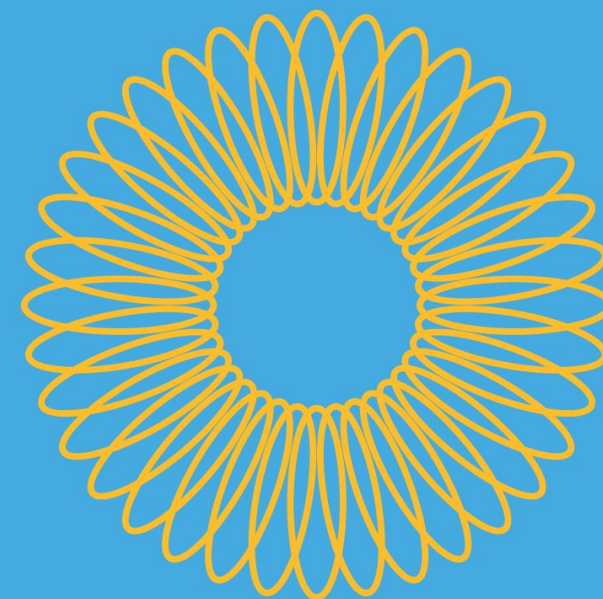




# ANNUAL REPORT 2024

[osvitoria.org](https://osvitoria.org)

[osvitoria@gmail.com](mailto:osvitoria@gmail.com)

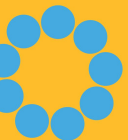




2024 has been a year of true growth for us. In 2022, we endured. In 2023, we assessed the situation and started planning our way forward. And in 2024, this progress has borne fruit in many ways.

Grateful to the Armed Forces of Ukraine for everything that was accomplished in 2024. We step into 2025 with a firm determination to reach new heights and bring important projects to life.

**Zoya Lytvyn**



## Osvitoria's 2024 Achievements in Numbers



Nearly **120,000** educators received training with Osvitoria — an **82%** increase compared to last year



**218,000** children gained access to quality education through our edtech and other products



Our communications reached nearly **100 million** people a **third** more than in 2023



We organized **3 educational tours** to Denmark, the UK, and Finland one more than initially planned



Gathered **2500 educators** at the biggest educational festival in Ukraine



Osvitoria Media now has a readership of about **4 million** educators!



# WHAT WE WORKED ON IN 2024

January

Osvitoria and Novopecherska School  
Gather Educational Trends at Bett 2024

February

Launching Scholarship and  
Social Programs

March

The Global Teacher Prize Ukraine is  
kicking off, returning to its classic format

April

Introducing our new mentorship program,  
"Pedagogical Navigator"

May

Hosting the country's biggest educational  
festival, "Teachers of the Future"!

June

July

Beginning collaboration with UNESCO:  
preparing webinars and online courses, and  
starting the restoration of the Irpin Lyceum

August

Launching the Training Center website, the  
Assessment Center for the Prize, and  
presenting a course on the Crimean Tatar  
language from The All-Ukrainian Online  
School

September

October

Presenting the first large-scale Teachers'  
Research and "graduating" trainers from the  
LET'S CATCH UP and DIZNAISYA programs

November

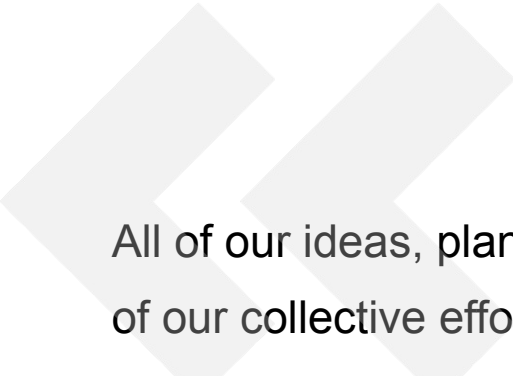
Relaunching Reducation, an  
educational tour to Finland, and  
releasing the annual report!

December



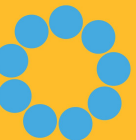


# **OPERATIONAL FOUNDATION**



All of our ideas, plans, and projects are the result of our collective effort. I'm proud that we're not just growing—we're stepping into 2025 with confidence, knowing that our work is incredibly important, especially now, during the war. Everything we do is about the future. This gives us the strength and inspiration to continue working for the benefit of our country and education

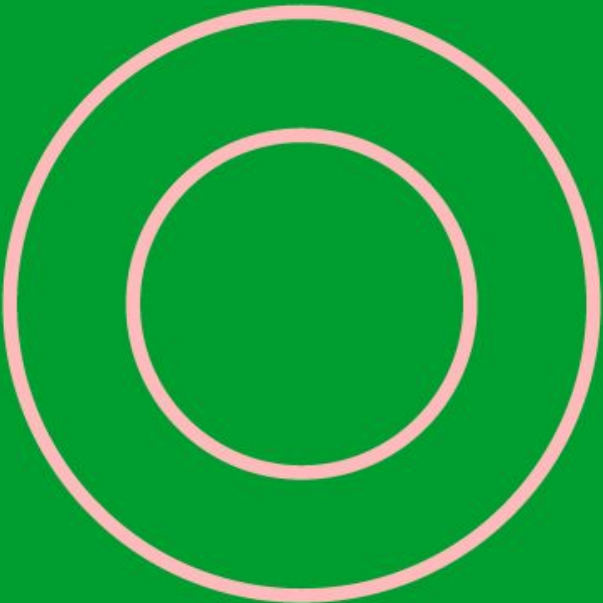
**Anna Sydoruk**  
Executive Director

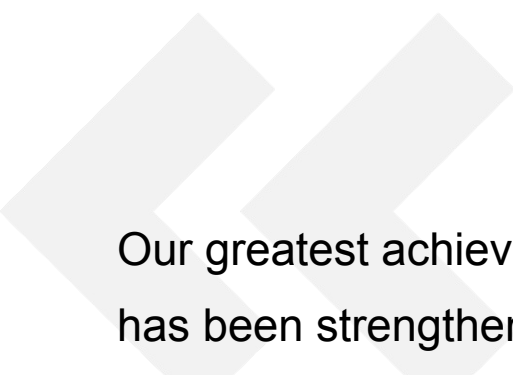




# STRENGTHENING OPERATIONAL CAPACITY

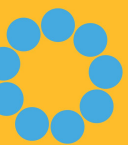
- ✓ growing new managers
- ✓ implementation of the L&D program
- ✓ development of a financial management system
- ✓ development of a Quality Assurance policy
- ✓ internal course on Education for the team
- ✓ implementation of the analyst function
- ✓ a retreat for the team was held





Our greatest achievement and source of pride in 2024 has been strengthening Osvitoria's technical foundation. This year was filled with challenges, but nearly every month we implemented key updates and releases that have become crucial for the effective growth of our projects. As a result, we have not only improved the quality and efficiency of our work, but also built a solid foundation for the future. 2024 has been a year of transformation and growth, continuing our strategy of building technical resilience and independence, which is essential for long-term success.

**Volodymyr Kysilenko**  
CTO



# STRENGTHENING OSVITORIA'S TECHNICAL FOUNDATION

**01**

## DEVELOPMENT OF PAGES AND LANDING SITES

We launched the Training Center website, the festival landing page, and multiple project pages on Osvitoria's website.

**02**

## APPLICATION COLLECTION SYSTEMS

New application systems were developed for the Global Teacher Prize Ukraine 2024 and the Scholarship Program.

**03**

## O.WORKSPACE

A course module was developed on O.Workspace.

**04**

## UNICEF PROJECTS

We updated the registration and reporting systems for UNICEF training sessions and developed functionality for course registration for UNICEF programs.





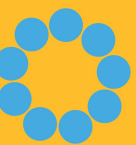


# **PROFESSIONAL DEVELOPMENT OF TEACHERS**

This has been another challenging year for all Ukrainians, a year in which we fought for our very right to live and for our future. For many of us, work has remained a haven of safety and stability during the war. It's heartening to realize that for Ukrainian teachers, Osvitoria continues to be a source of inspiration and strength, helping them to persevere and teach children despite everything. This gives us the energy and motivation to launch ambitious projects, explore best practices, and seek, test, and implement new solutions and approaches. This is exactly what we plan to continue doing in 2025 :)

**Aliona Tsybulska**

Director of the Teacher Development Department



# WHAT'S NEW IN 2024 IN THE FIELD OF TEACHING?

## 01

### UNESCO Project

We have already produced **30** video lessons for New Ukrainian School (NUS) teachers and held **30** webinars for **612** trainers

## 02

### Research & Educational Analytics

We presented our **own research on the teaching** profession and conducted **3 educational sessions** for our team

## 03

### Education Cannot Wait Project

We relaunched the REducation project and have already received the first **60** applications

## 04

### Mentorship Program

30 GTPU finalists completed a course with Finnish experts. Since September, **24** interns have been working with **19** mentors in the “Pedagogical Navigator” program

## 05

### Community Management

We are developing a strategy and plan to start systematic work with our teacher community in 2025

## 06

### 3 Educational Tours: UK, Denmark, Finland

With a motivated educational team of **21 participants**, we visited innovative educational institutions in Helsinki and Espoo: schools, kindergartens, vocational schools, universities, and more



# ПОПОВНЕННЯ У КОМАНДІ



**Tanya Korobka**



**Olena Belma**



**Artem Ivanitsky**



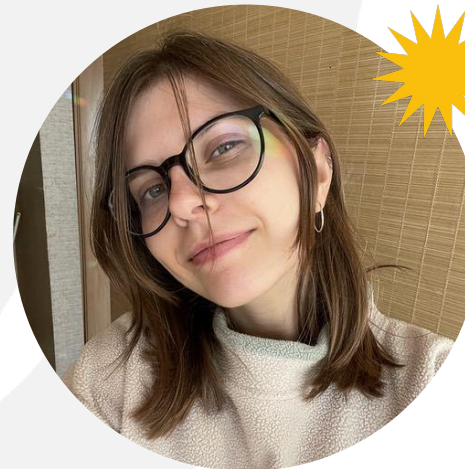
**Valeria Lizogub**



**Ira Yakimenko**



**Nastya Ostapenko**



**Tanya Burynik**



**Olya Demyanko**

# PROFESSIONAL DEVELOPMENT OF TEACHERS



 **119 967**

EDUCATORS WERE TRAINED BY EDUCATION IN 2024

**82,5%**  
more than last year

**52 689**  
events

**67 278**  
O.University





# O.UNIVERSITY



**129 024** TOTAL USERS

**67 278**

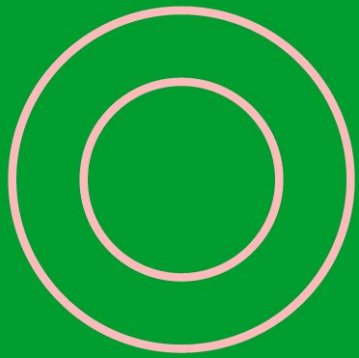
EDUCATORS COMPLETED  
COURSES AND RECEIVED C  
ERTIFICATES IN 2024

**24,7%** more than in 2023

**54 552**

NEW USERS IN 2024

**14,6%** more than in 2023



# EVENTS

 **52 689**

TEACHERS TOOK PART IN EDUCATION EVENTS

**36 264**

offline

**16 425**

online

**10 527**

Training Center

**42 162**

projects  
UNICEF, UNESCO

# ПОДОЛАННЯ ОСВІТНІХ ВТРАТ



## LET'S CATCH UP:

a course on overcoming educational losses

**40 617\***

teachers from all regions were trained:

- **29 891** trainings + course
- **10 726** online course

\* for the duration of the project from October 2023



## DIZNAISYA:

about distance and blended learning

**13 218\***

teachers from all regions were trained

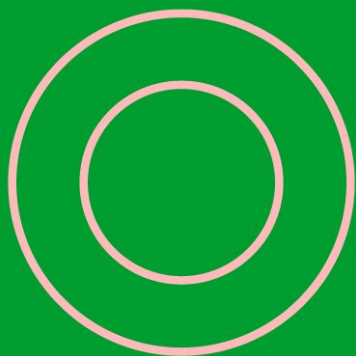


# LET'S CATCH UP: A COURSE ON OVERCOMING EDUCATIONAL LOSSES

## LARYSA KULBACH

- **1 262 teachers** trained
- **41** training sessions
- Dnipro and Kharkiv regions
- **96%** of teachers rated the trainer with the highest score





# NEW UKRAINIAN SCHOOL

To support the government in implementing the NUS reform, we have launched projects in collaboration with **UNESCO** and **Education Cannot Wait** to provide support for teachers of grades 1–9.

## MASTERCLASS: TRAINING FOR NUS TRAINERS IN GRADES 7–9

- **Webinars:** 30 webinars held for 612 participants across 9 educational fields.
- **Community of Practitioners:** 9 subject-based communities established, engaging 372 participants.
- **Online Course:** 30 video lessons recorded (target: 45 by the end of the year; 150 by project completion). 97 scripts approved.
- **Training Sessions:** 9 training events for 280 master trainers (spring 2025).
- **Teaching Guides:** 10 guides to be developed.

## TEACHER TRAINING FOR GRADES 1–4 AND 5–6

### Primary School Teachers (Grades 1–4):

- **Online Course & Guidebook:** 30 video lessons and a teacher's guide (spring 2025).
- **Trainer Workshops:** Training for trainers (spring 2025).
- **Teacher Training:** 18,750 teachers will complete training (summer 2026).

### Teachers of Grades 5–6:

- **Online Courses:** 9 subject-specific online courses (2025).
- **Teaching Guides:** 9 subject-specific teacher's guides (2025).










# EDUCATION TOUR TO FINLAND

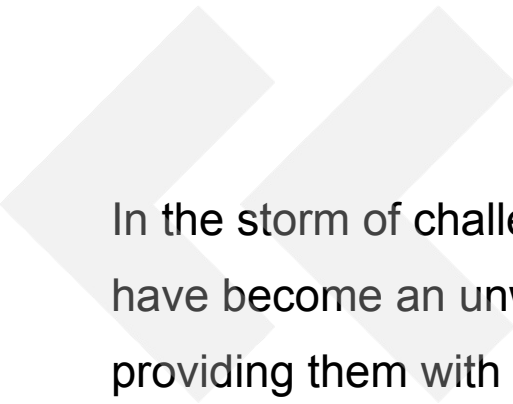


 21 participants

-  3 Days
-  11 Educational Institutions – from preschools to universities
-  Visits to the Ministry of Education and the National Agency for Education
-  A wealth of insights and innovations
-  Almost uncovering the secret of Finland's educational miracle 😊



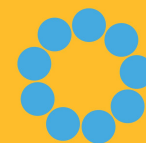




In the storm of challenges and uncertainty, teachers have become an unwavering compass for children, providing them with support and confidence through knowledge. Osvitoria's projects remain a beacon of support for educators, helping them find strength and direction in a sea of challenges, while the Training Center has become a haven of resources, motivation, and self-belief. At a time when the world is changing every second, we help teachers teach and inspire because education is the foundation of our future and our victory, which begins in the classroom.

## **Yurii Haiduchenko**

Program Director of Osvitoria, Head  
of the Training Center





# TRAINING CENTER

# 10 527

EDUCATORS TOOK PART IN

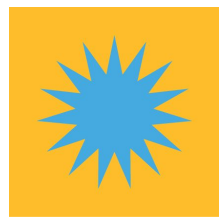
in **44** EVENTS

**6 306** educators

**20** webinars and online trainings

**4 221** educators

**24** workshops, forums and educational fest





# Expert circle 2024



**300+**  
experts

**300+** experts  
**30+** international experts  
**9+** industry areas



# TRAINING CENTER

- 🎓 **2 Educational Marathons** (48-hour sessions) to prepare teachers for the new school year and pilot NUS materials for grades 7–9.
- 🧪 **Pedagogical Lab** with 20 innovative educators.
- 🤖 **"AI as a Teacher's Assistant: Practical Cases for the Classroom"** – hands-on experience and best practices.
- 🎤 **2 Education Forums** with over 250 participants.
- 🌐 **2 Foresight Sessions** – "Teacher Education 2030".
- 🇨🇦 **"Canadian Teachers for Ukrainian Teachers" Project** – 5 Canadian expert educators, 1,632 participants.
- 💻 **Intel Partnership Pilot Project** – "Intel® Skills for Innovation" – 55 trainers completed the "Let's Catch Up" & "DISNAISYA" program.
- 🎨 **Offline Intensive: "Design Thinking for Educators"** with UK expert Bozhena Kalestyn.
- 😊 **10+ Events for Early Childhood Education.**
- ♿ **5+ Events for Inclusive Resource Centers.**
- 🏢 **2 Corporate Training Programs** (Kyiv, Lviv).







## TEACHERS OF THE FUTURE 2024

**230+** events

**230+** speakers

**10** directions

**16+** formats (8 new ones)

Освіторія.Медіа Award

Podcast

**20+** participants of the innovation fair

**6** excursions to educational institutions

# 2 500

educators took part



# MENTORING PROGRAM “PEDAGOGICAL NAVIGATOR”

19

mentors

24

interns

456

hours of consultation

6 stages of the mentoring program  
(September 2024 - June 2025)

30 hour course  
on mentoring

5 trainings for pedagogical  
interns from mentors  
and well-known educators





**GLOBAL TEACHER  
PRIZE UKRAINE 2024**



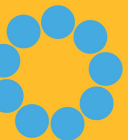
In the 8 years of the Global Teacher Prize Ukraine, we have received almost 14,000 applications from educators across the country, creating an active community of over 40,000 teachers—participants, finalists, and supporters. This is not just an award, but a real movement that supports and inspires teachers to achieve new heights.

This year, we returned to the pre-war format—the professional recognition of teachers.

Another achievement was the completion of the documentary film “TIMESTAMP” We believe this film will be a powerful cultural-educational tool to share with the international community the challenges Ukrainian education has faced during the war.

**Nadiia Hrachova**

Head of GTPU



# GLOBAL TEACHER PRIZE UKRAINE IS BACK TO THE CLASSIC FORMAT



**1210** questionnaires  
from teachers

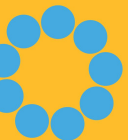
**2059** nominated

**4** educational centers in Khmelnytsky, Dnipro, Zhytomyr and Vinnytsia  
nominations: "Choice with the Heart", "Choice of Ukrainians", "STEM Teachers",  
**6** "Inclusiveness", "Chemistry Teacher" and "Preschool".



**13000**

Ukrainians chose a national favorite - for the first time on the portal Diia.Osvita



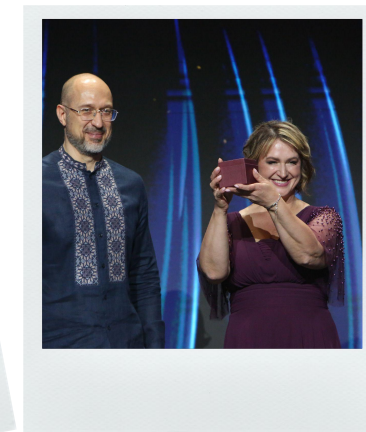


# CEREMONY AT A HISTORIC LOCATION — THE NATIONAL MUSEUM OF UKRAINE IN WORLD WAR II

The ceremony, attended by top officials and renowned public figures, was broadcast by the United News telethon, reaching a total media audience of

**81 million** contacts.

Among the new partners of the award are Diia.Osvita, Biopharma, Uklon, and the KSE Foundation.



# FULFILLING THE DREAMS OF LAST YEAR'S PARTICIPANTS

Petro introduced happiness lessons in schools by adapting a course from Yale University. A total of 61 teachers from 23 regions completed the course and are now implementing it in their schools.

Maksym Gvozdetskyi created an educational series, "*Physics in Real Life*," for 7th-grade students as part of the New Ukrainian School curriculum.

Larysa Fesenko organized a retreat for teachers from frontline and recently de-occupied territories.

Viktoriia Dushyna restored part of a kindergarten and established a center for children with special educational needs.

Vladyslav Akymenko gave children from frontline regions a magical winter week in Bukovel.





# **THE FIRST LARGE-SCALE STUDY OF TEACHERS**



This research is a new frontier. Entering the field of research was a bold step for us — we started with minimal knowledge of methodologies, measurement approaches, and existing analytics in Ukraine. However, over the past year, we have significantly strengthened our expertise and teamwork, delivering a high-quality result: "*Teachers of Ukraine: Human Capital.*"


This study is being referenced by policymakers at the national level, including the Education Ombudsman and former Ministers of Education and Science of Ukraine. It has caught the attention of other NGOs (such as *Teach For Ukraine*), government officials, and is likely already serving as a catalyst for the development of state projects and programs.

**Olha Nahorniuk**

Head of the Research Project



- The first professional study conducted by the Union
- A comprehensive overview of the state of secondary education through the lens of the teaching profession
- Development of the first detailed forecast of teacher workforce needs up to 2030, considering various development scenarios and predictive modeling
- Strong resonance in the professional community—cited by experts in media, professional discussions, and other projects
- Extensive media reach: **4.5 million media impressions, 73 media mentions**, including coverage in all major socio-political outlets
- A foundation for setting investment priorities in education and defining key areas for teacher professional development



## Вчителі України: кадровий потенціал

тенденції та моделювання  
потреб до 2030 року





- 
- A group of six people are seated on a stage in a semi-circle, facing an audience. From left to right: a woman in a light grey blazer, a woman in a dark blazer holding a microphone and gesturing with her hand, a man in a black jacket and brown pants, a woman in a dark vest over a blue and black striped shirt looking at a notebook, a woman in a white and black patterned vest, and a man in a dark turtleneck. They are all wearing lanyards with badges. In front of them is a small table with water bottles and glasses. The background features a large white screen and a stone wall. The foreground shows the backs of several audience members' heads.
- **100+ in-person participants**
  - **200+ copies of the report distributed**
  - **a discussion that brought together key education stakeholders**

# KEY FINDINGS

## Current Situation:

- 📌 Ukraine has **282,100 teachers**, including **74,900** in primary schools
- 📌 The number of teachers is steadily declining (**a decrease of 55,400 since 2018**)
- 📌 The teaching workforce is aging—only **10% of teachers are under 30**
- 📌 A significant imbalance exists between the number of teachers in humanities and STEM subjects

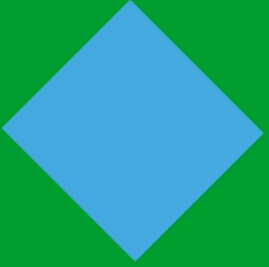
## Future Needs (by 2030):

- 📌 A critical teacher shortage is expected—ranging from **108,300 to 366,000** teachers, depending on classroom capacity scenarios
- 📌 The highest demand will be for **primary school teachers, foreign language teachers, and STEM educators**
- 📌 The most severe shortages are expected in frontline regions

## Potential Teacher Pool:

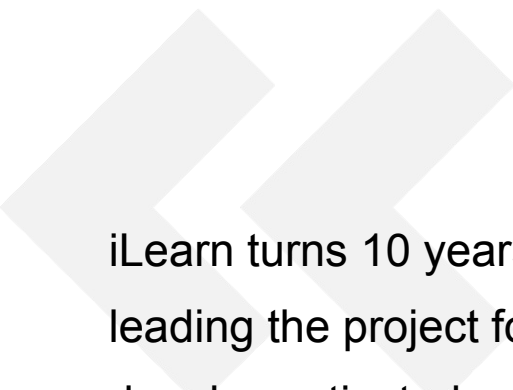
- 📌 **94,100 students** are currently enrolled in teacher training programs
  - 📌 Only about **half** plan to pursue a teaching career
  - 📌 The entrance scores for pedagogical programs remain among the lowest
- This research provides a **crucial evidence base** for shaping future educational policies and investments in Ukraine.





**EQUAL ACCESS TO QUALITY  
EDUCATION TO QUALITY EDUCATION**

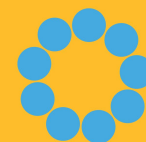




iLearn turns 10 years old. Although I've only been leading the project for a few months, the process has deeply captivated me. It's inspiring to know that thanks to our work, students are performing well on the national exams, with some even scoring a perfect 200. I'm proud to be part of such an important cornerstone of Ukrainian education during the war. I'm also excited that my first project is iLearn, a platform that helps applicants prepare for entrance exams for free.

**iLearn**

**Dasha Kantsydailo**  
Head of the iLearn Project





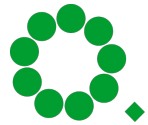
# iLearn



turned **10** years old



over **3.5** million views



held **110** webinars on 6 subjects



**31 thousand** registrations on the platform

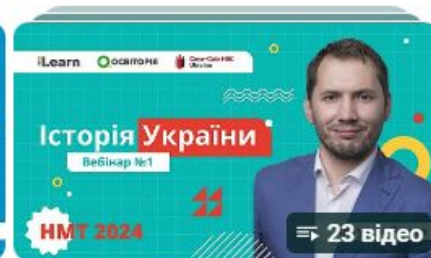
## Підготовка до НМТ-2024

[Переглянути все](#)



НМТ-2024. Українська мова. Вебінари

iLearn · Список відтворення



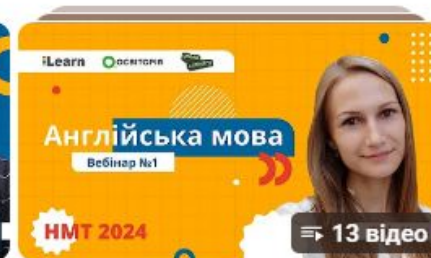
НМТ-2024. Історія України. Вебінари

iLearn · Список відтворення



НМТ-2024. Математика. Вебінари

iLearn · Список відтворення



НМТ-2024. Англійська мова. Вебінари

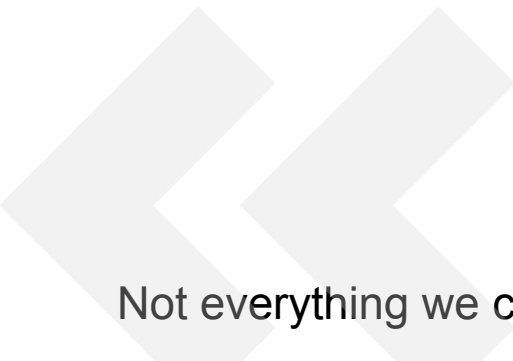
iLearn · Список відтворення



НМТ-2024. Біологія. Вебінари

iLearn · Список відтворення

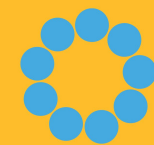




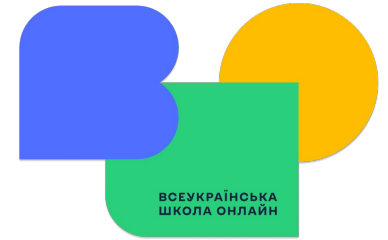
Not everything we consider secondary or less important really is. The All-Ukrainian Online School develops not just interesting and useful courses but sometimes the only ones of their kind. We break down biases and strive to create a better product each time, one that our audience enjoys using.

**Tetiana Koverniaga**

Head of the All-Ukrainian  
Online School Project



# ALL-UKRAINIAN ONLINE SCHOOL



**+187 000**

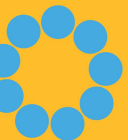
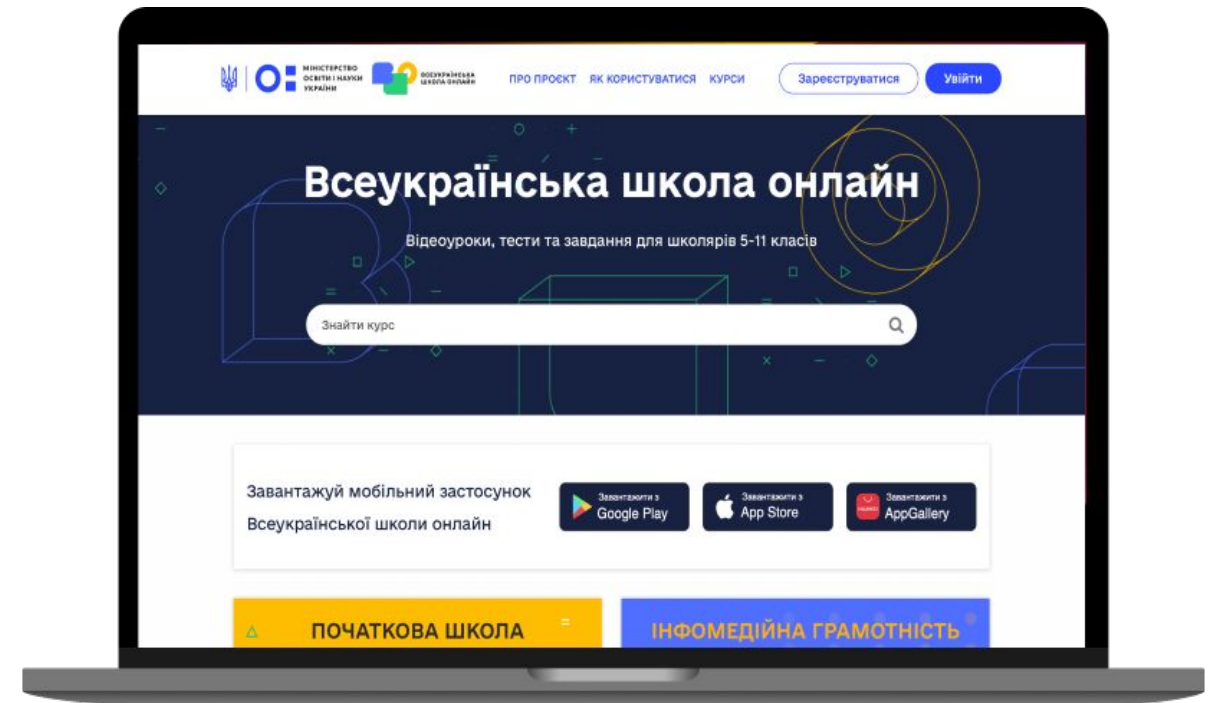
registered users on the platform  
by 2024

**853 000**

registrations

**4 516 000**

active users, including students,  
teachers and visitors

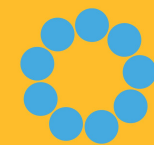
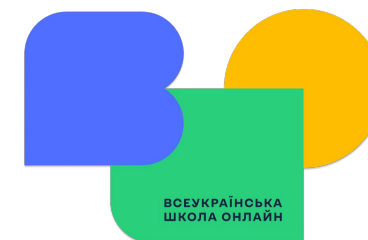


# NEW CONTENT

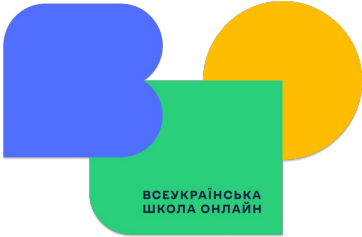
**884** new lessons

**8** new courses that were not yet available at All-Ukrainian Online School

- Crimean Tatar Language and Literature (Grades 5-6)
- Civic Education (Grade 10)
- Technology (Grades 7-9)
- Ukrainian Literature (Grades 7-8)
- World Literature (Grades 7-8)
- Language and Literature Studies (Grades 5-6)
- Social and Health Education (Grades 5-6)
- Health and Well-being (Grades 7-9)





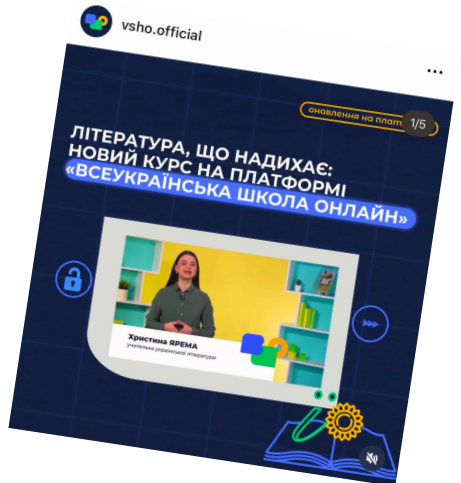
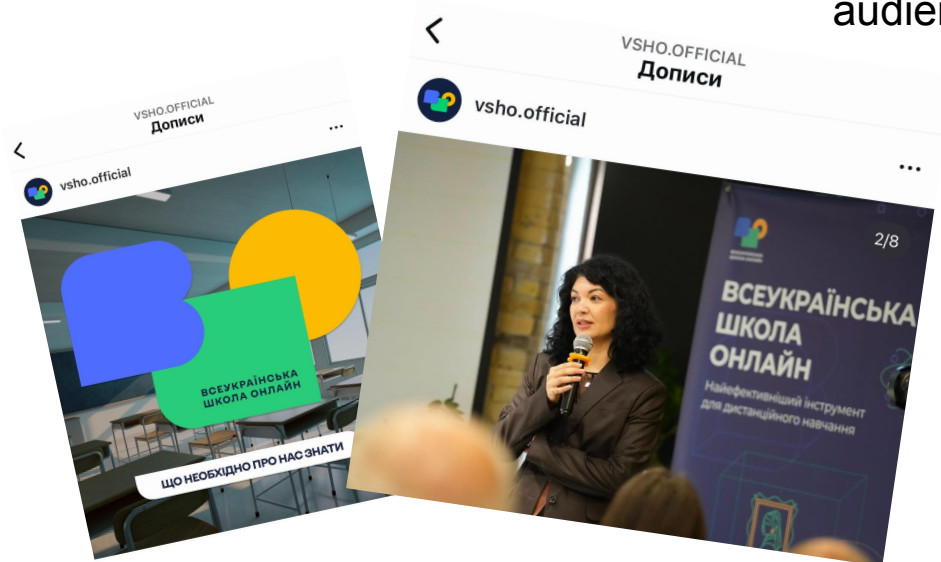


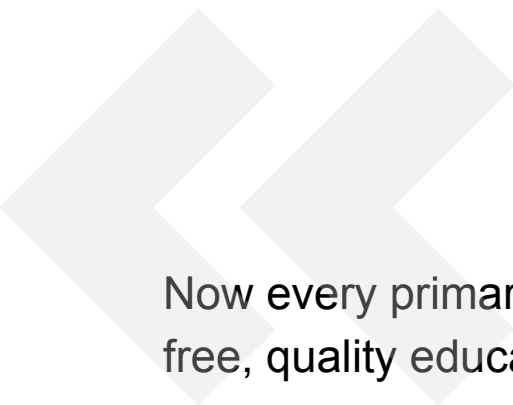
# COMMUNICATIONS, PROMOTION & SMM

- 📌 **25+ media publications**
- 📌 **Participation in 2 educational events and 2 festivals**
- 📌 **Nearly 60 webinars (online & offline)**
- 📌 **Collaborations with 4 brands**
- 📌 **Launch of a Crimean Tatar language course, featuring key opinion leaders**

## Social Media & Digital Growth

- 📌 **Official accounts launched on Instagram & TikTok**
- 📌 **+3,000 new followers**
- 📌 **44 successful ad campaigns**
- 📌 **30,600 likes on TikTok**
- 📌 **Test ad campaigns launched on YouTube, opening new engagement opportunities with the audience**

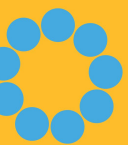




Now every primary school student has access to free, quality education anytime and anywhere.

We also help children distract themselves from air raid alarms and continue the learning process even in shelters. With such feedback, we are even more motivated to move forward!

**Yana Levytska**  
Implementation Manager



# APP FOR YOUNG LEARNERS – CAN'T WAIT TO LEARN

+34K

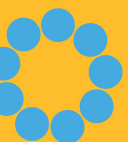
unique downloads  
in 2024

105K

total unique  
downloads

3000

printed study guides  
distributed, with a digital  
version developed





# SCHOLARSHIP PROGRAM

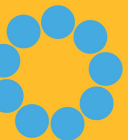


124

**applications** received from talented students

10

**students** awarded admission to Novopecherska School



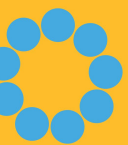


# OSVITORIA HUB

This year has been significant because we have significantly strengthened the position of the Osvitoria Hub. We are ending the year with 100% office occupancy and a key achievement — we have launched stable impact financing for the union’s educational projects. This year, the Hub celebrated its 5th anniversary, and I am personally thrilled that it remains a place of strength for Ukrainian education and beyond. We are proud to have gathered so many incredible residents under one roof, uniting like-minded individuals from various fields. Throughout the year, we actively hosted various events—musical and literary evenings, thematic celebrations—creating a warm atmosphere for creativity and professional inspiration. There’s so much more to come!

**Anna Pyliuta**

Director of Osvitoria Hub



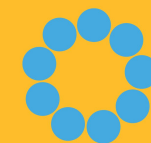


# OSVITORIA HUB

Occupancy of offices:

☀️ **90%** in Q1 and Q2

☀️ **100%** in Q3 and Q4



# OUR RESIDENTS

Gradus Research Plus  
Institute for Leadership, Innovation, and Development (eTwinning Project)  
Wikimedia Ukraine  
Forum Management Company  
UN Global Compact in Ukraine  
Meridian Online Lyceum  
Ukrainian Leadership Academy  
Juniors  
Montessori Ukraine  
Kleos Art (Sota Cinema Group)  
ReThink

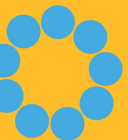




# EVENTS AND HALLS

## Our conference halls hosted 395 events:

- **240** events in the Great Hall
- **155** events in the Small Hall
- More than **300** hours were spent on Osvitoria events: 157.5 hours in the Great Hall, and 151.5 in the Small Hall





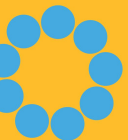


**OSVITORIA MEDIA: EDUCATION &  
PARENTING WITHOUT THE  
BOREDOM**

2024 has been a year of great relearning for Ukrainian society. In the tenth year of the war and the third year of the full-scale invasion, we queued for Alla Horská's exhibition and for the opening of yet another Ukrainian bookstore; we eagerly bought tickets for the cult performance “The Witch of Konotop” and for the Book Arsenal. I always look at O.Media's metrics as a sort of mirror — it accurately reflects what the country is living through. Our most-read article this year was about writing a motivational letter for university admission. This means that young people dream of pursuing higher education in Ukraine. For several months, the most-read article was about how to switch to the Ukrainian language. As a society, we are reprogramming our identity. One of our most important materials of the year was about communicating with veterans. As a nation, we are learning to honor and embrace the defenders to whom we owe everything. I am pleased and proud that Osvitoria.Media is making its contribution to the historical and societal transformations of our country.

**Kateryna Kyselova**

Editor-in-Chief of O.Media



# OSVITORIA.MEDIA ANNUAL REPORT 2024

## KEY COVERAGE RESULTS

nearly  
**4 million**  
active users

more than  
**7 million**  
page views

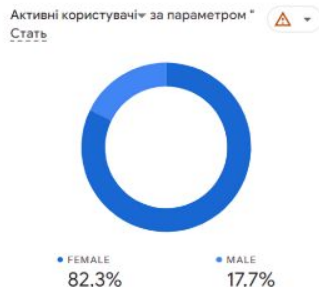
**1 min 15 sec**  
average engagement time

**1,79**  
views per user

## OUR READER'S PROFILE

**82%**  
women

**18%**  
men



**35-44 years old**

## TRAFFIC CHANNELS

**2,5 million** - органічний трафік

more than  
**600 000** - social media

more than  
**600 000** - direct

## READERS' MAP

Kyiv  
Lviv  
Dnipro  
Odesa



Ukraine  
Germany  
Poland  
USA





## SIGNIFICANT COLLABORATIONS

Projector

BrandUA

Strikod National Platform



A goal of herself: Teaching students about strong women in Ukraine's history

**16 000**  
page views



Ukraine beyond folklore lens: a lesson-plan about Ukraine's brand

**11 000**  
page views



Lessons of perseverance: what can we learn about Ukraine's struggle for independence

**5 000**  
page views

## MOST READ ARTICLES

Successful motivation letter: tips for students

**275 000**  
page views

Authentic Ukrainian swear words: ultimate glossary

**183 000**  
page views

Teacher's wage calculator

**100 000**  
page views

## PARTNERSHIP PROJECTS

**29** partnership projects

**270 000** UAH

Our partners:

Go ITeens

Wacom

American University Kyiv

MasterZoo



Setting your goal: tips for students

**13 000**  
page views

## MOST READ ARTICLES

AI tools for teachers: comprehensive guide

**70 000**  
page views

Legendary women: 8 famous Ukrainian women that changed our history

**65 000**  
page views

Evaluation in secondary school: ultimate guide for teachers

**55 000**  
page views

Tricky phrases to encourage others to speak Ukrainian

**50 000**  
page views

Don't turn around: basic rules of empathy in communication with veterans

**25 000**  
page views



OSVITORIA.MEDIA  
AWARD — 2024

**6**

winners

more than

**10 000**

page views

of the landing page of  
Osvitoria.Media Award

**4 500**

people took part in  
online voting


more than

**100 000**

overall media  
coverage



# OUR COMMUNICATIONS



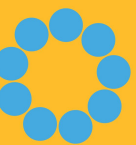
This year, we showed growth in our key metrics: we gathered nearly half a million followers across our channels and almost reached 100 million in reach.

And there's something that cannot be measured in numbers: the professional growth of the team and the internal processes we continue to improve at all levels so that Osvitoria can loudly communicate what matters.

This has been a year of collaborations — a trend that continues, and one we want to develop further through meaningful partnerships with brands and thought leaders. We are ending the year with the feeling that there's a lot of exciting work ahead.

**Zhanna Dufina**

Director of PR and Communications





# 99,3M

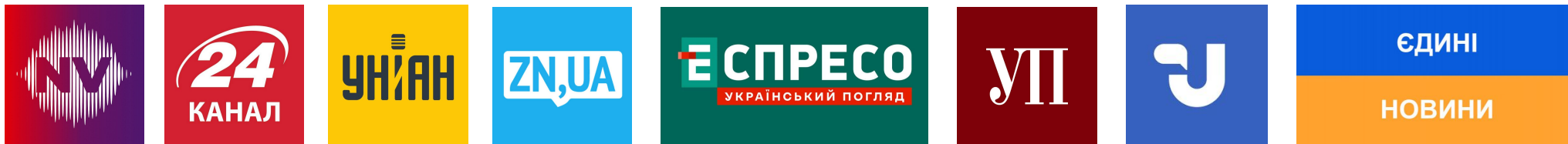
**media reach** in 2024 —  
**30% more than in 2023**,  
with **80M** attributed to the  
Global Teacher Prize  
Ukraine

# 750

articles in national and  
regional media  
**50%** more than in 2023

# OUR MEDIA LANDSCAPE

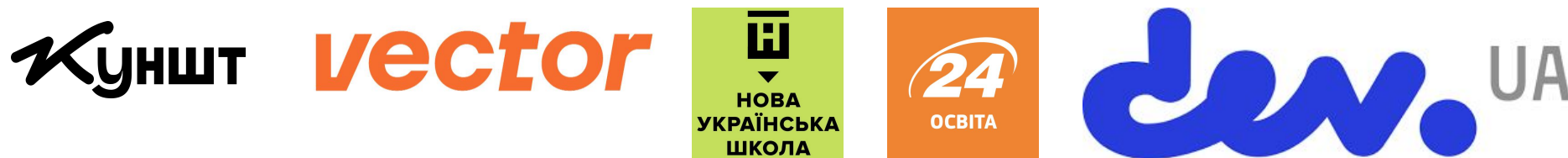
News & Public Affairs



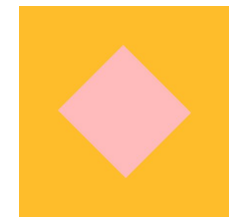
Entertainment & Lifestyle



Niche & Professional Platforms



Podcasts & YouTube Channels



# OUR SOCIAL MEDIA & NEWSLETTERS

**334k**

**followers** across our social media — **11% growth** compared to last year. Including **YouTube iLearn**, our audience reaches **476K!**

**12,2M**

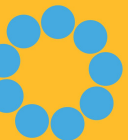
**accounts** reached through our social media, with **14.4M total views**

**2,2M**

**total ad reach** across social platforms

**20%**

**achieved our KPI** for newsletter open rates, now read by nearly **90K educators**





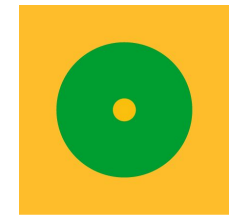
# 65 COMMUNICATION COLLABORATIONS WITH A REACH OF 776K+



We also partnered with PRJCT, Recovery, Street Code, 1+1 Media, Novopecherska School, Radio Skovoroda, the Ministry of Education and Science (MON), Buki School, Suspilne Broadcasting, Brand Ukraine, Knygolav, My City, KSE Foundation, Plus Plus, Diia.Osvita, Spivdiia, Vechir Media, Grade Centre, UKlon, Biopharma, UCEQA, Klitschko Foundation, Green Country, and many more.

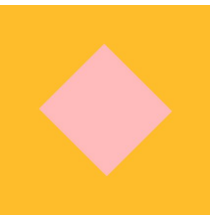
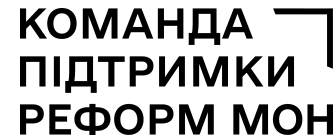
## SUPPORTED BY INFLUENTIAL VOICES

We were honored to receive support from Yevhen Klopotenko, Svitlana Tarabarova, Oleksandr & Lera Pedan, Tayra, Nelia Shovkopljas, Masha Yefrosynina, Ada Rohovtseva, Serhiy Zhadan, Olha Kharlan, Yaroslava Mahuchikh, and many other opinion leaders.





**PROUD OF OUR  
STRATEGIC &  
IMPACTFUL  
PARTNERSHIPS**







**And most importantly, we are  
grateful to have each other!**



