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.
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
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

[Logos of various governments and private sector companies]
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

2004
First pilot project in Guatemala.

2006
The POETA project is launched.

2007-2008
POETA Program: A hemispheric initiative.

2009-2010
POETA Program: Focusing on Employability.

2011-2014
POETA Social Franchises:
- POETA MI LLAVE
- POETA ACCESSIBLE
- POETA JÓVENES
400,000 beneficiaries.
Presentation at the 2012 “Summit of the Americas”

2015-2020
POETA YouthSpark:
8 countries:

NEW FOCUS:
UPSKILLING & RESKILLING

2021 AND BEYOND
342
CENTERS
24
COUNTRIES
140
CITIES

1
PILOT
14
CENTERS
21
CENTERS
56
CENTERS
69
CENTERS
242
CENTERS
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.

DIA Presence:
- Belize
- Costa Rica
- Mexico
- Panama
- Colombia
- Jamaica
- Trinidad & Tobago
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