

ACTIVITY REPORT

2024/2025



FRAMING

The years 2024 and 2025 essentially represented a continuation of the previous year.

The focus then shifted to creating new content within the previously defined guidelines.

The themes, audiences, and geographic areas have expanded.

Always keeping our customers' expectations in mind and continuously improving.

The Great Challenge

By 2024, Artificial Intelligence was no longer just a novelty; it became an everyday infrastructure in education, business, and content creation. The tools became more integrated, multimodal, and specialized.

Artificial intelligence has presented Citaliarestauro with the challenge of differentiating itself in a market saturated with easy and unverified courses and a proliferation of tools whose quality demands criteria and rigor, but it has simultaneously opened the opportunity to elevate research, pedagogical innovation, and the creation of more attractive content, reinforcing the value of certified training.

THANK YOU FOR JOINING
US ON THIS ADVENTURE
THROUGH THE
FASCINATING WORLD OF
HISTORY, ART, AND
CULTURE.

WHERE ARE WE TODAY?

294

online courses, e-books and course packages

187868

newsletter subscribers

11308

total number of students in online courses

68

Countries of origin of participants in online courses

68%

They return after completing the first course.

Our overall goal is to increase these numbers during the year 2026.

More students, more subscribers, more followers, coming from increasingly diverse backgrounds.

But more importantly, this growth must be sustained by the satisfaction of all those who accompany us in our project, guaranteeing its future and sustainability.

To achieve this, we will invest not only in content creation and new projects in terms of content creation and delivery processes, but also in the systematic updating and review of already published content.

SUMMARY OF THE YEARS 2024/25

OBJECTIVES / RESULTS

Creation of new courses and e-books in new areas and complementary areas of knowledge, as well as more content packages (courses, short courses, and e-books) that can be purchased at a more affordable price.

Development of new free content on the website and YouTube. Special focus on courses in areas complementary to heritage conservation and enhancement, both in terms of conservation and heritage communication.

Launch of courses in more professionally focused areas, such as cultural tour guides, responding to the specific needs of these professionals.

Launch of courses in new areas of knowledge, such as genealogy and new perspectives on artistic analysis, such as the analysis of historical tapestries or iconography and interpretation of the Tarot.

Translation of a greater number of courses into English and Spanish and publication of courses by native authors of these languages.

Forty new products were published in English and Spanish (online courses, e-books, course packages and vouchers).

Attracting new participants and new authors to the project, from different geographical areas and different areas of knowledge.

New authors mainly from Portugal and Spain.

In relation to market behaviour:

There was an increase in the number of institutional clients, mainly in Portugal and Spain, and corporate clients. That is, registrations made by museums, municipalities, libraries and archives, public institutions and companies for the training of their employees.

SUMMARY OF THE YEARS

2024/25

OBJECTIVES / RESULTS

Regarding the participants' origins:

Portuguese

Increase in participants from Portugal and slight decrease in participants from Brazil.

Spanish

Increase in participants from Spain and decrease in the number of participants from Latin America.

English

Growth in the markets of the United States of America, Europe, the Middle East, and India.

Greater geographical dispersion in the origin of the participants, who now come from various parts of the world.

Creating more content packages (courses, short courses, and e-books) that allow for more affordable purchasing.

We continue to focus on creating course packages and vouchers for sets of courses and ebooks that allow access at lower prices.

Developing new free content for the website and YouTube channel.

New videos have been published on YouTube and new articles on the blog.

Creation of a systematic semi-annual update process for all content.

All content, both in terms of online courses and blog posts, is systematically reviewed and updated.

PERFORMANCE INDICATORS

ONLINE COURSES

GLOBAL INDICATORS ARE DETERMINED FROM A DETAILED ANALYSIS OF DATA RELATED TO EACH COURSE.

UNFULFILLED ORDERS

The number of incomplete or failed orders (customers who registered but did not make the payment) remained at residual values. The majority of these were incomplete payments after entering the PayPal and Hipay platforms, likely due to requirements related to international payment processing.

COMPLAINTS

No formal complaints were registered.

OBSERVATIONS AND SUGGESTIONS

Requests for information or assistance were registered via email, mainly regarding access and registration. These were answered and resolved within a maximum of 24 hours.



CRITICAL ANALYSIS



It can be stated that the objectives were globally achieved in 2024/25, both in terms of user satisfaction and results.

- increase in the number of users
- geographic expansion
- financial sustainability of the project

It is, however, important to look critically at the indicators presented and, in addition to quantitative analysis, to understand the opinions and ideas of the participants, as well as to critically examine the competition and new problems and challenges.

During the period under review, Citaliarestauro met its previously defined strategic objectives, consolidating its offering of certified online training, reinforcing pedagogical quality, and maintaining standards of scientific and technical rigor aligned with the demands of the sector. Performance indicators demonstrate coherence between planning and results, highlighting adaptability and institutional consistency.

However, the current educational context has undergone a significant transformation, marked by digital acceleration and the mass production of content using Artificial Intelligence tools. The emergence of faster, more concise, and immediately consumable formats has created new expectations among trainees, who value accessibility, clarity, and immediate practical applicability.

MEASURES OF IMPROVEMENT



THERE IS ONLY ONE PATH TO PROJECT SUCCESS: LISTENING TO AND UNDERSTANDING OUR AUDIENCES.

AND TO RESPOND TO WHAT THEY TELL US BY CONTINUOUSLY IMPROVING.

Strategic Guidelines — Next Development Cycle

- **Maintenance and consolidation of the current path.**
 - Continued offering of certified online courses.
 - Production and updating of specialized technical eBooks.
 - A constant focus on scientific quality, methodological rigor, and technical validation.
 - Strengthening Citaliarestauro's identity as a distinctive training entity in a market saturated with unverified offerings.
 - **Creating a Microlearning Platform**
 - Developing content in a short, modular format for quick reference.
 - Organization in structured and progressive pathways.
 - Possibility of combining modules for formal certification.
 - Strategic integration of AI tools to support production, always with critical mediation.
 - **Guarantee of Credibility and Transparency**
 - Systematic verification of bibliographic and technical sources.
 - Explicit mention of authorship and expert validation.
 - Commitment to the traceability of information and academic integrity.
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DO YOU HAVE
ANY QUESTIONS
OR
SUGGESTIONS?

SEND US AN EMAIL TO
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