Citi Foundation

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DIA URBAN LAB

JAMAICA

TRUST
THE TRUST FOR THE AMERICAS

OAS | More rights
for more people

DIA YOUTH LABS FOR INNOVATION PROJECT IN JAMAICA:

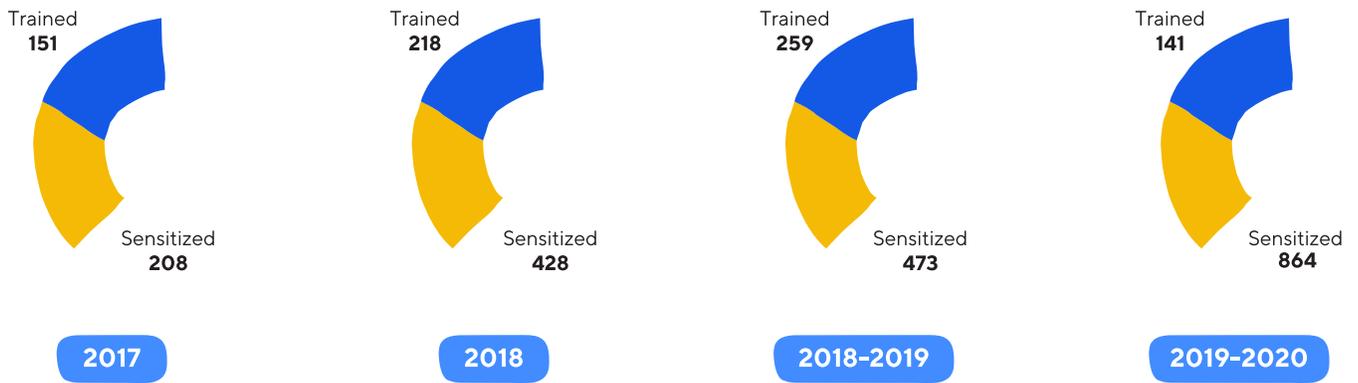# FROM INNOVATION TO THE FUTURE OF WORK
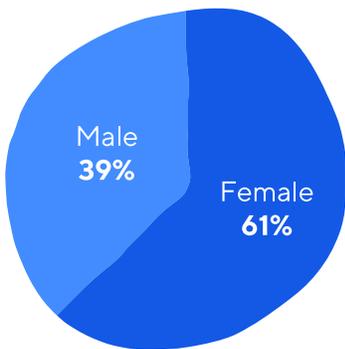
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PROGRAM SUMMARY

In August 2016, the DIA Urban Labs for Youth Innovation Project in Kingston, Jamaica, was launched 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). DIA is a regional initiative committed to foster innovation and empower youth through access to state-of-the-art technology training, collaboration spaces, specialized curricula, mentorship and financial resources for social and economic ventures. DIA Jamaica aims to inspire and provide skills to a new generation of Jamaican disruptive innovators and entrepreneurs. The goal of the Urban Labs is to make innovation accessible to all Jamaican youth by nurturing the innovation movement, continue providing training, mentoring and access to grant where youth from all over Jamaica can learn about entrepreneurship, urban sustainability and the future of work.

DIA URBAN LAB IMPACT OVER THE YEARS

TOTAL TRAINED & SENSITIZED

Trained
151

Sensitized
208

2017

Trained
218

Sensitized
428

2018

Trained
259

Sensitized
473

2018-2019

Trained
141

Sensitized
864

2019-2020

GENDER DISTRIBUTION

Male
39%

Female
61%

MAIN DIA COMPONENTS

Seed funding grants awarded
111

DIA videos
7

Ideathons
7

Pitch Tank Competitions
6
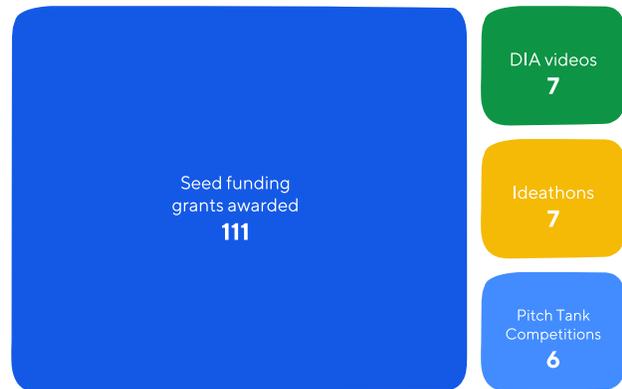
This Project contributes to six of the United Nations (UN) Sustainable Development Goals:

1 NO POVERTY

4 QUALITY EDUCATION

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

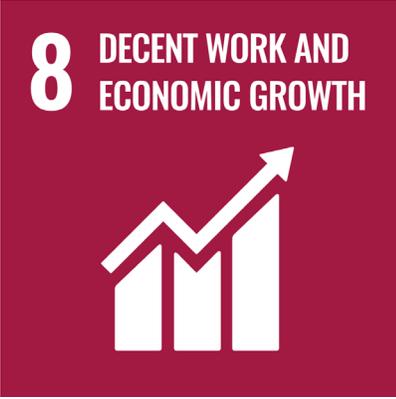*Image taken from https://www.un.org/sustainabledevelopment/news/communications-material/*
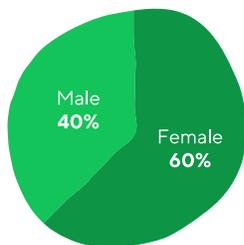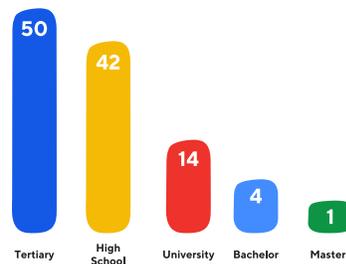
RESULTS ACHIEVED IN 2020

TRAINING

• Trained 143 youth in the traditional curricula on Innovation, Entrepreneurship, Financial Literacy, Digital Skills, Prototyping, Pitching Skills, Business model Canvassing, Business Planning and Introduction to Microsoft Suite, among others.

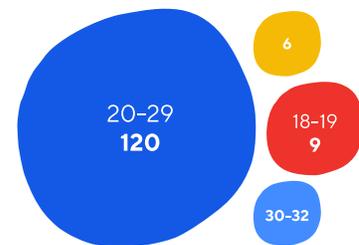• Trained 10 Mico University College faculty members.

GENDER DISTRIBUTION

Male 40%
Female 60%

EDUCATION LEVEL DISTRIBUTION

50 Tertiary
42 High School
14 University
4 Bachelor
1 Masters

AGE DISTRIBUTION

20-29 120
6
18-19 9
30-32

SENSITIZATION EFFORTS AND EMPOWERMENT

• Sensitized 864 people who accessed the lab before the pandemic, were part of our DIA sensitization program and communicational efforts, and who participated throughout the year in our virtual events like the Pitch Tank Competition, Ideathon, DIA Summit. These efforts are means of highlighting and promoting the Lab's offerings, and overall benefits of joining our community of innovators.

Despite COVID's disruption restricting our capacity to keep offering the Lab's infrastructure as a safe and creative hub, we still managed to have a community impact by early on developing virtual capabilities and adapting our activities.

• Boosted 30 innovations with seed funding to jumpstart their innovations.

2020 was a rough year for all of us, however, it's been particularly tough on SMEs and vulnerable communities. A total of 30,000.00 USD was awarded as seed funding grants through our Ideathon and Pitch Tank Competitions, to the most creative and best innovative solutions mitigating the social and economic impact of the Pandemic. These funds were distributed among new innovators, to help them kick-start their ventures, and former awardees, as a way to reinvest in their projects and help them alleviate the Pandemic's heavy market disruption.
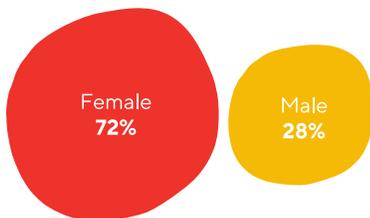
• Worked on developing the Trust's Entrepreneurship Directory

An entrepreneurial database, that serves as a portal compiling all of the DIA Lab's beneficiaries profiles where they can connect, collaborate, and showcase their ventures with other entrepreneurs, allies and companies across the region.

• Worked with 10 Jamaican organizations throughout the entire implementation.

The Institute of Law & Economics, The Mico University College, Lasco Chin Foundation, HEART Trust NTA (National Youth Service), Ministry of Youth, Education and Information, The Caribbean Community – CARICOM, Project Gold, Junior Achievement Jamaica, Slash Roots, Vanus Investments.

GENDER DISTRIBUTION

Female **72%**

Male **28%**

EDUCATION LEVEL DISTRIBUTION

Teritary **40%**

High School **60%**

AGE DISTRIBUTION

50-59 **93**

40-49 **21**

30-39 **16**

20-29 **13**

60-69 **5**
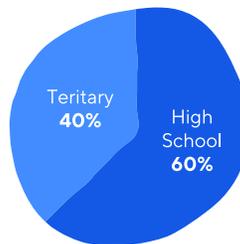
See the acces to: ***Trust's Entrepreneurship Directory***

NEW VIRTUAL COURSES

• We partnered up with the Caribbean School of Data (CSOD) to pilot a cohort of participants that undertook Digital-Data Literacy, Data Management, Data Visualization, Data Integration and Big Data Analytics training. The CSOD is an initiative of the Caribbean Open Institute (COI), that seeks to develop a comprehensive and sustainable "digital/data literacy" program aimed at underserved populations within the Caribbean, with the goal of building a stronger data culture across the region, and creating essential employment skills for the emerging digital economy.

We joined this initiative alongside partners from across the region: UWI Mona School of Business, Caribbean Open Institute, Slashroots Foundation, and Google.org.

On May 18th, we started piloting a cohort of 20 participants to undergo a 4-month training period. Despite the efforts and intentions of having multiple cohorts throughout the year, participants faced numerous challenges and by the end of the term only 13 completed the full 5 courses training consisting of 20 digitized, multilingual training modules. The main challenges participants reported revolved around connectivity issues, and balancing time between training and personal obligations; which resulted in some of them lagging behind and ultimately dropping out.


Caribbean School of Data (CSOD). Institutional flyer.

See press release: ***Trust for the Americas joins the Caribbean School of Data Initiative***

• Designed and conducted an introductory course on Cyber Security.

*On May, the DIA Lab launched its introductory course on Cyber Security, aiming to provide participants with the tools and knowledge to identify security issues and threats and to reduce their vulnerability. The pilot culminated with the Graduation Ceremony, where **22 participants (F:16 / M: 6)** received certification after completing the training.*
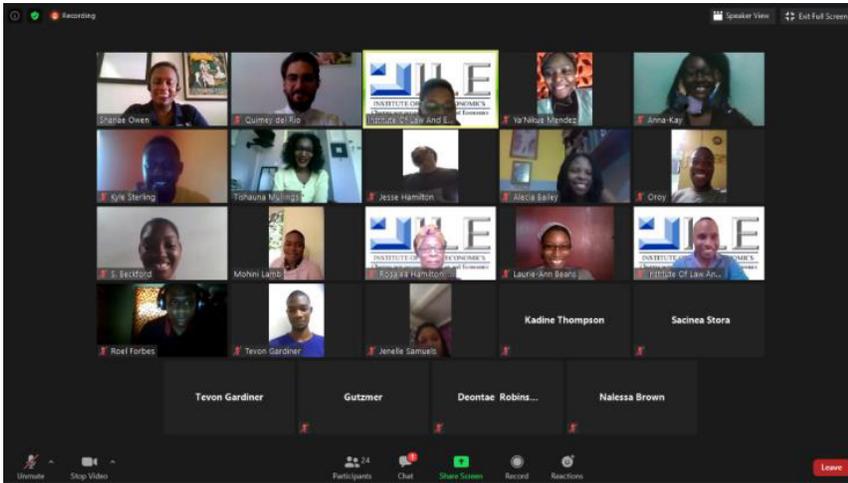
Cyber Security Graduation Session, vía Zoom.

• Trained our partner the Institute of Law and Economics (ILE) on introduction to Augmented Reality to start piloting a cohort in 2021.

This new curricular component relies on additional hardware, available at the Lab, so it will be launched and taught this 2021 as a safe return to in-person training folds out.

• Created and uploaded three new courses to the Trust's Virtual Classroom.

Introduction to Artificial Intelligence (A.I.), created by the AI Design Institute.
Introduction to Innovation and Introduction to Entrepreneurship created by ILE.

Courses 100% accessible online and part of our COVID-19 mitigation strategy that contemplates embracing a hybrid facilitation approach.
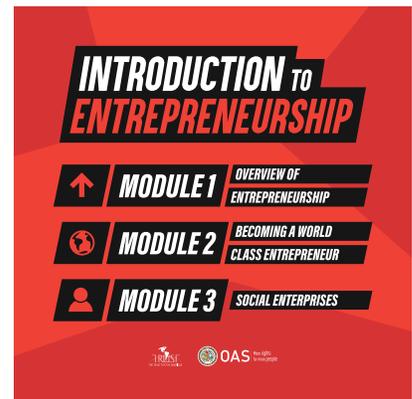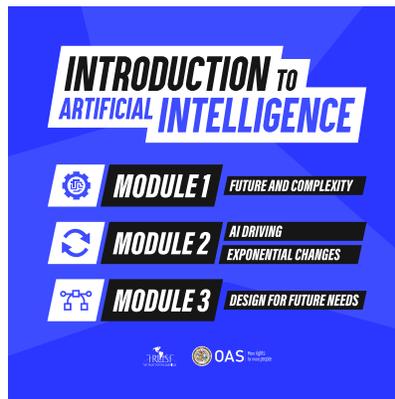
See the acces to: ***Trust's Virtual Classroom***

PROJECT VISIBILITY

During the first three months of 2020, the traditional curriculum was taught in person. From April to December, the DIA Lab transitioned its training scheme to a completely virtual setting.

• Developed an article disseminated on social media and available at the Trust's website.
DIA Lab for Youth: enabling innovation to mitigate the effects of COVID-19

• Elaborated 2 beneficiaries' videos highlighting their success stories:

GODIVA GOLDING

Her project "Ubex" is a virtual community hub that offers young people micro-gigs in data entry and annotation as well as educational opportunities from the convenience of their phone.

BRANDON CAMPBELL

His project "Agro Manager" is a data acquisition tool that collects environmental information that helps farmers get higher quality crops and better manage their distribution.

GODIVA GOLDING

"The DIA lab is a hub for makers like myself, persons who want to create and prototype. With Ubex, we are helping people who live in rural communities to make jobs or get jobs in data annotation and re-keying data".

Godiva Golding, creator of Ubex and winner of the DIA Pitch Tank Competition in August 2020.

Godiva Golding's success story video: ***access here***

BRANDON
CAMPBELL

"Their funding and their assistance in the business development, the training, the seminars, really helped to propel me in my entrepreneurial journey, and I definitely encourage future entrepreneurs to enter DIA programs".

Brandon Campbell, creator of Agro Manager and participant of the DIA Pitch Tank Competition in April 2019.

Brandon Campbell's success story video: ***access here***

DIA LAB EVENTS

The pandemic set many operational challenges to our day-to-day activities, nonetheless, we were able to meet and accomplish the main goals and events set for the year.

JANUARY 14

• Hosted the first DIA Lab Regional Meetings: the DIA Lab Jamaica Vision Boarding Session.

With the help of author and entrepreneur, Rochelle Reid James, the workshop helped create a vision board and realize the importance of the power of visualization, identifying common setbacks, learning how to conquer setbacks, and narrowing down long-term goals. The DIA Colombia Lab participated in this initiative by fostering collaboration, sharing best practices, and contrasting both Lab's 2020 activity calendars.

APRIL 3 TO 6

• Celebrated the **Virtual Ideathon**

98 applications received and 35 shortlisted proposals participated in the event. Six (6) solutions were awarded under the Ideathon methodology and another six (6) solutions were awarded grant funding under the Pitch Tank Competition methodology.

On this three-day event, the focus was to develop solutions that address the current crisis caused by the COVID-19 pandemic from different perspectives: health, education, and access to information, economic relief, and crime and security. At this event, we had representatives from the Ministry of Education, Youth & Information, the Caribbean Community (CARICOM) Secretariat, and a Health Care Professional. The event closed with an awards ceremony on Monday, April 6.

DIA's response to nationwide lockdowns was swiftly carried out, allowing us to plan and host our event within the first month of the quarantine. Due to the uncertainties arising from the pandemic and the overwhelming support received from participants, we boosted this event by merging April and June Ideathon's resources and incorporating Pitch Tank's elements.

*See: **Ideathon and Pitch Tank Winning Projects: Annex 1, section 2 (p.31)** and **Press Kit: DIA Lab for Youth - Winners of Covid-19 Ideathon***

See press release:

Citi's DIA Urban Lab Jamaica and The Trust for the Americas host virtual ideathon

APRIL 2 TO MAY 12

• Held Train the Trainers sessions.

Throughout these six week-long sessions, ILE's team trained ten (10) faculty members from the MICO University College on:

- Innovation and Entrepreneurship

- Business Model Canvasing

- Ideathon and Pitch Tank Competition Methodologies

- How to open and operate an Innovation Lab.

ILE's team also received training during these sessions on Introduction to Augmented Reality, carried out by the consulting technology firm IOTICS, and on Measuring Digital Skills, by the consulting technology firm Helelab.

See: ***Session 6 "How to open and operate an Innovation Lab"***

AUGUST 20

• Celebrated the **Virtual Pitch Tank Competition**

*A total of **48 participants (44% female and 56% male)** came together virtually to pitch their innovations to a panel of judges from diverse backgrounds: Jamaica Social Investment Fund, HEART Trust/NTA, Ministry of Education, Youth and Information, NCB Icon Lab and the MICO University College.*

• 21 innovations were presented.

• 12 received seed funding grants.

Due to the context of the pandemic, an additional tier of competition was added, aimed at providing grants for reinvesting on already established business ventures that have been severely impacted by the quarantine.

• 13 ventures received reinvestment funds.

Mitigate the economic impact of COVID-19 and help them stay open throughout the extended quarantine.

Video: ***Pitch Tank Competition Bootcamp day 1***
Video: ***Pitch Tank Competition Bootcamp day 2***
Video: ***Pitch Tank Competition Bootcamp day 3***

See Virtual Pitch Tank Competition Winning Projects: ***Annex 1, section 4 (p.33).***

NOVEMBER 7 TO DECEMBER 6

The DIA Summit is a yearly event that brings together members of the DIA community and other stakeholders to give an overview of the DIA program, methodologies, and resources available; while also presenting attendees with insightful discussions, training workshops and featured speakers. **This year, the Summit revolved around three main themes deployed in 3 weekends full of guest speakers and training workshops:**

REfresh:

Workshops geared towards improving / upskilling their current abilities.

See the virtual sessions:

November 7th sessions: November 8th sessions:
Part 1 & **Part 2**   **Part 1** & **Part 2**

REfocus:

Where experienced entrepreneurs and aspiring entrepreneurs were provided with tools and assistance.

See the virtual sessions:

November 14th sessions: November 15th session:
Part 1 & **Part 2**   **Session**

REward:

Focused on providing tools for monetizing their activities through a series of "How-to" sessions.

See the virtual sessions:

November 21st session:
Session

22

• **630** participants attended **(approx. 67% female and 33% male)** this 3 week-long celebratory event organized in collaboration with the Ministry of Education, Youth and Information and with the participation of multiple partners ranging from the Jamaica National Group, the Jamaican Ministry of National Security, the Digital Disruption Agency, the AI Design Institute (Brazil), Citibeats (Spain), Oscity (Mexico & Argentina), Start Social (Jamaica), Rumie Bytes (USA), Symba (USA), SmartTerm (Jamaica), Caribbean School of Data, the CARICOM Secretariat, the Youth Empowerment Office, multiple entrepreneurs and business and media personalities.

Participants benefited from courses geared towards improving and upskilling their current abilities, exposure to Social Innovations and Business Essentials to receive guidance and assessment, and a series of sessions and practical tools to assist them in monetizing their ventures.

*The Summit ended on December 9, with the **'Awards Ceremony'**, where certificates of completion were granted. The 'Millennial Motivator Award' was bestowed on Dr. Terri-Karelle Reid, who is regarded among participants as one of the most influential figures among Jamaican youth.*

Youth DIA Summit 2020 (Jamaica).

• DIA Innovation Summit 2019

In 2019, the DIA Innovation Summit took place in Costa Rica, organized by The Trust for the Americas in collaboration with the University of Costa Rica and the Centre for Research and Training in Public Administration (CICAP). On that occasion, the lab team delivered giving a brief overview of DIA Jamaica, summarizing the training methodology, innovations developed, learning outcomes and future opportunities to expand DIA's reach in Jamaica. The team also benefited greatly from a number of presentations and interactive sessions held throughout the conference as well as the opportunity to have face to face conversations with other DIA Centers Labs.

DIA Innovation Summit 2019 (Costa Rica).

See press relese: ***DIA Summit 2020 takes Jamaican youth to another level***

OUR IMPLEMENTATION IN A COVID-19 CONTEXT

The COVID-19 Pandemic and the prolonged quarantine measures adopted by governments led to challenges in our operations. The Lab had to close its physical space, upon which participants rely on for training, prototyping, printing, and using specialized software and equipment. In response to these challenges, we swiftly adapted our operations to continue offering our training curricula, to strengthen our collaborative scheme with our local partner, and to develop strategic channels to reach our participants.

THE CHALLENGES WE FACED AND THE LESSONS WE LEARNED:

• Reliance on equipment and infrastructure to reach vulnerable populations:

Participant's lack of access to the needed equipment and reliable connectivity, the inability to afford the costs associated with distance learning, and the privacy in their homes directly affected the project's recruitment process aimed at impacting vulnerable beneficiaries. Therefore, we realize that the community's reliance on the use of the lab's equipment and infrastructure to convene for training, prototyping, printing, designing, and building their innovations is a vital component of the project.

• Continuity to training and project development:

Alongside the aforementioned challenges regarding connectivity and hardware availability, it became evident that the nature of certain collaborative experiences had also suffered a radical change. Participant's inability to meet and interact in person presented another challenge for them to coordinate in activities, such as the Ideathon and Pitch Tank Competition, that demand extensive hours of teamwork and rely on the use of collaborative tools available at the Lab.

• Scheduling challenges:

Employed beneficiaries had to adjust to odd, varying, or extended working times, and beneficiaries enrolled in tertiary institutions met with having to juggle their university studies along shifting or extending semesters.

• Preparing for a hybrid facilitation model:

Based on current projections, social distancing measures will be in place for the foreseeable future, consequently, the Lab's equipment and infrastructure use will be limited. This means that implementation in the future is gearing towards a hybrid facilitation model in which beneficiaries can access the full curricular offer virtually and use the Lab's infrastructure and equipment with the proper social distancing and biosafety measures in place.
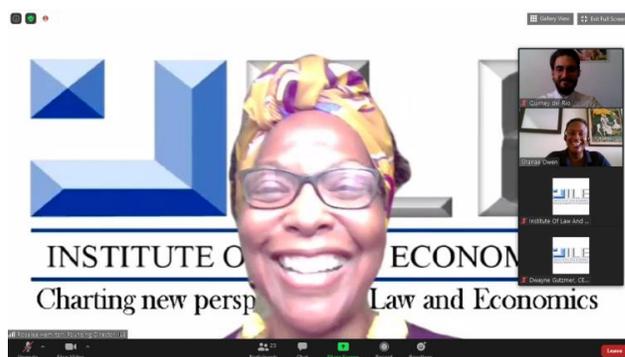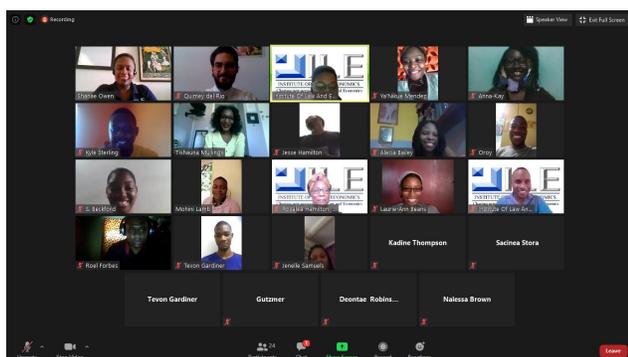
BEST PRACTICES AND ADJUSTMENTS:

• Adapting to a virtual setting:

We adapted and migrated our training offerings, events, and operations to a virtual setting. This helped us expand our capacity to reach indirect beneficiaries, much more than what an in-person event would have allowed. Additionally, the virtual setting has presented an opportunity to expand our reach and grow our network beyond our geographical limitations. We can host a larger number of people connecting from different parts of the world, without bearing the significantly higher costs and logistics that would take to bring them all into an in-person venue.

• Trust Virtual Classroom:

We developed new content to add to our virtual classroom in line with the Trust's contingency measures adopted in 2020 to transform the way we implement our programs, since the Pandemic. The strategy focuses on digitalizing our content, making it easier and more accessible. The main goal is to have a mixed approach of virtual and an in-person offering as restrictions ease and an orderly and safe return to the Lab is feasible. Hopefully, we can expect to be returning to the Lab with reduced capacity and biosafety measures at some point in 2021's implementation year.

• Follow up on participants:

Our partner ILE provided an even closer follow up on participants, to have a clear read of the challenges faced by participants and be able to assist them in any means possible. Finally, we have commissioned a deep M&E analysis of our 3-year implementation to provide us a deep dive into the Lab's impact since its opening. This will offer us a clear measurement of our impact, the way COVID-19 has affected our program, and provide useful information to plan ahead of next year's implementation.

• New local and international alliances:

We forged relationships and partnerships with more companies, organizations, and media personalities than any other year. This was thanks to the drive that moved many organizations and individuals to adapt and stay relevant, combined with the increased facilities that online collaboration provides. The DIA Youth Summit was a testament to this, since it brought together over 25 personalities and organizations from all across the region into a collaborative space that benefited 630 participants.

• Engagement virtual platform:

*We expanded the usage of the **Trust's Entrepreneurship Directory** among our participants, a platform for collaboration and relationship building. In this virtual space, Pitch Tank Competition winners can showcase their ventures to clients, organizations, and other entrepreneurs.*

• Project visibility:

We undertook internal efforts to strengthen our local partner's capacity to increase the visibility of the project and the achievements, as well as the branding and more attractive graphic design pieces.

• Presenting success stories:

We developed a press release article documenting the success stories of six (6) DIA Jamaica beneficiaries who have won grant funding in previous years.

ANNEXES

ANNEX 1
SECTION 1

Urban Lab for Youth Innovation

LAB'S CURRICULAR OFFERING

During the first three months of 2020, the traditional curriculum was taught in person. From April to December, the DIA Lab transitioned its training scheme to a completely virtual setting.

TRADITIONAL CURRICULA:

- Introduction to Innovation *(5 hrs)* – Added to the Trust Virtual classroom
- Becoming a world class entrepreneur *(2 hrs)* – Added to the Trust Virtual classroom
- Business Model Canvassing *(3 hrs)*
- Solidifying the Idea – SWOT Analysis *(1.5 hrs)*
- Financial Literacy and legal compliance *(5 hrs)*
- Business Essentials – Costumer Service *(1.5 hrs)*
- Pitching for Success *(3 hrs)*
- Business Planning *(3 hrs)*
- Networking and Social Media *(2 hrs)*
- Marketing and Promotion *(4 hrs)*
- Sales Strategies & Negotiation *(3 hrs)*
- Introduction to Microsoft Suite *(4 hrs)*
- Prototyping
- Digital Skills

NEW ALLIANCES:

- Caribbean School of Data
- Digital–Data Literacy
- Data Management
- Data Visualization
- Data Integration
- Big Data Analytics training

NEW DEVELOPED COURSES:

- Introduction to Innovation *(60 min)* – Added to Trust's Virtual Classroom
- Introduction to Entrepreneurship *(60 min)* – Added to Trust's Virtual Classroom
- Introduction to Artificial Intelligence *(75 min)* – Added to Trust's Virtual Classroom
- Introduction to Cyber Security
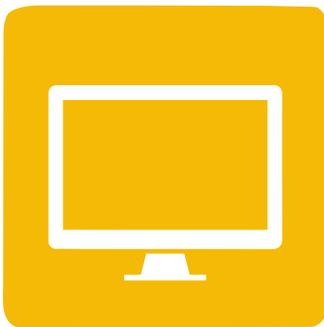
ANNEX 1
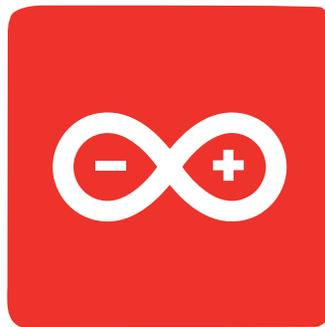# SECTION 2

DIA LAB EQUIPMENT

VR Technology

3D Printer

Samsung Smart TVs

Desktops and Laptops

Arduino Kits

Laser Cutter

ANNEX 1
SECTION 3

**Ideathon and Pitch
Tank Winning Projects**

IDEATHON WINNING PROJECTS

1ST PLACE
"EPIPHANY"

• Awarded with JA **$45,000**

A device that uses ultraviolet germicidal irradiation technology (UVGI) (wavelength between 200- 300 nanometers), in public areas (supermarkets and health).

1ST PLACE
"LEADING LADIES"

• Awarded with JA **$45,000**

An educational website through which non-English speaking students worldwide learn English from Jamaican teachers. The revenue will go to help citizens who have lost their jobs or are experiencing salary cuts.

2ND PLACE
"OPERATION FEED"

• Awarded with JA **$30,000**

Safe delivery of fresh produce to citizens under quarantine or in isolation. It is also a cold storage facility for surplus produce, to curb the impact of a possible food shortage in the country.

2ND PLACE
"TORCH BEARERS"

• Awarded with JA **$30,000**

A free app that makes education and information easily accessible to persons who have disabilities such as visual, hearing, and learning impairments.

3RD PLACE
"PHARMA WHEELS"

• Awarded with JA **$15,000**

An initiative to protect the elderly and shut-in by offering home delivery of pharmacy products during the pandemic.

3RD PLACE
"HONEY AND WHEAT"

• Awarded with JA **$15,000**

A service dedicated to create therapy, spanning music, writing and art therapy.

WINNING PITCH TANK SOLUTIONS

THE OZONATOR

- Awarded with JA **100,000**

The Ozonator uses the air surrounding the device to generate and blow ozone onto surfaces to kill viruses and bacteria and sanitize.

COVID-20

- Awarded with JA **100,000**

A platform for individuals in need of economic relief that proposes to organize efficient and specified subsistence farming methods, verbalize it in the community to see what resources each household has and could maximize on.

PROJECT BLUE

- Awarded with JA **100,000**

The 3-D Nanopatterned Microfluidic chip in Combination with the MRI sensitive Scanner can detect tiredness and difficulty breathing easily. By using ultraviolet light, the application can combat the Coronavirus and identify early biological anomalies and symptoms of COVID-19.

PH DREAM

- Awarded with JA **100,000**

An approach to crime management and control, supporting a transformation of the Constabulary Force to an evidence-based management style, marrying a techno-centric approach focused on the accumulation of crime data and statistics, and a human-centered approach.

SB ENGINEERING

- Awarded with JA **100,000**

A portable UV Sanitizer wand, a disinfecting tool that safely eliminates allergens, viruses, fungus, mold spores, and bacteria from cellphones, keyboards, door handles, chairs, and all surfaces without the use of harmful chemicals.

THE TEMPEST

@firegoddess876

- Awarded with JA **100,000**

A home-schooling proposal to air on television "The Tempest by William Shakespeare", which is a part of the CXC CSEC English Literature syllabus for students in preparation for examinations. It aims to give continuity to the school calendar during the pandemic.

ANNEX 1
SECTION 4

Virtual Pitch Tank Competition Winning Projects.

PITCH TANK COMPETITION WINNING PROJECTS

PRINTONA
@chanda.876

- Awarded with **USD 1,000**

Aims to employ and equip youth with knowledge of digital marketing, graphic design, and video editing skills. The skills obtained can then be outsourced to external entities who then pay for the services.

ANN CLARKE
@annclarkeja

- Awarded with **USD 1,000**

Clothing made out of a variety recyclable materials and coconut shells.

MY CHECKOUT
@ryan.scott876

- Awarded with **USD 1,000**

A mobile application which geared towards eliminating long checkout lines in major retail chains.

NATURALIS

- Awarded with **USD 1,000**

SAVE THE PARROT FISH

- Awarded with **USD 1,000**

A project geared towards stopping the leading cause of the deterioration of the shoreline and reduction in local fish stocks.

GWEED COSMETICS
@gweed_cos

- Awarded with **USD 1,000**

UBEX

- Awarded with **USD 1,000**

A virtual community hub that offers young people micro-gigs in data entry and annotation as well as educational opportunities from the convenience of their phone.

I WANT TO MAKE JA
@iwanttomakeja

- Awarded with **USD 1,000**

Crafting project that uses recyclable materials with the help of engraving technology to re-create household products and equipment.

COLIGO

• Awarded with **USD 1,000**

An app that allows a user to determine the estimated effect foods will have on their blood sugar level by calculating the glycemic load. It will also show the nutritional content/calories of meals.

SEIZURE GUARDIANS

• Awarded with **USD 1,000**

A medical wearable device and app that monitors and detects seizures and aids doctors find solutions to control.

HOLISTIC PARADISE   @myholisticparadise

• Awarded with **USD 1,000**

Herbal tinctures made with organic and non-GMO herbs in alcohol or vinegar.

PROTECT U

• Awarded with **USD 1,000**

A safety device that can be installed in any wearable piece of jewelry, seeks to eradicate violence against women, children and the elderly.

I AM YOU   @arianeceleste_

• Awarded with **USD 1,000**

A free app that makes education and information easily accessible to persons who have disabilities such as visual, hearing and learning impairments.

HYBRID MEDIA   @ishtonio

• Awarded with **USD 1,000**

*A proposal oriented to chicken farming.
Innovative solutions in digital media that particularly targets at-risk communities.*

GYNA CARE   @gynacarejourney

• Awarded with **USD 1,000**

GynaCare is an organic vaginal pH level indicator panty liner.

ROMARIO'S

• Awarded with **USD 1,000**

A proposal oriented to chicken farming.

CARBON ATTACK

• Awarded with **USD 1,000**

A technology aimed at combatting the largest air pollution contributor which is the internal combustion engine. It is designed to reduce vehicle exhaust air pollution.

TRAPPIO

• Awarded with **USD 1,000**

EPIPHANY

• Awarded with **USD 1,000**

A device that uses ultraviolet germicidal irradiation technology (UVGI) (wavelength between 200- 300 nanometers), in public areas (supermarkets and health facilities). This was a winning project at the Ideathon carried out in April 2020.

TARIQUE'S TAILO

• Awarded with **USD 1,000**

BIZTECH

[Instagram] **@biztechp2p**

• Awarded with **USD 1,000**

An online platform on which interested investors can find crowdfunding projects aimed at eradicating poverty in Jamaica and change the lives of people in need for the better – while still striving to make it possible for investors to earn a financial return.

VICTORIOUS

• Awarded with **USD 1,000**

A beauty salon.

DE' TANGL

[Instagram] **@nicholas.kee**

• Awarded with **USD 1,000**

Data labeling services to Artificial Intelligence-powered companies and software developers working on machine learning projects.

SHADAE'S PASTRIES

• Awarded with **USD 1,000**

CHIC CHIC

• Awarded with **USD 1,000**

A proposal oriented to chicken farming.

ANNEX 2

**Communications, Social Media Coverage and Outreach for the
DIA Urban Lab 2020**

• Over 22,000 people reached through social media posts.

Instagram page

Facebook fan page

Twitter page

LinkedIn Page

• We highlighted DIA in both, our newsletter distributed in English, Spanish, and Portuguese with a peak reach of **65,000** readers and through our institutional blog.

Blog entry about the Pitch Tank Competition: **Creativity Sparks Innovation in Jamaica**
Blog entry about the transition the DIA Lab had to a new virtual reality: **Innovation in a constantly changing world**

• We have trained our local partners in the correct use of the Trust's brand to secure broader visibility for our donor, Citi Foundation and the Project.

EVENTS AND OUTREACH HIGHLIGHTS

The DIA Urban Lab has developed a series of key events that have highlighted the importance of the Lab and increased the brand awareness of donors and local partners as well as The Trust for the Americas' commitment to socio-economic inclusion through innovation.

We have included pieces and products with which we have advanced these awareness efforts in:

- **First-ever virtual DIA Pitch Tank Competition**
- **Virtual COVID-19 Ideathon**
- **DIA Summit: Refresh, Refocus, and Reward**

SOCIAL MEDIA OUTREACH OVERVIEW

Focused on documenting the project's activities open to the public, we have show-cased all of the project's milestones throughout 2020.

- Press release: **The Trust for the Americas – DIA Summit**
- Press release: **The Trust for the Americas – Caribbean School of Open Data**
- Press release: **The Trust for the Americas – Virtual Ideathon**
- Report: **DIA Lab for Youth – Ideathon**

DIA URBAN LAB JAMAICA

Citi Foundation
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THE TRUST FOR THE AMERICAS

OAS | More rights for more people