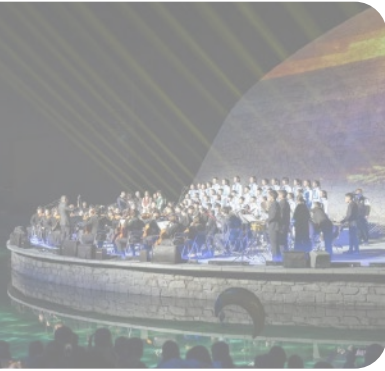
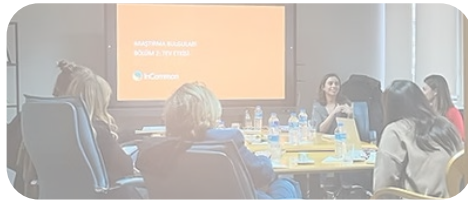


EDHEROES



EdHeroes ANNUAL REPORT 2024



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Foreword by Alina Baimen, CEO and Co-Founder of EdHeroes



"It is an honour and a privilege to see EdHeroes blossoming into the organization that it is today.

As I reflect on the past year, I am filled with gratitude for the power of collaboration and the collective commitment of individuals and organizations united by a shared purpose. At EdHeroes, we believe that education is the foundation of positive change, and our work is driven by the conviction that when we come together, we can create a better future for generations to come. Our approach is simple, yet socially innovative, rooted in respect and compassion for everyone we work with.

This year, we witnessed the incredible impact of collaboration on a global scale. Our Global Forum on Cultural Heritage in Education, co-hosted by our EdHeroes Hub in Peru,

Amantani, was a truly groundbreaking event. Spanning 27 hours and connecting participants across time zones and continents, the forum brought together over 120,000 people to celebrate diversity, exchange ideas, and explore how education can serve as a bridge between cultural preservation and progress.

In Indonesia, EdHeroes partnered with the Royal Palace of Yogyakarta for the Masterpiece Batik: Humanity in Harmony project, an initiative organized alongside the Indonesian Children's Cancer Foundation.



Spanning three cities, this project used the traditional art of Batik to provide children fighting cancer with creative experiences and healing opportunities, while also raising funds to support their treatment. The event reflected the profound connection between cultural heritage, compassion, and community-driven impact.

We also celebrated a milestone moment in Singapore, where, with the support of our EdHeroes Hub, Allin Technologies, we hosted our first in-person awards ceremony. This event was a celebration of the extraordinary individuals and organizations whose dedication and innovation have advanced educational opportunities around the world.

EdHeroes is a community of 270 000+ individuals, from 124 countries worldwide. We are represented by organizations in 12 countries and work with hundreds of organizations each year. This year marked significant growth for EdHeroes as we expanded our global network. We welcomed new experts to our advisory board and launched two specialized committees, bringing together leaders from diverse fields to tackle pressing educational challenges and create actionable solutions on a global scale.

At EdHeroes, we believe that change is possible when we work together. This annual report is a reflection of what we have achieved as a community, and it is a call to continue striving toward a brighter future. Thank you to everyone who has joined us on this journey, your passion and commitment inspire us to dream bigger and reach further. Together, we are not just creating impact; we are building a legacy."

With gratitude and hope,

Alina Baimen

CEO and Co-Founder
EdHeroes

Who We Are

EdHeroes is a global network aimed at improving education for everyone. We focus on achieving quality education for all, in line with the United Nations Sustainable Development Goal 4 (SDG 4).

At EdHeroes, we connect individuals and organizations to enhance education processes and drive impactful projects. Our approach is grounded in the principle of “glocality,” meaning we combine global insights with a deep respect for local communities. We believe that local organizations and individuals understand their educational challenges best, so we partner with them to create tailored solutions.

Driven by a passion for education and a commitment to making a real difference, we invite you to join us in this vital mission. Together, we can create a brighter future through education.

Mission

New [UNESCO data](#) shows that the number of out-of-school children globally has risen by 6 million since 2021, reaching a total of 250 million. And that’s just children—many more people of all ages still lack access to education.

We are on a mission to improve the access to and the quality of education for people of all ages.

By partnering with community leaders and organizations, we accelerate their projects, raise awareness, and expand their impact, all with the goal of making lasting improvements in education. Ultimately, we strive to help create a generation of autonomous, capable, and happy individuals.

The EdHeroes logo features the word "EDHEROES" in a bold, white, sans-serif font. The letter "H" is stylized with a white lightning bolt shape integrated into its vertical strokes. The logo is set against a dark background that is part of a larger image of a young woman reading a book in a library.

Education is the most effective way to change the world

Hub-based Model

At EdHeroes, our Hub-Based Model is central to our mission to cultivate a vibrant community of educational innovation. It brings together organizations worldwide to collaborate, share experiences, and foster impactful change. Our 16 Hubs, spread across diverse countries, are not just part of a network—they are vital spaces for dialogue, learning, and growth.

Through this model, we create opportunities for EdHeroes Hubs to connect with peers and global experts, enhancing their capacity to address both local and international educational challenges. Events and programs are pivotal in facilitating the exchange of knowledge and best practices, enabling organizations to develop tailored, sustainable strategies.

At its core, the Hub-Based Model thrives on the rich diversity and collective wisdom of its members. It embodies our commitment to a shared future, where everyone contributes to and benefits from the community's growth. By integrating on-the-ground experience with global perspectives, we aim to bridge the gap in knowledge and serve the next generation, driving forward our mutual educational goals.



"I appreciate the concept of the hubs because they offer a more practical and tangible way of sharing real-world knowledge. They demonstrate a genuine commitment to implementing solutions, making a meaningful impact beyond just discussions."



Cecilia Vaca Jones

Senior Advisor to Abu Dhabi's Early Childhood Authority, Former Executive Director of the Bernard van Leer Foundation, EdHeroes Advisory Board Member

We at EdHeroes believe education is the most powerful force for human betterment. We are on a mission to improve the access to and the quality of education for people of all ages.

While formal classroom education is critically important, we believe that a broader focus that recognizes and supports the roles of family, friends, and communities is vital to creating well-educated and thriving people.

To achieve this goal, we are creating a new 'operating system' for advancing education based on transparency and decentralization to push for social change. Our worldwide network counts educators, parents, students, policymakers, advocates, and many other people passionate about education as participants. We are bringing them together — one conference, workshop, or event at a time — to share best practices, build novel approaches and catalyze partnerships to better education — for people, for families, and for entire communities.



Our worldwide network counts educators, parents, students, policymakers, advocates, and many other people passionate about education as participants

At EdHeroes Network, we each commit to:

- ◆ Build Equitable Access to Education by helping communities develop and expand educational opportunities through public schooling and other avenues
- ◆ Inspire and Inform New Educators and Education Advocates through engagement with practitioners, local groups, and community members that build awareness of key educational issues, innovations, best practices, and inspire changes in education
- ◆ Improve the Quality and Relevance of Education by building on effective practice and local insights to strengthen educational programming
- ◆ Push for Scaling 'What Works' by identifying effective education interventions and working to grow funding and support for those interventions at the local, regional, and national levels

The issues and challenges in education can often feel large and intractable. Still, we believe that through the power of our collective passion, experience, and collaboration, we can make significant and measurable differences in improving education worldwide. Join us!

The Manifesto was developed and written with the support and participation of members of the EdHeroes Advisory Board



If you want to sign our manifesto, you can do so on the EdHeroes website in the Manifesto section by clicking the button below

[Sign Manifesto](#)



Key Drivers

- ◆ Educator, Advocate, and Entrepreneur Network
- ◆ Foster Innovative Educational Approaches
- ◆ Best Practice Sharing
- ◆ Address Local Community Needs

Primary Outcomes

Creating Advocates & Issue Awareness

Help individuals increase awareness of educational issues leading to self-awareness and a change in social norms around the importance of education

Policy Change & Enforcement

Help individuals to demonstrate support for and take meaningful steps towards improved education policies, systems, and funding

Equitable (Access to) Education

Help communities increase capacity to provide free public access to education and the fair institutional policies to insure equal attendance

Secondary Outcomes

Lifelong Learning

Enhance literacy and learning that improves access to social and business opportunities throughout one's life

Priority Outcomes:

- ◆ Mental Wellbeing
- ◆ Economic Participation
- ◆ Adult Literacy

Secondary Outcomes

Early Education

Improve usage/attendance in early education that builds early literacy and math skills, and enables play & discovery

Priority Outcomes:

- ◆ Effective Educators (teachers & parents)
- ◆ Oral Language and Emergent Literacy Gains
- ◆ Mathematics and Science Knowledge Gains
- ◆ Improve Social-Emotional Skills

Primary/ Secondary Education

Improve attendance, academic skills/ performance & positive identity

Priority Outcomes:

- ◆ Effective Educators (teachers & parents)
- ◆ Attendance & Persistence in School
- ◆ Improved Academic Skills
- ◆ Improved Academic Performance
- ◆ Positive Identity Development
- ◆ STEM Interest

Education for Career Access

Improve access to career-oriented education to help attain and improve jobs, and build careers

Priority Outcomes:

- ◆ Improved Job-Specific Skills
- ◆ Improved General Employability & Soft Skills
- ◆ Stimulate Entrepreneurship
- ◆ Improved Job Quality

Impact Goal

At EdHeroes, we believe that **education is the most powerful force for human betterment.**

We are on a mission to improve access to quality, relevant education around the world through both formal and informal channels that draw on the vital roles of family, friends, and communities in supporting thriving individuals.

[View EdHeroes Theory of Change](#)



Glossary (1 of 2)

Impact Area

Impact Genome Outcomes and Definitions

Early Childhood Education

Mathematics and Science Knowledge Gains

The demonstration of gains in knowledge and application of mathematics (e.g., numbers and sequence; shapes; patterns) or scientific process skills (e.g., physical and life sciences; observation; measurement; classification).

Oral Language and Emergent Literacy Gains

The demonstration of gains in oral language skills (e.g., phonological awareness, appropriate use of vocabulary, following and constructing narratives) and emergent literacy skills (e.g., concepts of print, letter recognition, identification of print letters).

K-12 Student Achievement

Improved Academic Performance

The demonstration of growth in scores or levels of proficiency on standards-based or norm-referenced assessments, higher course grades or GPA, or new or increased enrollment in rigorous coursework (e.g., new AP, IB, or Honors course).

Improved Academic Skills

The demonstration of improved cognitive skills and self-regulation (e.g., critical thinking, working memory, creative thinking) or organizational and study skills (e.g., time management, planning, task persistence).

Attendance & Persistence in School

The demonstration of improved school attendance or persistence to the next grade.

STEM

STEM Interest

The demonstration of increased interest and/or engagement in STEM or STEM-related activities and education.

Quality of Education

Effective Teachers

The demonstration of improved teaching methods and self-directed professional development.

Equitable Education**

The demonstration of an equitable education for students of all backgrounds, genders, races, achievement levels and diverse student needs(e.g., attendance at all education levels, equitable funding for high poverty schools, equal proportions of highly certified teachers for all students etc.,equitable student achievement, etc.).

Positive School Environment

The demonstration of a positive school environment (e.g., safe, supportive and academically challenging climate, inclusive school community, engaging instructional environments, etc.).

**Primary outcomes for EdHeroes

Glossary (2 of 2)

Impact Area

Impact Genome Outcomes and Definitions

Workforce Development

Improved Job Specific Skills

The demonstration of specialized skills, knowledge, and experience necessary to acquire and retain a specific job or career.

Improved General Employability & Soft Skills

The demonstration of general employability and soft skills needed to acquire and retain employment.

Adult Literacy

The demonstration of the ability to understand and communicate using printed and written language.

Improved Job Quality

The attainment of improved benefits, working environment, and/or job security.

Stimulate Entrepreneurship

Gaining access to capital, markets, and business information that previously was not accessed to facilitate the development of an advanced understanding of entrepreneurship (e.g., market knowledge, participation in new businesses, etc.).

Elderly Care

Mental Wellbeing

The attainment of mental well-being (e.g., prevented mental deterioration, received appropriate care, etc.).

Economic Participation

The attainment of the ability to participate in the economic system (e.g., legal protection against workplace discrimination, equal parental leave policies, equal pay for equal work, elimination of slavery, etc.).

Youth

Improve Social-Emotional Skills

The demonstration of skills that support social-emotional development (self-regulation, communication, empathy, responsible decision making, respect, leadership, etc.).

Positive Identity Development

The attainment of a clear and positive view of oneself and sense of personal agency.

Policy Development

Creating Advocates and Issue Awareness (Individuals)**

The demonstration of increased awareness of social issues leading to self-awareness and a change in social norms.

Policy Change and Enforcement**

The demonstration for support for new policies or improved systems to ensure policy enforcement.

**Primary outcomes for EdHeroes

How do EdHeroes focus on the concept of glocality and community engagement?

Concept of Glocality

EdHeroes approach is centered around the concept of glocality, which embodies a global vision while maintaining a strong respect for local organizations and individuals. This approach recognizes that local communities understand their educational challenges best.

Community engagement

By embracing glocality, EdHeroes ensures that community-based initiatives are both locally relevant and globally competitive. We establish partnerships with community leaders and organizations to catalyze their projects, raise awareness, and expand their reach to make lasting improvements to education.





"I just want to congratulate the team on all the good work. There are so many partners and hubs now. Great work, and congratulations."



Suchetha Bhat

CEO of Dream a Dream,
EdHeroes Advisory Board
Member

2024



February

Yayasan Puteri Indonesia Debate Session

In collaboration with the Puteri Indonesia Foundation, EdHeroes hosted a Debate Competition that drew over 60,000 viewers, emphasizing the role of education in critical thinking and communication. Participants offered diverse insights and innovative solutions to societal issues.



June

Podcast Launch

The EdHeroes Voices Podcast debuted as a video series covering key topics in education, culture, and global development. Hosted by CEO Alina Baimen, it features international guest discussions. Available on Spotify, Castbox, and YouTube, it highlights educational innovations.



July

EdHeroes Global Forum

The EdHeroes Global Forum: Cultural Heritage in Education presented an impressive roster of 105 speakers from 40 countries, delivering 38 sessions over 27 hours of livestream content. The event reached over 120,000 unique viewers and generated more than 1,550 media publications, serving as a vital platform for dialogue and educational innovation.



EdHeroes Award Ceremony

The EdHeroes Award Ceremony in Singapore honored Mr. Leon Guo and Mr. Lim Bo for their outstanding contributions to education. Mr. Baey Theng Mong presented the awards, underscoring these leaders' significant achievements and influence in the field.



August

Mahakarya Batik: Humanity in Harmony

EdHeroes co-hosted a humanitarian mission with local partners in Surakarta, Jakarta, and Yogyakarta. This initiative enriched children's lives with creative experiences and fundraising for their treatment. A remarkable outcome was the creation of a 50-meter Batik cloth in collaboration with Indonesian craftsmen, symbolizing cultural heritage and unity.



September

New EdHeroes Hub in China

EdHeroes launched a new Hub in China with the International Exchange Center for Confucius Studies (IECCS), led by Muyuan Liu. IECCS revolutionizes international collaboration and educational innovation through study tours, seminars, and advanced online learning, setting the stage for a new era in global education.



New EdHeroes Hub in Türkiye—InCommon

Another EdHeroes Hub was launched in Türkiye with InCommon, a community advocating for education paradigms that foster sustainability and peace. By designing creative interactions, InCommon mobilizes collective intelligence in education through Studio, Fellows, and Tools InCommon.



September

New EdHeroes Hub in Nigeria

Edugist in Nigeria, an impact-focused newsroom and education innovation lab, was launched. This partnership facilitates change by providing vital data, education reporting, advocacy, and initiatives to ensure inclusive, quality education for all.



October

New EdHeroes Hub in Türkiye—KODA

KODA is an association dedicated to improving rural education since 2016. KODA engages in educational activities for teachers and parents, conducting research and advocacy, and developing locally appropriate educational content, ensuring all children can discover and realize their potential through quality education.



Queen Rania Teacher Academy (QRTA) Forum

Alina Baimen, CEO of EdHeroes, moderated a session at the Queen Rania Teacher Academy (QRTA) Forum, promoting global educational dialogue.



October

Token of Appreciation

EdHeroes was honored at the “Mahakarya Batik Humanity in Harmony” event, celebrating our community efforts. This recognition marked the finale of a roadshow through three cities and National Batik Day in Indonesia. Hosted at the Vredeburg Fortress Museum in Yogyakarta, the event featured a 50-meter Batik Fabric crafted by cancer survivor children and skilled craftsmen.



November

Committee on Cultural Heritage in Education Launch

Inspired by the EdHeroes Global Forum, we launched the Committee on Cultural Heritage in Education to integrate and promote cultural heritage values within educational systems. This initiative is dedicated to preserving important traditions, ensuring that future generations remain connected to their cultural roots.



Discord Community

We introduced the EdHeroes Community on Discord as a vibrant platform for those passionate about education. This community offers a space to connect, learn, and collaborate, fostering dynamic exchanges of ideas and best practices among educational enthusiasts.



December

New Advisory Board Member

His Majesty Sri Paduka Mangkoenagoro X of Mangkunegaran Surakarta became a distinguished member of the EdHeroes Advisory Board. His participation reflects our ongoing commitment to esteemed leadership and strengthens EdHeroes' global network and influence.



The Education in Rural Areas Committee Formation

Driven by the efforts of EdHeroes Hubs KODA in Türkiye and Amantani in Peru, this committee was formed to address educational challenges in rural settings. Its mission is to eliminate barriers, ensuring equitable access to quality education and adapting educational practices for people living in rural areas.



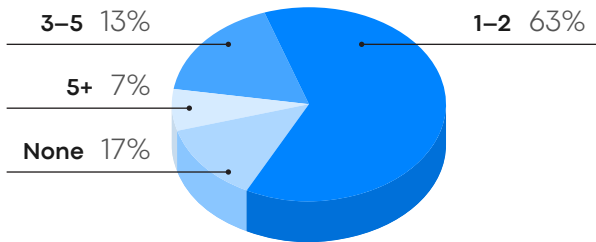
2025

Evaluating Our Global Educational Influence

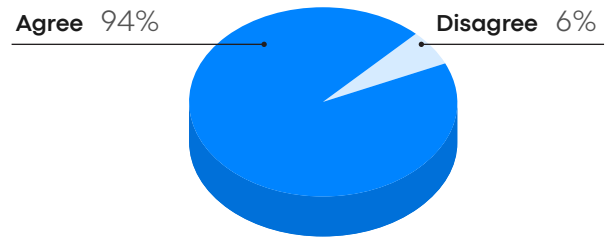
Impact measurement has always been of utmost importance to EdHeroes. It is crucial for us to assess our global educational impact to understand how we can enhance our contributions. In conducting our 2024 impact study, we relied on the criteria set out in the EdHeroes Theory of Change, developed in collaboration with leading impact assessment experts at Mission Measurement. According to our mission, a key objective of EdHeroes is to amplify the impact of our Hubs. Therefore, the study's audience included not only participants of EdHeroes' online and offline events throughout the year, our followers in social media and members of our network but also the audience of projects and programs implemented by EdHeroes Hubs.



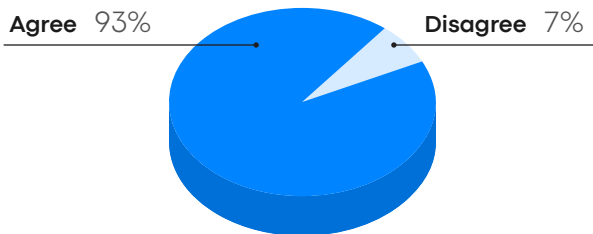
How many EdHeroes Network events — in-person or digital — did you attend this year?



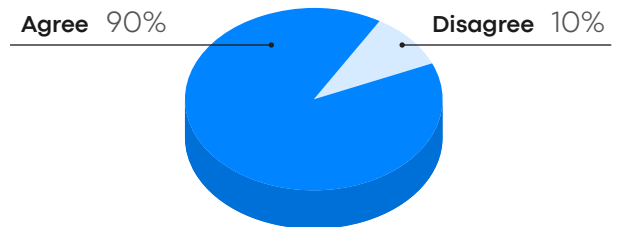
Percentage of people who believe EdHeroes is making a difference the world



Percentage of people who were directly inspired by EdHeroes to take action in making the world a better place

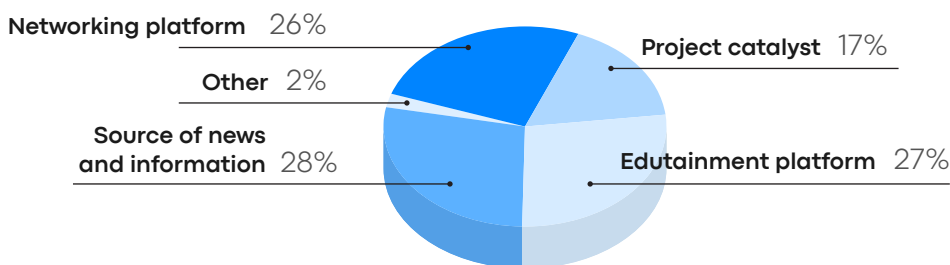


Percentage of people who were motivated to join and advance education-related work by participating in EdHeroes events



What do you see EdHeroes as?

(Respondents were able to choose multiple options in the survey)



Feedback from EdHeroes Events Attendees on the next page

The EdHeroes Team is doing marvelous work in global education with innovative ideas that could revolutionize education if the relevant ruling authorities prioritize education as a strategic development tool.

It brings the insights of scholars from different parts of the world. These insights are useful in settling many issues circum navigating the world of education. I can't wait to join another session on-sight, especially on issues relating to teacher education and education and society.

Great job with the conference. Had the best time conversing, learning new things and sharing my thoughts and experience. Looking forward to what 2025 brings. Stay awesome.

EdHeroes provides insightful information to educators, helping us refine design and training execution to impact the right audiences.

Thanks for providing us with the opportunity to learn through this network.

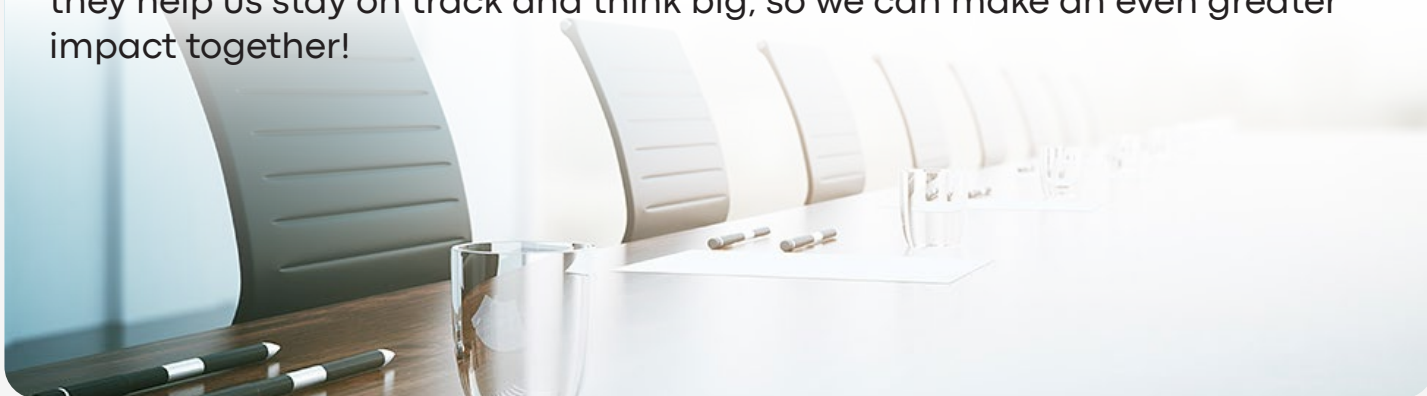
I appreciate this team, especially for their efforts in connecting different people and organizations who are working in the education field.

May the programs implemented continue to have a broader impact and bring positive change to the community.

Would like to be part of EdHeroes event activities more the next year 2025.

Thank you very much for the efforts and hope to join your coming events.

Our Advisory Board is made up of passionate leaders who guide us with their expertise and fresh ideas. From education to social innovation, they help us stay on track and think big, so we can make an even greater impact together!



Sri Paduka Mangkoenagoro X [↗](#)
(Indonesia)
King of Mangkunegaran

"We are happy to collaborate with EdHeroes because, in Mangkunegaran, we focus on the development of our cultural education. We believe in the continuity of the culture that we uphold in Mangkunegaran and how we can further amplify it for the benefit of society. We also recognize that education plays a crucial role as a source of information transmission and, of course, regeneration."



Boris Bulayev [↗](#)
(USA)
Chief Executive Officer
& Co-Founder of Educate!



Cecilia Vaca Jones [↗](#)
(Ecuador)
Senior Advisor to Abu Dhabi's Early Childhood Authority, Former Executive Director of the Bernard van Leer Foundation



Conrad Wolfram [↗](#)

(United Kingdom)

Strategic Director and
European CEO/Co-Founder,
Wolfram Research



Wendy Kopp [↗](#)

(USA)

CEO and co-founder
of Teach For All



**Francisco J.
Marmolejo** [↗](#)

(Mexico)

Higher Education
President & Education
Advisor, Qatar Foundation
Higher Education



Harry Patrinos [↗](#)

(USA)

Senior Adviser,
World Bank Education



**Mercedes Mayol
Lassalle** [↗](#)

(Argentina)

World President of OMEP



Henry Motte-Muñoz [↗](#)

(Philippines)

Founder and Chief
Strategy Officer
at Edukasyon.ph



Osama Obeidat [↗](#)

(Jordan)

Chief Executive Officer,
Queen Rania Teacher
Academy



Safeena Husain [↗](#)

(India)

Founder and Executive
Director, Educate Girls



Sandeep Aneja

(Singapore)

Founder and Managing
Partner, Kaizenves



Shaun Conway [↗](#)

(Switzerland)

Founder and President,
ixo Foundation

EdHeroes Advisory Board

7



Steven Duggan [↗](#)

(Ireland)

Member of the Governing Board of the UNESCO Institute for Information Technologies in Education, Vice President of Terawe Corporation



Suchetha Bhat [↗](#)

(India)

CEO, Dream a Dream



Sven Rooms [↗](#)

(Belgium)

General Director, VVOB



EdHeroes Global Forum: Cultural Heritage in Education

July 11–12, 2024
Online



In July 2024, EdHeroes hosted its inaugural Global Forum, a comprehensive 27-hour livestream attracting over 120,000 unique viewers. This event marked a pivotal milestone in exploring the intersection of cultural heritage and modern education. Featuring speakers from 40 countries and conducted in nine languages, the forum included contributions from esteemed organizations such as the World Bank, UNESCO, and UNICEF.

The Global Forum reflected EdHeroes' dedication to fostering an inclusive and diverse educational landscape, highlighting the role of cultural heritage in shaping education worldwide. Alina Baimen, Co-founder and CEO of EdHeroes, observed the forum's growth: "We began with a modest discussion, and now it's turned into a 27-hour non-stop streaming forum, supported by fantastic organizations worldwide."



EdHeroes Global Forum: Cultural Heritage in Education

Alongside the event, EdHeroes introduced the EdHeroes Guide to Leading Education Organizations. This guide presents over 60 education-focused entities, emphasizing efforts to enhance access to quality education through philanthropic and innovative initiatives. It serves as a valuable resource for those seeking collaboration or opportunities to support global educational development.

The EdHeroes Global Forum 2024 established a new standard for our ongoing efforts to advance education systems and celebrate the diversity of cultural heritage. It served as a vibrant gathering place for educators, non-profit leaders, CEOs, stakeholders, professionals, education enthusiasts, and experts.



"I was really impressed with the 27-hour event and the outreach that you did. That was really well done, so congratulations. I was happy to participate, and my fellow panelists enjoyed it as well. And also I have noticed the ramping up on the communications and using different channels and different mechanisms for sending out the messages. There's so much gloom about education and the world these days, so a lot of negative reports every day. So it's good to have at least one source that sees the positive side."



Harry Patrinos

Head, Department of Education Reform, and Endowed Chair, at the University of Arkansas, Former Senior Adviser, World Bank Education, EdHeroes Advisory Board Member

EdHeroes Award Ceremony

July 11, 2024
Singapore



As part of the EdHeroes Global Forum 2024, Allin Technologies (EdHeroes Singapore Hub) hosted the significant EdHeroes Award Ceremony. This event recognized individuals who have overcome substantial challenges and achieved success through education.

The EdHeroes Awards celebrated the remarkable achievements of Mr. Leon Guo and Mr. Lim Bo, acknowledging their influential roles in advancing education. Presented by Mr. Baey Theng Mong, PBM, Honorary Secretary, Ngee Ann Kongsi. These awards emphasized the impact of educational leaders who drive positive change within their communities.

By documenting and sharing the stories of these awardees, EdHeroes aims to provide hope and motivation for children worldwide who face their own obstacles. Highlighting how access to quality education can create opportunities, the ceremony encourages the next generation to pursue learning and leadership.



EdHeroes Award Ceremony

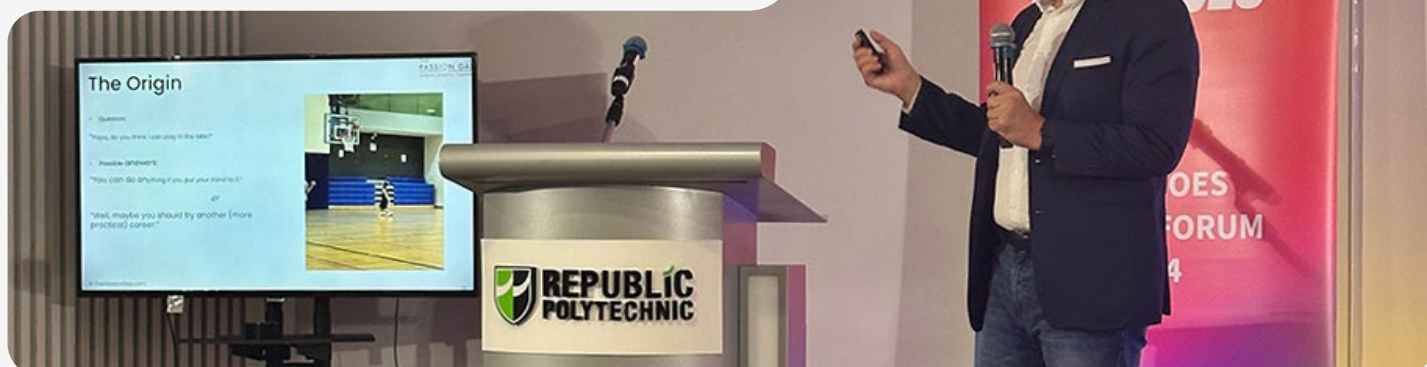
The award event also featured a compelling session organized by AlliN Technologies, EdHeroes Singapore Hub, titled “Innovating Education: The Impact of Culture through Passion, Change, Technology, and AI.” Esteemed speakers Cheong Su Fen (Founder of Preschool Market), Philip Hsin (CEO, PFR Strategic Advisory), Chrissie Choo (Founder of CoCreates Mindset Educator), and Esmond Liu (CEO of MadCo Tech Pte. Ltd.) shared their perspectives on the transformative potential of education and technology in shaping a better future, joining the EdHeroes Global Forum 2024 speakers line-up from 40 countries, speaking in 9 languages, and hundreds of renowned organizations including the World Bank, UNESCO, UNICEF, OMEP, Teach for All, Dream a Dream, Educate Girls, and many others. The forum was also viewed by 100,000+ unique viewers.

“Innovation can take many forms, and what sets this platform apart is its ability to go beyond the usual players and big names. Instead, it seeks to build new constituencies and amplify the voices of those who are often unheard. For me, that is the unique opportunity—to create something truly different and transformative.”



Cecilia Vaca Jones

Senior Advisor to Abu Dhabi’s Early Childhood Authority, Former Executive Director of the Bernard van Leer Foundation, EdHeroes Advisory Board Member



Mahakarya Batik: “Humanity in Harmony” Fundraising and Charity

Series of Events:

July 24, 2024: Surakarta

August 21, 2024: Jakarta

October 2, 2024: Yogyakarta



Yayasan
Kanker
Anak
Indonesia

The Indonesian
Pediatric
Cancer
Foundation



Together with Indonesian Pediatric Cancer Foundation and Lions Club Solo Mustika (LCSM), EdHeroes co-hosted a humanitarian mission in three cities in Indonesia namely: Surakarta, Jakarta, and Yogyakarta. This initiative sought to enrich children's lives through creative experiences and fundraising for their treatment.

A notable result of this mission was the creation of a 50-meter Batik cloth in collaboration with Indonesian craftsmen in conjunction with children fighting cancer, symbolizing cultural heritage and unity. 60 children in total were engaged in storytelling and fun games activities as well as painting the Batik with the craftsmen.

The event was graced by His Majesty Mangkoenagoro X's presence in Surakarta. His Majesty warmly graced the brave children participating in the batik-making process alongside the maestros, expressing messages of kindness, empathy, and admiration for the remarkable strength and perseverance of the little Heroes. →



Mahakarya Batik: “Humanity in Harmony” Fundraising and Charity

In Jakarta, we also received warm appreciation from the representative of the Ministry of Health of the Republic of Indonesia where EdHeroes had the privilege of hosting a storytelling session in honor of National Children’s Day at the event.

The event also received recognition from Her Majesty Queen Hemas and Her Royal Highness Mangkubumi of Yogyakarta. A companion book entitled “Humanity in Harmony” was launched at the Yogyakarta event and consists of various back-stories behind the creation of this extraordinary masterpiece. During the three events, we received extensive coverage on national television and local online news platforms.

As we reflect on the remarkable accomplishments of 2024, EdHeroes is poised to continue its journey of positive influence in education and cultural heritage in the years to come.



Yayasan Puteri Indonesia Debate Session

February 22, 2024
Indonesia



In collaboration with the Puteri Indonesia Foundation, EdHeroes hosted a Debate Competition that drew over 60,000 viewers, emphasizing the role of education in critical thinking and communication. Participants offered diverse insights and innovative solutions to societal issues.



QRTA Forum 2024, Collaborative Pathways: Elevating Education Through Partnership

October 27, 2024
Jordan



Alina Baimen, CEO of EdHeroes, moderated a session at the Queen Rania Teacher Academy (QRTA) Forum, promoting global educational dialogue.

أكاديمية الملكة رانيا لتدريب المعلمين
QUEEN RANIA TEACHER ACADEMY



EdHeroes Committees is our new initiative that brings together exceptional experts across diverse fields. These committees unite representatives from organizations worldwide, NGOs, government entities, and community leaders, each contributing their vast expertise to our shared goals. The initiative marks the start of a transformative journey, ensuring every individual can learn and thrive in inclusive, culturally rich environments in each part of the world.



"Connecting with EdHeroes Committees' experts worldwide is both exciting and insightful. It's incredible to witness this initiative grow stronger as people from different continents and cultures, speaking different languages, come together, sharing the same values. Their collective passion aims to make the world better for every child and adult, showcasing a united effort to achieve common goals."



Daria Bashkatova

EdHeroes
Program Director

The Cultural Heritage in Education Committee



The Cultural Heritage in Education Committee, inspired by the success of the 2024 EdHeroes Global Forum, advocates for the integration of cultural heritage into educational practices worldwide. The Committee is led by EdHeroes Peru and Greece hubs — Amantani and Imagine Heritage.

Mission

To serve communities worldwide by fostering impactful global projects that address shared educational and cultural challenges, enabling sustainable development, preservation of heritage, and collective progress.

Outcomes

- ◆ Foster a globally informed educational ecosystem
- ◆ Facilitate cross-cultural dialogue
- ◆ Create initiatives supporting cultural heritage in education at global and national levels
- ◆ Compile and disseminate resources to support culturally aware pedagogies
- ◆ Provide advice and advocacy for cultural heritage preservation in education

The Cultural Heritage in Education Committee

Manifesto

Preamble

In a world where education and cultural heritage are part of what forms human identity, collaboration, and transformation, we, as representatives of the international EdHeroes Committee on Cultural Heritage in Education, recognize the pressing need for global action to create impactful, practical solutions that connect people across the globe, fostering a more inclusive, knowledgeable, and culturally enriched future.

Our Core Values

◆ Harmony Among Differences

We value education universally as a means of fostering respect and understanding between people and acknowledging the diversity of civilizations around the world. By embracing our diversity, we hope to create human connections.

◆ Sustainability of Cultural Heritage

Cultural heritage is the soul of a nation.

— — — — —

"The Manifesto for the EdHeroes Committee on Cultural Heritage in Education is a global movement to focus on community wisdom and values that have been denigrated for the modern way of life. Rapid erosion of traditional culture has affected the future of childhood, leaving society in a moribund state. Loss of identity and forgetting the culture, heritage, and knowledge results in loss of memory and creativity. The Committee stands for global solidarity for revitalising cultural biodiversity."



Dr. Mahendra Mishra

Folklorist, UNESCO's International Mother Language Award 2023 Laureate

The full text of the manifesto is available on the EdHeroes website →

Committee Members



Martín Vegas [↗](#)

(Peru)

Director of the Horizontes Programme, UNESCO Perú.
Former Deputy Minister of Education (2011–2014)



Simon Brascoupé [↗](#)

(Canada)

Senior Vice-President of Education, Communications and Services, First Nations Education Administrators Association



Mercedes Mayol Lassalle [↗](#)

(Argentina)

World President of OMEP (World Organization for Early Childhood Education)



Sara Mitchell [↗](#)

(Peru / Spain)

Partnerships Coordinator of Amantani



Piotr Michalowski [↗](#)

(Belgium)

Board member of the European Network of Cultural Centres ENCC Brussels



Dr. Mahendra Mishra [↗](#)

(India)

Folklorist, UNESCO's International Mother Language Award 2023 Laureate



Gilles Pétreault [↗](#)

(France)

Representative of the OMEP-World to UNESCO



Gillette Hall [↗](#)

(USA)

Independent consultant, former World Bank economist



Charles Looker [↗](#)

(New Zealand)

Awekura | Kaihautū Lead and Kairapu (Alumni) of 2016, Teach First New Zealand



Spyridon Kogkas [↗](#)

(Greece)

Co-founder, CEO at Imagine Heritage nonprofit organization

The Education in Rural Areas Committee



The Education in Rural Areas Committee, driven by EdHeroes Hubs in Türkiye and Peru — KODA and Amantani, aims to remove barriers and foster educational advancement in rural areas.

Mission

To ensure equitable access to quality, inclusive education and adapted educational practices for people in rural areas.

Outcomes

- ◆ Improve access to quality and inclusive education for people in rural areas
- ◆ Ensure inclusive education for all
- ◆ Support the professional development of educators in rural communities
- ◆ Develop and share best pedagogical practices adapted for rural settings
- ◆ Establish strategic partnerships to provide resources and support for rural education
- ◆ Advocate for policy changes that enhance education in rural areas
- ◆ Implement sustainable educational initiatives tailored to rural communities

Committee Members



Dasril Guntara [↗](#)

(Indonesia)

M.Sc, CEO
of NICE Indonesia



Pankaj Sinha [↗](#)

(India)

Strategic Partnership
& System Demonstration,
Program Lead, North Hub
(Delhi, Uttarakhand
& Punjab), Dream a Dream



Mohit Rauniyar [↗](#)

(Nepal)

Founder,
Canopy Nepal



Farida Navruzbekova [↗](#)

(Tajikistan)

CEO of Console



Adefunke Ekine [↗](#)

(Nigeria)

PhD, President of OMEP
Nigeria, Professor
of Childhood Education,
Deputy Director,
Directorate of Research
and External Relations,
Tai Solarin University
of Education



Dr. Thilo Böck [↗](#)

(Peru)

Director of Amazon and
Andean Youth Education
Projects of Amantani,
EdHeroes Peru Hub



Cavit Yeşildağ [↗](#)

(Türkiye)

Education co-ordinator
of KODA, EdHeroes
Türkiye Hub



Derry Fahrizal Ulum [↗](#)

(Indonesia)

Education Officer
of UNICEF Papua

EdHeroes Hub is set up in collaboration with a trustworthy local partner or organization, that consistently advocates and takes action to improve education. Basically, we partner with sustainable organizations across the globe to accelerate their educational programs and projects.



"Working with EdHeroes Hubs in 2024 has been an inspiring journey of collaboration and impact. This year, we brought together educators, leaders, and communities to drive meaningful change worldwide. Through partnerships and shared commitment, we created an inclusive education ecosystem that inspires new opportunities. Our collective efforts continue to transform lives and empower future generations."



Farhannisa Nasution

EdHeroes
Expansion Director



Indonesia



Pijar Foundation an independent non-profit organization in Indonesia, focusing on Future Talent and Future Planet issues. They are proudly youth-led and youth-run and provide pathways for strategic players to shape the ever-evolving landscape of tomorrow.



"In 2024, Pijar Foundation brought together 2,000 future shapers at our annual event, Futurist Summit 2024, held in collaboration with WIR Group under the theme "Guarding Now, Guiding Tomorrow," to take meaningful steps toward shaping a better future for Indonesia. For the education initiative through the Future Skills for University program, we empowered students, civil servants, and blue collar workers to develop their skills and contribute to Indonesia's progress. We also strengthened our commitment to sustainability through Lestari Innovation Fest by Future Lestari, a demo day event showcasing 6 sustainable innovative ideas from young innovators. On the public policy front, Global Future Fellows (GFF) on Climate Economy Equilibrium united 38 stakeholders across sectors to take decisive climate actions."



Cazadira Fediva Tamzil

Indonesia Hub Leader,
Executive Director (Interim)
of Pijar Foundation



Peru



Amantani's mission is to promote inclusion and equality for rural Peruvians through opportunities in education, employment, and fair trade. They run projects to enable young people from rural communities to access further education in situations of disadvantage, as well as promote financial independence for Quechua women from mountain communities in the Cusco region.

Session Partner of EdHeroes Global Forum: Cultural Heritage in Education



"One of the outcomes we are most excited to share is that 85% of the young people that graduated from our Transitions Project within the last 24 months, are currently employed. In a country with such high informality rates, this is a real achievement for the young people. We were also very proud to co-host the 2024 Global Forum on Cultural Heritage and Education alongside EdHeroes. It was a fantastic platform to collaborate with our partner, meet like minds and really feel part of a global movement to support education initiatives right around the world."



Sara Mitchell

Partnerships Coordinator
at Amantani,
EdHeroes Peru Hub Leader



Kyrgyzstan



NICE Kyrgyzstan is a social enterprise known for its commitment to providing high-quality education and promoting professional growth across various fields.

Session Partner of EdHeroes Global Forum: Cultural Heritage in Education



"In 2024, we marked two significant milestones: for the first time, NICE participated in COP29, strengthening our engagement in global climate discussions, and my appointment as the first-ever woman CEO in the history of NICE, advancing gender leadership in our organization. Additionally, we successfully conducted the Nurture Development Program, empowering 100 NAMA Fund Scholars with essential skills and opportunities for growth."



Medina Erkinbekova
Chief Executive Officer
of Nice Kyrgyzstan,
EdHeroes Kyrgyzstan
Hub Leader

Myanmar



Myanmar Youth Empowerment Opportunities

MYEO is a social ed-tech initiative aimed at equipping Myanmar's graduates with skills for workforce and societal contribution.



"As 2024 is MYEO 10th Anniversary and MYEO empowered 6000+ youths, adolescents and educators with digital skills, work readiness skills and interpersonal skills. Over 1100+ impacted through emotional well being workshops, psychological support training and mental health counseling services. Over 30000+ end beneficiaries were reached through community led response projects. In 2024 MYEO successfully extended Mental Health Programs, Teachers Capacity Building Programs and Community Led Response Programs."

MYEO Team

EdHeroes Myanmar Hub



Oman



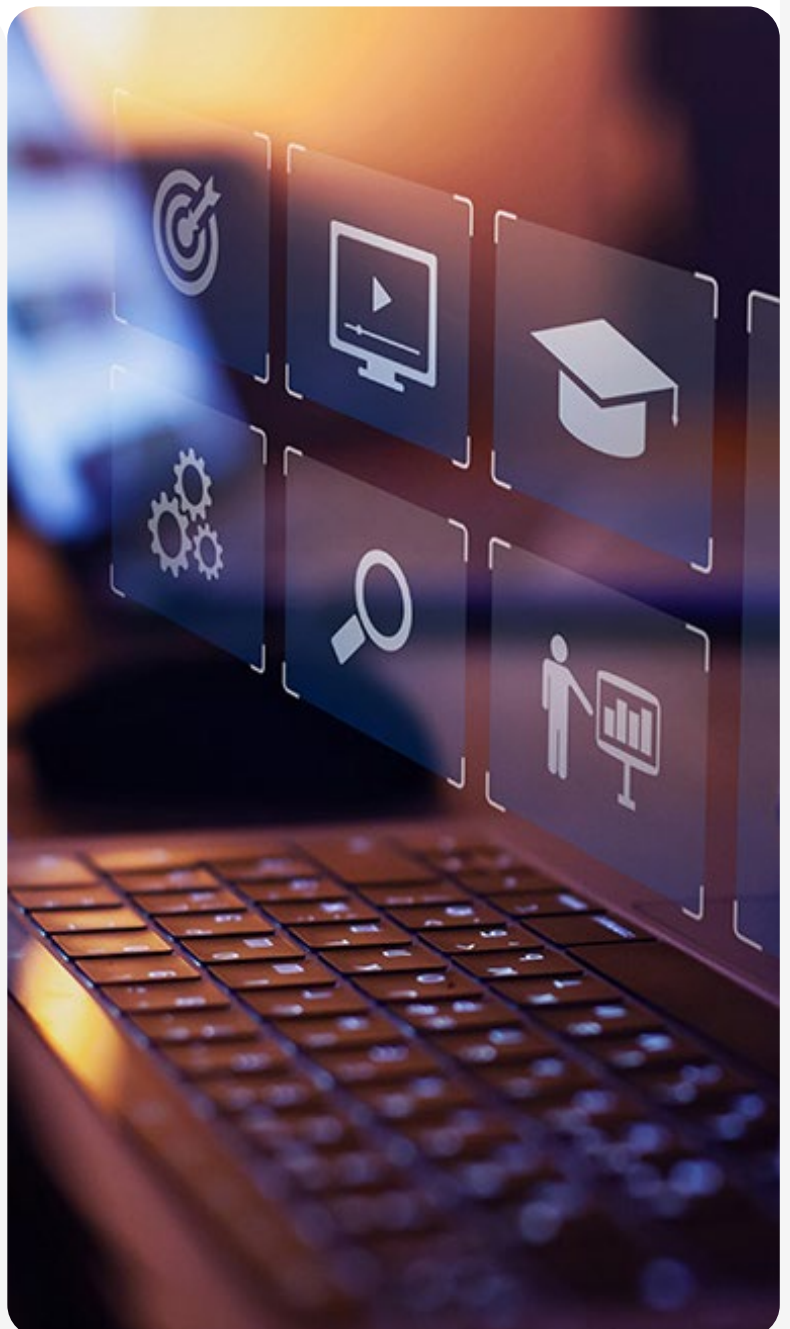
Omani Society for Educational Technology (OSET) has been leading Oman's education sector by building networks of educators and technologists.



"In 2024, the Omani Society for Educational Technology played a pivotal role in advancing teacher capacity-building and educational innovation. We implemented a specialized training program to enhance the pedagogical and digital competencies of educators working with deaf students, ensuring more inclusive and effective learning experiences. Additionally, we launched the AI in the Classroom initiative to establish best practices for the ethical integration of artificial intelligence in education and initiated a national skills mapping project to define the competencies required for educational technology professionals in the AI era."



Faisal Al-Balushi
Chairman of OSET,
EdHeroes Oman Hub
Leader



Malaysia



Infinite Minds Academy offers tech programs for special needs individuals, fostering economic independence and reducing reliance on external support.

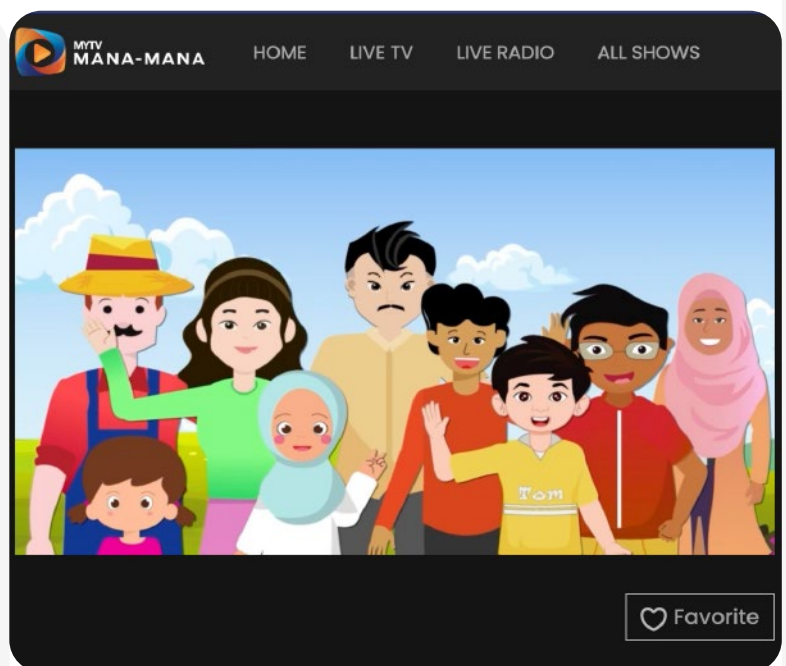


"In 2024, Infinite Minds Academy achieved a major milestone as our students' animations were featured on local TV, showcasing their incredible talent. Our work also gained international recognition, winning awards at prestigious animation festivals. Most importantly, several of our neurodiverse students have successfully transitioned into career jobs with corporate partners, proving that inclusion in the digital economy is possible."



Atar Singh

Co-founder of Infinite Minds Academy,
EdHeroes Malaysia Hub Leader



Singapore



ALLiN

ALLiN Edutech Group aims to provide language programs and solutions on its EduTech platform, focusing on adaptability, and cognitive development principles.

Co-organizer of EdHeroes Award 2024

Session Partner of EdHeroes Global Forum: Cultural Heritage in Education



"The inaugural EdHeroes Award 2024 celebrated individuals who have made a profound impact through education, highlighting how learning has shaped their success. During the selection process, it was inspiring to see so many honorees credit their achievements to education and express deep gratitude for their learning journeys. What stood out was their shared commitment to encouraging lifelong learning and giving back to their communities, reinforcing the power of education in transforming lives across generations."



Jason Ng

Co-founder of ALLiN
Edutech Group,
EdHeroes Singapore
Hub Leader

Kazakhstan



Quantum Education aims to foster scholarship and creativity with a rigorous curriculum and envisions empowering students to excel in global challenges and lifelong learning.



"This year Quantum Education had a successful year, from professional development to student championships. We also opened our third Quantum school called Quantum TECH School: TECH standing for Technology, Entrepreneurship, Creativity, and Humanity. As of right now we have over 3,000 students and 500 teachers working in our establishments. Looking forward to opening more schools, launching more projects, and meeting like minded professionals!"



Zhaniya Seraly

Managing Director at
Quantum Stem School,
EdHeroes Kazakhstan
Hub Leader



Greece



Imagine Heritage has been started on Education, giving to schools in damaged areas of Athens access to exhibitions and open speeches for children about the memory of lost areas and the need to learn to protect the Environment as a precious gift of our human and nature heritage.

Session Partner of EdHeroes Global Forum: Cultural Heritage in Education



"This year was a great journey of contribution and support of cultural heritage in Europe and worldwide. Imagine Heritage is more confident and more obliged today to make more work for civil society, culture, education and democracy.

For us our engagement to the organisation of Edheroes Global Online Forum '24 was an important and unique lesson about the international efforts of so many people to make education accessible and feasible for all everywhere."



Spyridon Kogkas

Co-founder and CEO of Imagine Heritage, EdHeroes Greece Hub Leader



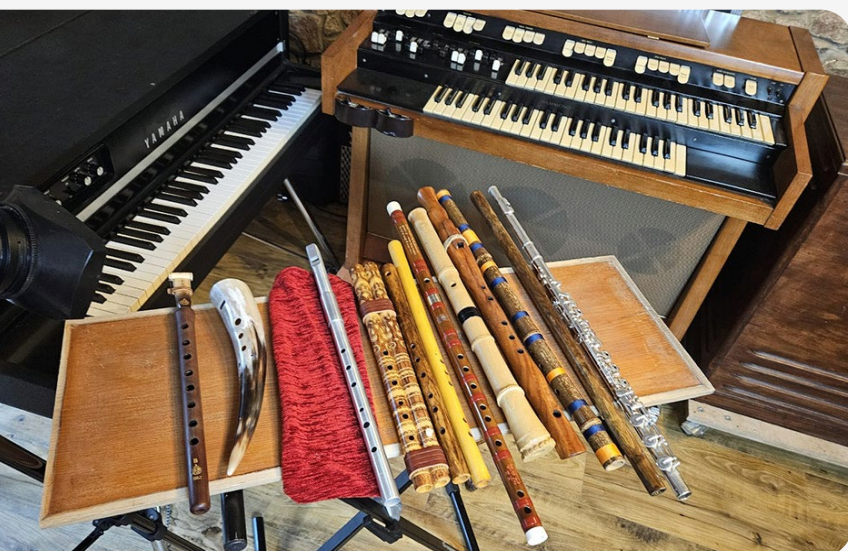
Slovakia



NANOSYMPHONY

Nanosymphony, driven by a passion for music, seeks to expand musical groups and youth collaborations, enhancing education and the arts.

Session Partner of EdHeroes Global Forum: Cultural Heritage in Education



"We are thrilled that Nanosymphony has delivered a range of exciting music and education projects in 2024. Notably, the Visegrad Jazz Orchestra 2024/2025 project included an international competition for young composers under 35, focused on big band compositions, culminating in a final concert at the Czechoslovak Jazz Festival in Přerov. Another highlight was the Dodo Šošoka International Jazz Workshop 2024 in Piešťany. We were also honored to participate in the EdHeroes Global Forum 2024 with a lecture on wooden musical instruments. We look forward to continuing our collaboration in 2025!"



Roman Pták

Slovakia Hub Leader,
Nanosymphony

China



IECCS (International Exchange Center for Confucius Studies) IECCS organizes study tours, seminars, and international educational cooperation, focusing on enhancing education quality through online learning and intercultural exchange in areas such as Chinese culture, English, STEM, journalism, and culinary arts.

Session Partner of EdHeroes Global Forum: Cultural Heritage in Education

"In 2024, IECCS, in collaboration with EdHeroes, hosted the 'Culturally Sustaining Educational Practices' sub-forum during the EdHeroes Global Forum, where we presented cases of Chinese traditional culture in different disciplines, promoting cross-cultural educational exchanges. Additionally, IECCS and EdHeroes jointly launched a new center in China, committed to achieving the UN's Sustainable Development Goal 4 by improving education quality and creating customized educational solutions for local communities. We also organized the 2024 National College Student Confucian Cultural Promotion Event, which saw participation from over 10,000 contestants from more than 2,900 universities, effectively enhancing college students' interest in and understanding of traditional Chinese culture."



Muyuan Liu

CEO of IECCS,
EdHeroes China Hub Leader



Nigeria



Edugist is an impact-driven newsroom and innovation lab focused on advancing inclusive and quality education in African communities through data, reporting, advocacy, and initiatives.



"In 2024, Edugist made significant strides in various educational initiatives. To commemorate the International Day of Women & Girls in Science, we organized a national STEM QUIZ competition for young girls in public and private schools, reaching over 5,000 students. The top winners and runner-up received awards, mentorship from top female executives, and science materials to support their studies and passion for STEM. Additionally, we launched Season 2 of our weekly radio show, 'Education Dialogue,' which reaches over a million listeners in Nigeria's commercial capital, Lagos. This show serves as a dynamic platform for amplifying critical discussions on education in Nigeria, featuring expert guests who delve into key educational challenges, advocate for reform, and propose practical solutions. Lastly, we participated in the Solution Journalism Network's Africa Solution Journalism Project, providing training and funding grants to produce six education-focused solutions journalism stories across Africa."



Elvis Boniface

CEO of Edugist,
EdHeroes Nigeria
Hub Leader



Türkiye—Istanbul



InCommon harnesses the power of community to transform education by creating collaborative spaces and utilizing its Studio, Fellows, and Tools to promote a sustainable and peaceful world.



In 2024, InCommon developed collective solutions using a participatory design approach, aligning talent and experience with individual and corporate needs.

Girl-Centered Design Conference:

In collaboration with Suna'nın Kızları and EMpower, we organized a conference in Istanbul focused on designing spaces, programs, and activities for girls, emphasizing child safety and participation. The conference explored girl-centered design in areas like communication and advocacy, with voices and thoughts of girls integrated through pre-conference design methods.

Turkish Education Foundation (TEV)

Collaboration: We partnered with TEV to research the social impact of their scholarship program, collecting and analyzing data from recipients to enhance future scholarship programs and foundation strategies.



Dr. Özlem Mecit

Managing Partner of InCommon,
EdHeroes Türkiye Hub Leader (Istanbul)



Türkiye—Rural Areas



KODA has been working since 2016 to improve rural education by providing educational activities for teachers, prospective teachers, and parents, while conducting research and advocacy to create locally appropriate educational content.



"This year at KODA, we leveraged our eight years of experience to create a comprehensive article series on rural education in Türkiye, shedding light on key challenges and insights. We also expanded the reach and impact of our support programs for rural teachers, especially those in earthquake-affected regions, while ensuring their financial sustainability. In our R&D center in Bursa Orhaneli, we developed content tailored to rural needs, covering topics from English teaching in village schools to nature-based learning, science education, and working with children with special needs."

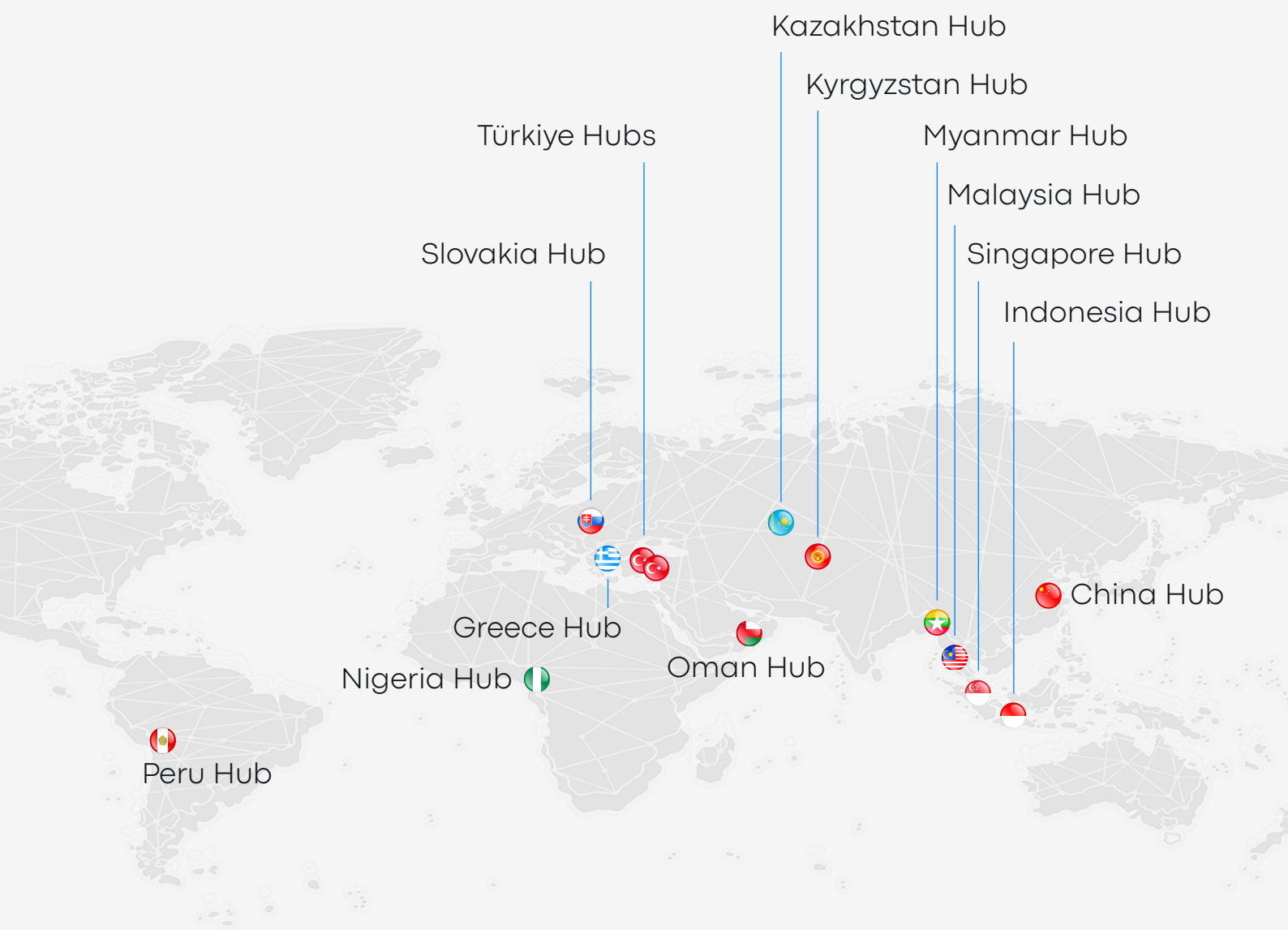


Cavit Yeşildağ

Education
Coordinator of KODA,
EdHeroes Türkiye Hub
Leader (Rural Areas)



Hubs map



Launched in June 2024, the EdHeroes Voices Podcast is a video podcast designed to explore key topics in education, culture, and global development. Hosted by our CEO, Alina Baimen, the podcast features conversations with guests from different countries, bringing together diverse voices to spark meaningful discussions. Available on Spotify, Castbox, and YouTube, the podcast aims to highlight important ideas and innovations shaping the future of education.



Follow **EdHeroes Voices** on [Spotify](#) for inspiring stories and educational insights!



Watch **EdHeroes Voices** on [YouTube](#) for inspiring stories and educational insights!

Episodes

This year, we released seven episodes featuring insights from thought leaders and educators. Each episode dives into distinct topics that address the evolving landscape of education:



Indonesia's Education and Cultural Heritage: A Journey with Farhannisa Nasution



This episode of EdHeroes Voices features Farhannisa Nasution, the Expansion Director at EdHeroes, from Medan, Indonesia.

Farhannisa shares her remarkable achievements and initiatives, delving into Indonesian culture, heritage, and its impact on the education system.

[Open episode on Spotify](#)

Exploring Peru with Sara Mitchell



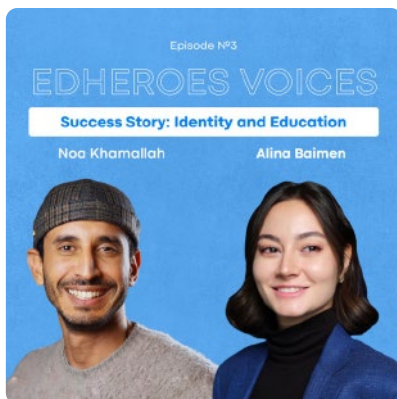
In the second episode of EdHeroes Voices, the host Alina Baimen and guest Sara Mitchell explore the rich culture and educational landscape of Peru. This episode covers:

- The unique cultural heritage of Peru
- Educational initiatives and the impactful work being done by Amantani
- Inspiring success stories from students
- Fascinating facts about Peru
- A preview of the upcoming EdHeroes Global Forum
- The traditional craft of artisans

< ... >

[Open episode on Spotify](#) 

Noa Khamallah Success Story: Identity and Education



Join us for an exclusive interview with a successful entrepreneur, a philanthropist and a true trailblazer who defied the odds, Noa Khamallah, a General Partner at Don't Quit Ventures. Delving into Noa's inspiring journey from childhood to present days.

Hear firsthand how Noa overcame adversity and educational struggles to achieve incredible success. Discover his secret to resilience and his advice to fulfilling your own destiny!

[Open episode on Spotify](#) 

Cultural Heritage and Creative Industries with Piotr Michalowski



In this episode of EdHeroes Voices, Alina Baimen interviews Piotr Michalowski, a prominent figure in cultural heritage and creative industries.

Piotr shares his journey from a young enthusiast of arts to a seasoned expert, emphasizing the transformative power of culture in society. He discusses impactful projects he has led, the importance

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[Open episode on Spotify](#) 

Empowering Youth in Myanmar with Htet Thiri Shwe

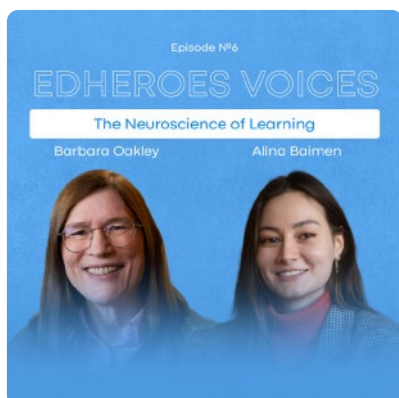


In this episode of EdHeroes Voices, Alina Baimen speaks with Htet Thiri Shwe, CEO of MYEO and EdHeroes Myanmar Hub Leader. Htet shares her inspiring journey of founding MYEO, a platform dedicated to empowering youth in Myanmar through education and opportunity sharing.

The conversation delves into the challenges faced by young people in Myanmar, and how MYEO adapts its educational approaches to meet the needs of youth in crisis. Htet emphasizes the importance of community, technology, and cultural influences in shaping effective educational practices, while also highlighting the resilience and determination of the youth in Myanmar.

[Open episode on Spotify](#) 

The Neuroscience of Learning with Barbara Oakley (Top)

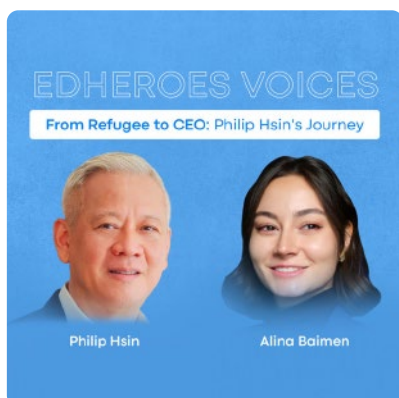


In this episode of EdHeroes Voices, Alina Baimen interviews Barbara Oakley, a distinguished professor of engineering and creator of the popular Coursera course 'Learning How to Learn.' They discuss the intersection of engineering and neuroscience, the outdated educational theories in math and science, the role of AI in education, and the importance of critical thinking.

Barbara shares her journey from being a struggling student to a successful educator and emphasizes the need for innovative teaching methods that cater to diverse learning needs.

[Open episode on Spotify](#) 

From Refugee to CEO: Philip Hsin's Journey



In this episode of EdHeroes Voices, Alina Baimen interviews Philip Hsin, a Cambodian refugee turned CEO and author of 'The Passion Gap.' Philip shares his journey from fleeing Cambodia to navigating the finance world and ultimately finding his passion in education. He discusses the importance of empathy, shared values, and the challenges of raising children in today's complex world.

The conversation delves into the significance of understanding one's passions and the balance between pursuing them and financial stability.

[Open episode on Spotify](#) 

Impact and Highlights

◆ Global Reach:

Connected with listeners in over 55 countries, expanding our international audience.

◆ Subscriber Growth:

Our subscriber base has grown to 762 active listeners.

◆ Total Listens/Plays:

Episodes have been played about 4.000 times across all platforms.

◆ Guest Diversity:


Featured guests from 7 different countries, offering global perspectives on education.

◆ Listener Demographics:

“The Neuroscience of Learning” is our most listened-to episode, capturing significant audience interest.

◆ Listener Demographics:

Our audience spans diverse age groups and regions, providing valuable insights for content tailoring.



“Creating the EdHeroes Voices Podcast has been an enriching experience. Engaging with global thought leaders and educators has deepened my commitment to our mission. Seeing how these discussions inspire change and broaden understanding makes the journey personally rewarding and drives my passion for this project even further.”



Alona Sukhanovskaia

EdHeroes
Brand Manager

2024 Social Media Performance Overview

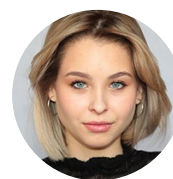
* including Instagram, Facebook, LinkedIn, and YouTube.

Throughout 2024, our social media channels served as a key platform for real-time updates, engagement, and broader promotion of our mission. We regularly highlighted major developments, including the EdHeroes Global Forum—where we shared session progress around the clock—and the opening of new hubs that reflect our expanding global reach. We also showcased various humanitarian and cultural initiatives, such as one involving Batik craftsmen and creative activities for children in multiple Indonesian provinces.

Alongside these highlights, we posted inspirational quotes, statistics, and practical tips to spark open dialogue and deepen our community's understanding of our work. Notably, this year we published a total of 215 posts (including 90 Reels) on Instagram and 59 posts on LinkedIn, culminating in our "90 Posts in a Month" challenge in September. By providing daily updates and encouraging followers to share their perspectives, we attracted new community members and strengthened ties with long-standing supporters—further amplifying our mission's impact.



"In 2024, we became more active on social media to share information about our projects and connect with like-minded individuals. Our goal is not only to post news and announcements, but also to explore new, relevant ways of engaging people in a conversation about education. Every reaction or response reassures us that our efforts are worthwhile, showing that our work matters and can inspire real change."







Daria Kudryavtseva

Social Media
Manager





Social Media Metrics







Followers:

	+11,700 (60,8k)
	+4,600 (16,9k)
	+1,269 (1,263)
	+333 (570)

Reach:

	17,800,000
	7,200,000
	134,000
	137,700

Engagement:

	90,400
	44,900
	1,400
	16,700

Total					
Σ	+17,902 (79,5k)	Σ	25,271,700	Σ	153,400

These metrics underscore the growing recognition of our work and the value of maintaining an active, collaborative presence online.

Partners and Sponsors: Recognition of key partners

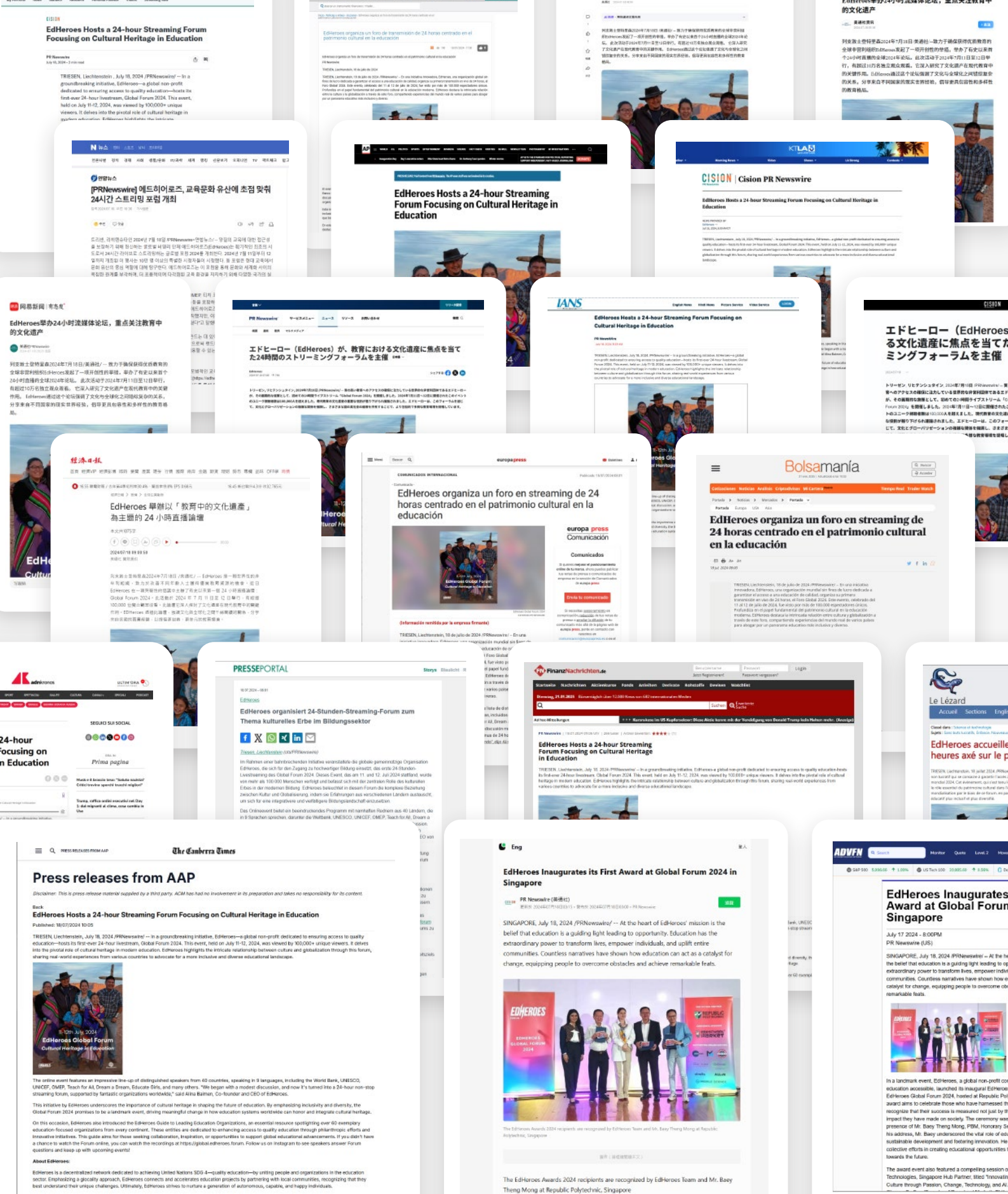
Our worldwide network includes educators, parents, students, policymakers, and many others passionate about education. We are bringing them together to share best practices, build novel approaches, and catalyze partnerships to better education.

Teach For All
A Global Network



Media Coverage

14





EdHeroes Association

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Postfach 254, 9495 Triesen

<https://edheroes.network>

info@edheroes.network

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