



# The Trust for the Americas

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INSTITUTIONAL PRESENTATION 2022

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## **The Trust for the Americas Institutional Presentation**

### **About the Trust for the Americas**

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-private partnerships, The Trust has implemented projects in 24 countries, and worked with over 1,000 organizations in the region.

Our initiatives improve access to human rights, economic opportunities, citizen security, and good governance.

Working together with local partners, the Trust has implemented digital and soft skill trainings, innovation labs, employment, and educational opportunities as well as entrepreneurship programs in Latin America and the Caribbean with financing from Citibank and Citi Foundation, Microsoft, Walmart, AES Corp, the IDB and the US government among other public and private sector partners.

### **Mission**

Our mission is to promote public – private partnerships for social and economic inclusion in Latin America and the Caribbean.

### **Board of Directors**

We are proud of our select, active and responsive fifteen-member Board of Directors. Please review the complete list of our Board members and their bios in our corporate website: [Link](#)

#### **Ex-Officio Voting Member**

- Luis Almagro, Secretary General, Organization of American States

#### **Executive Committee**

- Enrique Garcia Rodríguez, President of the Board, Former president of CAF.
- June Langston DeHart, Partner, Manatt, Phelps & Phillips, LLP.
- Susan Shattuck Benson, Secretary of the Board; Founder, The Trust for the Americas

#### **Private Corporations Represented on the Board**

1. Microsoft
2. Walmart
3. CEMEX
4. AES
5. Portland Holdings
6. Stanford Center on Philanthropy
7. Motta International
8. Ardila Lulle Organization
9. ENSE Group

## Presence and Historical Footprint

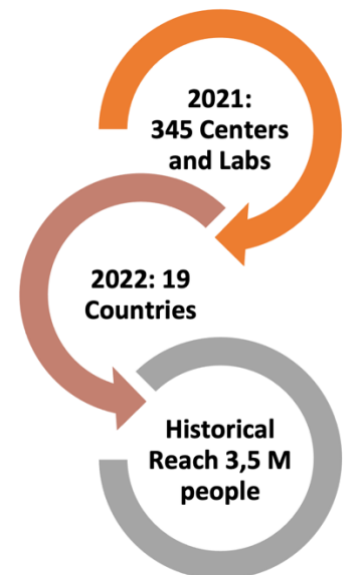
With more than 3.5 million people impacted, The Trust is committed to continue changing the lives of millions more in the years to come. Our vision of a peaceful and just region is built by the communities we reach and whose members are thriving thanks to the skills developed in the programs we manage.

At the moment we work in 17 countries in Latin America and The Caribbean through a network of 345 technology centers and innovation labs. For an updated and interactive version of this map and all our centers and locations visit this [link](#).

## Our Focus: The Future of Work and Innovation in the Americas

Areas of Training:

1. Digital Inclusion
2. Entrepreneurship
3. Computer Sciences
4. Soft Skills
5. Digital Citizenship





## Beneficiaries and Target Population

Our programs and projects are designed to advance the rights and development of vulnerable populations, particularly women, youth, persons with disabilities. We work with governments, civil society organizations, private sector firms, and academia.

## Programs

### POETA

#### Partnerships for Economic Opportunities through Technology 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, spaces equipped with computers, adapted technologies and learning materials.

#### Examples of POETA Projects:

#### Fostering and Strengthening Entrepreneurship in Guayama for its local Development (Puerto Rico)

The purpose of this project is to deliver training in entrepreneurship skills –through the Business Model Canvas –to at least 35 NGO representatives from the Guayama community.

On July 25, 2019, an agreement was signed between AES Corporation and The Trust for the Americas / OAS in order to contribute to strengthening the entrepreneurial and essential skills of youth and



adults who are developing entrepreneurship activities in the Municipality from Guayama and its surroundings. This, through the implementation of a Comprehensive Training Strategy and Generation of Economic Opportunities, focused on guiding actions towards the needs of the territory, which in turn address trade in the digital age, solutions to increase sales of medium-sized and small

businesses, strengths and particularities of the project participants in social and / or economic entrepreneurship.

### **Strengthening Innovative Entrepreneurship in the Dominican Republic**

This project's purpose is to deliver training in entrepreneurship skills - through the Business Model CANVAS - to at least 50 NGO representatives from the Boca Chica, Guayacanes, and Quisqueya community.

On September 15, 2019, an agreement was signed between AES Gasoducto del Este Dominican Republic and The Trust for the Americas / OAS to contribute to strengthening the entrepreneurial and essential skills of young people and adults who are developing entrepreneurship in the municipalities of Boca Chica, Guayacanes and Quisqueya in the Dominican Republic. Through the implementation of a Comprehensive Training Strategy and Generation of Economic Opportunities focused on actions towards the needs of the territory, addressing trade in the digital age, solutions to increase sales of medium and small businesses and strengths and characteristics of project participants in social and/or economic entrepreneurship.

### **A New Path in Jamaica**



A New Path operates inside and outside correctional facilities to improve the quality of and access to reintegration services, vocational training, economic opportunities, and individualized psychosocial services for juvenile remandees and offenders.

Co-implemented with the Department of Public Security of the General Secretariat of the OAS, this project is funded by the United States Agency for International Development (USAID). A New Path improves quality and access to reintegration services for juvenile detainees of Jamaica, including technical training, behavior change, and individualized psychosocial and emotional services. The project works in the juvenile centers and in the communities, providing comprehensive support to the youth once they are released. As part of the support, the project focuses on offering educational and vocational training, as well as life skills and innovation training to improve marketable skills to obtain economic opportunities. The project has assisted more than 1,900 youngsters up to December 2018.

## POETA Social Franchise (PSF)

Since 2011, The Trust for the Americas has taken up the challenge of systematizing the experience and content generated in the implementation of the POETA Accessible, POETA Joven and Mi Llave Programs, to create a portfolio of products, services, and benefits through memberships under a social franchise model to make the initiative sustainable in the long run. The social franchise has received several awards such as the Dubai International Award for Best Practices (2008), the Stockholm Challenge (2008), Best Practice for the fulfillment of the Millennium Development Goals - MDG of the United Nations Program for the Development - UNDP (2010), The Computerworld Honors Program (2012) and Zero Project of Essl Foundation, World Future Council and European Foundation Center (2013).



## VIVE Project



VIVE is a Spanish acronym for "Come, Be Inspired and Sell". The Walmart Foundation supports VIVE in Mexico in partnership with the ManpowerGroup Foundation. Since 2016, VIVE has increased economic empowerment of Mexican women through training in technical skills (sales, retail, customer service) and life skills (entrepreneurship, effective communication, and leadership). The training is aimed at low-income women over 15 years old from vulnerable communities. VIVE has a presence in 184 municipalities, in 28 Mexican states. In 2018, The Trust added a course on prevention of violence

against girls and women to the VIVE curriculum. The project's objective is to increase participants' chances of accessing formal economic opportunities and reduce gender violence. Access detailed information about the project [here](#).



## Our work to support migrants and refugees



The Trust is part of a regional initiative to raise awareness of the plight of Venezuelan migrants and refugees, now dramatically worsened by the Covid-19 crisis. We have put together a private-public task force that leads the different efforts to address the needs of Venezuelan migrants in the region. In the Andean countries, we are addressing topics related to digital citizenship, entrepreneurial training, and prevention of hate speech emphasizing Venezuelan migrants.

For further information, we have created [a specific website](#) with the goals, activities, and programs that we have thought for Venezuelan migrants and how we are fundraising for each of them.

## DIA

### Democratizing Innovation in the Americas

DIA is a regional initiative launched to foster innovation and empower new generations through access to state-of-the-art technology training, collaboration spaces, specialized curricula, mentorship and financial resources for social and economic ventures. The goal is to activate the hidden potential and talents of vulnerable individuals. DIA promotes livelihood opportunities and good governance in the region. DIA brings together academia, civil society, governments, private sector entities, entrepreneurs and young innovators.

### Open Government and Innovation projects

In Costa Rica, The Trust works with the government and municipalities to increase accountability and transparency with Open Data policies. We support two pilot projects using blockchain technology to simplify/certify commercial permits. The Trust/Costa Rica support the Open Municipalities Roadmap. In 2019 we launched an Open Government toolkit to foster citizen participation and local collaboration through Innovation Labs.

In [Panama](#), The Trust works with the government to apply agreed Open Government standards,

under the Inter-American Program on Open Data (PIDA). The Trust is stimulating the creation of a network of civil society, media, private sector and local governments. Three innovative open data projects will be implemented by social entrepreneurs. The Trust is using a virtual classroom for course work for public officials, supported by the Panamanian government.

The [Belize](#) government will get tools to join the Open Government global movement, after a successful Open Government introduction in 2018/19. The project established an Open Government Steering Committee and supports development of the Belize Open Government National Action Plan. The Committee is comprised of eleven government officials and civil society representatives (private sector, academia, CSO, Unions).

## DIA Innovation Labs

### Urban Labs for Youth Innovation in Jamaica



DIA Jamaica seeks to promote solutions that generate livelihood opportunities and good governance in the region by bringing together academia, civil society, government officials, private sector entities, entrepreneurs and young innovators.

In 2016, Citi Foundation and the Trust for the Americas launched the DIA Urban Labs for Youth Innovation Project. DIA-Democratizing Innovation in the Americas is a regional initiative

launched to foster innovation and empower new generations to create low-cost, high impact, innovations that improve livelihood opportunities and solve daily challenges in their communities. This project aims to inspire and provide skills to young Jamaican innovators- between the ages of 16 and 29- through innovation and entrepreneurship training, mentorship and access to state-of-the-arts technology. For 2018-2019, DIA Jamaica will enter a third phase to create a national youth innovation movement. The lab will bring innovation to other parishes and improve mentoring resources, skills development methodologies, and expand trainings, as well as increase the number of seed-funding opportunities.

### Innovation Lab for Peace in Colombia

The DIA Lab in Colombia seeks to democratize access to innovation spaces through training in peace building, entrepreneurship, innovation, and digital skills in order to foster creativity, promote innovation and activate the potential of Colombians to contribute to the solution of challenges in their communities in the post-conflict era.

Since 2018, the DIA Innovation Lab for Peace seeks to contribute to the process of social reconciliation and peace building in Colombia. The DIA Lab primarily targets youth between 16 and

35 years old who belong to communities in the post-conflict context in Bogotá, Manizales, Tumaco and Arauca. The DIA Laboratory seeks to activate the innovation, creativity and talent of youth in order to empower a new generation of innovators and entrepreneurs that can amplify development opportunities in their communities. The DIA Innovation Lab for Peace was funded in 2018 by CAF - Development Bank for Latin America - and implemented by The Trust for the Americas and the Universidad Nacional de Colombia (UNAL).



### Inclusive Innovation Lab in Mexico



DIA seeks to promote solutions that generate livelihood opportunities and good governance in the region by bringing together academia, civil society, government officials, private sector entities, entrepreneurs and young innovators.

The Trust launched the first DIA Lab during the 2015 Summit of the Americas with support from CAF-Development bank of Latin America. The DIA Lab for Inclusive Innovation opened doors in the first quarter of 2016 in Santa Catarina, Nuevo León, Mexico, aiming to empower a new generation

of innovators and entrepreneurs through access to cutting-edge technology and innovation curricula. Participants are able to acquire creativity acceleration skills by learning from 5 innovation hubs: Dream, Shape, Make, Link, and Venture. DIA fosters innovation and aims to activate the hidden talents of young people in the region.



## **Annexes**

**Annex 1: Educational Resources.**

**Annex 2: Institutional Presentation (POETA and DIA Programs)**

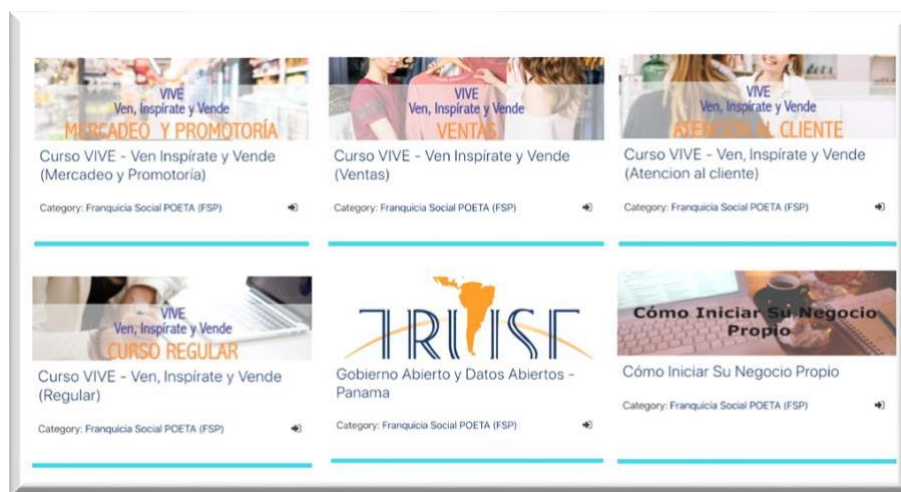
**Annex 3: DIA Brochure.**



## Annex 1: Educational Resources.

### Aula Virtual, Open Virtual Classroom

The Trust is promoting online training to extend our reach and impact on vulnerable communities. During the Covid-19 crisis this is proving particularly relevant. Our online classroom is accessible 24/7, and includes training, seminars and self-paced courses for local partners and beneficiaries in the region.



You can preview the contents [here](#).

### Online Resources: Open Government Knowledge Bank



The Trust has created a solid knowledge base of content about the impact and benefits of open government in the region. We have created an open library available to any government and civil society organizations.

You can access our online library [here](#).





**OAS** | More rights  
for more people

# Institutional Presentation



# About The Trust for the Americas

- The Trust for the Americas is a **non profit organization** affiliated with the OAS based in Washington DC.
- Created in 1997. Impacted the lives of 3 million people in 25 countries.
- Worked with 1,000 organizations in the Americas.







# What we do

Promote **social** and **economic inclusion** for vulnerable communities in the Americas through **partnerships** with the public, private and non-profit sectors.

Areas of focus:

- Future of work
  - Innovation
-

# How we do it: Public – Private Partnerships

## Governments



## Private Sector





# Historical Presence and Impact

- Started working in Guatemala in 2004
  - Strengthening local partner's institutional capacity
  - In 2021: 50 local partners (comprising 345 technology centres, and Innovation Labs).
- 





THE TRUST FOR THE AMERICAS

# A PARTNERSHIP FOR EMPOWERMENT THROUGH TECHNOLOGY REACHING +3 M LIVES



# 2021 AND BEYOND

342  
CENTERS

24  
COUNTRIES

140  
CITIES

NEW  
FOCUS:  
UPSKILLING  
& RESKILLING

2015-2020

POETA YouthSpark.  
8 countries:



242  
CENTERS

2011-2014

POETA Social Franchise:  
A sustainable program.

POETA MI LLAVE, POETA ACCESIBLE,  
POETA JOVENES  
400,000 beneficiaries.  
Presentation in the 2012 "Summit of the Americas".



69  
CENTERS

2009-2010

POETA PROGRAM:  
Focusing on Employability.



56  
CENTERS

2007-2008

POETA PROGRAM: A  
hemispheric initiative.



21  
CENTERS

2006

The POETA project  
is launched.



14  
CENTERS

2004

First pilot project  
in Guatemala.



1  
PILOT



# Future of work: POETA

*Partnerships for Economic Opportunities through Technology in the Americas:  
Teaching people to use technology to improve their lives.*

- PRODUCTIVITY THROUGH DIGITAL INCLUSION
- DIGITAL & COMPUTER SCIENCE SKILLS
- TECHNICAL AND LIFE SKILLS
- FOCUS: TRAINING UNEMPLOYED, UNDEREMPLOYED, YOUTH, WOMEN & MIGRANTS.
- ECONOMIC OPPORTUNITIES





# How we do it:

## Technology as a cross cutting tool + Strengthening Local Partners

- Partnering with local CSO to strengthen their capacities.
- Five Core Strategies: Comprehensive training, communications, economic opportunities, M&E, sustainability.
- Technology for the skills needed for economic independence.
- In-Person Technology Training Centers.
- Aula Virtual: over 70 courses online.

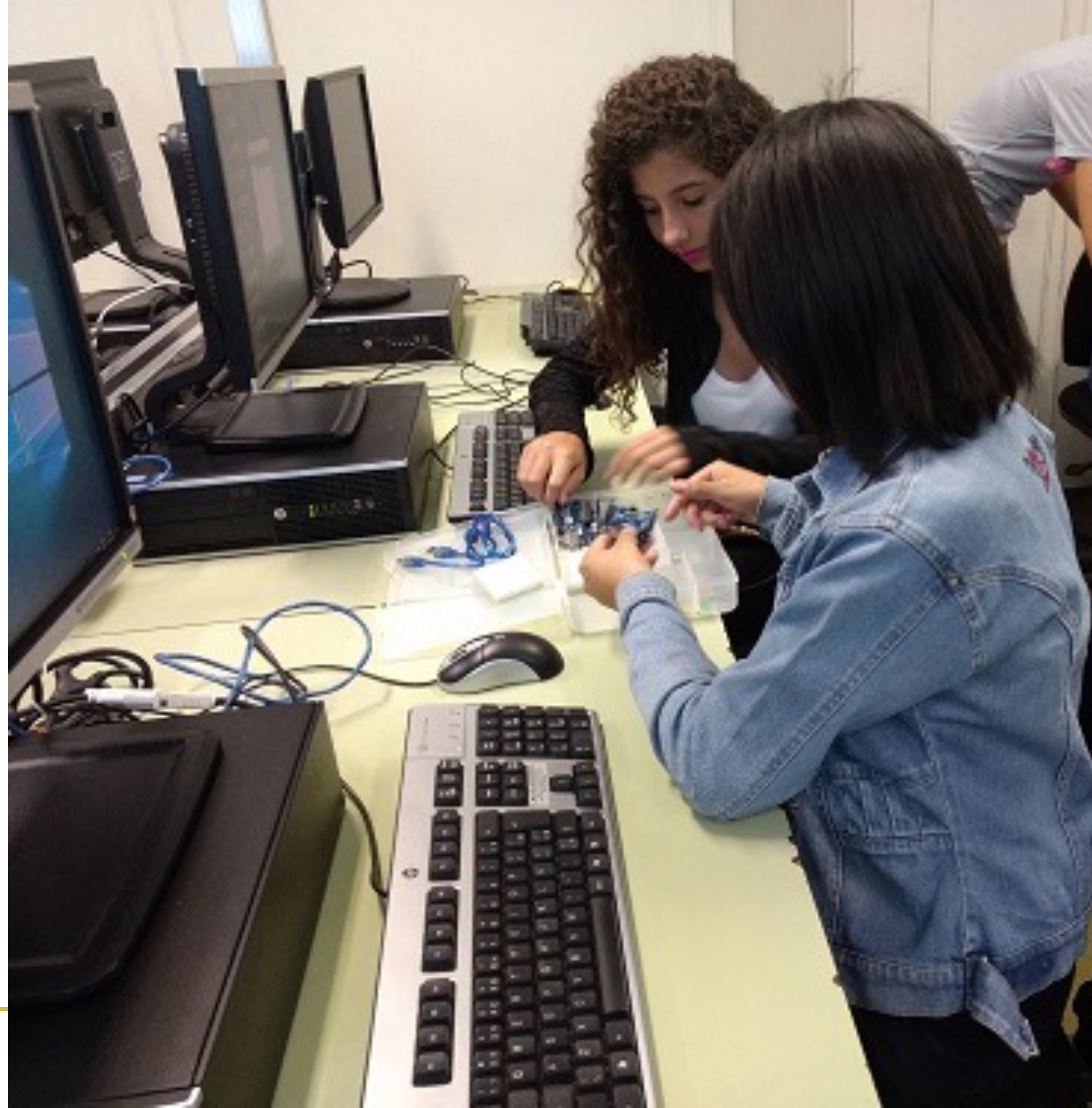






## Economic Opportunities Program to Compete in the 21st Century Labor Market

- Empower adults (18-65) through technology
  - Facilitate access to economic opportunities (jobs, promotions, creation or strengthening of a business, internships).
  - Reskilling and skills enhancement focused on providing digital, technical and life skills,
- 





# Training components to access economic opportunities

## Digital and life skills

- Digital skills in 3 levels: Foundational skills, Roles and Technical skills.
- Self-esteem, emotional intelligence, leadership, effective communications.

## Business skills and mentoring

- Mentoring through local partners, participation of civil society and the private sector.
- Private sector commitment to employability

## Security and governance

- Violence Prevention Modules
- Good governance and institutional capacity strengthening (communications, M&E, reports, governance)





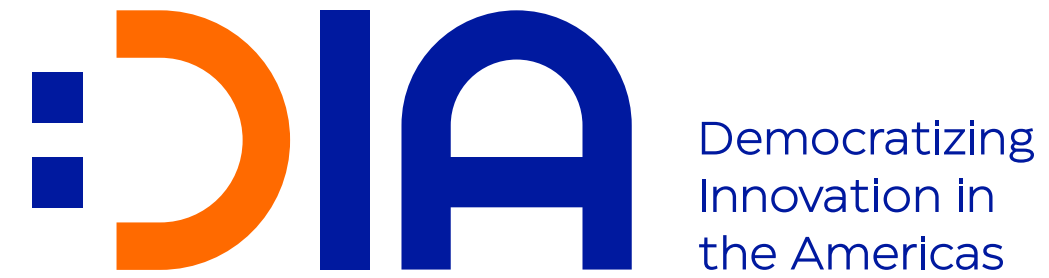
# Innovation Labs: DIA Program

Teaching people to create technology to:

- Catalyze small business development.
- Produce innovative solutions to local challenges.

7 countries:

- Belize
- Colombia
- Costa Rica
- Jamaica
- Mexico
- Panama
- Trinidad & Tobago



DIA is a regional initiative that empowers, connects and inspires **innovators**, **entrepreneurs**, civil society, academia, and public officials to **foster innovation**, **advance livelihood opportunities**, **promote good governance** and **strengthen democracy**.

## PRINCIPLES



*Collaboration*



*Innovation*



*Democratization*

## GEOGRAPHIC PRESENCE



Mexico



Belize



Jamaica



Costa Rica



Panama



Dominican Republic



Trinidad y Tobago



Colombia



## PROGRAM GENERAL OBJECTIVES

### **Promote collaborative innovation processes to solve public problems**

Encourage public and private participation, alliances and collaborative networks, as well as the incubation of innovative projects to address local challenges with sustainable solutions, supported by the collective knowledge of the communities.

### **Empowerment for access to better goods and services**

Enhance the use of data to improve public services and generate economic opportunities, provide empowerment tools to strengthen transparency and social control mechanisms, bring citizens closer to decision-making processes, and generate capacities in youth and various sectors of society.

### **Access to technology and resources for social entrepreneurship**

Facilitate the creation of innovation spaces with access to technology and specialized curricula to nurture entrepreneurship and new opportunities within the job market, boost digital transformation processes, and encourage the development of prototypes through access to seed funds.

## DIA INNOVATION LABS

DIA Labs constitute a unique ecosystem for innovation and entrepreneurship, through access to technology, training, mentoring, competitions, and seed funds, which allow youth to develop disruptive and innovative ideas that tackle local problems and challenges. The DIA methodology helps the creation of low-cost solutions to increase livelihood opportunities in vulnerable communities.

## PUBLIC INNOVATION

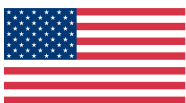
Public innovation projects seek to work with representatives from local and national governments, civil society organizations, media, and the private sector to strengthen democratic processes within the region. Through training, collaborative sessions, and innovation processes, the DIA initiative promotes solutions to governmental issues related to the use of Open Data, Open Government, and GovTech.

## IMPACT

Since 2016, DIA has impacted over 6,484 young people and representatives from diverse sectors of society. Over 1,126 participants have developed innovation projects, of which 142 have received seed funding.

The work has enabled multisector empowerment and has developed innovation projects that not only help build economic opportunities, but also improve the quality of life of communities and modernize democratic processes in the region.

## MAJOR DONORS



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