

# CARIBBEAN INNOVATION NETWORK

DIA Labs for Youth Innovation Project

2022-2023

Report period: **January 2022 – June 2023**  
Prepared by **The Trust for the Americas**



Democratizing  
Innovation In  
the Americas



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# CARRIBE

**First edition 2023.**

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# PROGRAM SUMMARY

# 01



*“The DIA Pitch Tank Competition Bootcamp was a transformative experience for me. It shifted my journey as an entrepreneur. I’m so thankful for everything that I have accomplished. And I just hope everybody and so many other people can be able to get this incredible experience.”*

*DIA Lab participant from Jamaica and winner of a Pitch Tank Competition.*

**Jamaican participants attending the DIA Summit 2022**

The Trust for the Americas in partnership with Citi Foundation launched the first DIA (Democratizing Innovation in the Americas) Lab as an initiative that promotes the empowerment of new generations through access to technology training, specialized curricula, collaboration spaces, mentoring, and financial support for the development of social and economic ventures.

The DIA Labs for Youth Innovation for the period January 2022 – June 2023 had the overall objective of empowering 600 youth by training them in technical and professional skills and supporting them to strengthen their innate capacity for innovation and entrepreneurship, and access better labor, entrepreneurship opportunities and career paths.

The DIA Labs in Jamaica (active since 2016), in Trinidad and Tobago (active since 2021) and the three new Labs in The Dominican Republic (active since January 2022) served young people from 16 to 35 years old, particularly those facing challenges to access educational or professional opportunities, socioeconomic challenges, or living in vulnerable communities. This growing network of innovation demonstrates The Trust’s commitment to extending its promotion of livelihood opportunities by fostering collaboration among academia, civil society, governments, the private sector, entrepreneurs and young innovators.

The DIA Labs graduates in Jamaica, Trinidad and Tobago, and the Dominican Republic are becoming innovative and proactive mindsets, backed up with qualified and competitive skills for the digital age, which are fundamental in working to solve socio-economic problems. The

results of this DIA Labs project are more inclusive and self-sufficient communities and a brighter future for youth.

**Throughout these years (2016 - 2023):**

- A network of **5 DIA Innovation Labs** located in three Caribbean countries.
- **Over 5,400** Caribbean youth and people have benefited from the DIA Labs through training and awareness-raising activities.
- **377 participants** have undertaken entrepreneurship (business or social) projects or have developed digital apps.
- **266 participants** have received funding to start and strengthen their projects or ventures through our insignia Pitch Tank Competitions.

**During this phase (January 2022 – March 2023):**

- **876** have received training.
- **1,272** have accessed or participated in short capacity building sessions, workshops, conferences or other events and activities.
- **129 participants** have developed entrepreneurship (business or social) projects.
- **111 participants** received seed funding to develop or strengthen their ventures.
- **4 regional events and initiatives:**
  1. Regional Hackathon “Hack 4 Change”
  2. DIA Summit 2022
  3. Caribbean Video-Production Training Program
  4. Capacity-Building Program: Climate Action and Leadership for Development in Jamaica and Trinidad & Tobago
- **74,050 USD** granted in seed funding to innovative projects and project ideas in three countries.
- Expanded the curricular offering to **65 courses in the DIA Labs.**

[View dashboards to see details about project metrics: here](#)

This program is implemented by The Trust for the Americas of the Organization of American States (OAS), with the financial support of Citi Foundation and the operative support of the Jamaican Institute of Law and Economics (ILE) in Jamaica, the Caribbean Industrial Research Institute (CARIRI) in Trinidad and Tobago, and ADASEC Dominicana in the Dominican Republic.

This program is aligned with six of the United Nations (UN) Sustainable Development Goals:



# SUCCESS STORIES

# 02





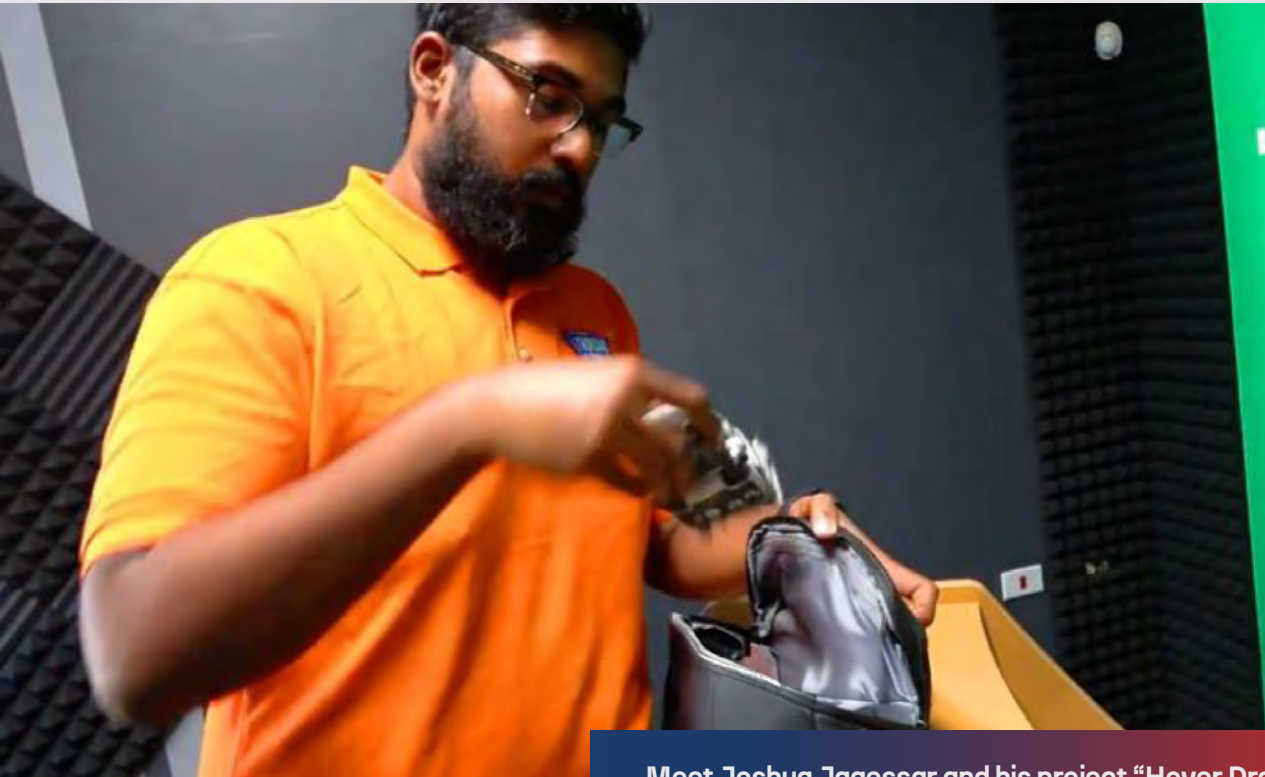
Meet Dean Morris and his project "Keefarms"



Meet Aalyah Campbell and her project "The Eco Store Ja"



Meet Cherisse Ellis and her project "Mustard Seed Ink Printing Services"



Meet Joshua Jagessar and his project "Hover Drone Services"



Meet Oblendy and her project “Helados Boutique”



Meet Darlyn and his project “Terra Alta”

# PROJECT IMPLEMENTATION AND RESULTS

03

## TRAINING PROGRAMS



DIA Lab participants from Trinidad and Tobago at the Caribbean Video Production Training Program

The DIA Labs training programs include a variety of **65** courses that are offered in on-site and virtual formats. The topics covered by courses vary from soft skills for the professional environment, financial literacy, entrepreneurship and innovation training, to more advanced and specialized courses such as cybersecurity, data science, Python programming, development of Mobile Apps, prototyping among many other topics relevant to the future of work and highly demanded by the Caribbean labor market, as suggested by the [AI Jamaica's Digital Skills Indicator](#) developed in 2022 under the framework of the JET Program in Jamaica, which also collaborates with the DIA Labs network. The courses are offered by trained and skilled local facilitators who work on adapting and tailoring the content to the needs and interests of the participants.

**DIA Labs training results:**

876 youth completed the **DIA Lab 40-hour training** curricula and other training courses.



**248**



**245**



**383**

Here we provide a list of the courses that were demanded the most:



**Introduction to Entrepreneurship**  
**Business model Canvassing**



**Business Model Canvas**  
**Innovation & Entrepreneurship**



**Initial training for the Ideathon**  
**Computer maintenance and repair**

## New training components:

*“The workshop was a great opportunity to learn and become familiar with the skills and equipment for production. The facilitator was a great teacher, very engaging and fun and showed us how to take our basic cinematography skills to the next level.”* DIA Lab participant from Trinidad and Tobago graduated from the Caribbean Video-production workshop.

From January to April 2023, two new training components were launched and implemented for the first time at the DIA Labs in Jamaica and Trinidad and Tobago. These resulted from collaborative efforts with organizations with extensive expertise on the topics of interest. The thematic on Climate Change Mitigation was supported by the collaboration with the Integrated Water Resource Management Section Department of Sustainable Development of the Organization of American States (OAS) and, the one about Orange Economies was supported by Ignite Belize a professional video production company. These training components were launched as piloting experiences and contributed to identifying strengths and areas of improvement to continuing developing new editions with greater scope, and as a way of developing new priority thematic areas for DIA laboratories.

### Climate Change Mitigation

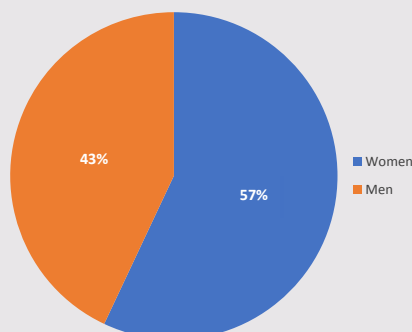
*Capacity-Building Program: Climate Action and Leadership for Development in Jamaica and Trinidad & Tobago* <https://dia4climate.com/> / Duration: 5-week (20 hours) training program  
**17 youth graduated**

### Orange Economies

*Caribbean Video-Production Training Program* / Duration: 15 hours  
**49 youth graduated**

Additionally, during this phase, we consolidated the large-scale reach strategy for our Trust’s Virtual Classroom. The DIA Lab in Jamaica graduated 114 students from the virtual courses on [Introduction to Entrepreneurship](#), [Introduction to Innovation](#), and [Introduction to Artificial Intelligence](#). This represents a substantial graduation rate increase of 132% in contrast to the previous implementation phase (2021).

## Gender distribution of trained participants:



## SENSITIZATION EVENTS AND ACTIVITIES



Onsite sensitization session in the DIA Lab Trinidad and Tobago

Sensitization events and activities are part of an important operative strategy utilized by the DIA Labs to generate community engagement, develop stronger collaborative ties among multisectoral actors and contribute to identifying common interests to motivate and materialize actions that provoke social mobility and inclusion.

**Sensitized participants are those who:**

- Attend or participate in an event or short capacity-building sessions, for example: workshops, panels, hands-on experiences, and insignia events such as the DIA Summit, the Ideathons and Hackathons.
- Use the DIA Labs equipment or facilities.
- Receive mentorship or coaching from DIA Labs' or partners' staff.
- Start a training program but do not graduate from it.





Pitch Tank competition in Bani, Dominican Republic

DIA Labs sensitization results:  
1273 youth sensitized through events and activities.



685



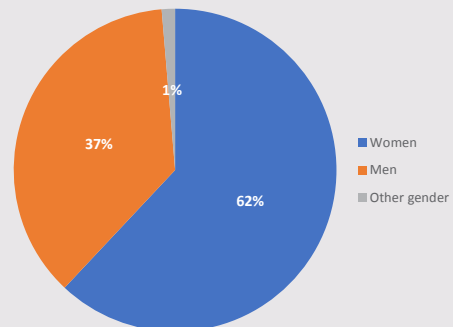
383



204

2 regional events fostered collaboration in the DIA Lab network.  
Over 20 regional, national and local events.

Gender distribution of sensitized participants:



## Additional events and activities:

### Participations at community events

DIA Lab in Trinidad and Tobago participates at the Wallawah Cultural Market (March 2022), the North Coast Jaz Festival in Blanchisseuse (April 2022), the International Development Bank's (IDB) Cheer Fair (July 2022), and the Agri Investment Forum and Expo (August 2022).

DIA Lab facilitators and beneficiaries were present at these events that provided the opportunity to showcase the work of the DIA Program and to engage with the community on the importance of youth empowerment, innovation, and entrepreneurship. DIA Lab participants also had the opportunity to feature their products at the events.



DIA Lab T&T participates at Cheer Fair August 2022

## Reopening ceremonies at the DIA Labs in Jamaica and T&T

In April 2022, after two years of mostly virtual facilitation due to the Pandemic, the DIA Labs announced the start of on-site activities. Representatives from partners, local implementors and youth attended the event demonstrating the collaborative efforts of various organizations and government entities in supporting the DIA program's mission and goals.



## **DIA Dominican Republic Innovation Lab Launch Event**

In May 2023, in a face-to-face event, Citi Foundation, The Trust for the Americas, and ADASEC Dominicana celebrated the official launch of the first DIA Innovation Lab in the Dominican Republic, a collaborative space that provides the communities of Baní, Bonao, and La Vega access to technology such as computers, 3D printers, and laser cutters; and trains young people in digital, business and labor skills, to contribute to employability and the generation of livelihood opportunities.

The commitment of the Lab was to impact **300 young people**, providing them with training in cutting-edge technology and innovation, we are proud to be part of the development of sustainable communities.



See press releases: [here](#) and [here](#)

### **6 Ideathons**

These two-day events aim to challenge youth's creativity and capacity for innovation. Participants work together in groups to come up with solutions to everyday problems affecting their communities. Young innovators are engaged in icebreaker activities and are presented with training methodologies to support their innovation and ideation processes.

**Jamaica: 2 Ideathons** carried out in February and May 2022.

**Trinidad and Tobago: 2 Ideathons** in September 2022 and January 2023.

**Dominican Republic: 2 Ideathons** held in September 2022 and January 2023.

**116 participants at the Ideathons**



Ideathon in Trinidad and Tobago – January 2023



*Pitch Tank Competition Winner at the DIA Urban Lab Jamaica*

### Pitch Tank Competitions

The Pitch Tank Competitions provide an opportunity for youth with creative and innovative ideas to refine their project ideas with the hopes of receiving seed funding towards starting or strengthening the idea. In preparation, participants are taken through training and a series of presentations, discussions and assignments to better Pitch their ideas.

Participants get the opportunity to showcase their project ideas to a judging panel that oftentimes includes persons from Academia, Government as well as both Public and Private Sectors. The Pitch Tank award the best initiatives with seed funding to further develop their project ideas.

**Jamaica: 3 Pitches** in May and September, and a third edition in October 2022. The last one had the format of a reinvestment Pitch Tank that provided past pitch winners with the opportunity to showcase their progress, share challenges, and present their plans in the hopes of securing additional funds for their projects or businesses.

**Trinidad and Tobago: 2 Pitch Tanks** in November 2022.  
**Dominican Republic: 2 Pitch Tank** in September 2022 and March 2023.

**74 winning teams** (170 DIA Lab participants)  
**68,050 USD** granted in seed funding

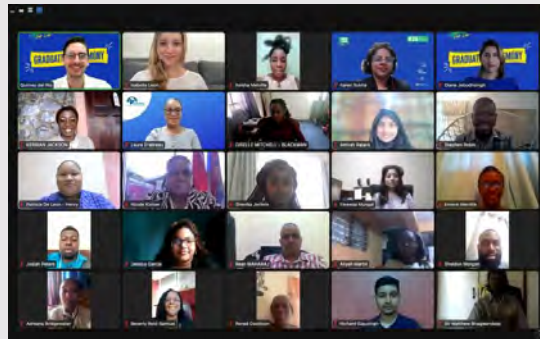


### Pitch Tank Competition Awards Ceremonies

In June 2022, the DIA Urban Lab Jamaica held the first awards ceremony of the year, and the DIA Lab in Trinidad and Tobago celebrated it in November 2022. These ceremonies served as a platform to highlight the achievements of young entrepreneurs and the solutions presented, as well as a platform to inspire other young individuals and create a sense of motivation and aspiration within the community.

### Training Graduation Ceremonies

All DIA Labs and the local implementing teams put all their efforts to make of the training experience something special and memorable. With that objective, the DIA Labs organize graduation ceremonies for participants that complete the training programs satisfactorily.



[See press release: here](#)

## Global Community Day with Citi Foundation



At the end of June 2022, we celebrated the Global Community Day, a Citi’s annual initiative. This year’s virtual event brought together Citi volunteers and beneficiaries from the DIA Urban Lab in Jamaica and the DIA Youth Innovation Lab in Trinidad & Tobago for a one-hour mentorship session. The theme of 2022 Global Community Day was “Recovery and Renewal”. This theme highlights the significance of personal recovery and renewal, emphasizing the importance of self-care as a foundation for community care.

- 90 participants from Jamaica and Trinidad and Tobago
- 30 participants from Citi

### **Sensitization sessions in Kingston & St. Andrew**

The DIA Urban Lab Jamaica offered a series of sensitization sessions in inner-city communities located within Kingston & St. Andrew, St. Catherine, and St. James in September 2022. Over the course of two days, these community sessions were aimed at empowering parents with at-risk youth and young parents by equipping them with essential financial literacy and life skills.

### Participation at America Abierta Event



DIA Lab participants at America Abierta Forum

**25 DIA Lab participants** from the Dominican Republic were invited to attend one day of workshops and panels at the America Abierta Event, a regional open governance event held in the Dominican Republic in September 2022.



## [DIA Summit 2022](#)



Pannel at the DIA Summit in Jamaica

On November 9th and 10th, the DIA Summit brought together members of the DIA community and other stakeholders from the region to celebrate the DIA program while also presenting attendees with insightful discussions, training workshops and featured speakers. After two consecutive online editions, this year's DIA Summit returned to an in-person format in Kingston - Jamaica, allowing for more meaningful interactions and engagement among attendees. Honoring the national celebrations of Youth Month in Jamaica, the chosen theme for this iteration was "Global YOUth: youth in the context of a globalized world", highlighting the pivotal role of young people in navigating the challenges and opportunities presented by globalization.

The summit featured a range of insightful discussions, training workshops, and speakers, offering attendees valuable insights and perspectives on topics at the forefront of youth empowerment. To ensure maximum visibility and engagement with key stakeholders, we partnered with the Jamaican Ministry of Education and Youth.

**156 regional attendees**

**4 Pannels**

[See recorded panels: here](#)

[See press release: here](#)

## Hack 4 Change - Regional Hackathon



The Hack 4 Change Hackathon was a regional initiative launched by the DIA Youth Innovation Lab Trinidad and Tobago, and in collaboration with the DIA Labs in Jamaica and Belize. This hackathon challenged young creative Caribbean minds to develop innovative ICT solutions to address challenges in three priority domains: Technology, Creative Economies and Climate Action.

**15 participating teams**

**7 winning teams (3 in T&T; 2 in Jamaica; 2 in Belize)**

**6000 USD granted in seed funding**

## **ACCESS TO TECHNOLOGY, ECONOMIC AND OPPORTUNITIES**

**129 business** or social ventures were created, improved or expanded during the training program and interaction of participants with the DIA Labs (31 in Jamaica; 48 in Trinidad & Tobago; and 50 in the Dominican Republic).

**79 innovative projects received funding** (29 in Jamaica; 31 in Trinidad and Tobago; and 19 in the Dominican Republic) at the Pitch Tank Competitions.

**74,050 USD awarded in seed funding** (25,000 in Jamaica; 29,050 in Trinidad and Tobago; and 20,000 in the Dominican Republic) to innovative business and social ventures to promote their growth and development.

**352 young people** used the facilities and technological equipment for their personal or professional needs, which complemented the overall activities of the Labs.

# COMMUNICATIONS

04

## **OBJECTIVES**

The communication objectives for the projects were:

1. Raise awareness about the Innovation Labs for Youth in Jamaica, Trinidad and Tobago, and the Dominican Republic and their objectives among the target audience, including local partners, beneficiaries, donor, potential strategic allies, and key stakeholders.
2. Disseminate information about the projects' progress, milestones, testimonials, and relevant updates through various communication channels.
3. Enhance the visibility of the project both nationally and regionally, ensuring that the Labs' initiatives, events, and achievements receive recognition.
4. Engage and build a network of youth agents of change, local partners, and key audiences actively engaged in the Labs' activities.

## **TARGET AUDIENCE**

The primary target audience for the communication efforts included:

1. Local partners: the Institute of Law and Economics (ILE), the Caribbean Industrial Research Institute (CARIRI), ADASEC, and other organizations, institutions, and individuals working closely with the Labs.
2. Beneficiaries: young individuals participating in the Labs' training programs, workshops, and capacity-building sessions, aiming to improve their digital skills and create livelihood solutions,
3. The Citi Foundation
4. Other individuals or groups who can influence or contribute to the Labs' success, such as media representatives, industry leaders, and community members.

## **KEY MESSAGES**

The messages communicated consistently throughout the implementation of the projects were:

- The DIA Labs were launched with the financial support of the Citi Foundation and with the collaboration of our local partners, ILE, CARIRI, and ADASEC, in Jamaica, Trinidad and Tobago, and the Dominican Republic.
- The DIA Innovation Labs aim to foster innovation, entrepreneurship, and digital skills for the future of work among youth who will work to create low-cost, high-impact, high-quality innovation solutions that generate affordable access and livelihood opportunities for their communities on a long-term sustainable basis.

## CHANNELS AND RESULTS

### WEBSITE


Nestled within The Trust for the America's official website, the dedicated sites for the DIA Urban Lab, the DIA Lab TT, and the DIA Lab RD are the authoritative sites for all project-related information. These spaces serve as the go-to resource, offering a comprehensive overview of the project's description, results, partners, and impact.


Our Work > Programs > DIA > Urban Labs for Youth Innovation in Jamaica

### Urban Labs for Youth Innovation in Jamaica

Jamaica

Project under implementation



Description	Project purpose
<p>In 2016, Citi Foundation and the Trust for the Americas, through its DIA program, launched the "Urban Labs for Youth Innovation" project. DIA - Democratizing Innovation in the Americas is a regional initiative that seeks 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 technology. In 2020, DIA Jamaica introduced a new component that sought to increase employability and economic opportunities for at-risk youth in the Caribbean through digital literacy, data science, and future of work skills.</p>	 <p>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</p>

Project goals


See press release: [here](#)

Our Work > Programs > DIA > DIA Youth Innovation Lab Trinidad & Tobago

### DIA Youth Innovation Lab Trinidad & Tobago

Trinidad & Tobago

Project under implementation



Description	Project purpose
<p>In June 2021, The Trust for the Americas, in partnership with the Caribbean Industrial Research Institute (CARIRI), and the financial support of Citi Foundation, launched the DIA Lab in Port of Spain, Trinidad and Tobago, where young innovators and disruptive entrepreneurs will create low-cost, high-impact, high-quality innovation solutions that generate affordable access and livelihood opportunities for their communities on a long-term sustainable basis.</p> <p>This innovation lab marks the first initiative implemented by The Trust for the Americas in the Caribbean country.</p> <p><a href="#">Virtual tour of the DIA Lab</a></p>	<p>Promote innovation and the creation of disruptive solutions in the youth of Trinidad and Tobago, while developing skills through training and access to technology</p>

Project goals

See press release: [here](#)

## DIA Dominican Republic Innovation Lab

República Dominicana

Project under organization



### Description

The DIA Lab in the Dominican Republic aims to foster innovation and entrepreneurship among youth who will work to solve socio-economic problems while acquiring skills for the digital age and the future of work. The DIA Lab methodology offers participants the opportunity to receive training in highly demanded professional skills, participate in project incubation experiences, receive funding and mentorship, and access the Lab's equipment.

With the DIA Dominican Republic Innovation Lab, The Trust will continue promoting livelihood opportunities by bringing together academia, civil society, governments, the private sector, entrepreneurs, and young innovators and engaging them in collaborative spaces through the DIA Lab regional network. The DIA Labs in Jamaica, Trinidad and Tobago, and the Dominican Republic will create young innovators working to solve socio-economic problems while acquiring skills for the digital age.

The results will be more vibrant communities and a brighter future for participants with the creation of micro-enterprises and innovative solutions for

### Project purpose

Promote innovation and the creation of disruptive solutions in the youth of the Dominican Republic while developing skills through training and access to technology.

See press release: [here](#)

## PRESS ROOM

During 2022 and 2023, the Citi-funded DIA Labs leveraged the power of press releases and blogs. It successfully disseminated timely and impactful information to a wide range of audiences.

Press releases on our official website's Press Room section served as an efficient and targeted means of reaching the local media, partners, sponsors, and the general public. These releases' concise and informative nature encapsulated essential project updates, achievements, and noteworthy events. By strategically crafting press releases, the Labs could ensure that the broader community remained well-informed about their progress.

Simultaneously, the Labs harnessed blogs' engaging and interactive potential to captivate a broader audience. Through blog posts, Labs shared in-depth narratives of specific events, shedding light on the real-life impact of its initiatives. By humanizing the experiences and journeys of beneficiaries, they generated empathy and connection among its readers.

## PRESS RELEASES

At the Communications Department, we have worked diligently to align our press release strategy with our initiatives' evolving activities, events, and project requirements. From 2022 to the present, we have published nine (9) press releases, ensuring that our key messages reach a broad audience.

One of our press releases focused on the highly anticipated Pitch Tank competition at the Urban Labs for Youth Innovation in Jamaica. This event provided **15 young minds** with the opportunity to present innovative business ideas to a panel of judges in the hopes of receiving **USD 1,000** in seed funding to kick-start their ventures.

Furthermore, we dedicated two press releases to document the remarkable progress of the DIA Youth Innovation Lab in Trinidad & Tobago. We celebrated the Lab's first anniversary, highlighting the significant milestones achieved, and we proudly announced the graduation ceremony of **72 youths** who completed the DIA curricula, showcasing their dedication and hard work.

Moreover, we disseminated four press releases on the progress and accomplishments of the DIA Dominican Republic Innovation Lab. From the announcement of the collaboration with our local implementing partner and the Lab's launch to the coverage of the two Pitch Tank competitions that granted seed funding to 18 youths to boost their social and economic entrepreneurship.



Finally, we recognized the importance of fostering collaboration and networking among our Lab participants. Therefore, two of our press releases showcased DIA Lab network activities. First, we covered the DIA Summit, held last year in Jamaica, where participants had the opportunity to create meaningful connections and participate in empowerment activities and discussions on cutting-edge topics. Secondly, we highlighted the Regional Hackathon, a thrilling challenge that pushed participants to develop innovative tech-based solutions within a 48-hour timeframe.

Through a strategic and well-executed press release strategy, the DIA Labs effectively engaged with the media, ensuring that significant project updates, milestones, and achievements reached a broad audience. Refer to the Media Clipping section for links.

## **BLOGS**

Blogs serve as a channel for the team members to share their experiences, relevant information, and best practices in less formal language. We are reevaluating our approach as part of our comprehensive content delivery strategy. Our focus has shifted towards generating value for our audience, enabling them to learn and engage actively. Also, we have taken steps to ensure that communications are not solely centered around the Communications Department but encompass contributions from everyone in the organization. To achieve this, we have extended invitations to our local coordinators and partners to participate in writing blogs, encouraging them to share the posts on their social media platforms to increase visibility and engagement. There's an evident change in the number of blogs published in 2023 compared to 2022, thanks to the active participation of our local partners. In 2022, we published a total of three blogs, while, so far in 2023, we have published seven products, summing up ten (10) blogs during the reported period.

Specifically, in 2022, we highlighted three impactful events on our blog site. The first focused on the Ideathon in the DIA Lab RD, where 200 young people from Baní, Bonao, and La Vega received mentoring and support from local and international experts. The second blog featured the Regional Workshop on video production in collaboration with Ignite Belize. The third blog covered the Capacity-Building Program on Climate Action and Leadership for Development, which provided scholarships to youth in Jamaica and Trinidad and Tobago, empowering them to positively impact LAC's environmental and climate sectors. In 2023, we shared two inspiring stories of our participants through engaging blog posts. These blogs feature the experiences of Darlyn Bueno Abreu, a beneficiary of the DIA Lab in the Dominican Republic and winner of the prestigious National Youth Award La Vega, and Yefry Nuñez, another beneficiary of the DIA Lab RD who became a role model for Dominican youth with his entrepreneurship "Ready Recycling."

Furthermore, our blogs served as a platform for our local partners to share their participation in community engagement activities and their new facilities, which enhanced the offerings and increased the visibility of the DIA Labs. For instance, we highlighted the launch of the food processing facility at CARIRI, along with CARIRI's participation in the Village Wallawah event and the UWI WOW Recruitment Fair 2023. Finally, we produced two blogs on the Caribbean Regional Workshop, highlighting the participants' enthusiasm and experiences in this opportunity.

With these ten blog posts, we reached **+400 readers** directly from our [WordPress profile](#), where we publish our blogs to ensure easy access for our audience. However, we also ensure further visibility of these topics by sharing them on our social media platforms. All these contributions collectively formed a part of our ongoing efforts to provide insightful and engaging content that resonates with our audience. Refer to the Media Clipping section for links.

## NEWSLETTER

Every month, our dedicated team compiles the most relevant events and news from within The Trust for the Americas to create our institutional Newsletter. This valuable resource is made accessible to our broad audience of readers in our three official languages: Spanish, English, and Portuguese. The Newsletter serves as a platform to disseminate press releases and blogs related to the project's implementation, ensuring that our diverse stakeholders can stay informed about the latest initiatives and the progress of our work across the countries where The Trust for the Americas operates.

In recent months, the Communications Department has prioritized enhancing the stakeholder experience with our email marketing efforts. As a result, we have taken a step back to reevaluate how we present our Newsletter. Our goal has been to make it shorter, easier to read, and more captivating, ultimately engaging our readers and capturing their interest. Throughout this process, we have been actively cleansing our database and contact list to ensure more accurate metric tracking, allowing us to optimize our communication efforts continually.

At present, we have **1,000 active subscribers** who consistently read and engage with our content. This dedicated audience plays a crucial role in our mission to disseminate information effectively and foster meaningful connections with our stakeholders.

## LOCAL MEDIA

Our local coordinators and a strong network of partnerships with local organizations have played a vital role in securing coverage with local media outlets. This collaboration has been instrumental in significantly amplifying the visibility of our project. Local earned media, which encompasses coverage and exposure from external sources such as news outlets and industry publications, is invaluable. It allows us to effectively convey our message, engage the community, disseminate information, and gain validation for our efforts.

In 2022 and so far in 2023, we have secured over 21 appearances in local media outlets. These appearances have contributed to generating valuable publicity, estimated to have an approximate value of **\$45,678 and reach of 1,098,140 people**. To track and measure the impact of our earned media efforts, we utilize advanced software solutions like [Meltwater](#). This platform enables us to monitor mentions, conduct sentiment analysis, and gain competitive insights, providing a comprehensive overview of our earned media landscape. Regarding the DIA Urban Lab in Jamaica, media publications focused on the graduation of Lab beneficiaries, emphasizing the impact of future skills training on Jamaican youth and the community. These publications garnered attention from renowned media outlets, including the [Jamaican Observer](#) and [The Gleaner](#).

Similarly, in Trinidad and Tobago, media coverage highlighted the advantages of the DIA Lab TT, highlighting statements from government ministries regarding its significance for the future of young people. Some publications were featured in [The Trinidad Express](#) and [The Newsday](#), two of the most prominent media outlets in the country.

As for the DIA Lab RD, publications in 2022 introduced the project's purpose and provided visibility to the first Pitch Tank Competition. In 2023, media outlets covered the success stories of the Lab's beneficiaries, Darlyn Bueno Abreu and Oblendy Solanyi, as well as the second Pitch Tank Competition, showcasing the Lab's to foster the development of innovative solutions with social, economic, and environmental impact. Media appearances varied from printed and digital newspaper spots to TV broadcasting on [CDN 37](#). Furthermore, various publications spotlighted the entire network of Citi-founded DIA Labs, underscoring the advantages provided to young entrepreneurs in the Caribbean. These publications covered significant events like the DIA Summit, further enhancing the visibility and recognition of the DIA Labs and their impact.

The visibility gained from these opportunities has increased awareness of our initiative and served as a testament to the transformative impact of the DIA Labs in Jamaica, Trinidad and Tobago, and the Dominican Republic. Refer to the Media Clipping section for links.

## SUCCESS STORIES

Harnessing the power of visual storytelling, producing videos showcasing our participants' remarkable success stories is a crucial and powerful tool in effectively communicating our work. Recognizing its significance, we actively collaborate with our local partners, providing comprehensive support to ensure the production of high-quality videos that align with our goals of inspiring and amplifying the impact of the DIA Labs.

Moreover, recognizing the evolving landscape of digital media consumption, we understand the importance of capturing viewers' attention within a limited timeframe. Therefore, the success stories videos aim to be concise and impactful, seeking for fewer than three minutes. With the constant influx of information and the decreasing attention spans of audiences, delivering our message effectively and efficiently is essential.

In 2022 and 2023, we produced **10 success stories videos** crafted to capture the essence of our participants' journeys and the positive transformations they have experienced, reaching +670 viewers exclusively on our YouTube channel.

## SOCIAL MEDIA

In the current digital landscape, social media platforms play a vital role in ensuring the success and visibility of any project. Recognizing this, we strategically utilized all our social media channels to maximize our outreach efforts and disseminate information effectively. Each platform was carefully tailored to its unique profile, allowing us to reach and engage diverse stakeholders. Instagram and Facebook emerged as ideal platforms for connecting with youth. At the same time, LinkedIn and Twitter served as valuable channels for engaging with a more professional audience and fostering connections with stakeholders and industry professionals. Moreover, to ensure balanced visibility for each Lab and create additional impact, when necessary, we implemented Facebook Ads, which boosted reach, engagement and allowed us to communicate to a segmented audience for specific activities and external recruitment. Refer to the Media Clipping section for boosted post details.

Throughout our social media campaigns, our content centered around the key messages of our projects, highlighting significant milestones, success stories, and relevant information. By providing regular updates and compelling content, we aimed to engage our audience and sustain their interest in our initiatives.

Finally, to accurately measure the impact of our communication efforts, we rely on a range of tools and platforms that provide us with insightful metrics. Platforms like Facebook Meta Business Suite and LinkedIn Analytics allow us to monitor and evaluate our media performance, providing valuable data on audience engagement, reach, and impressions. These insights enable us to make informed decisions and continuously optimize communication strategies.

In this sense, in 2022 and up to 2023, our **231 total posts** generated for the Citi-funded DIA Labs have reached a substantial number of users, **totaling 545.632**. In the following chart, you will find the total reach attained in each social media channel:

**Instagram: 14.912 people**

**Facebook: 506.103 people**

**LinkedIn: 14.426 people**

**Twitter: 10.191people**

## **EVENTS**

Events are crucial in maintaining and increasing the visibility of the projects' progress and providing valuable opportunities for the Labs' beneficiaries. These events are an integral part of our offerings, enabling beneficiaries to pitch their ventures, secure seed funding, gain exposure, and engage in networking opportunities with experts from various sectors in the Caribbean. During this report's period, we organized and executed the following events:

### **Jamaica:**

- February 27th, 2022: Ideathon
- April 8th, 2022: 2021 Closing Phase and reopening of Labs after the pandemic.
- May 21st, 2022: Ideathon
- May 31st, 2022: Pitch Tank Competition
- June 22nd, 2022: Pitch Tank Competition Graduation Ceremony
- September 19th, 2022: 2nd Pitch Tank Competition
- September 29th, 2022: 2nd Pitch Tank Competition
- October 4th, 2022: Pitch Tank Reinvestment Edition
- October 11th, 2022: Awards Ceremony

### **Trinidad & Tobago:**

- April 7th, 2022: 2021 Closing Phase and reopening of Labs after the pandemic.
- July 27th, 2022: Graduation Ceremony
- September 22nd, 2022: Ideathon
- November 2nd, 2022: 1st Pitch Tank Competition
- November 4th, 2022: 2nd Pitch Tank Competition
- January 19th, 2023: Ideathon

### **Dominican Republic:**

- May 27th, 2022: Official Launch of the DIA Labs in the Dominican Republic
- September 6th to 23rd, 2022: Ideathon
- September 27th, 2022: Pitch Tank Competition
- January 30th to February 3rd, 2023: Ideathon
- March 10th, 2023: Pitch Tank Competition

### **DIA Labs:**

- June 30th, 2022: Citi Global Community Day 2022
- November 9th, 2022: DIA Summit
- November 2022 – January 2023: Video Production Workshop “Learn How to Produce a Professional Short Video from Scratch”
- March 24th, 2023: Regional Hackathon “Hack 4 Change”

To ensure the success and meet the communication requirements of each event, the Communications Team has developed a comprehensive checklist that serves as a guideline to guarantee that every aspect of the event is carefully planned and executed to a high standard.

### **2-3 weeks in advance**

- Pull up your event checklist
- Set event goals, select a date, and platform.
- Create invite and agenda with logos of Trust and OAS.
- Define Speakers/Presenters/Theme

### **1 week in advance**

- Share event’s agenda
- Send logistics and links to The Trust for the Americas
- Confirm attendance of VIP’s

## **Event day**

- Connect an hour before the event
- Announce in social media start/finish and thank you to collaborators

## **Post event follow-up**

- Send certificates
- Prepare minutes
- Send survey

To align with the coordinators and clearly understand the event's scope, purpose, and specific needs, the Communications Team has also created an internal event's form that must be filled out by the local project coordinator several weeks before the event. Access to the event details in advance allows the Communications Team to create tailored and impactful communication materials that align with the event's objectives. This plan encompasses various elements such as press releases, blogs, local media appearances, designed materials like flyers and the event's agenda, and engaging social media posts.

## **CAPACITY-BUILDING SESSIONS**

The Communications Team has been conducting highly informative and engaging "Communication 101" training sessions for our local implementing partners. These sessions encompass a comprehensive range of topics to ensure partners' proficiency in critical communication aspects for the project implementation.

During the sessions, we emphasize the order and positioning of logos, highlighting the significance of maintaining consistency and adhering to established guidelines. This effort ensures that our branding is cohesive and instantly recognizable across all communication materials. Moreover, we stress the collaborative nature of effective communication. We explore the concept of communication as a collective effort, emphasizing the importance of working together to achieve our shared objectives. We delve into the critical elements of successful communication, covering aspects such as messaging, target audience identification, and compelling storytelling techniques.

Recognizing the power of social media, we provide insights into crafting impactful social media posts. We discuss elements such as engaging visuals, concise and compelling copy, strategic use of hashtags, and the importance of community engagement. By equipping our partners with these strategies, we enable them to effectively leverage social media to amplify their project's reach and impact.

To further enhance communication materials' visual appeal and professionalism, we introduce our partners to design tools such as Canva. We provide practical guidance on utilizing its features, templates, and design elements, elevating their communication materials' visual appeal and impact.

By fostering collaboration, emphasizing best practices, and introducing innovative tools, these training sessions have fostered a strong sense of partnership and established a solid and impactful communication culture within our organization.



## MEDIA CLIPPING

Following is the media clipping of the project. We have identified and we distinguish between “owned” and “gained” media. Owned media refers to the content and channels that we create and control in-house. This includes our company website, social media accounts, blogs, and other digital assets under our direct management. Through owned media, we can showcase our brand identity, share compelling stories, and engage directly with our target audience. On the other hand, earned media refers to the coverage and exposure we receive through external sources, such as news outlets and industry publications.

### OWNED TRADITIONAL MEDIA CLIPPING

#### Jamaica:



See press release: [here](#)

## TRINIDAD & TOBAGO:

### Innovation Lab in Trinidad & Tobago Celebrates First Year of Empowering Youth

2022/05/16

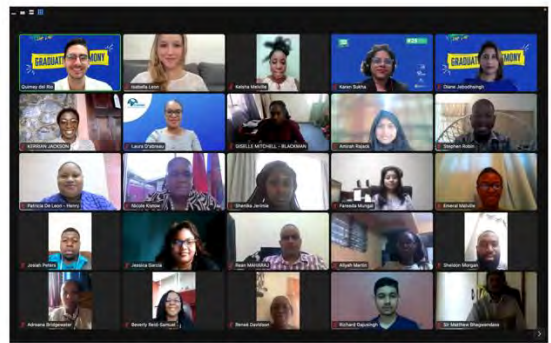


2021 closing event for DIA Youth Innovation Lab in Trinidad and Tobago

Link to press release: [here](#)

### Young Innovators Graduate at The DIA Lab in Trinidad and Tobago

2022/08/01



In a virtual ceremony attended by high level public officers and Trust staff, the program celebrated the achievement of its 2022 graduates.

Link to press release: [here](#)

### The DIA Lab TT's Implementing Partner Launched the CARIRI'S Food Processing Facility



2 FEBRERO, 2023 - COMUNICACIONES DIA - EDITAR

Link to blog: [here](#)

### The DIA Lab TT's Participants Explore the Orange Economy Through the Caribbean Regional Workshop



10 FEBRERO, 2023 - COMUNICACIONES DIA - EDITAR

Link to blog: [here](#)

### Showcasing the DIA Lab TT at the Village Wallawah Event



11 ABRIL, 2023 - COMUNICACIONES DIA - EDITAR

Link to blog: [here](#)

### CARIRI participates in UWI WOW Recruitment Fair 2023 featuring the DIA Lab TT



Link to blog: [here](#)

## DOMINICAN REPUBLIC:

### First DIA Lab In The Dominican Republic Has a Local Partner for Implementation

2022/02/28



Link to press release: [here](#)

### Citi Foundation And The Trust For The Americas will Benefit 3 Dominican Communities with Innovation Labs

2022/06/23



Link to press release: [here](#)

### Jóvenes emprendedores reciben fondos semilla de la Fundación Citi para Proyectos Innovadores de los DIA Labs en República Dominicana

2022/10/04



Link to press release: [here](#)

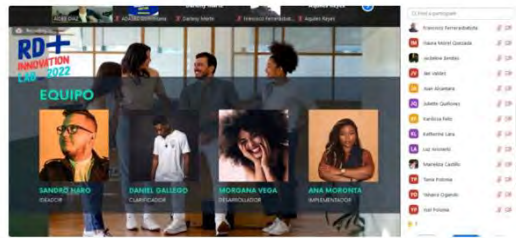
### El DIA Lab RD premia con capital semilla a 11 proyectos de jóvenes emprendedores en República Dominicana

2023/03/15



Link to press release: [here](#)

## El Ideatón virtual de innovación y emprendimiento en República Dominicana



26 SEPTIEMBRE, 2022 - COMUNICACIONES DIA - EDITAR

Link to blog: [here](#)

## Darlyn Bueno Abreu, beneficiario del DIA Lab RD, ganó el Premio Nacional de La Juventud La Vega con su emprendimiento Terra Alta



Link to blog: [here](#)

## Yefry Nuñez, beneficiario del DIA Lab RD, avanza con su emprendimiento READY Recycling



1 FEBRERO, 2023 - COMUNICACIONES DIA - EDITAR

Link to blog: [here](#)

## DIA LABS NETWORK:

### DIA Summit 2022: A Space for Youth Empowerment

2022/11/16



DIA Summit 2022

Link to press release: [here](#)

### The "Hack 4 Change" Regional Hackathon Sparked Young Caribbean Innovators to Showcase Tech-Based Solutions

2023/04/03



"Hack 4 Change" Regional Hackathon

Link to press release: [here](#)

### The Orange Economy and the Caribbean Regional Workshop «Learn How to Produce a Professional Short Video from Scratch»



27 OCTUBRE, 2022 - 01

- EDITAR

Link to blog: [here](#)

### DIA Pursues a Green Component to Foster Climate Action Within the Youth of Jamaica and Trinidad and Tobago



28 OCTUBRE, 2022 - COMUNICACIONES DIA - EDITAR

Link to blog: [here](#)

### Sharing Stories, Inspiring Communities: Highlights from the Caribbean Regional Video Workshop




10 MARZO, 2023 - COMUNICACIONES DIA - EDITAR

Link to blog: [here](#)

**GAINED TRADITIONAL MEDIA CLIPPING:**

**BUSINESS**  
**Skills for the Future graduate reaps rewards**


Jun 07, 2022 5:11 pm · [Make a comment!](#)




Javaughn Douglas explores the features of his new Samsung Tablet with Flow's Kayon Mitchell, Director of Communications and Executive Director of the Flow Foundation.

Link to press release: [here](#)

**Skills for the Future graduate reaps rewards**

Share this Story: 

Published: Sunday | June 19, 2022 | 12:08 AM



Contributed  
Javaughn Douglas (right) checks out his new Samsung Tablet with Kayon Mitchell, director of communications and executive director of the Flow Foundation.

Link to press release: [here](#)

**30 años MERCADO**

BANCAJO MERCADO WOMEN ECONOMÍA SALUD TECNOLOGÍA MERCADO INTERVIEW [SUSCRIBETE](#)

**Jóvenes emprendedores reciben fondos semilla de la Fundación Citi para Proyectos Innovadores de los DIA Labs**

Los jóvenes tienen la posibilidad de ganar fondos semilla con el objetivo de fortalecer y regular sus emprendimientos, los cuales buscan dar soluciones a problemáticas locales en temas de desarrollo, seguridad ciudadana y cambio climático.



Link to press release: [here](#)

**Jóvenes emprendedores reciben fondos de la Fundación Citi para Proyectos Innovadores**

Los jóvenes tienen la posibilidad de ganar fondos semilla con el objetivo de fortalecer y regular sus emprendimientos, los cuales buscan dar soluciones a problemáticas locales en temas de desarrollo, seguridad ciudadana y cambio climático.



Link to press release: [here](#)

The Anglican Church in the Diocese of Trinidad & Tobago

EVENTS NEWS SCHOOL YOUTH

**DIA Youth Innovation Lab Trinidad and Tobago**

By TJP Anthony-Diaz | Published 16, 2022



Link to press release: [here](#)

**LATEST NEWS**  
**Citibank supports C'bean youth entrepreneurs**

Feb 26, 2022 12:00 am · [Make a comment!](#)



The Citibank building in New York. (Photo: AP)

Link to press release: [here](#)

Noticias

# ADASEC, Trust for the Americas y City Foundation inician proyecto DIA Labs para promover la innovación

1 año ago



En los laboratorios de innovación que funcionarán en los Centros de Desarrollo y Asistencia Social (CEDAS) que opera ADASEC en Bari, Banao y La Vega, la juventud dominicana recibirá herramientas cruciales para desarrollar ideas de negocios e impulsar proyectos sociales

Link to press release: [here](#)

## NEWS

# Cummings: Pandemic shows need for skills training

CLINT CHAN TACKY, THURSDAY 7 APRIL 2022



Link to press release: [here](#)

# Citi Foundation, CARIRI planning innovation lab 300 youths to benefit

Andrea Perez-Sobers Jun 22, 2021

Andrea Perez-Sobers

Follow Andrea Perez-Sobers



- 1 Blinken raises c...
- 2 T&T discusses e...

Link to press release: [here](#)

## CAREER & EDUCATION

### Talking business



Nov 13, 2022 12:12 am · Make a comment



Inda Eddleman (right), CEO, Trust for the Americas, makes a point to Professor Rosalea Hamilton, CEO of the Lasco Chin

Link to press release: [here](#)

# PHOTOS: Democratizing Innovation in the Americas Annual Summit

NOVEMBER 11, 2022



Link to press release: [here](#)

# «DIA Laboratorio RD» impulsa a jóvenes en productividad

ECONOMIA

Trois Orlando Espejo

11 febrero, 2023



Link to [PR](#)

## Impulsan emprendedurismo en el país con iniciativas dirigidas a jóvenes

De igual manera, el plan tiene como objetivo disminuir la tasa de desempleo en las zonas donde se está llevando a cabo, crear espacios de ocupación y productividad para los jóvenes

Radicación El Universal Digital  
11:01 AM | Viernes, 10 Febrero 2023



Link to [PR](#)

Inicio > Programa "DIA Laboratorio RD" impulsa sector emprendedurismo en el país con iniciativas dirigidas a jóvenes

## Programa "DIA Laboratorio RD" impulsa sector emprendedurismo en el país con iniciativas dirigidas a jóvenes

El Informador dominicano.com | 8:26:00 p. m.



Link to [PR](#)

## Programa "DIA Laboratorio RD" impulsa sector emprendedurismo en el país con iniciativas dirigidas a jóvenes

Santo Domingo, RD. - Con el propósito de fomentar el sector emprendedurismo en el país, ayudando a jóvenes a desarrollar diferentes tipos de negocios, el proyecto "DIA Laboratorio RD" tiene a disposición un programa de capacitación y asesoramiento para quienes desean incursionar en una actividad comercial determinada, lo que contribuye a crear mayores oportunidades para la gente.

Link to [PR](#)

## Programa DIA Laboratorio RD impulsa sector emprendedurismo en el país con iniciativas dirigidas a los jóvenes

El Nuevo Diario | febrero 11, 2023



Link to [PR](#)



Link to [Channel Segment](#)

## Premian capital semilla para impulsar proyectos de jóvenes emprendedores

El Nuevo Diario | domingo 12 de marzo 2023



Link to [PR](#)





Locales

### DIA Lab RD otorga 11 mil dólares en premios para impulsar proyectos de jóvenes emprendedores

Escrito por: Carmelo Soriano | 12 de marzo de 2023

Link to [PR](#)

### Fundación entrega 11 mil dólares en premios como capital semilla a jóvenes emprendedores de RD

Por Redacción DII on 11/03/2023



LA VOZ DE LOS QUE NO LA TIENEN || [f](#) [t](#) [i](#) [e](#) [o](#)

Link to [PR](#)



NACIONALES NOTICIAS

### DIA Lab RD otorga 11 mil dólares en premios como capital semilla para impulsar proyectos de jóvenes emprendedores en RD

Link to [PR](#)

### DIA Lab RD otorga 11 mil dólares en premios como capital semilla para impulsar proyectos de jóvenes emprendedores en RD

IN DIGITAL | MARZO 11, 2023



Nuestro Podcast



Link to [PR](#)

### DIA Lab RD otorga 11 mil dólares en premios como capital semilla para impulsar proyectos de jóvenes emprendedores en RD

by FUENTENOTICIAS - marzo 13, 2023 in Nacionales



Link to [PR](#)

### DIA Lab RD otorga 11 mil dólares en premios como capital semilla para impulsar proyectos de jóvenes emprendedores en RD

Por Redacción Digital - marzo 11, 2023



Link to [PR](#)





**The Trust for the Americas**  
September 21, 2022 · 48

**Abigail presents Omnivar**  
#Abigail presents Omnivar

The #DIAProgram promotes solutions that generate livelihood opportunities for its young innovators, and Omnivar is no exception to this 🙌🏽. Boosted by our training at the #DIAUrbanLab in #Kingston, Abigail founded this innovative venture as a software solution that provides a library of educational virtual reality learning resources 📖📺

👉 Watch the video to learn all about it 📺

#Institute-for-economics City  
[See less](#)

👍👎 49      1 🗨️ 12K 🌐

[View more video insights](#)

👍 Like    🗨️ Comment    ➦ Share

[Comments](#)      [See All](#)

Reach: 60.098 [Link to Post](#)



**The Trust for the Americas**  
September 28, 2022 · 48

**Jaime Martin Presents Rvffian**  
#Jaime presents Rvffian

Jaime is a beneficiary of the #DIAUrbanLab in #Jamaica and the founder of Rvffian, a #beard care product #entrepreneurship that also gives beard care advice 🙌🏽

👉 Watch the video to learn all about it 📺

[See less](#)

👍👎 45      5 🗨️ 10K 🌐

[View more video insights](#)

👍 Like    🗨️ Comment    ➦ Share

**Up next**

The Trust for the Americas - 25 años...  
The Trust for the Ameri...  
21 weeks ago · 98 views

Reach: 51.110 [Link to Post](#)

Special recognition and thanks to our local partners that contributed to making the work of the DIA Labs an impactful reality:

## **JAMAICA**

Institute of Law and Economics (ILE) - Implementing partner in Jamaica

University of the Commonwealth Caribbean (UCC)

Ministry of Education, Youth and Information

Proven Wealth Limited

AIDS Healthcare Foundation (AHF)

Lasco Chin Foundation

Caribbean School of Data from the Mona School of Business and Management's Center for Innovation

Jamaica National Agency for Accreditation

Grace Kennedy Foundation

## **TRINIDAD & TOBAGO**

The Caribbean Industrial Research Institute (CARIRI) - Implementing partner in Trinidad and Tobago

Sangre Grande Regional Corporation

Youth Business Trinidad and Tobago (YBTT)

Ministry of Social Development and Family Services

University of the West Indies

National Social Development Programme

Ministry of Social Development and Family Services

Ministry of Youth Development and National Service

Civilian Conservation Corporation (CCC) (Trinidad & Tobago)

Honey Bun Foundation

## **DOMINICAN REPUBLIC**

ADASEC Dominicana - Implementing partner in The Dominican Republic

AIIESEC

Open Government Partnership

Dominican Government's Office of Ethics and Integrity

Dominican Communications and Information Technologies Chamber

## **COSTA RICA**

**INNOVAAP (University of Costa Rica)**

## **BELIZE**

**Statistical Institute of Belize (SIB)**

**Belize Trade and Investment Development Service (BELTRAIDE)**

**Ministry of Youth, Sports, and E-Government**

**IGNITE**

## **INTERNATIONAL**

**General Secretariat of the Organization of American States (GS/OAS)**

**International Development Bank's (IDB)**

**Caribbean School of Data from the Mona School of Business and Management's Center for  
InnovationOpen Government Partnership**

## INTRODUCTION

This report presents a comprehensive overview of the communication initiatives implemented during 2022 and the ongoing year of 2023. Our primary objectives were to raise awareness, enhance visibility, share important information, and engage a variety of stakeholders. By highlighting the results, we have achieved and sharing valuable insights, this report demonstrates the evolution of our work through different formats, perspectives, and channels, while maintaining a consistent and high-quality brand identity.

These communication efforts not only contribute to our immediate goals but also establish the Citi Foundation as a leader in corporate social responsibility and shared value creation within the region. By showcasing the positive impact of our initiatives and building awareness, we aim to attract additional contributors and key stakeholders who share our commitment to driving social and economic progress.

## COMMUNICATION STRATEGY HIGHLIGHTS

The Communications Department of The Trust for the Americas provided outreach and visibility to the DIA Urban Lab, DIA Lab TT, and DIA Lab RD's projects activities through its different media channels; these included the [official website](#), social media platforms such as [Instagram](#), [Twitter](#), [Facebook](#), and [LinkedIn](#), the [YouTube channel](#), and the Institutional Newsletter. Each played a crucial role in disseminating content that adhered to the organization's branding standards and followed a comprehensive communication strategy, incorporating specific messages and graphic elements. It is not the "what" but the "how" that moves our efforts in the Communications Department, that is why we were able to adapt the information to the different platforms to continue growing our audience organically.

Furthermore, it is crucial to emphasize that while the projects share common objectives, messages, and communication channels, we ensure that all our communication efforts are tailored to each country's language, context, and social reality. This approach is evident in developing unique visual identities for each Lab and acculturating these spaces accordingly.

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2023-2023

# CARIBBEAN INNOVATION NETWORK

**DIA Labs for Youth Innovation Project**

Citi Foundation



**OAS**

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