



OAS | More rights
for more people

Institutional Presentation





About The Trust for the Americas

The Trust for the Americas is a *501(c)(3)* **not for profit** organization affiliated with the Organization of American States (OAS) based in Washington DC, with a legal presence in Colombia and Canada.



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:

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.



How we do it: Public – Private Partnerships

Governments



Private Sector



Historical Presence & Impact

- Changed the lives of more than **3 million people.**
- Worked with over 1,000 organizations
- In 2021:
 - **50 local partners**
 - **17 countries**
 - **350** technology centres & innovation labs.

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Our Methodology

Digital and life skills

- Three levels: Foundational, roles and Technical skills.
- Self-esteem, emotional intelligence, leadership, effective communications.

Economic Opportunities and Innovation

- Job placement, micro entrepreneurs, pitch tanks, labs.

Security and governance

- Gender Based Violence Prevention programs. Second chances, formalization of entrepreneurs.



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



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

2004

First pilot project
in Guatemala.



1

PILOT

2006

The POETA project
is launched.



14

CENTERS

2007-2008

POETA PROGRAM: A
hemispheric initiative.



21

CENTERS

2009-2010

POETA PROGRAM:
Focusing on Employability.



56

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

2015-2020

POETA YouthSpark.
8 countries:



242

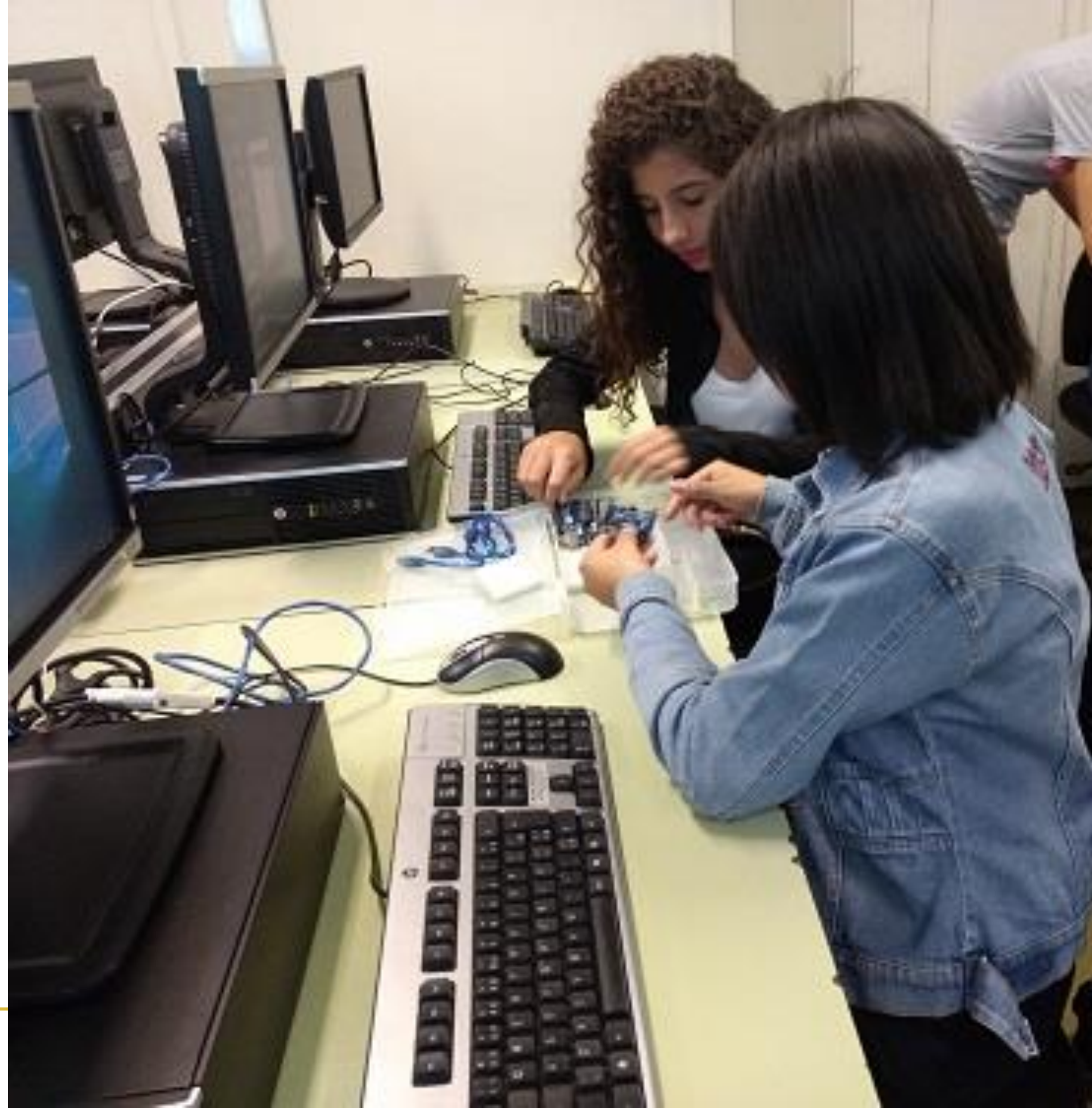
CENTERS



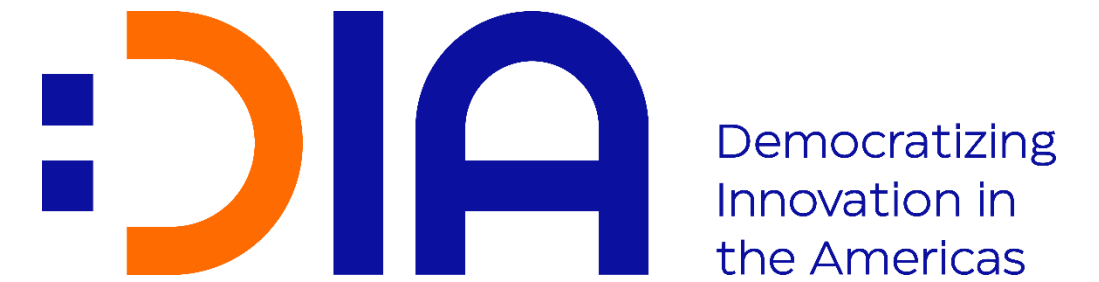


Economic Opportunities Program to Compete in the 21st Century Labor Market

- 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,



Innovation: DIA



DIA is a regional initiative launched to foster innovation and empower new generations through access to technology training, collaboration spaces, specialized curricula, mentorship, and financial resources for social and economic ventures.

7
countries

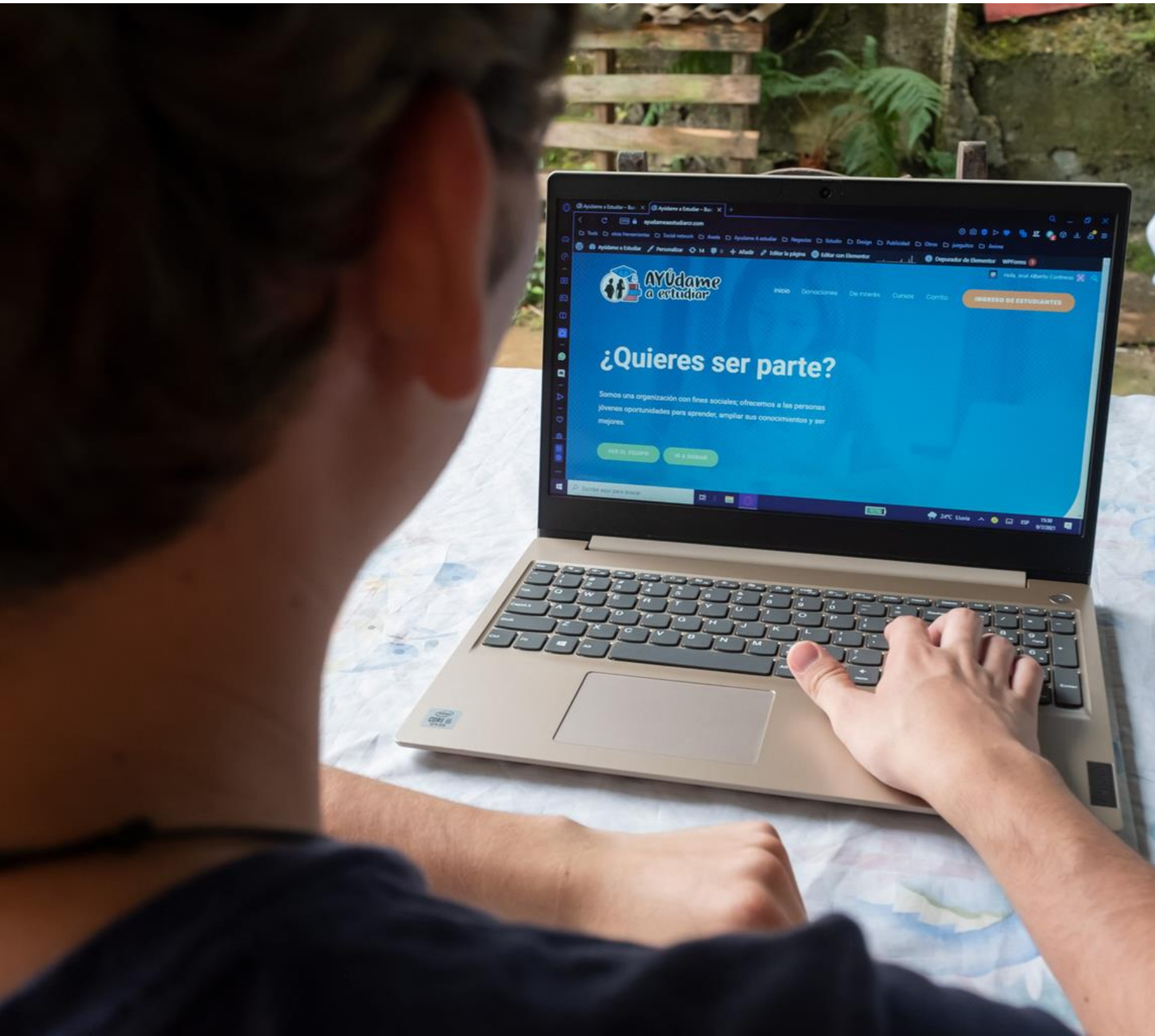
DIA Presence:

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





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CONTACT

Lara Bersano Calot
Communications Director

1889 F St NW, Washington DC, 20006
Email: lbarsano@trust-oea.org