

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

150,000+
BENEFITS, SERVICES
AND DISCOUNTS

1968
ENDORSED BY UNESCO

30,000+
PARTNERSHIPS

98
ISSUING COUNTRIES

2,500+
ACADEMIC PARTNERSHIPS

1953 FORMATION

ISIC is created in Copenhagen, Denmark by the Union of students

1968 ENDORSEMENT

UNESCO endorses the ISIC card, recognizing it as the only internationally accepted proof of full-time student status

1970 STUDENT TRAVEL

ISIC begins expanding the alliances with airline companies to give students access to affordable and flexible traveling worldwide

1989 PLASTIC CARD INTRODUCTION

The plastic cards are introduced and started replacing the paper documents

1990 CO-BRAND DEVELOPMENT

ISIC begins further expanding its services, offering co-brand opportunities to educational institutions and other partner sectors

1993 SUPPORTING STUDENT MOBILITY

An updated Memorandum of Understanding is signed by the ISIC Association and UNESCO, outlining areas for mutual co-operation in the aid of student mobility and other partner sectors

2016 ISIC GOES VIRTUAL

ISIC launches virtual ID and global app

2013 60 YEARS ANNIVERSARY

ISIC celebrates its 60th anniversary

2008 REBRANDING

ISICA launches a new logo and design for ISIC, ITIC and IYTC

2007 PARTNERSHIP WITH MASTERCARD

ISIC Mastercard co-brand is offered as a credit card, debit card and pre-paid card

2005 STRATEGIC PARTNERSHIPS

ISIC starts cooperating with partners like AIESEC, UNWTO, Mastercard, Microsoft, British Council IELTS, Lonely Planet and The Economist to provide better offers to students worldwide

2001 LIFESTYLE CARD

ISIC starts providing new offers and services to meet the daily needs of students, becoming recognized as the lifestyle card

2018 BRAND REFRESH

ISICA begins work on a brand refresh project with the aim of modernizing the ISIC brand's visual identity and increasing co-branding flexibility

2019 NEW ISO TEAM

New ISIC Service Office is established in Belgrade, Serbia

2022 VERTICAL ID AND NEW MOBILE APP

ISIC introduces the vertical ID and launches a new mobile app

2023 70 YEARS ANNIVERSARY

ISIC celebrated its 70th anniversary

70 ISIC
YEARS
EMPOWERING STUDENTS



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.



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

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! ”

Global statistics

NUMBER OF CARDS ISSUED



NUMBER OF CO-BRANDED CARD ISSUED



TOP 5

COUNTRIES THAT ISSUED THE MOST CARDS IN 2023:

-  CZECH REPUBLIC
-  FRANCE
-  SLOVAKIA
-  ROMANIA
-  PORTUGAL

ISIC MOBILE APP



564,315

ISIC APP DOWNLOADS



1,14M

NUMBER OF ACTIVE USERS



4.3 STARS

AVERAGE APP RATING

TOP 5 DISCOUNT CATEGORIES

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

SOCIAL MEDIA



052

LOCALISED ISIC FACEBOOK PAGES



+725K

FOLLOWERS ACROSS ALL PAGES



059

LOCALISED ISIC INSTAGRAM ACCOUNTS



+170K

FOLLOWERS ACROSS ALL PAGES

ISIC partnerships

ISIC's Benefit Partners



ISIC's Global Strategic Partners



Interested in becoming a partner? Please find all relevant information [HERE](#).

MAKING STUDENT LIFE BETTER



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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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