# ISIC Association Annual Report

2023

## About the International Student Identity Card (ISIC)

#### What is ISIC?

The International Student Identity Card (ISIC) is the only globally accepted proof of full-time student status. Created by group of European students in 1953, over the years, the ISIC card has supported over 120 million students worldwide through their studies. Every year millions of students around the world use ISIC to prove their official student status and access thousands of student discounts, offers and services worldwide.









#### Who is behind the ISIC?

The ISIC Association is the non-profit organization behind the management, growth and development of the International Student Identity Card (ISIC). Through the wide range of opportunities available to cardholders, the ISIC Association aims to play a supporting role in improving intercultural understanding, increasing educational opportunities and facilitating student life across the world.

#### The Mission of the ISIC Association is 'To make student life better'.

Our aim is to provide all bona-fide students, regardless of their nationality, race, gender or religion, with the opportunity to prove their student status in every country worldwide, via an official and affordable identifier of student status. This unique identifier aims to allow students access to preferential travel opportunities, specially negotiated services, discounts and experiences in every area and stage of student life, consequently reducing the cost of being a student.

# Making student life better

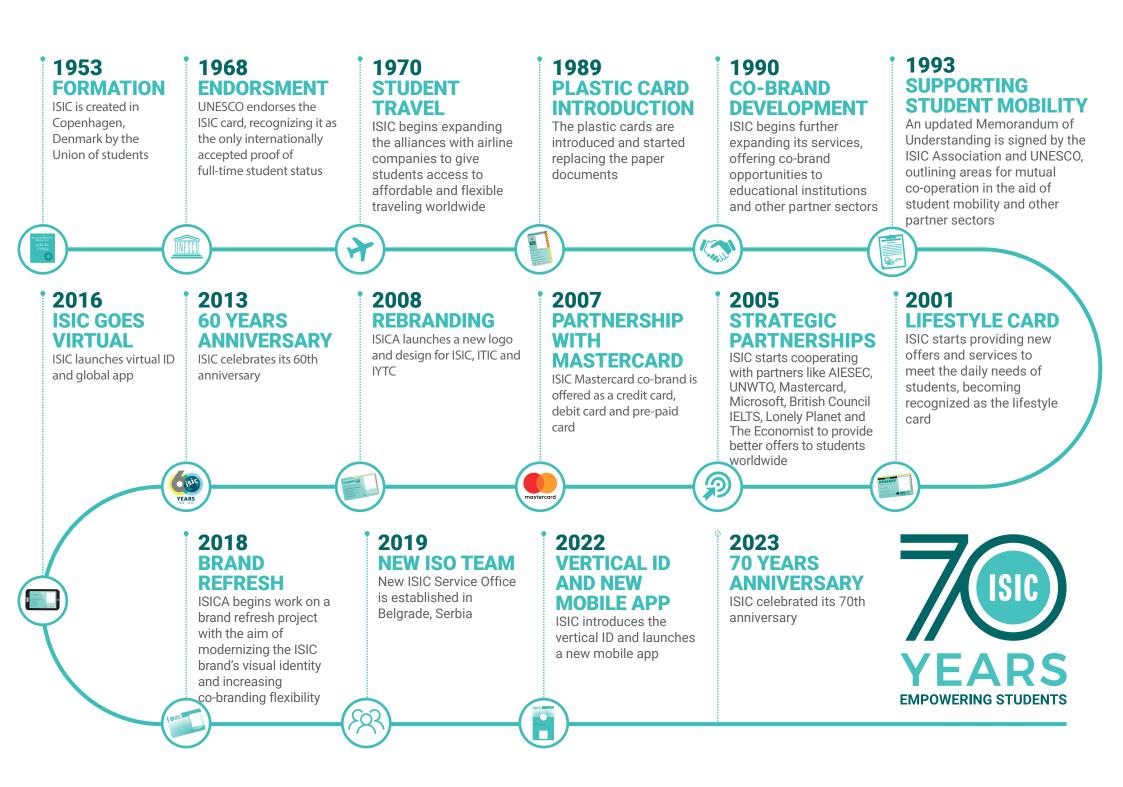
**1953** CREATED BY STUDENTS FOR STUDENTS

1968 ENDORSED BY UNESCO

98 ISSUING COUNTRIES 150,000+ BENEFITS, SERVICES AND DISCOUNTS

30,000+ PARTNERSHIPS

2,500+ ACADEMIC PARTNERSHIPS



### Governance

#### **The ISIC Association Board**

The ISIC Association Board is composed of up to 10 members who are responsible for overseeing the strategy and direction of ISIC operations at an international level. Their main goal is to guide the overall management of the ISIC Association. Additionally, each board member leads an ISIC Subcommittee to carry out administrative functions on behalf of the Board and the Association.



#### **ISIC Service office**

The ISIC Service Office operates globally on behalf of the ISIC Association. Headquartered in Belgrade, Serbia, the ISIC Service Office provides a range of services to support the growth and development of the ISIC program, including marketing and communications, issuer support, quality control, research and development.





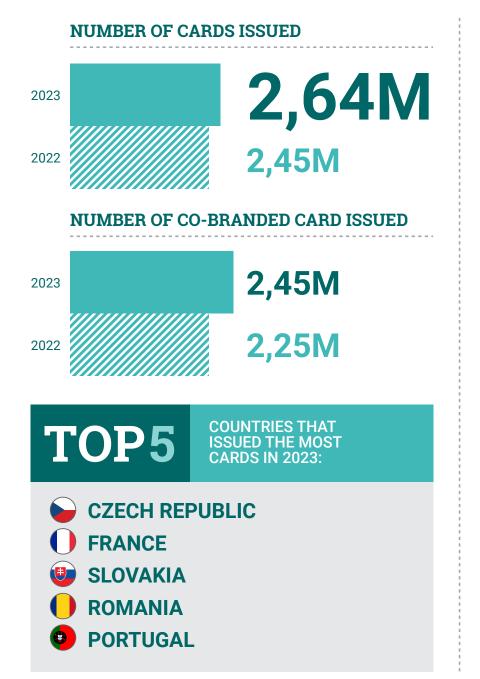
Miloš Milenković Chairman of the ISICA board

*As our Association marks its 70th Anniversary, we celebrate this significant milestone with confidence in our commitment to pursue the same pioneering vision that inspired us in 1953, which has withstood the test of time. Our goal remains the same - to expand educational and travel opportunities and improve the student experience worldwide, making student life better for all!* 

#### 2023/2024 ISIC Association Board

Marcus Ehasoo - International Associations Subcommittee Sanita Rugina - IT Subcommittee Ulf Banser - Financial Subcommittee Niina Laine - Communications Subcommittee Miloš Milenković Chairman of the Board - Governance Subcommittee and International Governmental Organizations Subcommittee Colman Byrne - Membership Subcommittee Matt East - Commercial Partnership Subcommittee Michal Bucko - Expansion Subcommittee Veronika Rastvortseva - Events Subcommittee Peter Robertson - co-lead of International Governmental organisations Subcommittee

# **Global statistics**



#### **ISIC MOBILE APP**



ACTIVE USERS

4.3 STARS

#### TOP 5 DISCOUNT CATEGORIES

- **FOOD AND DRINK**
- 🛪 TRAVEL
- **SHOPPING**
- ENTERTAINMENT
- SPORT

#### SOCIAL MEDIA



<u>ਲ਼</u> +725K

FOLLOWERS ACROSS ALL PAGES

> **059** LOCALISED ISIC INSTAGRAM ACCOUNTS

옷 **+170K** 

FOLLOWERS ACROSS ALL PAGES

## **ISIC partnerships**

**ISIC's Benefit Partners** 



Interested in becoming a partner? Please find all relevant information HERE.

# MAKING STUDENT LIFE BETTER

#### ISIC

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#### Published by

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www.isic.org

The ISIC Association is a non-profit organisation seated in Denmark. The operations of the ISIC Association are carried out by the ISIC Service Office d.o.o., an independent management company based in the Serbia and wholly owned by the ISIC Association.

The ISIC card has been endorsed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) since 1968.

The ISIC Association is proud to be an Affiliate Member of the United Nations World Tourism Organization (UNWTO).

The ISIC Association is honoured to be an International Association of Universities (IAU) Affiliate Member.

The ISIC Association is a founding member of the World Youth Student and Educational (WYSE) Travel Confederation.





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