

INTERNATIONAL SCHOOL OF PROGRAMMING & DESIGN FOR CHILDREN

Engineering a Fairer Future.

Impact & ESG Report · Founded 2016 · 24 Countries

150K+

STUDENTS EDUCATED

24

COUNTRIES

1,200+

CODDY DONATE KIDS

170+

FRANCHISE PARTNERS



Oksana Selendeeva

Founder & CEO, CODDY School

● LETTER FROM THE FOUNDER



Oksana Selendeeva

Founder & CEO

"We did not build CODDY to be the biggest coding school. We built it to matter."

When I founded CODDY in 2016, I had one conviction: that a child's access to technology education should not depend on their postcode, their parents' income, or the language they speak at home. Ten years later, that conviction has become a global network — 400+ schools, 24 countries, 150,000 students, and a charitable programme that has given 1,200 children with special needs and from orphanages their first real encounter with the world of technology.

This report is not a marketing document. It is an honest account of what we have built, what we have learned, and where we are going. In a world where AI is reshaping every profession faster than any curriculum can track, the question is no longer whether children need digital skills — it is whether the education system is brave enough to give them the right ones. We believe it is. And we are building the infrastructure to prove it.

● KEY IMPACT METRICS AT A GLANCE

Metric	Value	ESG Pillar	Notes
Total Students Educated	150,000+	Social	Since founding, 2016–2026
Countries of Operation	24	Social	Via franchise & online
Franchise Partners	170+	Governance	Locally embedded operators
CODDY Donate Beneficiaries	1,200+	Social	Children with special needs & orphans
Courses Available	100+	Social	Online & offline, ages 4–17
Microsoft Accreditation	Active	Governance	Quality & standards verification
GDPR Compliance	Full	Governance	All 24 markets
New Physical Infrastructure Built	Zero	Environmental	Asset-light; classes in IT offices

● SOCIAL IMPACT

Education as an Equaliser

We measure our success not by enrolment numbers, but by the trajectories we change. Our social strategy rests on two pillars: broad global accessibility and deep, targeted inclusion.

1,200+

CODDY Donate: Free Education for Those Who Need It Most

In partnership with the "Gulfstream" charitable foundation, CODDY provides free programming, design, and digital entrepreneurship education to children with developmental and health issues, orphans, and students from low-income families. Over 1,200 children have benefited to date, supported by a volunteer network of professional tech practitioners.

Global Reach & Accessibility

With 150,000+ students educated across 24 countries — online and offline — CODDY has demonstrated that a high-quality, practice-driven tech curriculum is not a Western luxury. Our franchise model enables local entrepreneurs to deliver world-class education in their own language, culture, and context, from Tirana to Tel Aviv to Tashkent.

Career Exploration for Generation Z

With 100+ courses spanning programming, game development, design, AI literacy, and cybersecurity, CODDY offers children something more valuable than a single skill: the ability to explore multiple digital identities and discover who they are — not just what they can do — in a world that changes faster than any curriculum.

● ENVIRONMENTAL

Sustainable by Design

EdTech inherently has a lower carbon footprint than traditional education. CODDY goes further by building an asset-light model that minimises physical footprint without compromising learning quality.

0

New buildings constructed

100%

Cloud-hosted infrastructure

2

Green cloud partners (Microsoft & Google)

10+

Years zero-build expansion

Asset-Light Offline Expansion

CODDY's offline classes are hosted inside the offices of existing tech companies during weekends and off-peak hours. This shared-economy approach eliminates the need for new construction, heating, and dedicated facilities — dramatically reducing our physical footprint while immersing students in a real professional environment.

Energy-Efficient Infrastructure

Our online learning environments and operational data are hosted on carbon-neutral cloud platforms provided by Microsoft and Google. As we scale, our infrastructure footprint grows at a fraction of the rate of traditional education providers.

● GOVERNANCE & ETHICS

Built to Last

Operating across 24 countries with 170+ franchise partners requires governance infrastructure that is both rigorous and adaptable. We hold ourselves — and our partners — to standards that go beyond compliance.

Franchise Accountability

CODDY does not simply sell a brand. We audit educational outcomes, enforce child safety protocols across all jurisdictions, and maintain a zero-tolerance policy for discrimination. Our 170+ franchise partners are co-owners with skin in the game — locally embedded, personally invested, and held to the same standards as our flagship schools.

Data Privacy & Child Safety

We are fully GDPR-compliant across all markets and apply enterprise-grade encryption and strict data access controls to protect the personal data of our 150,000+ students. Child safety is non-negotiable: all franchise partners undergo mandatory safeguarding training before opening.

Ethical AI Integration

As we integrate AI into our learning pathways, we are committed to algorithmic fairness. Our AI tools are designed to personalise — not replace — human mentorship, and we actively monitor for bias to ensure equitable outcomes across all student demographics and geographies.

● LOOKING AHEAD

Impact Roadmap 2026–2029

Our ambition for the next three years is to deepen our impact, not just expand our footprint.

- 1 Double the CODDY Donate Programme**

Expand charitable partnerships with local NGOs in Latin America, the Middle East, and Southeast Asia — targeting 2,500+ beneficiary children by 2028.
- 2 Launch "Girls in Tech" Scholarship Tracks**

Introduce dedicated scholarship programmes in regions with the highest gender disparity in STEM, addressing one of the most persistent structural inequalities in the digital economy.
- 3 Establish a Global Alumni Mentorship Network**

Connect our most successful graduates with current CODDY Donate students, creating a self-reinforcing cycle of opportunity that extends our impact far beyond the classroom.
- 4 AI-Powered Personalisation at Scale**

Deploy adaptive learning infrastructure that tailors every student's journey in real time — improving outcomes, extending tenure, and making high-quality education genuinely individual.

*"We are not just teaching kids to code.
We are engineering a fairer future."*

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