*You may find more information about the speaker's expert background and reference links to major past and current initiatives and projects, as well as potential areas for exploring future cooperation:*

# Märt Aro

**Country:** Estonia
**Organisation:** DreamApply
**Position:** Co-Founder
**Practice Areas:** Education & Skills | Education Innovation | Digital Transformation | Artificial Intelligence | EdTech | Internationalisation of Higher Education

## About the Speaker

Märt Aro is the Co-Founder of DreamApply, an Estonian education technology company supporting universities in managing international student admissions and recruitment. Driven by the vision of making high-quality education accessible to everyone globally, Märt works at the intersection of education, technology and innovation.

Through DreamApply, he contributes to the digital transformation and internationalisation of higher education, supporting approximately 300 universities across 40 countries and serving 5 million users annually.

His work also focuses on advancing digital public infrastructure for education, fostering collaboration between educators, researchers and technology innovators, and promoting more accessible and inclusive education systems.

## Projects at a Glance

Märt's work spans international digital infrastructure, national education innovation ecosystems and the development of technology-enabled solutions for higher education. His initiatives demonstrate how digitalisation, cross-sector collaboration and innovation can contribute to more accessible, connected and future-ready education systems.

## Key Initiatives and Professional Experience

**01. United Nations DPI for Education**
Role: Lead Author of the Vision
Location: International

Märt contributed as the lead author of the vision for Digital Public Infrastructure (DPI) for Education, an initiative addressing the need for stronger digital foundations and infrastructure to support education systems globally.

The initiative explores how shared digital infrastructure can improve access to education, enable innovation and strengthen the delivery of educational services. It places particular emphasis on creating the conditions for more open, accessible and interconnected education ecosystems.

This work is relevant to discussions on the future of skills and education, particularly the role of digital infrastructure in democratising access to learning, supporting educational innovation and ensuring that technological progress benefits learners and institutions across different geographical and economic contexts.

Explore: ITU – DPI for Education (2025)

**02. Estonian Education Innovation Hub – National LibraryRole: Co-Author of the Vision (2019)**
Location: Tallinn, Estonia

Märt co-developed the vision for an Education Innovation Hub at Estonia's National Library, designed to bring together key stakeholders in education innovation within a neutral and collaborative environment.

The initiative connects three core groups: education practitioners, including teachers; researchers contributing academic knowledge; and innovators, including education technology startups. By facilitating cooperation between these communities, the Hub aims to strengthen the exchange of knowledge, encourage experimentation and make emerging educational innovations more accessible.

The initiative offers an example of how collaborative innovation spaces can bridge the gap between research, educational practice and technology development. It highlights the importance of building ecosystems where new ideas can be tested, shared and translated into improvements in education quality, both nationally and internationally.

Explore: Estonian National Library (RaRa)

**03. EdTech Estonia**
Role: Member of the Advisory Board
Location: Estonia

Märt contributes to EdTech Estonia, a non-governmental organisation bringing together education technology innovators and supporting the development of Estonia's EdTech ecosystem.

Through its network, the organisation promotes cooperation among education innovators, facilitates knowledge exchange and represents the interests of the education technology sector.

This work demonstrates the value of connecting entrepreneurs, educational institutions and other stakeholders to accelerate innovation and strengthen the adoption of technology in education. It also provides insights into how national EdTech ecosystems can support the development of future-ready skills, encourage entrepreneurship and create opportunities for international collaboration.

Explore: EdTech Estonia

## Selected Publications and Resources

**01. DPI for Education – United Nations / ITU (2025)**
This publication explores the concept and development of Digital Public Infrastructure for Education, addressing the need for stronger digital foundations to support accessible, inclusive and innovative education systems.

It offers perspectives on how shared digital infrastructure can help overcome fragmentation, improve access to educational services and enable innovation across different education systems.

Read: ITU – DPI for Education (2025)

**02. The Future of Education Depends on Democratisation – Märt Aro (2025)**
This publication explores the importance of democratising education and making high-quality learning opportunities more accessible globally.

It connects the future of education with the opportunities created by digitalisation, technological innovation and more open education systems. It provides relevant perspectives on how technology can help reduce barriers to education and expand opportunities for learners worldwide.

Read: Märt Aro – The Future of Education Depends on Democratisation (2025).

**03. Leonardo Initiative – Peter Fagerström and Märt Aro (2019)**
The Leonardo Initiative explores ideas around education innovation and the transformation of learning systems.

Developed by Peter Fagerström and Märt Aro, the initiative offers perspectives on rethinking education and encouraging new approaches to learning, innovation and collaboration.

It provides a useful reference for discussions on how education systems can evolve to respond to changing societal needs, technological developments and the demands of the future.

Read: Leonardo Initiative – Märt Aro

## Areas for Future Cooperation

**Digital Public Infrastructure for Education**

Exploring opportunities to collaborate on the financing, development and implementation of Digital Public Infrastructure for Education, including partnerships that can support its adoption and scaling across countries.

Internationalisation and Digital Transformation of Higher Education

Supporting universities in strengthening their internationalisation strategies through digital admissions and student recruitment solutions. Exploring opportunities to improve institutional efficiency, expand international student access and strengthen cross-border education cooperation through DreamApply.

**Global Education Innovation Hubs**
Developing and establishing additional education innovation hubs internationally, bringing together teachers, researchers, educational institutions, entrepreneurs and EdTech innovators. Promoting knowledge exchange, experimentation and the development of practical solutions to improve education quality and accessibility.

**Rethinking Education Philosophy**
Exploring opportunities to update education philosophies and approaches to learning in response to technological change, artificial intelligence and evolving societal needs. Encouraging discussions on how education systems can better prepare learners with the knowledge, competencies and adaptability required for the future.

## Connect with Märt

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