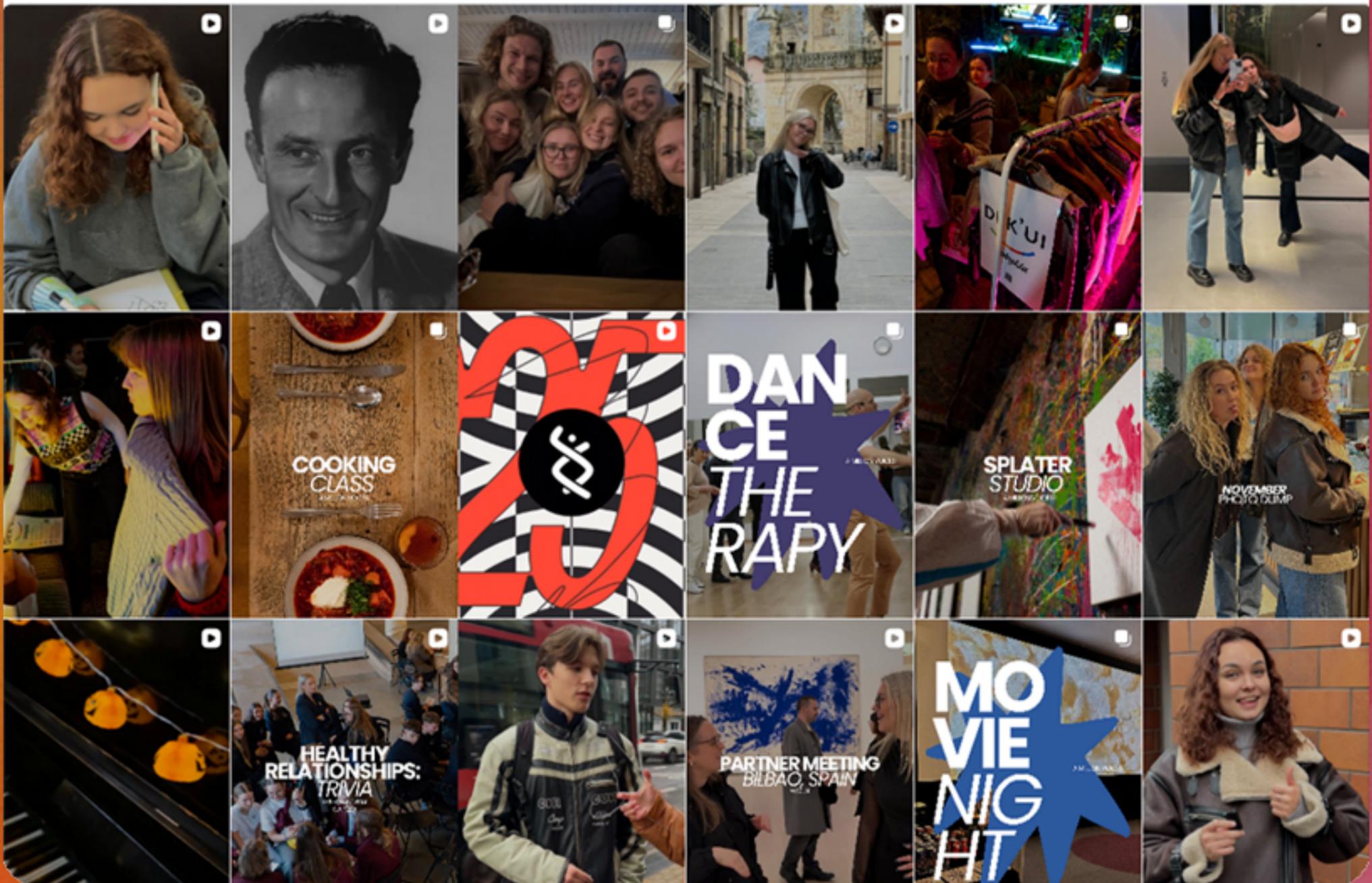


# AY Institute *in* 2025

Key moments & numbers at a glance





## Director's Word

In 2025, despite a much smaller team, **AY Institute** completed **10 social projects** and reached **1,313 people** through live events. These results reflect our hard work and focus – and they make me proud.

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# Projects & Events

- Projects completed: 10
- People in events: 1,313
- Participants' satisfaction: 5/5

 **Note:** Average participant satisfaction score is rounded to 5.



# Environmental Impact

**Carbon footprint: 73,541 kg (28% ↓)**

- 2024: 102,827 kg
- 2023: 96,831 kg
- 2022: 248,305 kg

**Offset: 100%**

 **Method:** funding forest recreation



# The Media

**Media mentions: 7 (65% ↓)**

- 2024: 20
- 2023: 21
- 2022: 35

**Followers on socials: 28,821 (0%=)**

- 2024: 28,979
- 2023: 28,196
- 2022: 26,181

**Web users: 39K (62% ↓)**

- 2024: 103,547



# Goals *for* 2026

- Improving our **communications** and **brand-recognition**
- Focusing on **value of our projects** to the beneficiaries
- More **efficient internal operations**, so that we can be more effective at what we do

 **Keywords:** communication, value, efficiency