



**OAS** | More rights  
for more people

# Institutional Presentation





# About The Trust for the Americas

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

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# What we do

Promote **social** and **economic inclusion** for vulnerable communities in the Americas through **partnerships** with the public, private and non-profit sectors.

Areas of focus:

- Future of work
  - Innovation
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# How we do it:

## Technology as a cross cutting tool + Strengthening Local Partners

- Partnering with local CSO to strengthen their capacities.
- Five Core Strategies: Comprehensive training, communications, economic opportunities, M&E, sustainability.
- Technology for the skills needed for economic independence.
- In-Person Technology Training Centers.
- Aula Virtual: over 70 courses online.



# How we do it: Public – Private Partnerships

## Governments



## Private Sector



# Historical Presence & Impact

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



# Our Methodology

## Digital and life skills

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

## Economic Opportunities and Innovation

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

## Security and governance

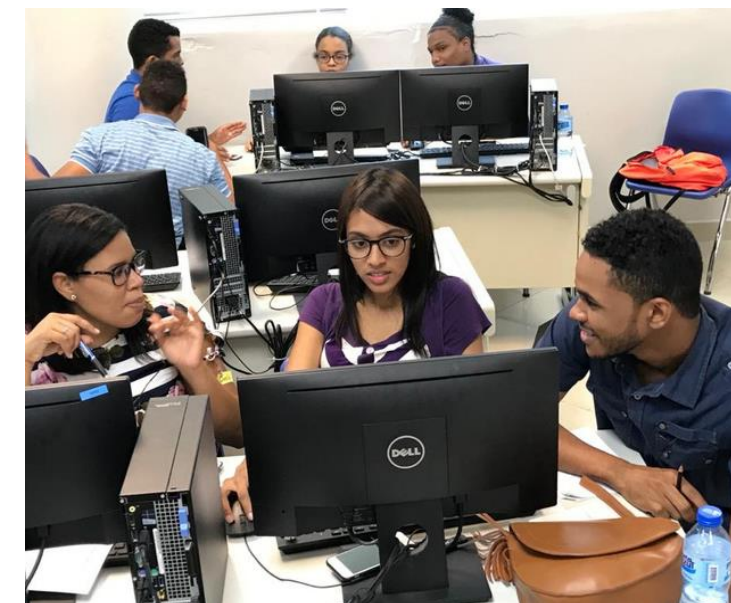
- Gender Based Violence Prevention programs. Second chances, formalization of entrepreneurs.



# Future of work: POETA

*Partnerships for Economic Opportunities through Technology in the Americas:  
Teaching people to use technology to improve their lives.*

- PRODUCTIVITY THROUGH DIGITAL INCLUSION
- DIGITAL & COMPUTER SCIENCE SKILLS
- TECHNICAL AND LIFE SKILLS
- FOCUS: TRAINING UNEMPLOYED, UNDEREMPLOYED, YOUTH, WOMEN & MIGRANTS.
- ECONOMIC OPPORTUNITIES





THE TRUST FOR THE AMERICAS

# A PARTNERSHIP FOR EMPOWERMENT THROUGH TECHNOLOGY REACHING +3 M LIVES



# 2021 AND BEYOND

342 CENTERS

24 COUNTRIES

140 CITIES

NEW FOCUS:  
UPSKILLING & RESKILLING

2015-2020  
POETA YouthSpark.  
8 countries:

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".

2009-2010  
POETA PROGRAM:  
Focusing on Employability.

2007-2008  
POETA PROGRAM: A  
hemispheric initiative.

2006  
The POETA project  
is launched.

2004  
First pilot project  
in Guatemala.

1 PILOT

14 CENTERS

21 CENTERS

56 CENTERS

69 CENTERS

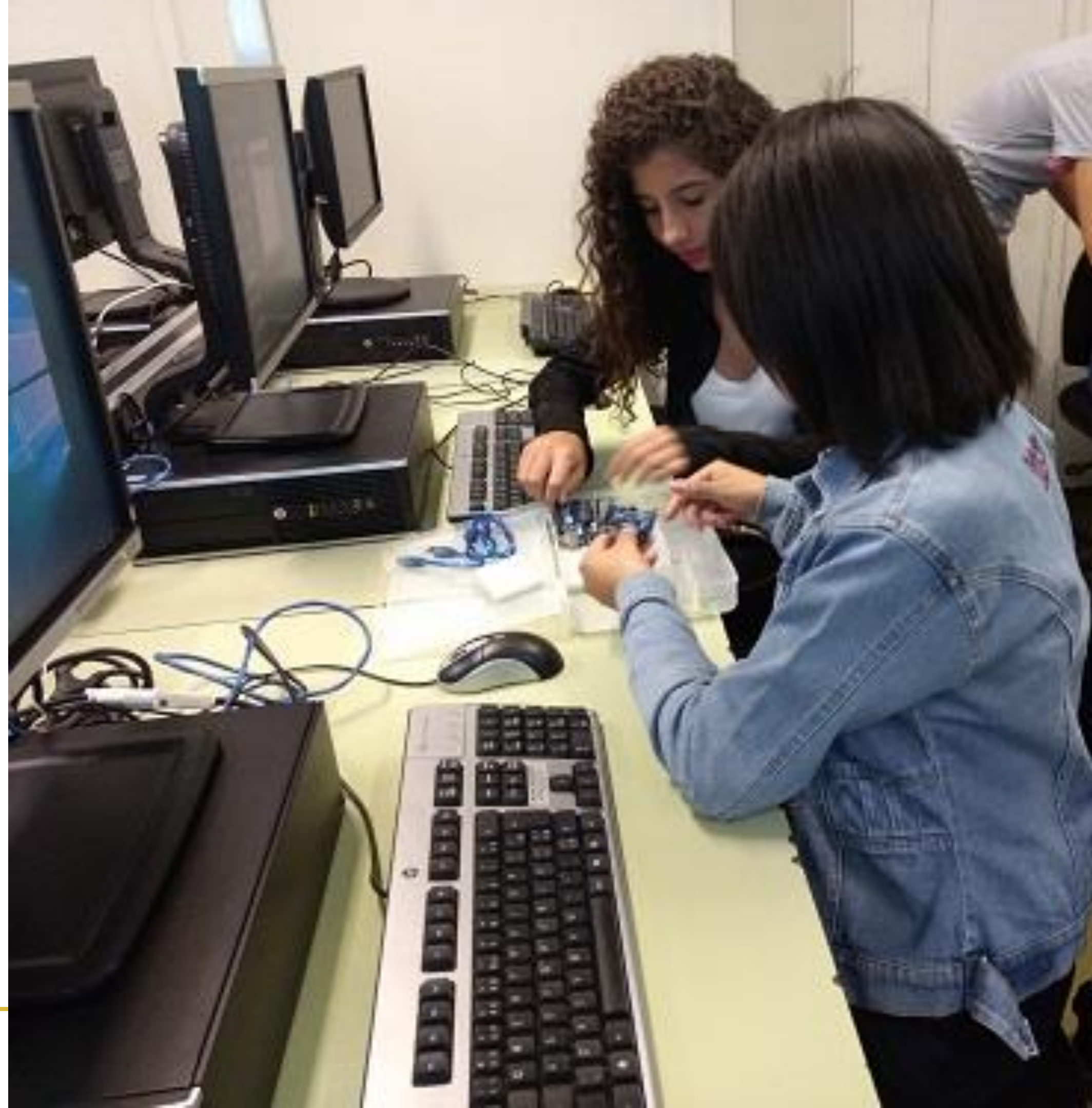
242 CENTERS



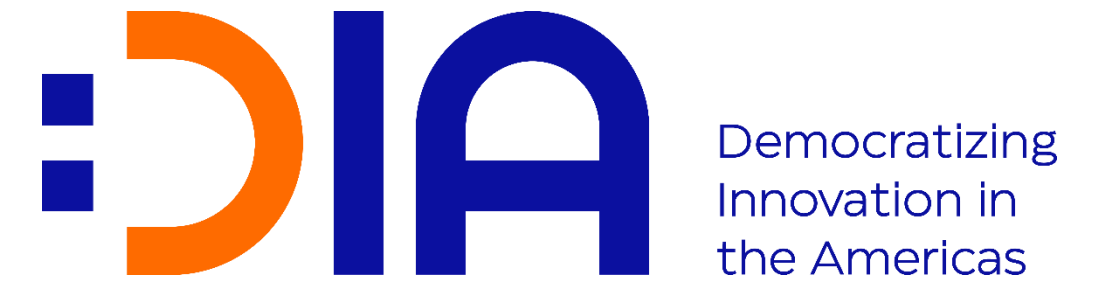


## Economic Opportunities Program to Compete in the 21st Century Labor Market

- Empower adults (18-65) through technology
  - Facilitate access to economic opportunities (jobs, promotions, creation or strengthening of a business, internships).
  - Reskilling and skills enhancement focused on providing digital, technical and life skills,
- 



# Innovation: DIA



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

**7** *countries*

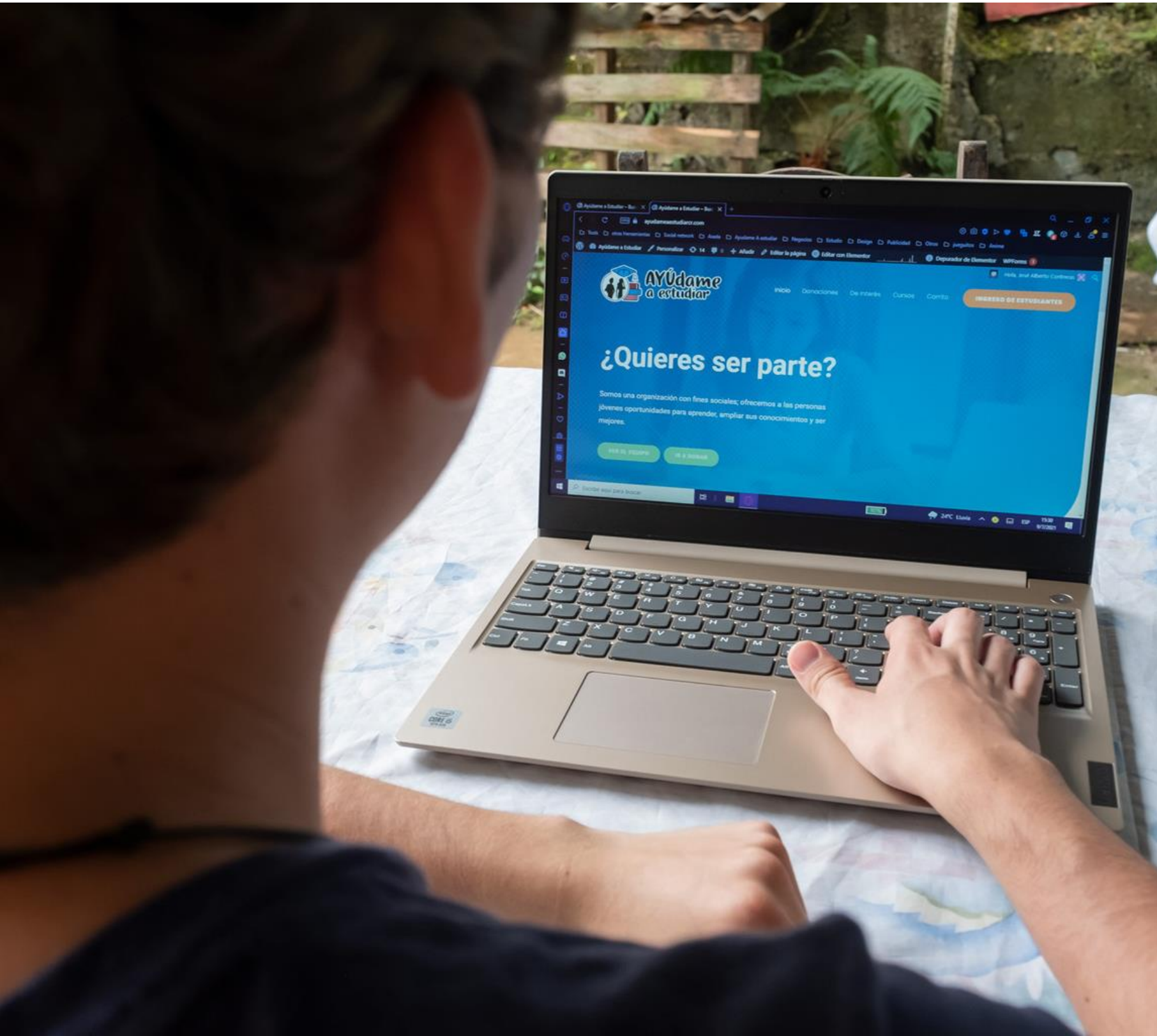
DIA Presence:

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





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