



The Trust for the Americas is a non-profit 501(c)(3) organization affiliated with the Organization of American States (OAS). Established in 1997 to promote public and private partnerships, The Trust has implemented projects in 24 countries, and worked with over 500 organizations in the region. Our initiatives seek to improve access to economic opportunities, citizen security, and good governance.

We have legal presence in the United States, Colombia and Canada.

Mission:

To promote partnerships for social and economic inclusion in Latin America and the Caribbean.

Setting	Training centers or open classrooms with a setting for facilitation.
Purpose	To provide technical, vocational and life skills training, to strengthen abilities for economic opportunities.
Training Approach	Basic and advanced digital literacy training, job readiness, life skills and labor market-driven training align sector specific certifications. Inclusive training spaces: access to centers in extra-curricular hours for job search, doing homework and interacting with peers.
Methodology	Trainers facilitate the activities with a hands-on curriculum and advice participants on how to approach economic opportunities.
Profile of participants	Individuals preparing for internships and jobs, entrepreneurs or participants wishing to return to school.
Brand Idea	Digital literacy and developing technical and life-skills opens the door to a whole new world of opportunities in employment, entrepreneurship and education.
Brand Message	Technology for social and economic inclusion.



POETA-Partnerships for Economic Opportunities through Technologies in the Americas

POETA is a regional initiative that promotes digital literacy, life skills and job readiness to advance economic opportunities for vulnerable groups, particularly at-risk youth, women and people with disabilities. At its core, POETA aims to bridge the inequality gap in the region through a multidisciplinary approach that helps participants develop life plans, start or strengthen social and economic ventures, secure a job, internship or further education opportunities. To this end, POETA operates through a network of technology centers, which are spaces equipped with computers, adapted technologies and learning materials.

IMPACT

+150,000 DIRECT BENEFICIARIES



+1,5 MILLION INDIRECT BENEFICIARIES

PRESENCE IN 18 COUNTRIES

- Antigua and Barbuda
- Argentina
- Bolivia
- Brasil
- Chile
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Panama
- Peru
- St. Kits & Nevis
- St. Lucia
- Venezuela

174 CENTERS



142 MEMBERSHIP CENTERS



32 OPEN CENTERS OUT OF THE NETWORK

“I come from a rural area in the State of Pará, where there were no hospitals or schools... How could I imagine having access to a computer or the Internet? The first time I turned on a computer was at the POETA Center and now I have a job where I use digital tools and apply the skills I developed.”



Renata Mendez, 17, attends the POETA Center in Brasília. Thanks to the courses Renata, she secured an internship at the IT Department at the State Highways Secretariat.



AWARDS

- Dubai International Awards (2008)
- The Stockholm Challenge (2008)
- The UNDP – Millennium Development Goals Awards (2010)
- The Computerworld Honors Program (2012)
- The Britcham Corporate Social Responsibility Award (2014)
- Zero Project Award of the Essl Foundation, World Future Council and the European Foundation Center (2013, 2014, 2015 and 2016)

METHODOLOGY

STAGE 1: SET-UP, OPENING AND ADJUSTMENT OF A CENTER



Communication

Communication and marketing tools to broadcast the impact and best practices generated at the center



Physical & Technological Growth

Strengthen internal capacity to coordinate activities and facilitate training, for the centers to provide better services to the participants



Mapping Needs

Provides better understanding of the needs, desires and problems of the participants



Comprehensive Training

Local Partners receive training to manage the Center and implement the Methodology



Organizational Capacity

Strengthen internal capacity to coordinate activities and facilitate training, for the Center to provide better services to participants

STAGE 2: IMPLEMENTATION STRATEGY



Sustainability

A set of actions and tasks to guarantee effective sustainability of the Centers in short, medium and long terms



Comprehensive Training

Ideas, guidelines and procedures that help facilitators to conduct the training process



Economic Opportunities

Aims to develop human talent improve, employability; promote equal opportunities and foster the entrepreneurial spirit



Visibility & Awareness

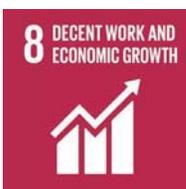
Set of planned tasks to communicate the activity of local partners



M&E

Conventional and innovative practices for measuring impact

Through POETA, we're helping to address the following SDGs:



Financing Partners

