

DIA LAB *BELIZE*



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Represents the union of
DIA with its Labs.

AAB:
Americas in Action through Belize

The 2 encloses the letters
AAB in a type of text box

DIA AAB
BELIZE

The tilt represents
advancement and innovation

Branding Concept

The main concept of the brand is a homogeneous mix between technology and spaciousness.

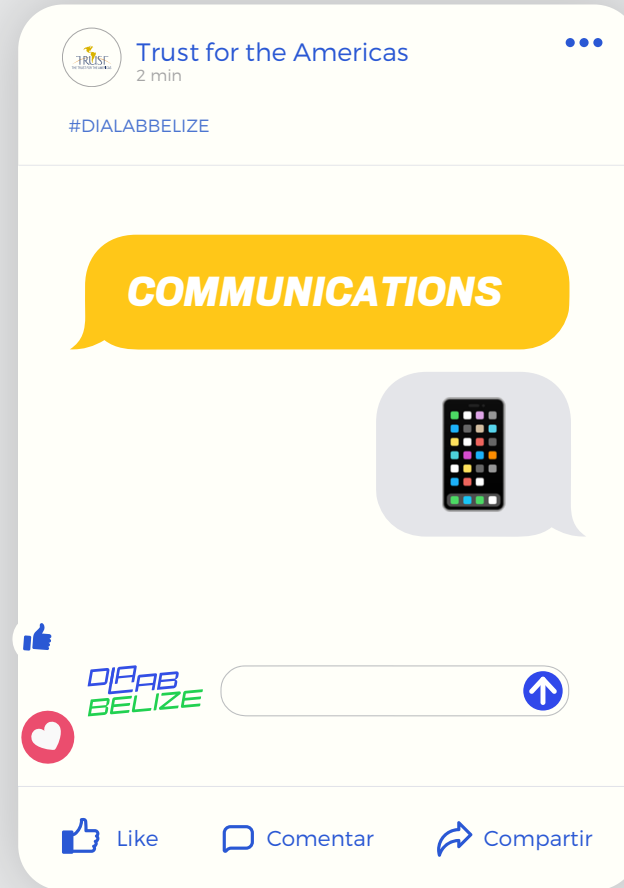
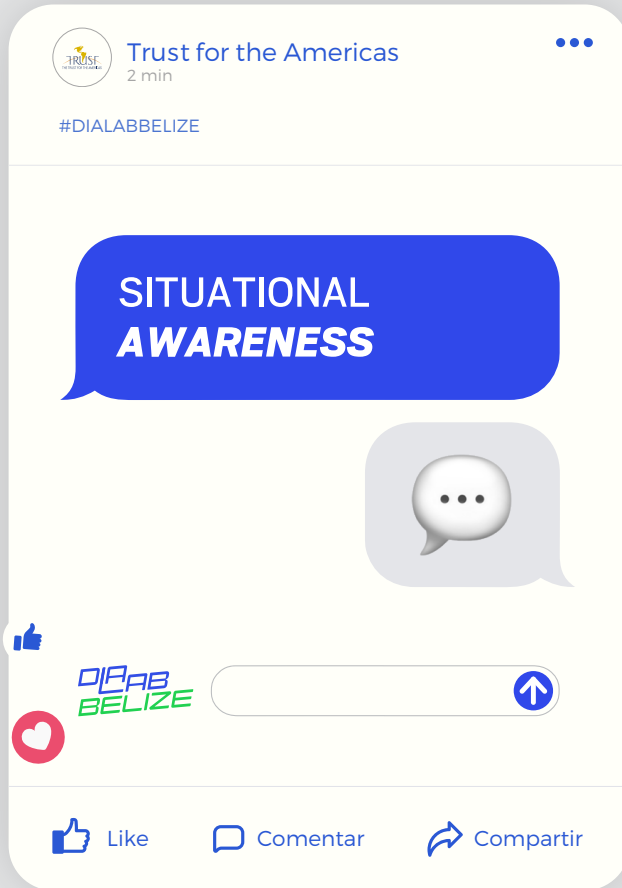
An image more focused on communication, creation and creativity.

We focused on including the the desing to the new DIGITAL ERA and social communications.

With this youthful take , we aim to attract more people, specially innovative youth.

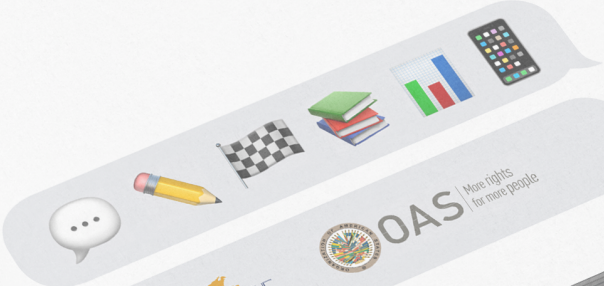
Also, it provides proper readability and visualitation.

The "L" that links both DIA and Lab represents how the DIA Program it's always in tune with the Innovation Labs and local partners and participants. The "L" also encloses (in a type of text box) the letters "AAB", which stands for "Americas in Action with Belize", a tagline we have considered suitable for the project.





**TRANSFORMATION
TO AN OPEN PUBLIC
ADMINISTRATION
IN #BELIZE**  2019 - 2021



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PRESENTATION OF WINNING PROJECTS



See the awards for the 2021 hackathon winners: [here](#)



Winning projects Hackathon 2020:

BELIZE TOURISM MARKET INTELLIGENCE DASHBOARD [\(1st PLACE\)](#)

Project Description: An interactive web app that delivers fast and intelligent data insights about Belize's Tourism industry. The Belize Tourism Market Intelligence Dashboard was created using the open data provided including the accommodations list, tourist attractions and sites among others to create an analysis and insight of the data that makes it easy to view trends in the tourism industry. The data will be readily available and accessible to tourism board officials, government officials, non-profit organizations, universities, private companies, local operators, entrepreneurs, media, and citizens. This will allow the stakeholders to better interact, understand and further analyze the data. The dashboard solution provides a means to empower the end-user and gain insight on tourism information for planning, tracking, modeling, and even forecasting trends in the industry.

JACOB, YOUR VIRTUAL GUIDE [\(2nd PLACE\)](#)

Project Description: The virtual tour guide, a mobile application designed to help local tour guides and small business tour operators. The application was created to assist in establishing the new norm for tourists when traveling within the country by being able to scroll through a list of gold standard hotels, restaurants and attractions that are available to them and are safe to visit. Through the app, tourists are also able to book local tours from a list of available tour guides and tour companies.

Website: <http://virtualguide.intronetysa.net/>

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