenture's consulting services, reinforcing organizational sustainability.
- * Global Impact Fellowship Selection: We were chosen to receive exclusive training from Skills Builder, leading to the design of an innovative skills assessment and certification program.

05.

LIFE-CHANGING
PROGRAMS



Working with everyone, regardless of their skin color, gender identity, or age, is a fundamental value for those of us who are part of Eidos Global. For this reason, in 2022 SilverTech was born, **an innovative multi-sector initiative promoted by IDB Lab and Eidos Global to enhance the value that people over 50 years old have in the world of work**, seeking to improve their employability and their labor insertion in jobs based on or linked to digital technology.

This initiative has the strategic support of Diagonal Asociación Civil (specialists in the field) and was launched with the support of some of the most influential technology giants in the world (Accenture, Microsoft, Red Hat, and Salesforce). **Its objective is to train more than 2000 people and accompany the improvement processes in the employability situation of 600 people by 2025.** By doing so, it aims to respond to the lack of talent in the region to fill positions in the Information and Communication Technology (ICT) industry.



Understanding that ageism is the third cause of discrimination in the world according to the WHO, **SilverTech's purpose focuses on generating a systemic change by raising awareness among people about this problem** and creating a community of organizations that leads the transformation in the search and hiring people of that age.

THE INITIATIVE ADDRESSES THREE PILLARS

- * **TRAINING:** we support people over 50 by providing training in technology and socio-emotional skills to enhance their employability.
- * **SKILLS DEVELOPMENT FOR THE LABOR MARKET:** we support graduates of our training programs by strengthening their skills, knowledge, and professional development through various educational initiatives and actions."
- * **SYSTEMIC TRANSFORMATION:** we work to raise awareness about the importance of revaluing talent +50 and employment opportunities for this segment of the population through the creation of the SilverTech Community, a network of organizations committed to a systemic change in relation to employability and age diversity in the corporate and organizational world.

ALIANZAS PRINCIPALES



Socio
estratégico:  diagonal
asociación civil

Socios
Donantes:  Salesforce
 Microsoft

 redhat.
accenture

Sponsor:  Google

SDGs



IMPACTO

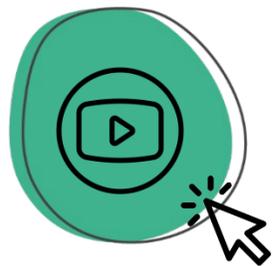
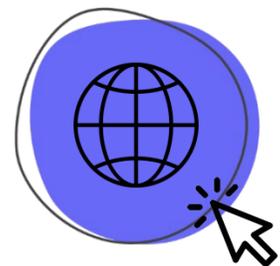
- +60 organizations are part of the #SilverTechCommunity
- +90 organizations applied the self-diagnosis test on age diversity
- +60 organizations from the private, public and social sectors were part of the awareness-raising days on age diversity
- +19.000 people reached directly
- +4.000 people connected
- +2.500 people empowered
- +500 people transformed
- 82,6 NPS (Learner Loyalty Level)

HUMAN SKILLS

- * Digital literacy
- * Effective communication
- * Emotional intelligence
- * Collaboration
- * Complex problem-solving
- * Creativity

EVENTS

During 2024, a community of more than 80 allied organizations was consolidated, supporting various activities and actions with SilverTech Alumni to enhance their employability. Professional practices were articulated with Polo IT, Trabajo en Digital (Mexico), Potenciar Solidario, and No Country for program graduates. We visited the Salesforce offices, awarded scholarships for training in Cybersecurity from Fundación Telefónica, UX/UI from ADA ITW, and Meta Sparks. Also, 12 graduates participated in the mentoring program of the Committee of Women in Technology.





*Alejandro Anderlic -
Head of Government
Affairs and Public Policy Latin America Salesforce*

When we started dreaming of a collaborative leadership project to boost the silver economy, the name Eidos naturally emerged. Thanks to Eidos, SilverTech was born. And I trust that, thanks to Eidos, the idea will scale throughout Latin America.



*Rodrigo Torales -
SilverTech Graduate*

SilverTech played a crucial role in our training by providing a bootcamp that not only included technical training in Salesforce but also psychosocial monitoring to optimize our resumes and presence on LinkedIn. This initial support provided us with the necessary tools and knowledge to convert our careers towards the technology market. However, the lack of real job opportunities led us to identify the need to create our own solution, which ultimately gave rise to Ceibotec.

Ceibotec seeks to transform the way the labor market perceives and values professionals over 50 years of age and seeks to create a virtuous circle where these professionals can acquire the necessary practical experience through real implementations, scaling the business and demonstrating that the silver generation can be competitive and effective in the technology market.



*Mariela Arce -
Marketing y Communications
Lead en Red Hat Argentina*

At Red Hat, we build and promote an open culture every day because it defines the way we want to relate to our partners, clients, and communities, and from this approach, we generate alliances with organizations such as Eidos, which through the Silverttech program help us impact in generating a more diverse, equitable and inclusive world.



*Erika Molina -
BID Lab Specialist*

The project we are promoting together with Eidos is a clear example of how we can leverage the power of innovation to provide greater opportunities for inclusion, in this case improving the quality of life of older people.

Since 2020, **Eidos Global and Microsoft** have unified efforts in a strategic alliance to develop a program called Reskilling Latam. During 2024, **Reskilling Latam** had three training initiatives: **Habilidades para el Futuro, Marketing 360°, and Generación IA.**

The program began with the aim of providing the necessary tools so that more than 2 million people of working age in Latin America and the Caribbean can enhance their professional digital skills, facing the changes of the future of work with greater preparation.

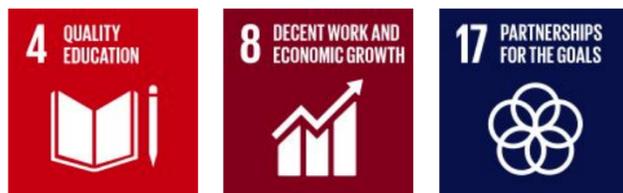
Today, the initial objective of Reskilling Latam has been exceeded: this impact reaches almost 3 million people from all over the region.



Marketing 360° is an online and asynchronous training, part of the Reskilling Latam program, designed for those who want to get started in the world of Digital Marketing. Developed by Eidos Global in collaboration with Microsoft, this course is designed to strengthen the employability of individuals looking to develop digital strategies within organizations, as well as empower entrepreneurs in Latin America to design and execute digital marketing strategies in their own projects.

Through the Eidos Global Virtual Campus, participating people can access theoretical video content and supplementary bibliographic material, and as they progress through the different units, they can test what they have learned with interactive challenges.

SDGs



During 2024, we incorporated into the Marketing 360° curriculum a series of contents focused on teaching students how to use generative artificial intelligence tools to enhance their marketing strategies. In addition, we launched a pilot test to evaluate the use of #MentorIA, an artificial intelligence tutor developed by Eidos, as part of the learning path. The results obtained will allow us to continue iterating and optimizing the design of the training, looking for improving the learning experience of our participants in 2025.

TECHNICAL SKILLS

- * Strategic planning of digital marketing and communication
- * Design of objectives and business model
- * Content generation
- * Social media management
- * Email marketing
- * Ad management

HUMAN SKILLS

- * Learning to learn
- * Complex problem-solving
- * Creativity
- * Digital literacy

MAIN ALLIANCES



I found in this course the perfect guide to launch my online store of handmade products. At first, I felt overwhelmed by all the digital marketing options, but thanks to the tools and knowledge I acquired, I now have a clear plan. I am currently working on creating my online store and developing content for platforms such as Instagram and Pinterest. The most valuable thing I learned was to create a solid digital marketing strategy and choose the right platforms for my business.

Danila, entrepreneur from Colombia

At first, I felt a little overwhelmed with all the new information. But the course was super well organized and the teachers were very helpful. I loved the practical part where I could create my own marketing campaign. Thanks to this course, I launched my own online business and I am very happy with how it is going. I would totally recommend this course to anyone who is thinking of starting an online business.

Juan Gabriel, entrepreneur from Colombia

IMPACT DURING 2024

6 countries (Argentina, Chile, Colombia, Mexico, Peru, and Uruguay)
+ **15** hours of content per training
18 allied organizations

39.653 people reached directly
16.392 people connected
4.894 people empowered
80,9 NPS (Learner Loyalty Level)

Habilidades para el Futuro is a training for trainers that integrates the Reskilling Latam program. It provides a set of skills and pedagogical tools to replicate a course on foundational digital skills, with the goal of enhancing the development of digital employability in Latin America. The training has been implemented in numerous corners of the continent since 2021. In 2024, the courses were offered from January to September, marking the closing of the cycle of this initiative.

This course was created by Eidos Global, with support from Microsoft, to equip trainers who graduate so they can replicate the content of the course to end users in their own communities. This way, the reach and impact are enhanced according to various contexts, by leaving installed capacity in multiple territories that would be difficult to reach otherwise. The course that the trainers replicate in their communities is aimed at workers of different areas and ages who, having already achieved a basic level of digital literacy, want to improve their digital and professional skills.

TECHNICAL SKILLS

- * **Spreadsheets:** spreadsheets, rows, columns, cells, format, formulas, functions, tables, graphs.
- * **PowerPoint:** slides and design, texts and tables, insert images and graphics, slide presentation, animation, audio and video, share and work in co-authorship.
- * **Teams:** log in to Microsoft Teams, download and upload files in the Cloud (Microsoft OneDrive), collaborate in teams and channels, make video calls, use the chat.
- * **Artificial Intelligence:** fundamentals of AI and Generative AI, use of GenAI tools for practical applications to improve productivity.
- * **LinkedIn:** creating a LinkedIn profile, job search through the Internet, creating a resume.

HUMAN SKILLS

- * Learning to learn
- * Complex problem-solving
- * Creativity
- * Digital literacy

SDGs



IMPACT DURING 2024

8 countries (Argentina, Chile, Colombia, Guatemala, Mexico, Peru, Puerto Rico, and Uruguay)

7 trainings

+ **10** hours of content per training

20 allied organizations

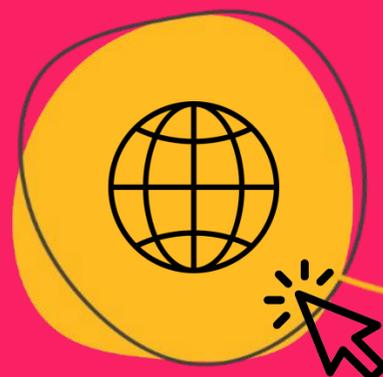
42.840 students reached indirectly

476 trainers empowered

60 NPS (Learner Loyalty Level)

ALIANZA
PRINCIPAL

 Microsoft



“
A few years ago, Eidos gave the training course for trainers in Skills for the Future to an NGO that works on issues related to the digital gap. Colegio Maria de Guadalupe decided to incorporate this content into its syllabus within the framework of the employability course for graduates that they have been doing since April 2022; there are already 6 groups of 25 young people who took the course and most of them are already working.

Valentina, leader of an allied organization from Argentina”

We designed and implemented Generación IA, a training program for trainers, launched during the second semester of 2024, within Reskilling Latam. This training cycle is focused on teaching a pedagogical framework and didactic tools to replicate a course on artificial intelligence literacy, aiming at expanding the impact of the new technologies associated with this phenomenon in Latin America.

This course created for trainers was designed by Eidos Global with specialists in the field, thanks to the support of Microsoft. Designed with the goal of enabling graduates to train learners locally, this course aims to expand the range of skills and job opportunities for people in the region, all within the context of a new world economy shaped by artificial intelligence. Generación IA, through the training course aimed at final learners, seeks through a scheme of virtual, synchronous and asynchronous classes, to train people in the use of Generative Artificial Intelligence tools such as ChatGPT, Microsoft Copilot and Microsoft Designer.



Within this initiative, we decided to carry out a pilot test: the incorporation of an artificial intelligence tutor designed by Eidos Global, which accompanies the training trajectory offering different ways to raise the quality of learning, in addition to personalized

advice for the user. About this, they have told us: *I was positively surprised by the ability of the AI Tutor to offer clear explanations and practical examples that help understanding difficult concepts. In addition, the Socratic dialogue is an interesting tool to promote critical reflection, which I consider very valuable.*

IMPACT DURING 2024

7 countries (Argentina, Bolivia, Chile, Colombia, Mexico, Peru, and Uruguay)

5 trainings

+ **10** hours of content per training

13 allied organizations

6.120 people reached indirectly

322 facilitators reached directly

242 facilitators connected

185 facilitators empowered

70 NPS (Learner Loyalty Level)

TECHNICAL SKILLS

- * AI lifecycle
- * Scope and limitations of different AI models
- * Prompt design
- * Practical applications

HUMAN SKILLS

- * Learning to learn
- * Critical thinking
- * Complex problem-solving
- * Creativity

SDGs



MAIN



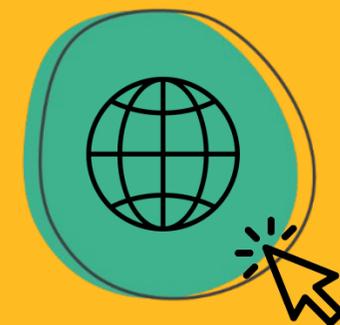
ALLIANCES

The activities of the training are very appropriate: planning an icebreaker, diving into pedagogical matters and the closing routines have been key to take advantage of the course and really understand the content. Having the replicability kit is essential to be able to provide the training, it is a guide that gives a lot of confidence, ensuring that the necessary content to teach are within our reach.

Marcela (graduated trainer), from Uruguay

The course was an excellent experience. I learned in an interactive, friendly and playful way, which made the process very enjoyable. I am leaving with less fear of generative artificial intelligence and with great desire to replicate the course in the future. Highly recommended!

Héctor (graduated trainer), from México





TodasConectadas is an initiative of the **Regional Alliance for the Digitalization of Women in Latin America and the Caribbean**, which was born within the framework of the Regional Conference on Women of Latin America and the Caribbean, under the leadership of Chile, together with UN Women, Microsoft, Mastercard, and Eidos Global.

Likewise, #TodasConectadas constitutes part of the commitments assumed in the Generation Equality Forum, a global meeting for gender equality convened by UN Women and co-sponsored by the governments of Mexico and France, in association with youth and civil society. The ambitious action agenda of the Forum is driven by Action Coalitions: global, innovative, and multi-sector partnerships involving governments, civil society, international organizations, and the private sector. #TodasConectadas translates part of the commitments of the Action Coalitions of which Mastercard and Microsoft are members.

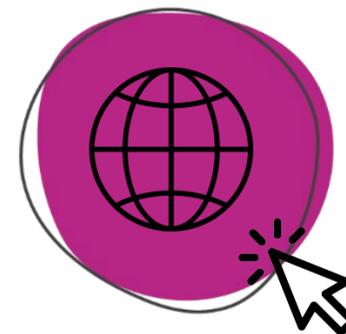
SDGs



IMPACT DURING 2024

66 countries 
16.000 people connected

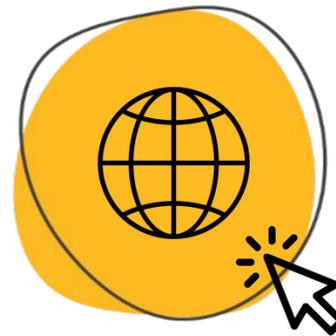
MAIN ALLIANCES



Foco Latam is a **comprehensive training in Audiovisual Production** for young people from **18 to 25 years old from Brazil, Mexico, and Argentina**, developed by Eidos Global in collaboration with Disney.

Its objective is to promote the creation of diverse teams in the audiovisual industry, empowering the next generation of diverse and creative voices to have the opportunity to dream, create and realize the future they imagine by offering them opportunities to cultivate their talent.

Foco Latam is a hybrid program that combines theoretical training with face-to-face content production activities. The 6-month learning journey includes the development of socio-emotional, digital, and professional development skills.



SDGs



MAIN ALLIANCES



Allied Producers: PEGSA, Pampa Films, Kapow, Boutique Filmes, Cinefilm, Digital TV Group

TECHNICAL SKILLS

- * Introduction to Audiovisual Language
- * Development of an Audiovisual Project
- * Pre-production
- * Production
- * Post-production
- * Development of employability skills in the audiovisual sector: personal pitch and CV

HUMAN SKILLS

- * Creativity
- * Teamwork

IMPACT DURING 2024

3 countries (Argentina, Brazil, and Mexico)

6 months of training

+ **144** hours of content per training

6 allied producers

30 allied organizations

10 volunteers from the Disney production team

704 people reached directly

516 people connected

316 people empowered

3 tutors empowered

5 teachers empowered

86 NPS (Learner Loyalty Level)

VOLUNTARIADO

This is a proposal specially designed for members of Disney's production teams to have the opportunity to connect and inspire the participants of Foco Latam by sharing their professional experiences.

It was carried out during the last two months of the program in the three countries (Argentina, Brazil, and Mexico). Participation was virtual in two modalities: technical classes and experience panels.

XXX



EVENTS

During the execution of the project, several visits were organized where Foco Latam learners toured different audiovisual production companies, in order to provide them real work experiences of the industry. Below are detailed each of the visits carried out, including the objective of each, segmented by country:



Argentina

Disney: two face-to-face masterclasses were held at Disney offices where the theme developed was “Pilares DEI Contenidos y Producción”

Pampa Films: two visits were organized to the filming set of the series “Playback” by Disney. In addition, a visit to the shooting of the series "Gutierrez is my name" was organized too.

Kapow: two visits were organized to the filming set of the series "La Jefa".

PEGSA: the visit of two groups of students to the filming set of the series “Mejores Enemigas” was carried out.

ESPN + PEGSA: two visits to ESPN studios were carried out under the theme of “Sports News with live coordination” and two under the theme of “Show and Live Events with live coordination”.

Mexico

Digital Tv Group: two visits were organized to the filming of a series.

ESPN: four visits were organized to ESPN studios under the themes of “Sports News”, “Live Events”, “Engineering and Operations” and “Digital Production”.

Brazil

Boutique Filmes: a face-to-face masterclass was held to learn about the development process of the Passinho project - O Ritmo dos Sonhos.

ESPN: four visits were made to ESPN studios under the themes of “Sports News”, “Live Events and Live Coordination” “Production” and “Relationship with other areas”.

Productora Cinefilm: two visits were carried out to learn about the Pre-production process.



At Disney, we seek to expand the diversity of talent throughout the audiovisual content production process, so that, by adding new voices and perspectives, both in front of and behind the camera, we can tell more and better stories. Through Foco Latam, an initiative implemented by our strategic ally Eidos Global, recognized for its extensive experience in education and employability, we strengthen this objective by promoting greater access and representation in the audiovisual industry. This proposal is specially aimed at students from Latin America who face barriers to access professional training opportunities in this sector.

Verónica Lux, Regional Manager Corporate Social Responsibility, The Walt Disney Company Latin America

“

Foco Latam was, without a doubt, one of the best experiences of my year. This program not only focuses on teaching you technical and creative tools in the audiovisual field, but it does so in a close and dynamic way. The team behind Foco Latam is incredibly flexible, always willing to support you and guide you in every step of the process, in addition to being very kind, which makes learning much more enriching.

Beyond the skills I acquired, what really made the difference were the experiences lived and the connections I established. Each activity, project, and conversation helped me grow both personally and professionally. I also had the fortune of meeting extraordinary people, with whom I shared ideas, dreams, and learnings. This course not only left me with knowledge, but memories and friendships that I will treasure for a long time.

Valeria Nicole Moyado, Foco Latam Mx 2024 student

”



In 2023 I learned about the Foco Latam project, and what a wonderful surprise it was to be part of this experience. Being able to support the development of each student, meet people, share experiences, work with different teams and be in places that I never imagined stepping on, has been incredible. In addition, seeing how the project grows here in Brazil fills me with pride. It has been truly rewarding to be able to say: "I was part of this story".

Stefani Magalhães Aparcana, Tutor of Foco Latam Br 2024



I firmly believe that being a teacher is, above all, an opportunity to learn, and Foco Latam is no exception. It was a true privilege to support these groups of talented, enthusiastic, and committed young people. Each and every one of them, with their unique perspectives and their disruptive and enriching perspectives, not only leave a mark on me and on this edition of Foco Latam, but also on the path they begin in the audiovisual universe.

Foco Latam is much more than a training in audiovisual production: it is an essential place to contribute to diversity, points of view and encourage voices that deserve to be heard. I am convinced that in a world that needs, more than ever, diverse, kind, and plural representations, it is important to have initiatives that encourage young people from Argentina and the region to tell their own stories.

Florencia Tognolotti, Foco Latam Arg 2024 teacher

Despegue Digital

Despegue Digital is an initiative developed in collaboration with **INEFOP** (National Institute of Employment and Vocational Training of Uruguay), whose objective is to promote **digital inclusion** of people in situations of **labor vulnerability** in Uruguay. The project is aimed at providing **basic training in digital skills**, offering tools that allow participants to access better employment opportunities and improve their performance in an increasingly digitized world. The course is based on an integral approach that covers **connectivity**, **access to technology**, and the development of **digital competencies** and **digital citizenship**.



TECHNICAL SKILLS

- * Digital literacy
- * Management of digital tools (web browsers, operating systems, email, Zoom)
- * Application of online collaboration tools such as Zoom and Teams
- * Identification of reliable sources of information
- * Strategies to manage digital security

SDGs



MAIN ALLIANCES



INEFOP

Despegue Digital

IMPACT

Countries: **Uruguay**

24 hours of training to final beneficiaries

10 hours of training to trainers

6930 people reached indirectly

114 people reached directly

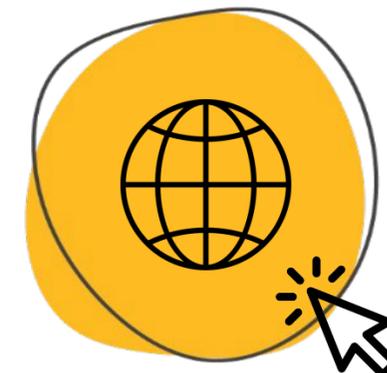
114 people connected

77 people empowered



I hadn't touched a computer in years, so I didn't remember almost anything. I learned to take screenshots, to build my own resume, to search the internet. The truth is that it helped me a lot. In addition, it was great because we were able to meet many co-workers who were in other areas.

Moreira to Montevideo Portal

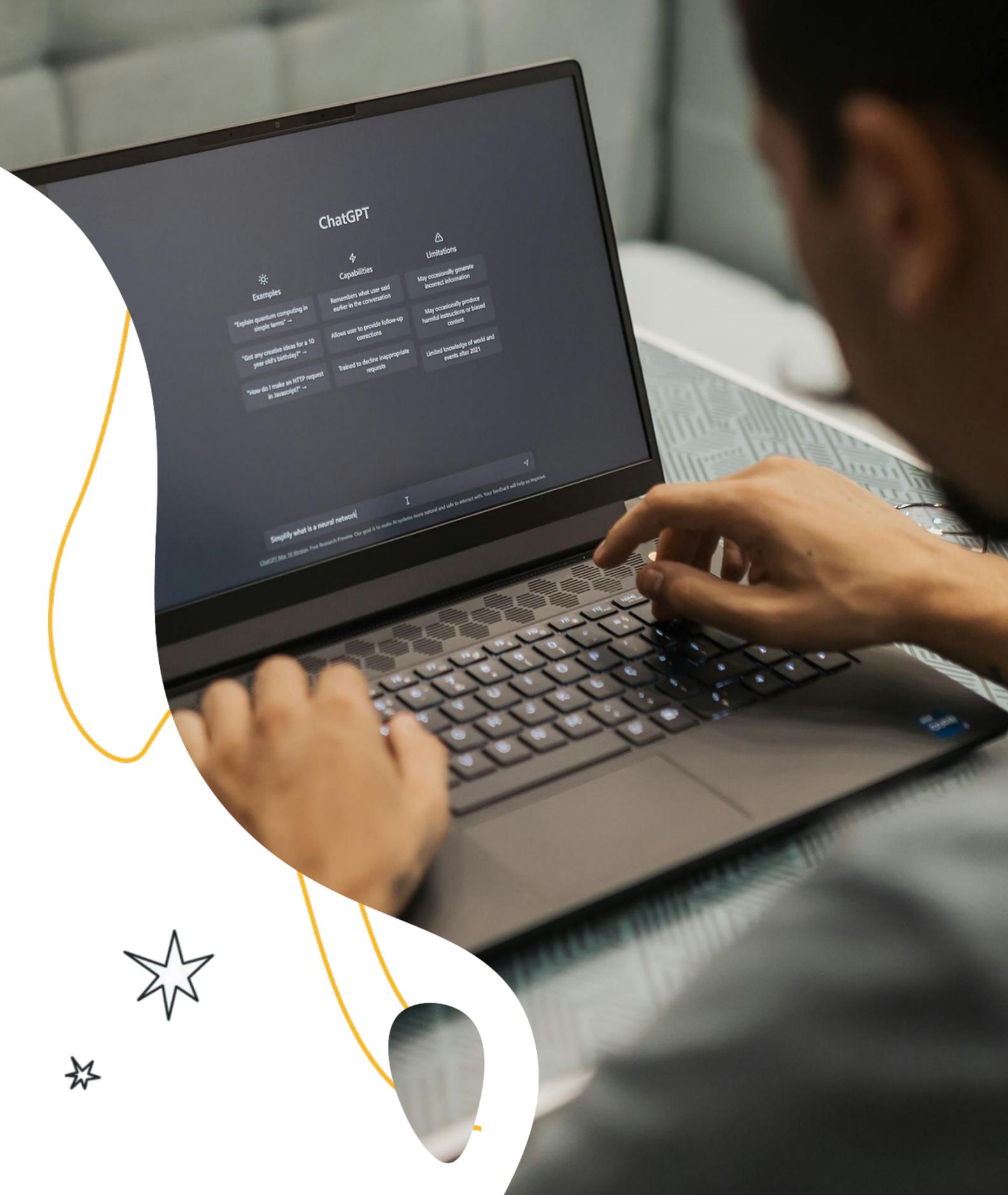


Eidos & IA: we Innovate with Purpose

We are excited to push the limits of what we think is possible—in this technological revolution we are all in!

Artificial intelligence (AI) is redefining not only how we work and relate, but also how we learn and solve problems in a constantly changing world. We believe that AI, when applied with purpose, ethics and empathy, can enhance human capabilities, break down barriers and create a more inclusive future.

In 2024, we reaffirmed our commitment to integrating AI in learning through a people-centered approach. AI is not just a tool; it is a catalyst that we use to expand access to knowledge, develop essential skills, and strengthen communities. **Through strategic alliances and innovative projects, we are bringing AI to the heart of our experiences.**

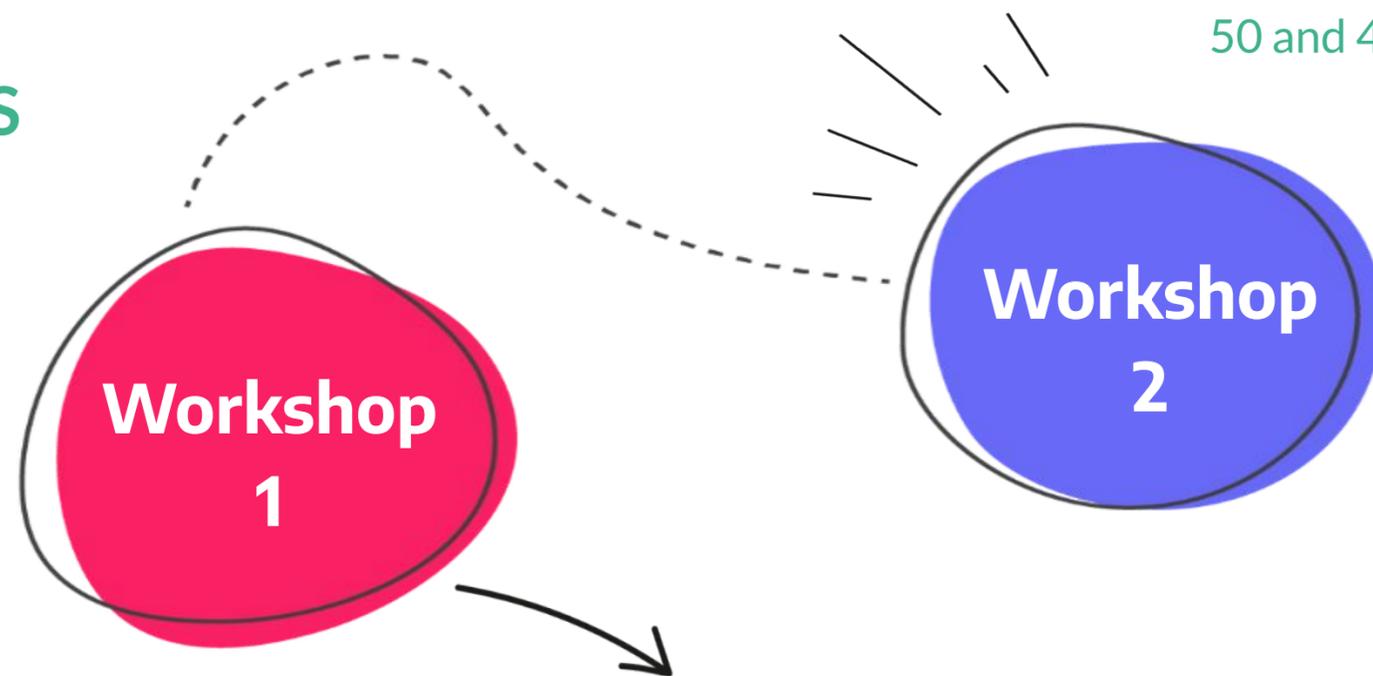


UNESCO Workshops

In 2024, Eidos Global was selected by UNESCO in the "Call for Proposals: Organizing Training Workshops or Programs Based on UNESCO's Guidance for Generative AI in Education and Research". This collaboration aimed to spread UNESCO's "Guidance for Education and Research in Artificial Intelligence (AI)" by organizing two virtual workshops aimed at educators and researchers in Latin America. The workshops promoted the critical, creative, ethical, and responsible integration of AI in educational settings.

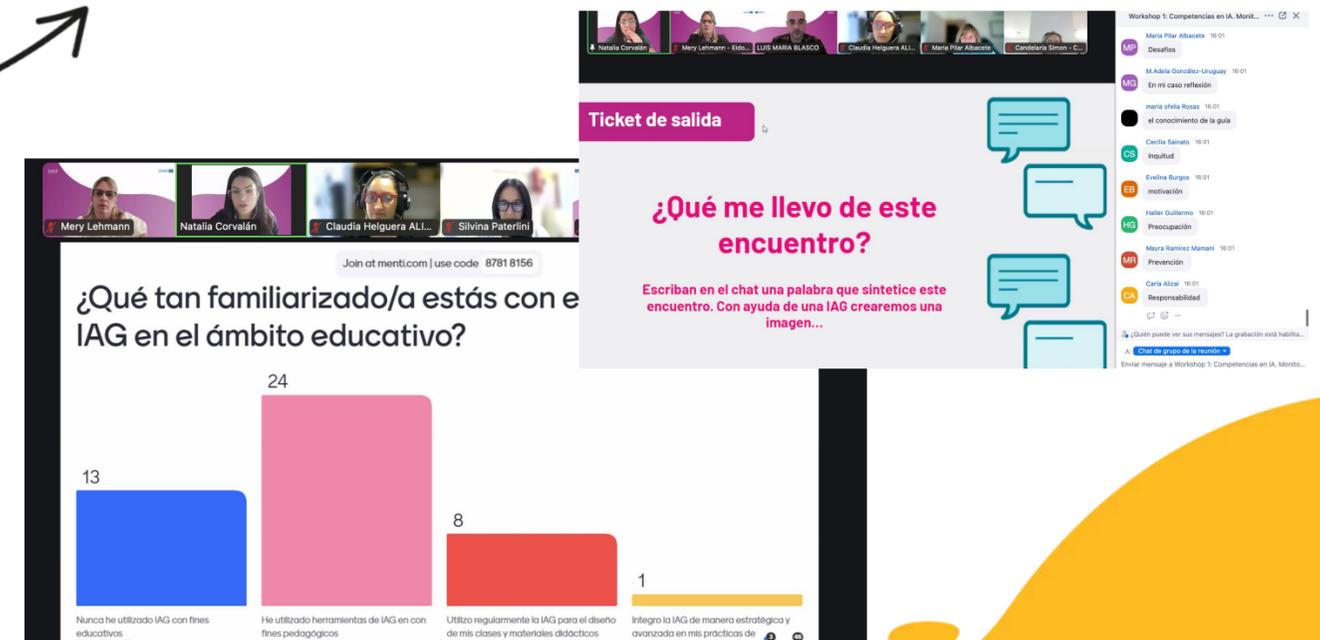
The workshops were designed to cover everything from the fundamental principles of the guide to the practical application of AI tools in curriculum design, research project development, and educational evaluation. The call was made jointly with UNESCO Montevideo and more than 35 educational organizations from 17 countries in Latin America. 280 people registered and 165 attendees participated in total, distributed in four sessions.

EVENTS

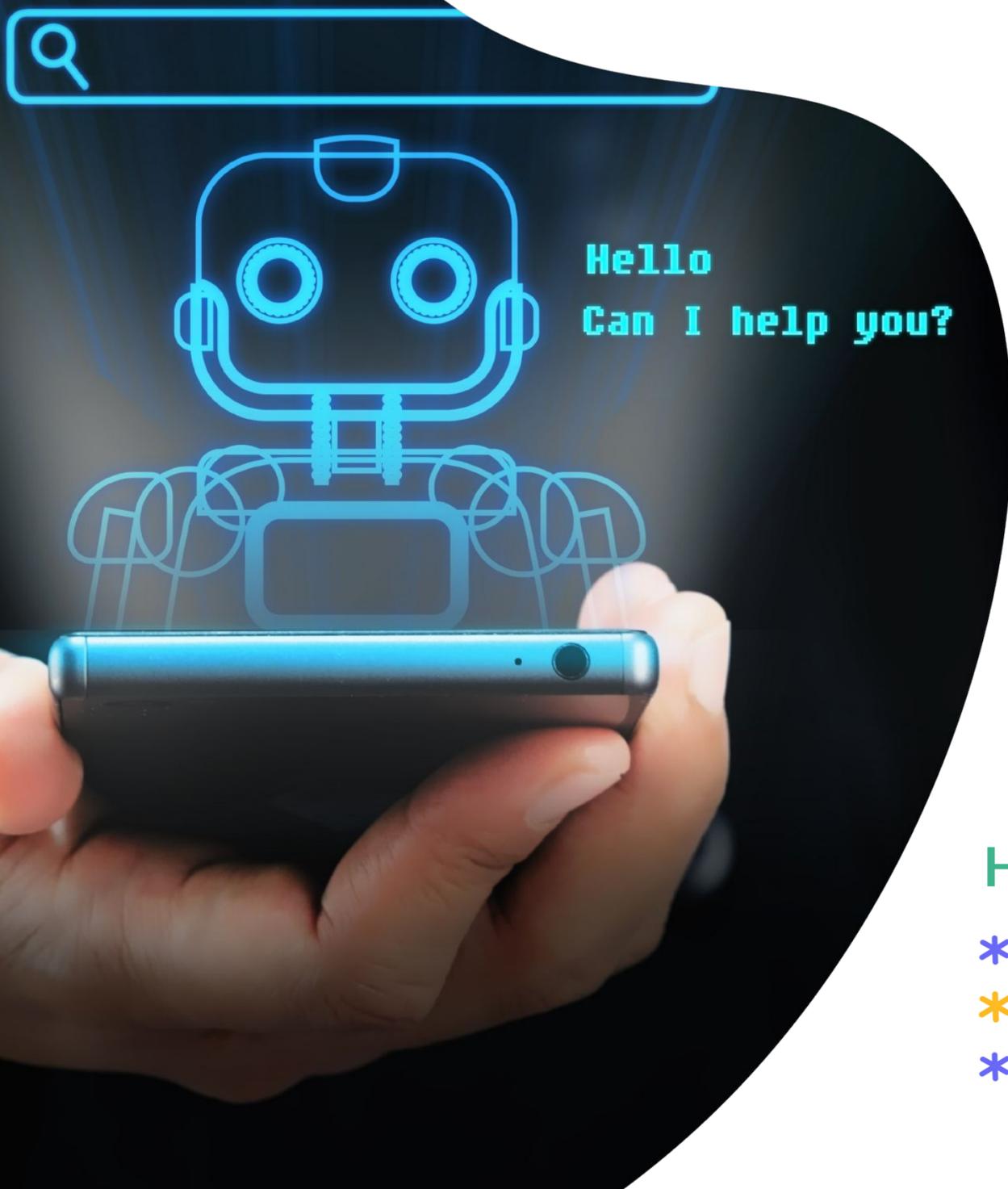


Co-design of classes with GenAI chatbots (October 14 and 17).
50 and 45 people participated respectively.

Safe integration and validation of GenAI tools (October 7 and 10). 40 and 30 people participated respectively.



UNESCO Workshops



MAIN ALLIANCES



Montevideo

Educational organizations of Latin America

(Ministries of Education, Secretariats of Education, teacher training organizations, departments of innovation and educational technology)

SDGs



IMPACT

Representation of **17** countries of Latin America

35 educational organizations convened

280 people reached directly

165 people transformed: certified participants

78 NPS (Net Promoter Score)

HUMAN SKILLS

- * Critical thinking
- * Digital literacy
- * Problem-solving
- * Creativity
- * Interdisciplinary collaboration
- * Ethics and responsibility in the use of AI

MentorIA: personalizing Learning with Artificial Intelligence

We believe in the transformative power of education. For this reason, since our first approaches to AI back in 2020, we decided to be protagonists of this revolution. This search led us to develop MentorIA, together with **Microsoft AI for Good Lab**.

This is a personalized artificial intelligence tutor that integrates Eidos' pedagogical approaches, designed to support students throughout their educational path, through a more interactive, meaningful and personalized learning experience. MentorIA puts constructivist principles into practice: students build on previous knowledge through interaction and reflection.

Why MentorIA? Artificial intelligence, and in particular generative tools such as GPT-4, have the potential to revolutionize education. However, we understand that its design must avoid technological dependencies and prioritize the development of long-term skills, such as critical thinking and creativity. This tutor encourages active participation of students in their learning process, promoting a deep understanding of the contents and avoiding prefabricated answers.

SDGs



MAIN ALLIANCES



Strategic partner in the development and implementation of MentorIA

HUMAN SKILLS

- * Critical thinking
- * Problem-solving
- * Creativity
- * Collaboration
- * Autonomy of learning
- * Adaptability and Resilience

MentorIA: personalizing Learning with Artificial Intelligence

EVENTS

During 2024 we participated in the Human Capital and Technology event organized by [BIT AI Solutions](#) together with the [Asociación de Profesionales de Recursos Humanos](#) and [Campus Norte UNC](#) sharing our experience on the use and importance of working with an AI design centered on people in educational environments.

IMPACT

+ **90** organizations in Latin America and the world are already exploring the use of MentorIA

+ **de 750** people participated in trainings with the integration of MentorIA



AI in Reskilling Latam

With the support of Microsoft, the Reskilling Latam program drives digital literacy training in AI, equipping facilitation teams to guide these initial experiences and foster reflection on the creative and responsible use of technology. Additionally, we wrapped up the year with two webinars focused on using Copilot for programming, aimed at developers and individuals interested in coding within the educational technology field.

SDGs



MAIN
ALLIANCE



TECHNICAL SKILLS

- * Introduction to Generative Artificial Intelligence

HUMAN SKILLS

- * Complex problem solving
- * Creativity

IMPACT

20 countries of Latin America and the Caribbean

900 people reached indirectly

1.045 people reached directly

343 people connected

26 people empowered

77 NPS (Learner Loyalty Level)

We are creating the
FUTURE OF AI,
driven by **HUMANITY.**

We have always believed that the best way to create a meaningful and lasting impact is by building collaborative networks and fostering learning communities.

Global Partnerships & Networks



Throughout this year, we have worked alongside key organizations and partners who share our commitment to education, innovation, and sustainable development.



We work alongside those who want to **TRANSFORM THE WORLD**

Want to close the skills gap?

Join the change

