MISSION / LETTER FROM THE CHAIRMAN

REGIONAL BOARD

REGIONAL OPERATING CENTER

OUR STRATEGY IN ONE PAGE

CREATING PATHWAYS TO EMPLOYMENT FOR VULNERABLE YOUTH

SELF-EFFICACY: THE "SILVER BULLET"

EMPOWERING YOUTH TO REACH THEIR INFINITEPOTENTIAL

CREATING BETTER COMMUNITIES, TOGETHER WITH CITI FOUNDATION

KÓLEKEN (ARGENTINA) AND RE-TYRE (CAYMAN ISLANDS) ARE THE 2017 AND 2018 COMPANIES OF THE YEAR

OUR NETWORK

OUR FOOTPRINT

A DREAM COME TRUE: 600 YOUTH FROM 50 COUNTRIES ENJOYED THE FIRST JA GLOBAL YOUTH FORUM IN MEXICO

LCW AWARDED "BEST CORPORATE COMMUNITY PARTNERSHIP"

EMPLAETECH: PROVIDING SKILLS FOR THE JOBS OF THE FUTURE

EMPOWERING WOMEN IN CENTRAL AMERICA THROUGH THE FIRST REGIONAL PARTNERSHIP WITH COCA COLA

LETTER FROM THE CHAIRMAN

Our JA Americas budget year runs from July to June every year, therefore our annual report has run the same schedule. We are changing that this year, therefore this 2018 Annual Report covers our activities from July 2017 thru Dec 2018. This way we will be more up to date in providing you the news and impact we have made in the region.

These past eighteen months have been great! Not only were we able to increase the number of partners and our funds for the region, but we were also able to introduce a number of key members to the board, and as important we were able to grow again the number of young people, we reached well over One Million Two Hundred Thousand…Our goal remains to reach Two Million plus young people annually and we count on our 30 member nations to help us reach the target.

We have surpassed the mid way point of our journey implementing the Regional Strategy 2015 - 2020, and we can tell you that we are definitely moving in the right direction. Youth unemployment in the region continues to be the most pressing issue and it is beginning to matter more and more to our Governments, companies, NGOs and society in general, thus placing JA Americas at the center of the issue to continue to be a key player in developing the appropriate agenda. Our collaborative model highlights that JA Americas will be a “key partner” with Governments, Companies, Schools, Volunteers in order to integrate the needs of our youth in the region. Allow me to mention that we were able to partner with CISCO in Peru to use their technological platform with our content to reach thousands of students which otherwise would not have had the opportunity to participate in our programs - our efforts are beginning to pay off.

We held the first ever JA Global Youth Forum in Mexico and it was an outstanding experience for the 600 plus students that attended from 50 countries. It was a unique event that allowed youth from all these regions the opportunity to work together, develop friendships and understand each other issues to make sure JA assists in the integration of their needs. It was truly a ONE JA EXPERIENCE. We do want to take this opportunity to say, “Gracias JA Mexico”, who’s experience and support played a key role in making the event an extraordinary encounter for all those who attended.

Of the 32 Million young people neither attending school nor seeking employment, 66% of them are women, so we are very pleased to have the Coca-Cola Company allow us to continue empowering women in Central America. We will be working with young women in vulnerable situations as part of the company’s value chain in 6 countries. Also, thanks to the innovative content developed ‘In house’ and in partnership with SAP and Manpower Development, our Latin Code Week initiative, is now being expanded by implementing a multi-stakeholder initiative together with the Inter-American Development Bank (IDB), connecting the JA experience with the job market requirements.

Last but not least, I want to thank my colleagues at the JA Americas Board, as well as the JA Americas staff, they have been outstanding supporters of our mission and their contributions have raised our game and reach in the region. It has been an honor and privilege to serve along side of them, and as I enter my last year as Board Chair rest assure that we will continue to give our very best.

Look forward to another great year in 2019. We are JA!
Our Team

PRESIDENT
Leo Martellotto

Operations Director
Paula Pastor Flores

Communications Director
Hernan Zocco

Development Director
Leonardo Velazquez

Strategy Director
Leticia Chaparro

Programs Coordinator
Gabriela Correa Ferrari

Programs Assistant
Pina Berdána

CSR Coordinator
SAP / Programs Intern
Cecilia Quinones

Regional Alumni Champion
Rodrigo Vázquez Munguía

Communications Intern
Florinția Barbătăniu
YOUTH

EMPLOYMENT IN THE AMERICAS REGION

32 million young people neither attending school or seeking employment

66% of unemployed youth are women

The dual crises of youth employment and economic inequality are two of the most pressing challenges facing the Americas today. Between 35% and 40% of the Americas’ population is under 25, with more than 40% of this group between the ages of 15 and 24. Four out of 10 youth in the region don’t finish high school, with the highest dropout rate occurring between ages 12 and 15. Less than one-third of young Latin Americans (ages 25 to 29) have received some education at college, university or a higher level technical school. In addition, 32 million young people - or 20% of the region’s total youth population - are neither working nor engaged in education or training (NEET); and more than 60% of NEETs are women. However, 50% of formal firms in the region report having difficulty filling jobs.

For JA, the global and regional goal driving the organization’s activities is to reduce global youth unemployment.

WHAT

We inspire and prepare young people to succeed in a global economy

We activate youth for the future of jobs

WHY

EXPECTED RESULTS

2 million youth impacted annually by 2022

Reduce skills & gender gaps

Generate youth employment

EXPECTED impacts annually by 2022

HOW

Entrepreneurship
Financial literacy
Work readiness

BLENDED LEARNING MODEL

JA INTERVENTIONS PROVIDE

Ethics + 21st Century Skills + Technical Skills

COLLABORATIVE MODEL

Governments
Schools involved
14.6K
1.283,709
Youth benefitted in 2016

1.9K Partners supporting JA

Proof of Outcome

They earn 50% more than non-JA alumni

JA Alumni are 2X more likely to have their own business

JA Americas’ Board participating of a Private Roundtable co-organized with Americas Society / Council of the Americas around ‘The Importance of Workforce Development in the Americas’ (July 2018, Miami)
Many NGOs like ours teach self-efficacy. Individually, most organizations reach a small number of young people, because program delivery is both time and resource intensive. But collectively the NGOs delivering programs associated with positive thinking, youth development and self-efficacy are able to make a substantial impact. Can we expect that we will reach a societal tipping point, whereby self-efficacy becomes the normative behavior among all young people?

At JA, we build self-efficacy in young people by allowing them to learn by doing, through a wide range of experiential learning programs, some of which enable young kids to start a business - a real business - while still in school, with the help of a business mentor. They not only experience mastery of tasks, but also see their teammates’ mastery.

In nearly 100 years, Junior Achievement has grown from reaching a few kids in Springfield, Massachusetts to reaching 10 million young people annually in more than 100 countries on six continents. Now, as we prepare to enter our second century, we aspire to accelerate our growth to put the organization on an annual trajectory that makes us capable of reaching 100 million youth annually.

Self-efficacy, sometimes called perceived behavior control, is a major influencer of belief systems that can positively impact choices, motivation, and behaviors, leading to success when engaging in new challenges. The importance of building self-efficacy in young people is a critical element of JA’s theory of change.

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In 2000, Malcolm Gladwell defined the tipping point as “the moment of critical mass, the threshold, the boiling point”, that point at which the unshakeable beliefs of a few will be adopted by the rest. Based on research and the successes of other NGOs, we suggest the societal tipping point is 10% to 15%.

We activate youth for the future of jobs: Through the delivery of hands-on, blended learning in financial literacy, work readiness, and entrepreneurship, we empower young people to grow their entrepreneurial ideas, hone their work skills, manage their earnings, and secure better lives for themselves, their families, and their communities.
Empowering youth to reach their #infinitepotential

Thanks to Scotiabank, JA Americas continues the implementation of “Road to Success”, a three-year initiative that will reach 50,000 students by 2019 with financial literacy contents, including the digitalization of content and development of JA Economic for Success, version 2.0.

Scotiabank JA Road to Success
Initiative that combines high and low touches in order to make a sustainable, medium to long-term impact on the students’ lives.

At Scotiabank, we’re focused on our future leaders, and recognize that our involvement with JA Americas not only helps young people reach their infinite potential, but also helps to ensure communities are set-up for success.

SCOTIABANK RECOGNIZED BY JA AMERICAS WITH 2017 “TRANSFORMING EDUCATION AWARD”
Scotiabank received the JA Americas Transforming Education Award, the maximum recognition that JA gives to its partners at the regional level. JA Americas recognized Scotiabank for its ongoing support over the last eight years, allowing JA to not only impact the lives of thousands of young people in the region, but to generate innovations to remain relevant in the face of the needs of young people and the labor market.

2ND REGIONAL INNOVATION CHALLENGE
“Bank your selfie” team from Saint Lucia won the second edition of the JA Regional Innovation Challenge and traveled to Mexico where they visited Scotiabank’s headquarters. The top 3 teams from the competition had the opportunity of attending our first JA Centennial celebration: The Global Youth Forum in Mexico.

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Creating better communities, together with Citi Foundation

JA Americas and Citi Foundation worked with nearly 55,000 beneficiaries in different educational programs, allowing both organizations to accomplish their goal of generating economic inclusion in the region.

- The Women for Development (W4D) program focuses on connecting training with real-world business opportunities for beneficiaries. The program, implemented in ten countries, provides entrepreneurial training to vulnerable women, as well as access to micro finance institutions.

- The Strengthening Skills initiative included the implementation of JA programs in Jamaica (“JA Company of Entrepreneurs”), Paraguay (“JA Entrepreneurs in Action”) and Uruguay (“JA Race to Undertake: Creating Business Plans”). Also, the initiative in Guatemala focuses on digital versions of different JA programs to scale-up JA’s reach in the country. Nearly 50,000 youth were benefitted thanks to Citi Foundation.
Kóleken (Argentina) and Re-Tyre (Cayman Islands) are the 2017 and 2018 companies of the year.

The 9th and 10th editions of the JA Americas Company of the Year Competition (COY), were celebrated in São Paulo and Lima respectively. The finalists, representing 15 countries from the region, enjoyed a unique educational and cultural exchange experiences. FedEx, main sponsor of the Competition, and Delta Air Lines, supported JA Americas for making both edition happen.

São Paulo and Lima were the host cities of the JA Americas Company of the Year Competition (COY), during the 9th and 10th editions organized together with the JA Brazil and JA Peru teams. The COY gathers 100 youth from 20 JA companies, participating in the JA Company Program, representing 15 countries during the final stage. For three days full of activities, participants enjoyed:

- Special seminars from FedEx (main sponsor) and Delta Air Lines’ representatives.
- Exchange activities.
- Presentations of their companies to an international jury.
- An open Trade Fair, where they exhibited and sold their products.
- Recreational activities.

Meet the winners of both editions:

**COY Competition 2017 (São Paulo)**

- **Kóleken** (Argentina)
- **Kóleken** produces an innovative and modern glass dispenser for all kind of beverages. The company was selected for demonstrating a high performance during all the competition stages: company presentation, trade fair and interviews with judges.

**COY Competition 2018 (Lima)**

- **Re-Tyre** (Cayman Islands)
- Re-Tyre reclaimed tyres and used these materials, that would have otherwise gone into the landfill, to create pet beds, planters, and pet toys.

JA Americas developed new Editions of its Online contest to select a COY Reporter, which provides a JA alumnus with the opportunity to become the Official Reporter and cover the competition through Social Media channels. Domenica Montaño (Ecuador) became the first female reporter and traveled to Brazil to join the COY team in 2017, while Lucca Custódio (Brazil) became the first Brazilian reporter and traveled to Peru to join the COY team in 2018. The contest, developed through a Facebook Application, invited the candidates to upload a 1-minute video in which they had to share a problem faced by youth from their communities.
JA's mission worldwide and in the Americas, wouldn’t be possible without the commitment of our regional partners. Nearly 2,000 organizations support JA across the region.

We Can’t do it alone... OUR PARTNERS

Our Footprint

- Governments: 14,576
- Schools involved: 33,843
- Volunteers: 1,991
- JA and other NGOs: 1,283,709

Children and youth benefited: 1,283,709
The Gala Dinner of the JA Global Youth Forum represented the inaugural event for the JA Centennial Celebrations, with the first of many activities that will happen during the next 18 months. The Gala counted with the presence of the JA Worldwide Board of Governors Members, and also with the participation of Lord Michael Hastings (KPMG) with an inspirational speech about changing the world and reaching the United Nations Global Goals for Sustainable Development.

A dream come true: 600 youth from 50 countries enjoyed the first JA Global Youth Forum in Mexico

JA Americas received the first edition of the JA Global Youth Forum in Morelos, Mexico, thanks to the support of Aeroméxico and Delta Air Lines as title sponsors. With the participation of 600 students representing the six JA regions, the Forum became a truly global event.

During a historical week at the Hacienda Cocoyoc in Morelos, Mexico, JA received hundreds of youth from 50 countries from around the world in one single place: the first JA Global Youth Forum of JA Worldwide, co-organized with JA Americas and JA Mexico, was a unique opportunity for the students to develop their entrepreneurial spirit, meet other cultures, improve their problem-solving skills and incorporate teamwork, creativity and innovation abilities.

The students enjoyed several activities and conferences and they also competed each other on Talent Show, an amazing International Fair, the “Get App!” innovation challenge, an Entrepreneurial Fair and more. International keynote speakers like Magnus Scheving (LazyTown), Yemi Babington, David Meltzer (Sports 1 Meketing), Khadija Ali (Global Language Connections) and Luis Hernandez (former international soccer player) completed the menu.

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Latin Code Week awarded “Best corporate Community partnership”

SAP and JA Americas’ digital literacy initiative, Latin Code Week (LCW) received an outstanding award in Washington DC from PR News Group, a top organization serving the communications and marketing community.

PR News CSR Awards 2018. Every year, PR News honors the top corporate social responsibility campaigns, as well as the brands and communicators behind them. CSR Awards finalists are chosen for their creativity, strategic approach and measurable impact of their initiatives.

We are honored of being recognized for an initiative like Latin Code Week, because it was co-created together with SAP during a great team-work process: this regional initiative represents the type of high impact experiences that we try to give our youth on their preparation for the 21st century economy, allowing them to incorporate skills in the field of technology said Leo Martellotto, President of JA Americas

SAP CSR and Junior Achievement (JA) Americas have partnered to inspire youth across the Latin American region, by introducing them to the digital capabilities and teaching them life and business skills. Latin Code Week is a co-created, region wide program combining use of SAP BUILD prototyping tool and Junior Achievement’s content supporting creativity, logic and analytical abilities, time management and entrepreneurial spirit. The goal of this program – which was launched in 2016 – is to encourage young people to consider STEM careers and become drivers of Latin America’s economic development, while also developing critical capabilities for success.

ABOUT LCW

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This award is a great and exciting acknowledgment of the program, and the result of strong teaming by an extended team. We have implemented LCW in ten countries and inspired thousands of youth to pursue technology based careers, and develop the soft skills and entrepreneurial mindset that are required for the jobs of the future

JENNIFER MANN, Head of Global Corporate Affairs SAP Latin America & Caribbean

“Animal Safe” from Venezuela is the 2018 Latin Code Week winner

The 2018 “Latin Code Week” regional challenge was “Smart Cities”, a highly relevant issue for many Latin American communities: how to achieve a clean, safe and competitive city where people enjoy living and can be successful. The audience in general had the chance to vote the winner team of LCW 2018 through an online platform.

A team from Venezuela decided to focus on the safety and protection of animals in the region: “Animal Safe” is an app that is activated when a user searches or reports an animal in danger that needs to be rescued. Users receive exclusive benefits, discounts at pet stores and vaccination days for their collaboration and good actions.

Animal Safe obtained 16,200+ votes from the community.
EmpleaTECH: providing skills for the jobs of the future

The Inter-American Development Bank (IDB), JA Americas and SAP launched “EmpleaTECH”, an initiative that aims to train 2,400 young people in the next three years and to get 50% of them to get a job in that period. With an initial phase in Guatemala, El Salvador and the Dominican Republic, the project can be scaled to any country in the region. ManpowerGroup also joins as strategic partner, collaborating with the insertion of young people in the labor market.

The joint initiative of JA Americas, the Inter-American Development Bank (IDB) and SAP, was officially launched. EmpleaTECH aims to create pathways to innovation and employability for Latin American youth in vulnerable situation. The announcement was made within the framework of the 2017 Council of the Americas symposium, held in Miami. The first stage of the project involved Guatemala, El Salvador and the Dominican Republic. An investment of US $3 million will allow, in three years, to train near 2,400 young people in prototype SAP tools and ensure that at least half are employed or working on their own at the end of the period. ManpowerGroup will collaborate during the final stage of the process, supporting the labor insertion of young people.

This program starts from the job market’s demand: STEM positions (science, technology, engineering and mathematics) are still among the ten most difficult to fill, due to the lack of technical skills.

Claudio Muruzabal (SAP and JA’s Board), Bernardo Guillamon (IDB), Leo Martielotto (JA Americas) and Luciano Macagno (Delta Air Lines and JA’s Board)

Empowering women in central america through the first regional partnership with Coca Cola

Emprendamos JuntoS: The Coca-Cola Company, nearly 6000 women in Ecuador and more than 4,600 women in Costa Rica, El Salvador, Guatemala, Honduras, Panama and Nicaragua received the “Emprendamos Junt@s” training.

The program is part of “5by20”, a global Coca-Cola initiative that aims to empower 5 million women by 2020.

JA Americas launched its first regional initiative with Coca-Cola.

The program’s objective is to train women with tools that allow them to develop business and life skills.

The target audience were young women working on informal shops, who incorporated basic concepts of finances, marketing, sales, customer service and other insights to grow their businesses.

The initiative is part of the Coca-Cola’s commitment to empower 5 million women from the value chain, through the “5by20” global initiative.