



The Trust for the Americas

INSTITUTIONAL PRESENTATION 2020

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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 2.5 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 24 countries in Latin America and The Caribbean through a network of 221 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



56%

BENEFICIARIES
ARE WOMEN

221

TECHNOLOGY
CENTERS

24

COUNTRIES

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.

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.



The Trust for the Americas Response to Covid-19

As governments focus resources for recovery (social aid, economic relief packages), open digital platforms for oversight rebuild trust. In partnership with a GovTech start-up, OS City, we offer technology services to increase confidence and transparency during Covid-19 crisis that can be deployed quickly and at low cost. In Panama we proposed the Ministry of Social Development a digital platform for more transparency in social benefit delivery and donations, providing real time access to information about government donations and other social aid.

City Listener uses artificial intelligence (AI) to detect resident demands automatically and analyzes social networks to find urgent grievances, centralizes alerts and claims and displays the information on a dashboard. It is adaptable to the requirements of the coronavirus outbreak to improve decision-making. Blockchain certificates provide secure control and monitoring of critical data, permits, and certificates. The processes yield transparent, portable and interoperable digital certificates (inter alia education credentials, health certificates, commercial permits) increasing efficiency and trust.

Partnership for Economic Opportunities through Technology in the America (POETA)

Faced with the Covid-19 crisis, The Trust for the Americas has adapted quickly to new ways of delivering services. The Trust has adjusted the way it trains and works with partners and encouraged local partners to adapt quickly in the way they work with underserved communities in digital skills and employability training programs. The inability to travel or gather in groups, forced us to augment our on-line activities and presence. The Trust is establishing virtual classrooms with course work, exams and webinars. The work on these is proceeding rapidly.

The Trust's on-line training has reached more than 2,000 people in the first 8 weeks into the quarantine in the region in response to the Covid-19 crisis.

The Trust is conducting webinars and other forms of online training, through our Virtual Classroom, Microsoft TEAMS, and Zoom for people that have access to internet and computers at home. For the most vulnerable population, Facebook Live and WhatsApp have been the best tools to reach communities without internet connections and computers at home. This latter process had already been underway in our Women Economic Empowerment project in Mexico and our entrepreneurship projects in Puerto Rico and the Dominican Republic. In those projects, much of the work was already adapted to smartphones for people who, because of other responsibilities, were unable to attend in person classes, but who had extremely limited access to computers or internet-based instruction.

Topics that have been covered on-line include prevention of family abuse at home, changing attitudes and improving sales in a crisis. There have also been Webinars that have included: 1) Guide for Digital Skills; 2) Introduction to Microsoft Teams; 3) Violence Prevention against Women and Girls; 4) Introduction to Free Online Educational Resources from Certiport; 5) Entrepreneurship in



times of crisis, and 6) How to see opportunities under Covid-19.

The Trust has been working closely with leads of the Colombian government, including the Vice Presidency and Office of the First Lady, pre-Covid-19 crisis. The Trust will continue to work with the government to offer support relevant to the crisis. In Mexico we have an agreement with a municipality to support entrepreneurship of vulnerable people. The Trust intends this to be a pilot agreement with a view to signing other municipalities in the near future.

In Paraguay, The Trust virtually signed the first memorandum of understanding with the office of the first Lady of Paraguay to establish the first POETA Center in the country, in the next 12 months.

Lastly, entrepreneurships resulting from The Trust's efforts are microenterprises and by their nature can be flexible. Some in Mexico, Puerto Rico and the Dominican Republic have already started to produce anti-bacterial gels, facemasks and other personal protective gear. The Trust's local partners in Brazil are mass-producing masks and food and hygiene kits for vulnerable communities.



Annexes

Annex 1: Educational Resources.

Annex 2: Our 15 years of Partnership with Microsoft.

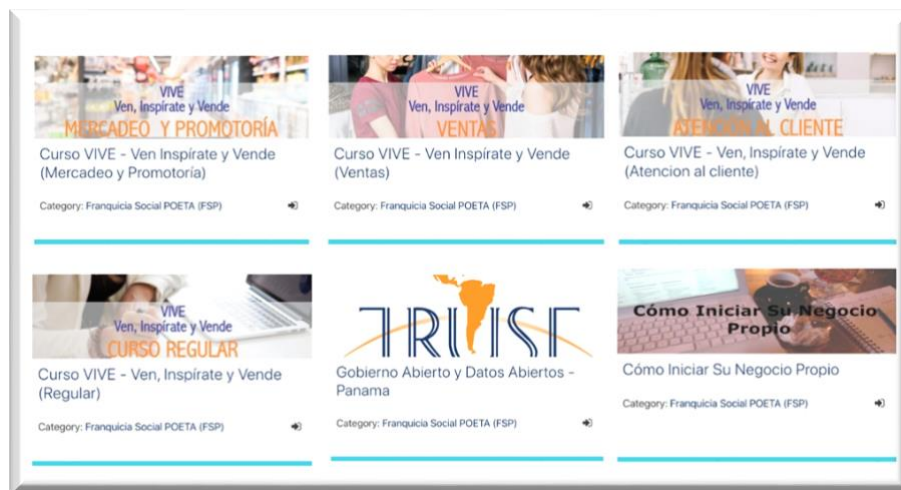
Annex 3: POETA program: numbers, reach and impact.

Annex 4: VIVE project: reach and impact.

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.

We built a strong relationship with Microsoft that started with one pilot project in Guatemala in 2004, and grew to consolidate a network of 221 centers in 2020. In 2019, as part of the 15th year partnership celebration, we published [a success story book](#).

MICROSOFT AND THE TRUST FOR THE AMERICAS: A PARTNERSHIP FOR EMPOWERMENT AND INCLUSION

2020 AND BEYOND

200
CENTERS

21
COUNTRIES

140
CITIES

NEW FOCUS:
UPSKILLING
& RESKILLING

2007-2008

POETA PROGRAM:
A hemispheric initiative.



Award:
Dubai International Best Practices Award for Sustainable Development, Stockholm Challenge Award.

2006

The POETA project is launched.



4,000
Beneficiaries

2004

First pilot project in Guatemala.



1
PILOT



8,000
Beneficiaries

14
CENTERS

2009-2010

POETA PROGRAM:
Focusing on Employability.



Award:
Best practices for SDG's by UNDP.



73,000
Beneficiaries

21
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".



Award:
The Computer World Honors Program
Zero Project ESSL Foundation
World Future Council and European
Foundation Center
Mi Llave -CSR Award British Chamber of
Commerce Colombia



362,000
Beneficiaries

56
CENTERS

2015-2019

POETA YouthSpark.

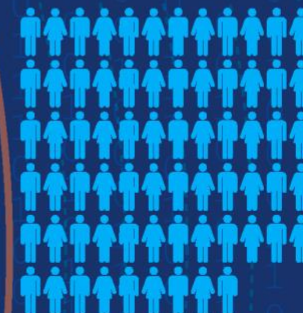
13 countries:

- Digital skills training.
- Entrepreneurship, employability and education.
- 64% of our beneficiaries are women and girls.

2018: Summit of the Americas: Lima, Peru
More than 2.5 million people reached.



Award winning program:
Best Practices in Education by
Zero Project ESSL Foundation.



409,000
Beneficiaries

69
CENTERS

200
CENTERS



POETA YOUTHSPARK



OBJECTIVES

POETA YouthSpark seeks to empower vulnerable youth in Latin America and the Caribbean through technology to facilitate educational and economic opportunities.

TRAINING

Training aligned to industry requirements and tailored to the context of youth with vulnerable backgrounds.

ECONOMIC AND EDUCATIONAL OPPORTUNITY

Strategic partnerships facilitate educational, job, internship and entrepreneurial opportunities.

VISIBILITY

We leverage from social media, mass media and the OAS' channels to promote POETA YouthSpark.

MONITORING AND EVALUATION

Through the Trust's Information System (TIS), we collect and analyze real-time data to assess the progress of the project.

SUSTAINABILITY

We strengthen our implementing partner's sustainability as we create methodologies tailored to their context

IMPLEMENTATION STRATEGIES



HOW DOES IT WORK?

- Promotes the access and use of technology among youth (16-29 years old).
- Equips them with life, technical and digital skills to compete in the 21st century.
- Provides advanced computer science training to teachers and facilitators in order to multiply its reach.

RESULTS (2012 – 2019)

- **200,000+**
Visits to Technology Centers.
- **34,000+**
Participants empowered through training.
- **16,500**
Economic and Educational Opportunities facilitated



MEET OUR HEROES



Edel is a 19-year-old Mexican student from Monterrey, Mexico who has a hearing disability. Passionate about using technology to innovate, Edel joined POETA YouthSpark, where he acquired key digital and computer science skills through adaptive technology.

Thanks to POETA YouthSpark, Edel was able to develop an App called Infotrans, which helps people, including those with hearing disabilities, to track the status of their flights. Edel took his application to the Global Youth Forum, where he won third place among 600 innovations. Today, Edel is committed to continue learning and innovating to help empower people with disabilities.



VIVE: COME, BE INSPIRED AND SELL!

HOW VIVE EMPOWERS WOMEN

OBJECTIVES

VIVE empowers women by increasing their sense of agency, decision-making ability, access to jobs and skills as entrepreneurs, through a skill-based training.

TARGET POPULATION

Low-income women over 15 years old from vulnerable backgrounds. VIVE has reached women with disabilities, from indigenous communities, victims of violence and single mothers.

OVERCOMING CHALLENGES

STRONG SUPPORT NETWORK

EASY TO COMPLETE COURSEWORK

GENDER VIOLENCE PREVENTION COMPONENT

LOCAL PARTNERS NETWORK



KEY RESULTS

COMPONENTS

- **60,000** graduates (77% women) in three years.
- **75%** perceive increased agency and decision-making.
- **10,000+** economic opportunities.
- **97%** perceive increased professional skills.
- **93%** feel more prepared to obtain a job in retail and sales.
- **12,000** people trained on Prevention of Gender Violence.

- **SHORT COURSES**
Short and flexible training to adapt to women's schedules.
- **MOBILE TRAINING**
To reach women in remote communities.
- **LOCAL PARTNERSHIPS**
+500 local organizations that work with and for women in vulnerable conditions.
- **CONTEXT SENSITIVE**
VIVE includes a component on how to identify and prevent gender violence, a big challenge in LAC.
- **ENTREPRENEURSHIP**
VIVE includes an entrepreneurship track. Graduates are 50% more likely to start a business.

OUR HEROES



Ruth is a 48 year-old woman from Xalapa, Veracruz who always dreamed of owning an aromatherapy candle store. Ruth joined VIVE, where she improved not only her sales skills but her self-esteem as she found the drive to break out from relations that held her down:

"VIVE took my blindfold off and showed me that I am an important woman" says Ruth.

Thanks to VIVE, Ruth is now a passionate entrepreneur who fulfilled her dream of opening a candle store. Inspired by helping others, she exclusively hires women in vulnerable conditions, such as single mothers. Ruth, as thousands of other VIVE graduates, is now economically and emotionally empowered to pursue her dreams despite any challenges she might face.



OAS | More rights for more people