

**LEARNING
EXPERIENCES
TO FACE UNCERTAIN
FUTURES**

**2023
ANNUAL REPORT**





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We're living in a world which is constantly evolving; one that is marked by future scenarios filled with uncertainty and growing complexity. In this context, **the value of learning has become more evident than ever as it has both the power to transform our lives and communities, and the capacity to attain sustainable development.**

At Eidos Global, we're at the **forefront of the creation of innovative learning experiences** which have great impact in helping people around the world face challenges, strengthen their skills, and build community.



In this annual report, we celebrate everything we managed to achieve last year, highlighting the positive impact we had on the lives of people and communities around the globe.

▶▶ Join us as we look back on our journey and into the future with firm determination and a strong commitment toward making a lasting difference, especially in a world where artificial intelligence is playing a role that's becoming more and more influential, and where it is essential to empower people by providing them with socio-emotional and technical skills so they can thrive in a new paradigm.



01

WORDS OF WELCOME

Dear Community,

Welcome to our annual look back, a journey through 2023 in the pages of this report.

At **Eidos Global**, we believe that **humanity is the essential force that lies behind our commitment to education**. We're proud to share with you the progress we've made in promoting work and life skills, with a strong focus on sustainability, respect, and the development of humane skills.

This is not just another report. Over the next pages, in addition to telling you about our impact and the way we worked toward the SDGs in the UN 2030 Agenda, we want to share the testimonies of some of the people who have been part of our training programs. Why? Because it is precisely their stories that motivate us every day to keep moving our mission forward, **because we are aware of the power of education to transform our lives and the future**.

You'll meet Arturo and Ivonne, who took our

Reskilling Latam course and acquired basic digital skills for the world of work. You'll get introduced to Sandra and Shamela, who took their first steps in front-end programming in our Código Pa'Lante initiative. You'll also read about Lizbeth's story, who was a

● ● ● ● student in our FOCO Latam training course, in which she discovered the magical world of audio-visual production. Finally, you'll get to know Adolfo, who was part of the testing course of SilverTech—a program that continues to yield lots of good results—overcoming his fear of doubting his capacity to learn after the age of 50.

This annual report finds us at our 15th anniversary. It has been a long road so far, one on which, year by year, we've worked toward truly living our **"Always Learning"** motto as we believe it is the only possible way to keep growing: **staying curious and open to knowledge**.

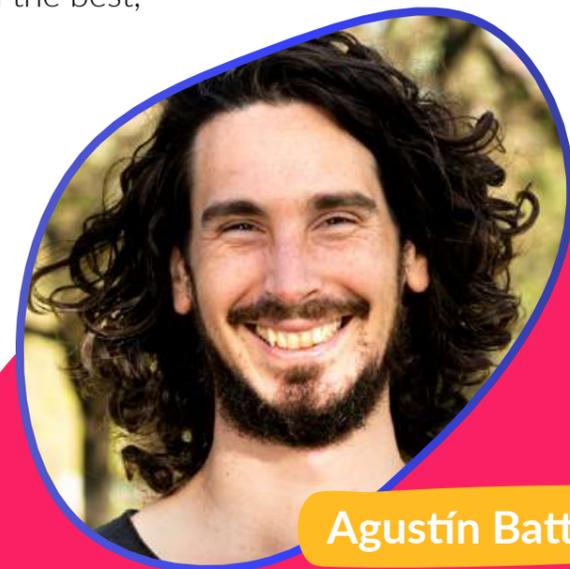
We're opening a window for you to get to know our community, in which both educators and tutors work jointly and collaboratively along with trainees. In this report we want to celebrate their achievements and address the areas we need to keep working on. **Our quest toward the future is guided by empathy, respect, and care for people,**

who are ultimately the fundamental pillars of Eidos Global and all of the members who make up our organization.

Last but not least, in this report you'll learn how the incorporation of artificial intelligence (AI) has expanded and improved our possibilities, and how we keep searching for **more powerful, meaningful, learning experiences that are best-suited to deal with a world in constant change**.

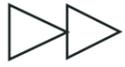
We'd like to thank you for your trust and participation in our commitment to education and toward building a more inclusive and equitable future.

All the best,



Agustín Batto Carol

Founder | Eidos Global



02. SUSTAINABLE DEVELOPMENT GOALS



At **Eidos Global** we're quite aware of the connection there is between economic, social, and environmental development, and we know our impact goes beyond the **limits of our direct actions**. We address sustainability from a comprehensive perspective, considering not only the direct impact of our activities, but also their effect on society and the environment.

Our work is closely aligned with the United Nations' Sustainable Development Goals (SDGs), having committed ourselves to working toward specific objectives that foster quality education, gender equality, decent work, and economic growth, among other aims.



Value Model:

We develop and implement learning experiences aimed at training people so they can live in a world that is more just, equitable, and sustainable. Our model is people-centered and supports and helps develop economic vitality in local communities, by offering and promoting programs which allow economic empowerment of marginalized individuals belonging to vulnerable and chronically underemployed population groups.

By assessing the real and potential impacts of our value model, we identified the following objectives as prominent goals: **SDG 4, SDG 5, SDG 8, SDG 10, and SDG 17.**



SDGS



4 EDUCACIÓN DE CALIDAD
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

5 IGUALDAD DE GÉNERO
Achieve gender equality and empower all women and girls

8 TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

10 REDUCCIÓN DE LAS DESIGUALDADES
Reduce inequality within and among countries

17 ALIANZAS PARA LOGRAR LOS OBJETIVOS
Revitalize the Global Partnership for Sustainable Development

Goals | **Eidos impact**

4.3 **1,689 people over 50 took part** in training programs to develop their employable digital skills.
221 young individuals belonging to vulnerable socio-economic backgrounds took part in an introductory training course to audio-visual production.
1,870 migrants took part in a training course on front-end web design and basic programming.
4,712 people became facilitators who were trained on teaching skills and tools in order to replicate a digital skills course back in their communities.

4.4 **4,288 students** completed training programs on employable digital skills.
8,405 people took part in training courses to develop their employable digital skills.
221 young individuals took part in an introductory training course to audio-visual production.
Development of a **virtual academy** offering **13 asynchronous courses** on employability, entrepreneurship, and digital and socio-emotional skills.

4.5 Development and implementation of **11 free-of-charge programs** to ensure equitable access to them.

5.B **More than 2,500 women** completed training programs on employability skills.
More than 5,200 women took part in training courses aimed at developing their employable

8.5 **121 people** were employed after having taken part in our training programs.
More than **60 companies and organizations** are part of the 'SilverTech Community'.

10.2 **815 migrant students** and **1,233 people over 50** completed training programs on employable digital skills.
1,870 migrants, 315 young individuals belonging to a vulnerable socio-economic background, and **1,166 people over 50** took part in training courses in order to develop employable skills.
More than **60 companies and organizations** are already part of the 'SilverTech Community'.
15 young individuals from Qatar produced recommendations on Education + AI.

17.17 **152 alliances** to carry out our programs.

Goals | **Eidos impact**

4.B Development and implementation of **11 free-of-charge programs**.
8,370 people participated in our free-of-charge programs.

4.C **4,680 people** became facilitators who were trained on teaching skills and tools in order to replicate a digital skills course back in their communities.

8.6 **159 young individuals** completed training programs on employable digital or audio-visual skills.
221 young individuals took part in training to develop their employable digital or audio-visual skills.

03. LEARNING EXPERIENCES TO FACE UNCERTAIN FUTURES

THE EIDOS APPROACH

How do we design learning experiences at Eidos?

▶▶ At Eidos Global, humanity is the underlying basis which determines how we relate with each other, how we teach, how we learn, and live.

Building on all of our knowledge from the past 15 years of designing educational experiences, in 2023 we published a guide that summarizes our thinking and our 'Humane Learning' approach.

Our favorite way of designing programs is based on meaningful experiential learning, a type of "liberating" education with a strong focus on the development of skills. International organizations such as the OECD and UNESCO guide us down this road.



Humane Learning is achieved by creating experiences that stimulate trust and care, in which learners also play an active role in establishing connections with the communities they live in.



Connection with the Community consists of fostering a sense of belonging and meaningful experiences through empathy and commitment in an interconnected world. Building trust and care implies creating safe spaces where dialogue, active listening, and diversity are priorities.



"Always Learning" is our motto. However, we like to think it is much more than that: **it is the philosophy that guides us in a world that is constantly changing, where continuous life-long learning becomes a tool which is not only powerful but also necessary to be able to live and thrive.**



04.

HOW WE MEASURE OUR IMPACT

In order to make sure our programs exert a significant and sustainable impact and for them to reach the objectives we've established, at **Eidos Global we focus on evaluating multiple core dimensions in every educational experience.**

IMPACT CATEGORIES

To conduct a thorough assessment of the impact of our programs, we have identified a number of impact categories that reflect both the depth and the durability of the change produced.



The **'Indirect Reach'** category indicates the number of people who are indirectly benefited by one of Eidos' activities or resources designed to increase their capacity to thrive in the context of an uncertain future.



The **'Reached'** category focuses on the number of people who have interacted with Eidos with the purpose of taking part in any of our initiatives, which gives us an idea of the scope of our reach.



Meanwhile, the **'Connected'** category calculates the number of people who have participated in our activities or who have used one of Eidos' resources, reflecting the degree of interaction and involvement in our programs.



Regardless of the participation, the **'Improved'** category evaluates the number of people that have experienced a substantial improvement in skills and abilities that are relevant in an ever-changing world. This category can be broken down into sub-categories such as acquired abilities, transforming mental structures, managing an improved career, obtaining certifications, and gaining work experience.



Finally, the **'Transformed'** category represents the highest level of impact, which accounts for the long-lasting changes produced in the lives of the people who participated in our courses, like those related to the development of resilience in their careers, their return to formal education, or their capacity to start—or expand—their own business.

X What we do is better explained by showing instead of telling. Below, you'll see a graphic summary of our annual impact as well as the details of all of the programs we implemented in **2023**.

 **8,405** people connected

 **7,642** people empowered

 **121** people transformed

 **4** Global Alliances we are part of: GEC; Decent Jobs for Youth; Learning Compass; and, Clic

 **78** (Net promoter score / Level of Trainee Loyalty)



OUR IMPACT IN
2023
A YEAR IN FIGURES



ACHIEVEMENTS AND RECOGNITION

In this section, **we are proud to present you with our 2023 achievements on account of our continual commitment to exerting a positive impact in the lives of people who we work for on a daily basis.**

Below, you'll find the prizes and awards we've received, as well as a list of our participation in valuable alliances and collaborations with prominent actors that enrich our work and motivate us to keep moving forward toward a thriving future.

- We published a report with UNESCO, titled [“The futures we build: abilities and competencies for the future of education and work”](#).



- **We joined the TeachAI initiative:** an alliance of organizations appointed to empower educators to teach with and about artificial intelligence. As part of this initiative, we launched a tool kit called [AI Guidance for Schools Toolkit](#) for educational contexts which includes the framework necessary to incorporate AI in education, examples of activities to managesafe and ethical implementation of AI in the classrooms, and a model AI use agreement for schools, among other materials.
- **We collaborated in the development of and took part in the launch of the #TeachAI! kit together with Code.org, Consortium for School Networking (CoSN), Digital Promise, European Edtech Alliance, Policy Analysis for California Education,** and more than 60 other organizations from around the globe with the aim to provide educational communities with a series of practical resources to create an introductory orientation guide on using AI in schools.

- As part of the **Global Education Coalition**, some of our projects were mentioned in the [annual report](#) of this Alliance.
- **Our founder, Agustín Batto Carol, was appointed as a renowned founder by [NASDAQ](#)**
- We were chosen to be part of the [HundrED Global Collection 2024](#) thanks to the work we did in the context of the [ReSkilling](#) project in Latin America.
- We received a mention in the IDB's publication [‘Tutoring in Ibero-America. The challenge of providing support to various school contexts’](#) which highlights the results attained by our Digital Tutoring program, which we promoted along with the Instituto Natura institute.





- We received a prize in the **Silver Initiative Award of SEF LATAM | Silver Economy Forum**, on account of our work with [SilverTech](#), the initiative on silver economy that we promoted along with the IDB Lab, Diagonal and large organizations from the tech sector.
- We obtained the 'Autism Friendly' prize from the Colombian foundation [Fundación Alumbra](#) with whom we worked in the context of our 'Skills for the Future' program within [ReSkilling LATAM](#).
- At the **3rd Meeting of 'Migrant Women, Brilliant Women'** a program developed by the program 'Alianza por Venezuela' and OIM Argentina, **we received an award on for the 'Código Pa'lante' project**, in which we gave support to and worked very closely with the Venezuelan community.
- We were mentioned in the publication **"Public and social challenges in reducing the digital gap: The case of the capital of Córdoba"** in the context of a program of the Municipality of the Province of Córdoba called **'Menos brecha, más comunidad'**. In this document, we share our thoughts and experiences about Silvertech, the program we led along with the IDB Lab and other strategic partners.

EVENTS



05. LIFE-CHANGING PROGRAMS



Since 2020, **Eidos Global, Microsoft, and Trust for the Americas** have joined forces to create a strategic alliance. **Reskilling Latam** consists of 3 programs: **Skills for the Future, Marketing 360°, and Código Latam**. This initiative started out with the goal of providing necessary tools for 2 million people of working age across Latin America and the Caribbean to strengthen their professional digital skills, in order to be better prepared to face future changes of the world of work. **So far, the initial objective of Reskilling Latam has been accomplished and exceeded, and its impact has reached nearly 3 million people across the whole region.**





MARKETING 360°

Marketing 360° is an online asynchronous training course for those who want to take their first steps in the world of Digital Marketing. Developed by Eidos Global, along with Microsoft and Trust for the Americas, the objective of this course is to enhance the employability of those seeking to increase their experience in the creation of digital strategies at organizations, as well as to inspire entrepreneurs across Latin America to design marketing strategies in their own projects.

Through Eidos' Virtual Campus, participants had access to video content and supplementary resources, and as they advanced through each unit, they were able to test what they had learned through interactive challenges.



PARTNERS



ODS



TECHNICAL SKILLS

- Digital Marketing Ecosystem

HUMANE SKILLS

- Learning to Learn
- Solving Complex Problems
- Creativity
- Digital Literacy

IMPACT

19 countries

(Argentina, Bolivia, Brasil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Haití, Honduras, México, Nicaragua, Paraguay, Perú, Puerto Rico, República Dominicana, Uruguay, Venezuela)

Over 15 hours

of content in every training course

14

allied organizations

7.153

people reached directly

2.590

connected people

724

empowered individuals

82,1 NPS

(Net promoter score / Level of Trainee Loyalty)





Skills for the Future is a regional program offering training courses to tutors. The focus of the program is to provide trainers with a set of teaching skills and tools so they are able to replicate a course on the fundamentals of digital skills. Its objective is to enhance the development of digital employability levels in Latin America. This year, following the current trends, we added a module on Artificial Intelligence.

This train-the-trainer course was created by Eidos Global with the support of Microsoft and Trust for the Americas, and prepares trainers to replicate and deliver course content to a variety of learners back in their own communities. This model increases the reach and impact of the program by creating permanent teaching capacity in territories which would otherwise be difficult to access. The course that trainers replicate back in their communities is designed for people from a variety of age groups and professional sectors who, having already acquired a basic level of digital literacy, want to improve their work and digital skills.



PARTNERS



ODS



HUMANE SKILLS

- Learning to Learn
- Solving Complex Issues
- Creativity
- Digital Literacy

TECHNICAL SKILLS

- **Spreadsheets:** Spreadsheets, rows, columns, cells, format, formulas, functions, tables, graphs.
- **PowerPoint:** Slides and design, text and tables, inserting images and graphs, presenting slides, animation, audio and video, sharing and joint work.
- **Teams:** Starting session in Microsoft Teams, downloading and uploading files into the Cloud (Microsoft OneDrive), collaborating in teams and channels, doing video calls, and using the online chat
- **Web Design:** Setting up the development environment, learning how to use Visual Studio Code, creating the files for a web site, writing HTML, CSS and Javascript codes.
- **LinkedIn:** Creating a profile on LinkedIn, looking for jobs on the internet, creating your resume.



Highlights from the Project

“

It was a really pleasant experience. I'd also like to say thank you to our teachers because of the great way in which they taught our classes. It was key for us, as students, to be able to understand everything, and to be able to put everything we've learned into practice in the future.

Deyanira Alba
Student in Skills for the Future

”

“

The topics we studied in class will be very helpful for many who, like us, can improve their employability opportunities, as a result of having been given better tools to be able to face new challenges and do tasks you might be assigned to.

Robert Gil
Student in Skills for the Future

”

Meet our Students.



IMPACT

Over 13 countries

(Argentina, Bolivia, Brasil, Chile, Colombia, Costa Rica, Ecuador, Honduras, México, Paraguay, Perú, Puerto Rico, Uruguay y algunos de Centro América)

28 training courses

Over 10 hours

of content in every training course

35

allied organizations

415.080

people reached indirectly

1.273

empowered facilitators

59 NPS

(Net promoter score / Level of Trainee Loyalty)





Código Latam is a train-the-trainer course designed to provide necessary teaching tools and frameworks so trainers can replicate a course on web programming to enhance the development of digital employability in Latin America.

This course, created for trainers with existing web programming knowledge, was designed by Eidos Global with the support of Microsoft and Trust for the Americas in 2022. Código Latam was conceived and developed with the goal of providing trainers with the capacity to be able to deliver a course to end users at a local level. Thus, its reach and impact are enhanced in various contexts by increasing people's capabilities in several regions which would otherwise be hard to access.



PARTNERS



ODS



TECHNICAL SKILLS

- Layout in HTML, CSS, JS, and GitHub
- Searching for information and problem-solving related to HTML, CSS, and JS.

HUMANE SKILLS

- Learning to Learn
- Solving Complex Issues
- Creativity

IMPACT

5 countries

(Argentina, Bolivia, Colombia, Ecuador, México)

4 training courses

Over 18 hours

of content in every training course

8

allied organizations

6,120

people reached indirectly

229

facilitators reached directly

100

connected facilitators

68

empowered facilitators

80 NPS

(Net promoter score / Level of Trainee Loyalty)



Highlights from the Project



“

My name is Ivonne Belén Oña, and I'm an Audio Visual Designer. My interest in programming led me to find a training course on web development on LinkedIn. It was the start of a new passion for me. I was extremely excited to have been admitted to this course!

At the beginning, the classes were challenging but they were also super dynamic and that totally got my attention. There were frustrating moments too, especially when the exercises felt overwhelming. I remember crying and then laughing in those moments when I realized a single comma could make the difference to solve a problem. However, every tiny mistake we corrected became a source of joy when I managed to understand the importance of each and every detail.

The course was centered not only on learning about web development; I also felt supported in my learning process every step of the way. Continuous support motivated me to keep exploring and studying even after it finished.

”

Hear more stories here.



TODAS CONECTADAS

TodasConectadas is an initiative of the Alianza Regional para la Digitalización de las Mujeres en América Latina y el Caribe, which is an alliance that was born in the context of the Conferencia Regional sobre la Mujer de América Latina y el Caribe, led by Chile along with UN Women, Microsoft, Mastercard, and Eidos Global.

Furthermore, #TodasConectadas is part of the commitments entered into at the Generation Equality Forum, a global summit on gender equality convened by UN Women and co-sponsored by the governments of Mexico and France, in association with young people and civil society. The ambitious action agenda of the Forum is supported by Action Coalitions: global, innovative and multi-sector alliances involving governments, civil society, international organizations, and the private sector. #TodasConectadas translates part of the commitments entered into by the Action Coalitions that Mastercard and Microsoft are part of.



PARTNERS



ODS



IMPACT

66 countries

16,000
people connected



CÓDIGO PA'LANTE

Eidos Global, in collaboration with Accenture, led the initiative we've called Código Pa'Lante: a 6-month program (March-August 2023) aimed at bridging the unemployment gap among migrant individuals in Latin America. **Focused on providing a humane learning style and making use of different socio-emotional and employability skills, Código Pa'Lante offers migrant and refugee communities in six countries (Argentina, Brazil, Chile, Costa Rica, Colombia, and Mexico) the opportunity to learn introductory programming skills and front-end web design concepts with the objective of improving their work outlook.**

After the 6-month implementation period, we carried out a follow-up of the students in order to measure their transformation, specifically their integration into the labor market and the academic world related to the tech industry. Our support included webinars on employability and technology, candidate referral for possible job offers, monthly newsletters with updates on job opportunities, and monthly meetings with the participants.

Código Pa'lante is part of a research project of the University of California - Berkeley. The objective of this research is to understand how to increase continuous attendance of participants in an online training course on tech skills. The research team carried out a behavior-based test in order to assess the effect that certain elements of a learning experience can have on learner's intentions, ongoing attendance, and outcomes after



completion, each measured on an individual basis. The results are soon to be published and will include course attendance and graduation rates, insights into participants' effort in job searches and perspectives on the job search process, as well as data on whether they have experienced a change in mindset or self-perception regarding their readiness and abilities to learn and face challenges.

PARTNER

accenture

ODS



TECHNICAL SKILLS

- Layout in HTML, CSS, JS and GitHub
- Searching for information
- Problem-solving related to HTML, CSS and JS.

HUMANE SKILLS

- Learning to Learn
- Solving Complex Problems
- Creativity

EVENTS

We held two in-person meetings with students at the offices of Accenture in Argentina and We held two in-person meetings with students at the offices of Accenture in Argentina and Colombia. These events included a guided visit around the company's premises and a closing activity organized by Accenture's collaborators. In Argentina, there was also a workshop on job interviews carried out in the main auditorium and led by Accenture's collaborators as well.



IMPACT

6 countries

(Argentina, Brasil, Chile, Colombia, Costa Rica y México)

6 month

training course in Front End Web Design and Employability Skills.

Over 145hs.

hours of content

Over 80

allied organizations including UNHCR and IOM

5,090

people directly reached

1,870

people connected

815

individuals empowered

23

trainers trained

855 NPS

NPS (Net promoter score / Level of Trainee Loyalty)

PARTNERS FOR COMUNIDAD ALUMNI

No Country

PUERTA 18

Highlights from the Project



The story of my life is a journey that's filled with challenges, overcoming obstacles, and constantly searching for new opportunities. As a Venezuelan, I got my degree in Advanced IT Studies, but being both a wife and a mother, I couldn't start working professionally right then. However, I've always had this entrepreneurial spirit. Back in my country, I founded a textile cooperative and later on, I took a step further by establishing my own textile and embroidery business. All through my entrepreneurial career, I've learned to lead teams and to make difficult decisions. In my life there have been several unexpected challenges but I've never stopped looking for new ways to grow and thrive. Four years ago, life circumstances led me to migrate to Argentina, where I came across a whole new world from the one I knew before. I felt I was outdated professionally, which led me to take a road I'd never imagined before.

Thanks to the availability of educational opportunities in Argentina, I had the chance to do free courses that allowed me to resume my passion for technology. That's how I found Código Pa'lante, a program aimed at supporting and providing training for the community of migrants. Thanks to its courses and my dedication, I was able to get immersed in the world of front-end programming. Today, there's nothing in my heart but gratitude, and I can proudly say I'm a front-end programmer. My story is the living testimony that it's never too late to reinvent yourself, to follow your dreams, and to overcome the obstacles of life as you go along. Every challenge I've faced has made me stronger, and has pushed me to reach new heights. My life is a reminder that determination and passion can open doors that may seem to be closed. My message is simple: listen to your heart, embrace opportunities, and never underestimate your capacity to learn and grow. My story is proof that it's always possible to follow the path that leads to your dreams, no matter how unpredictable the road can be!

Shamel Chadee
Student Argentina



Código Pa'lante brought great expectations for me toward a future in technology. I started the course from scratch, and over time, with the patience and dedication of each of my instructors, they helped us understand the theoretical and technical aspects of front-end programming. Not only that, but they also taught us how to work as a team, which is fundamental in this world of technology where contributing ideas helps solve any type of problem. I give my testimony that with Código Pa'lante, one can learn a lot, and it opens doors for anyone who wants to enter this area of education in any course. The teaching method is very effective.

Guillermo Pérez
Student Brazil



Seeing how this dream that was born back in 2022 and that we've called Código Pa'lante is real today fills me with joy and satisfaction. It's been inspiring and a privilege to have worked together with Eidos to meet and exceed the impact and transformation goals we set for ourselves regarding the improvement of employability among the migrant population in the tech sector in Latin America. We have a unique opportunity and thanks to this project we managed to bring together the skills and the characteristics of people, Eidos, Accenture, and of all of the other allies to help us define a path which can allow us to keep thriving in the future.

I'm grateful for having had the chance to listen to the stories, motivations, talents, passions, and sacrifices that all of the people from the migrant community shared with us along the way; it's what actually gives meaning to the work we do. Congratulations to all of those who took part in this program for having achieved one more goal in your professional career within the world of technology. I also want to thank Eidos for their leadership and vision to always go the extra mile, as well as to express my gratitude to all of our allies who participated in the project in Argentina, Colombia, Brazil, Mexico, Costa Rica, and Chile.

"From Corporate Citizenship at Accenture, we're committed to generating a positive impact which can help transform the lives of people by providing them with the opportunities that the digital era provides. We work jointly with our clients, allies, and multiple actors with whom we can create more value for society."

Camilo Franco
Corporate Citizenship Lead
Accenture Colombia & HSA

Meet our Learners.





Foco Latam is a comprehensive training course in Audio-Visual Production, developed by Edios Global in collaboration with Disney, and designed for young people ages 18 to 25 in Brazil, Mexico and Argentina.

The objective of the course is to promote the creation of diverse teams within the audio-visual industry, providing opportunities to develop talent and empower the next generation creative voices to dream, create, and make the future they imagine come true.

Foco Latam is a hybrid program combining the theoretical aspect of the course with in-person activities focused on content production. This 6-month course includes the development of socio-emotional, digital, and employability skills.

PARTNER



Allied Production Companies:



ODS



TECHNICAL SKILLS

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

HUMANE SKILLS

- Digital Literacy
- Complex Problem Solving
- Collaboration
- Effective Communication
- Creativity
- Emotional Intelligence



IMPACT

3 countries

(Argentina, Brasil y México)

6 month

training course

Over 144

hours of content in every course

38

allied organizations

672

people reached directly

221

people connected

159

individuals empowered

2

individuals transformed

6

trainers trained

81.7 NPS

(Net promoter score / Level of Trainee Loyalty)





EVENTS

Throughout the duration of the program there were several visits in which FOCO Latam students got to visit various audio-visual production companies in order to get up close and personal with real work experiences in the industry. Below is a list of every visit made, including the objective of each one of them, and the country where they took place:



- **Pampa Films Production Company:** Two visits were made, one to their studios for the review and revision of a completed project (Monzón), and another to the set of the television series "El Encargado".
- **ESPN + PEGSA Production Company:** Two visits were carried out to ESPN studios under the theme "Sports News with Live Coordination" and two under the theme "Live Shows and Events with Live Coordination".



- **TIS Production Company:** Three visits were made to their studios to learn about the process of receiving an audiovisual project.
- **BTF Production Company:** Four visits were made to the set of the television series "Entre Paredes".
- **ESPN:** Three visits were made to ESPN studios under the themes "Sports News", "Live Events", "Direction Coordination", and "Engineering and Operations", with two visits under the theme "Digital Production".



- **Boutique Filmes Production Company:** Two visits were made to their studios to learn about the development process and the steps involved in the execution of a television series (Mila en el Multiverso), along with one visit to learn about the post-production process of the series.
- **ESPN:** Four visits were made to ESPN studios under the themes "Sports News", "Live Events and Live Coordination", and "Production".
- **Disney:** One visit was made to Disney offices under the themes "Relationship with other areas" and "Talent Acquisition".



Highlights from the Project



I found out about the audio-visual program called FOCO Latam in a very significant moment: I'd just started to face the challenges of the labor market, and I was feeling quite discouraged in the face of a cold reality: graduating from university was just not enough. I feel that we, as young adults, face a lot of discrimination as we are at a disadvantage to get started in our professional careers successfully. I was happy to learn that, in spite of this tough scenario, there are those who offer this kind of opportunities because, to me, the best way to learn is by challenging yourself and increasing your capacities, and this is precisely what I've been able to do thanks to this great program. I loved the determination and the empathy I saw in my classmates, and especially in the tutors, who always encouraged us to keep going and attending the workshop.

There's a phrase by Vincent Van Gogh that goes "If you hear a voice within you say you cannot paint, then by all means paint, and that voice will be silenced." I truly identify with it because at first I was scared and I almost did not sign up for the course. I just didn't feel I'd be able to do it. However, as classes and master classes went by, and thanks to our visits to the production companies, I found out there is a very large world within the audio-visual industry. Even though we do not paint, we do create, produce, improve and reinvent things.

Lizbeth Navarro Domínguez
FOCO Latam student



At Disney, we are committed to inspiring and empowering the next generation of storytellers and innovators to promote diversity in the creative industry. Through social investments we offer skill building opportunities to increase access to careers in media, entertainment and technology. Eidos is an amazing partner in these efforts, as their unique expertise in education and employability adds an enormous value to this programming. Through Foco Latam, we are inspiring youth in Latin America to dream about their future and become who they imagine they can be.

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

SilverTech

+talento +tecnología +empleabilidad

Working with all people regardless of the color of their skin, their gender identity, or their age is a core value for us at Eidos Global. That's why, in 2022, we created SilverTech, a multisector innovation initiative led by the IDB Lab and Eidos Global to increase the value of individuals over the age of 50 in the world of work by improving their employability and incorporation into the labor market in positions based on or related to digital technology.

This initiative enjoys the strategic support of 'Diagonal Asociación Civil'—a non-profit association that is made up of specialists in this field— and was launched having the support of some of the most influential technology giants in the world (Accenture, Microsoft, Red Hat and Salesforce). The goal of SilverTech is to create a solution that addresses the lack of talent in the region, specifically in the ICT (Information and Communication Technology) industry. Our objective is to provide training courses to more than 2,000 people and to collaborate with partners on removing ageism from the employment process, resulting in at least 600 people finding improved employment conditions by 2025.

According to the WHO, ageism is the third leading cause of discrimination in the world, which is why SilverTech's goal revolves around producing a systemic change, raising awareness on this issue and creating a community of organizations that can lead this about-face in the recruitment and hiring of people this age.



THE INITIATIVE'S THREE FOCAL POINTS

- ✕ **Training Courses:**
Empowering people over 50 years old to study and learn about technology and socio-emotional skills to improve their employability.
- ✕ **Development of skills for the labor market:**
Providing support to all those individuals graduating from our training courses to help them upgrade their competencies and increase their knowledge and development of job skills by means of various educational actions and initiatives.
- ✕ **A Systemic Transformation:**
Working to raise awareness about the importance of appreciating the value of 50+ talent and offering job opportunities to those in this segment of the population by creating the "SilverTech Community:" a network of organizations that are committed to producing a systemic change in employability and age diversity in the corporate and organizational realms.

PARTNER



Strategic Partners:

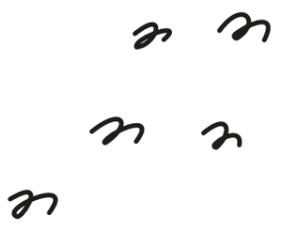


Donor Partners:



Sponsor:





ODS



HUMANE SKILLS

- Digital Skills
- Effective Communication
- Emotional Intelligence
- Collaboration
- Complex Problem Solving
- Creativity

EVENTS

In 2023, 40 organizations joined forces with us as allies of the SilverTech Community, participating in several activities with SilverTech alumni to improve their employability. We collaborated with startups and associations like Polo IT, Trabajo en Digital (Mexico) and No Country so that SilverTech graduates could practice their new professional skills. We visited the offices of Salesforce, awarded 100 scholarships to course graduates to improve their English language skills, and awarded another 100 scholarships for graduates to take Google courses.

IMPACT

60+ organizations

are part of the #SilverTechCommunity

40+ companies

took the self-diagnostic test on age diversity

30 organizations

from the private, public, and social sectors took part in the age diversity awareness sessions

11,154 people

directly reached

1,689 people

connected

1,233 people

empowered

119 people

transformed

77.6 NPS

(Net promoter score / Level of Trainee Loyalty)



Highlights from the Project



“

In 2023 I found out about SilverTech and my professional perspective took a quick and unexpected turn. My constant search for opportunities to improve my digital skills led me to discover and do the Testing QA Manual course offered by SilverTech, which allowed me to acquire knowledge I had never had access to before.

Working in teams to achieve objectives along with the expert guidance of the coaches were key for me, and these factors are the reasons why this course has added such an unprecedented value to my career.

Additionally, the program included modules related to soft skills like communication, teamwork, and problem-solving. I think these skills are key to succeed in any field, but they are particularly important for people over 50, who oftentimes deal with lots of prejudice and stereotyping.

Adolfo Quiroga
Graduate student from Testing QA

”



Back when we started dreaming about a collaborative leadership project to boost the silver economy, Eidos' name just came up naturally. Thanks to Eidos, SilverTech was born. And I feel that, thanks to Eidos, the idea will be replicated all over Latin America.

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



At Red Hat we build and foster an open culture every day, because it defines the way in which we want to interact with our partners, clients and communities. This is how we like to create alliances with organizations such as Eidos, which by means of implementing programs like Silvertech, allows us to make an impact and generate a more diverse, equitable and inclusive world.

Mariela Arce
Marketing and Communications Lead in Red Hat Argentina



The project we developed along with Eidos is a clear-cut example of how we can leverage the power of innovation to be able to provide greater inclusion opportunities, in this case, improving the quality of life of older people.

Erika Molina
IDB Lab Specialist

Meet our Learners.



LEARNERS' VOICE

Learners' Voice is a program launched by WISE and has been designed and implemented by Eidos Global for three years. The program was created to provide a safe space for students in public high schools in Qatar and to foster and facilitate socio-emotional and expressive skills.

In this last edition, participants explored and discussed critical matters related to the impact that Artificial Intelligence is creating and will create in the field of education, hence significantly contributing to the analysis of its impact in the local community.

Our young participants focused on two relevant areas:

- **Classrooms of the future: Will AI bring about major reassessment of teaching and learning?**
- **Examining higher education and jobs in an AI-driven world: How to provide our graduates with future-resistant skills?**

Every aspect was discussed within a proactive framework, identifying challenges and opportunities, as well as suggesting ideas for public policies from the unique perspective that young people can offer.

The high point of the project was a roundtable held behind closed doors with representatives of the Ministry of Education of Qatar within the context of the WISE Summit. Participants shared creative and effective proposals for public policies, contributing greatly to the educational conversation in Qatar as well as solidifying the position of Learners' Voice as a fundamental pillar of our annual initiatives.

Learners' Voice provides a safe space to analyze how major issues affect the community, what solutions could be designed, and what role young people can have in discussions regarding education. **The result in 2023 is a white paper with public policy recommendations, soon to be published.**

PARTNER



ODS



IMPACT

24 hours

of content in every training course

16 people

empowered

66,7 NPS

(Net promoter score / Level of Trainee Loyalty)

EVENTS

During the WISE Summit there was a roundtable discussion with policymakers of the Ministry of Education of Qatar on Education and AI, sharing the work carried out by the participants of Learners' Voice. This will translate in a white paper that is to be published including policy recommendations on Education and AI.

HUMANE SKILLS

- Effective Communication
- Solving Complex Problems
- Creativity

EIDOS & IA

- Lately we've all been experiencing a massive explosion of AI: both in its development and its presence in the public agenda. We're thrilled to think about the development of cutting edge technologies that can make many things possible. We want to be where the latest tech revolution is! That's why, based on our Theory of Change, Constellation and Humane Learning Framework ([Eidos Approach](#)), we've created our own [humane principles for the use of artificial intelligence \(AI\)](#) in our work at Eidos Global and the services our organization provides.

Look at the video we generated with AI!



IMPACT

12 countries

(Argentina, Uruguay, Paraguay, Ecuador, Nicaragua, Colombia, El Salvador, Chile, Costa Rica, Panamá, México, y Ecuador)

2 workshops

2 hours
of content

45

policy makers connected

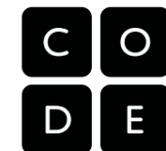
All through 2023 we carried out the following initiatives:

AI PARA POLICY MAKERS

Along with UNESCO and Code.org, we held 2 workshops for Policy Makers to discuss public policies that can bring about the AI we want, with a social and environmental perspective accessible by everyone in the region.

Learn more

PARTNERS



ODS



TECHNICAL SKILLS

- Introduction to Generative Artificial Intelligence

HUMANE SKILLS

- Collaboration
- Solving Complex Problems
- Creativity

AI AT THE WORLD INNOVATION SUMMIT FOR EDUCATION (WISE-QATAR)

We organized 2 workshops on **ethics and AI, and on the design of learning experiences with AI**. One of them was intended for public school students to think about ethics applied to AI development. The other workshop allowed participants to get their hands dirty interacting with our own **custom AI Chatbot, the “Eidos Learning Designer”**, which we are experimentally training to support effective experience design.

TECHNICAL SKILLS

- Introduction to Generative Artificial Intelligence

HUMAN ESKILLS

- Solving Complex Problems
- Creativity

IMPACT

2

workshops on AI

99 people connected

from all over the world



AI IN RESKILLING

In our [Reskilling Latam](#) program and with the support of Microsoft, we held training courses on generative AI literacy and trained trainers for these first-use experiences. We created room for reflection that will contribute to the creative and responsible use. Furthermore, we wrapped up the year organizing two webinars on the use of copilot for programming, designed for developers and people interested in code from an educational technology perspective.

PARTNER



ODS



TECHNICAL SKILLS

- Introduction to Generative Artificial Intelligence

HUMANE SKILLS

- Solving Complex Problems
- Creativity



IMPACT

20 countries

from Latin America and the Caribbean

900 people

indirectly reached

1,045 people

directly reached

343 people

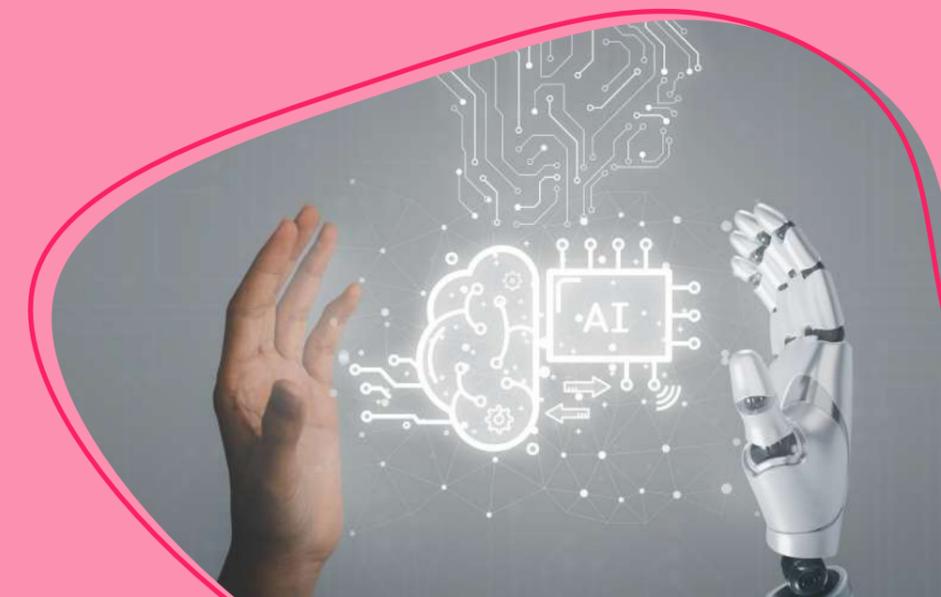
connected

26 people

empowered

77 NPS

(Net promoter score / Level of Trainee Loyalty)



06.

INTERNATIONAL ALLIANCES AND NETWORKS

At **Eidos Global**, we have believed since our beginnings that the only way to generate a positive and meaningful impact on the diverse populations we work with is by weaving networks for collaborative and community-based work. **We especially thank the following partners for the work accomplished throughout this year.**



WE WORK HAND IN HAND WITH THOSE SEEKING TO CHANGE THE WORLD.



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