



OEA | Más derechos
para más gente

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. The Trust, with local partners, has implemented innovation labs, employment boosting and 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. Stanford Center on Philanthropy and Civil Society
6. Motta International
7. Ardila Lulle Organization
8. ENSE Group
9. Portland Holdings

Beneficiaries and Target Population

Our programs and special 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.

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:

<https://www.thetrustfortheamericas.org/programs/POETA/Venezuela>

Guyana

We are working with the Ambassador of Guyana to the OAS to put together a comprehensive plan to ensure we address the problem of vulnerable communities in Guyana. We are putting together an empowerment and inclusion program to address migrants' and recipient communities' needs, and we are going to approach Exxon with a specific proposal for funding.

Trinidad and Tobago

We have presented CITI with a proposal for social and economic inclusion of vulnerable communities and migrants arriving in Trinidad and Tobago. It would be an exciting opportunity to analyze a program for financial inclusion, as well.

Our 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 20 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

Flagship 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.

POETA Social Franchise (PSF)

A social development model created by The Trust for the Americas. 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. PSF 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.

Resources: Aula Virtual, Open 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 21 countries. You can preview the contents [here](#).

 <p>Curso VIVE - Ven Inspírate y Vende (Mercadeo y Promotoría)</p> <p>Category: Franquicia Social POETA (FSP)</p>	 <p>Curso VIVE - Ven Inspírate y Vende (Ventas)</p> <p>Category: Franquicia Social POETA (FSP)</p>	 <p>Curso VIVE - Ven, Inspírate y Vende (Atención al cliente)</p> <p>Category: Franquicia Social POETA (FSP)</p>
 <p>Curso VIVE - Ven, Inspírate y Vende (Regular)</p> <p>Category: Franquicia Social POETA (FSP)</p>	 <p>Gobierno Abierto y Datos Abiertos - Panamá</p> <p>Category: Franquicia Social POETA (FSP)</p>	 <p>Cómo Iniciar Su Negocio Propio</p> <p>Category: Franquicia Social POETA (FSP)</p>

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.

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 organization in the region. You can access our online library [here](#).



Collaborative Networks for Local Innovation



From an Open Government to an Open State in Costa Rica



Promoting an Open Government Ecosystem in Belize



From an Open Government to an Open State in Costa Rica



Introductory Training Program in Open Data to the Government of Belize



Fundamentals for Publishing Data on the Web

One of our main sponsors is Microsoft. We built a strong relationship 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

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

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.

2007-2008

POETA PROGRAM:
A hemispheric initiative.

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

2009-2010

POETA PROGRAM:
Focusing on Employability.

Award:
Best practices for SDG's by UNDP.

2006

The POETA project
is launched.



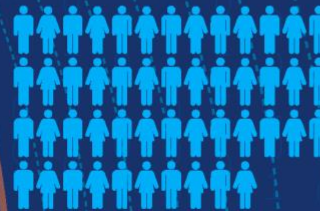
4,000
Beneficiaries



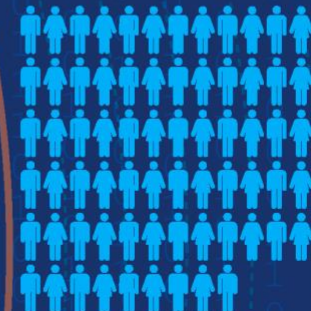
8,000
Beneficiaries



73,000
Beneficiaries



362,000
Beneficiaries



409,000
Beneficiaries

2004

First pilot project
in Guatemala.



1
PILOT

14
CENTERS

21
CENTERS

56
CENTERS

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.



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