We activate youth for the future of jobs

Through the delivery of cutting-edge, experiential learning in financial literacy, work readiness, and entrepreneurship, we create pathways for employability and job creation.

MESSAGE FROM OUR CHAIRMAN
WE ARE RESILIENT... WE ARE JA!

No matter what our activity is, without a doubt, 2020 was one of the most challenging years that we have had to go through as humanity. The crisis affected almost all areas of life, but there is one that particularly worries us at JA: Education. In addition to a very high percentage of schools that closed their doors in our region, the difficulty in transitioning to digital formats highlighted the inequalities in our latitudes. And the most affected are definitely our young people.

According to the International Labour Organization, nearly 200 million jobs have been lost since the pandemic started, and the recovery is yet far. Today, more than ever, the JA’s mission becomes critical. The world needs entrepreneurs, the job market needs candidates with entrepreneurial skills, urgently. Our region loses competitiveness fundamentally due to the crisis in Education, and we need to quickly equip our young people with the necessary tools they need to be competitive in an increasingly global world.

For more than 100 years we have encouraged our students to be resilient. During this year, we had to start applying what we have taught for so long. It was not easy, but I’m glad to say that we made it. Despite this extraordinary context, we managed to impact almost 1.4 million students throughout the region, working side by side with our 29 member countries and with the incredible support of almost 28,000 volunteers who contributed to JA in unusual contexts. We cannot fail to highlight the heroic role of the more than 30,000 teachers whom we co-created a project like EmpleaTECH that allowed many of our member countries to create Digital Transformation strategies. We also have partners such as USAID, who are committed to investing in women as a driver of change and economic prosperity for thousands of communities, through our Women for Development program. And what can we say about the vision of the Inter-American Development Bank, with whom we co-created a project like EmpleaTECH that allows vulnerable youth in Central America to enter the job market in the technology field, supported also by amazing companies such as SAP. All of them, together with the almost 2000 partners who support us at the regional and local levels, also makes our mission possible.

Last but not least, I want to thank our JA leaders and staff across the region, who demonstrated an outstanding level of commitment to the youth we serve, being resilient and working as #OneJA. I can not be more proud of them. Thanks also to my colleagues at the JA Americas Board, as they have been outstanding supporters of our mission and their contributions are taking this organization to a new level, it is an honor and privilege to serve this organization alongside them!

That is why, after adapting to the difficulties, we began a process of strategic redefinition as an organization, which will undoubtedly allow us to continue fulfilling our mission of activating young people for the jobs of the future. And we were fortunate to have partners who believe more than ever in the importance of our work: For example, the Citi Foundation supported us with a capacity building project that allowed many of our member countries to create Digital Transformation strategies.

Look forward to a great 2021... We are JA!
In honor of Albert Einstein...Let's NOT let this educational crisis go to waste

By Luciano Macagno and Leo Martellotto

The global expansion of COVID-19 and its impact in most of our region faces us with unprecedented social challenges, and the education of our children and youth is undoubtedly one of them. More than 85% of schools are closed in our region and 87% of the world population (including more than 1.5 billion students) has been affected. Are we able to adapt to the new educational scheme, not only to go through this emergency phase but to generate a necessary change? How do we avoid slowing down processes that are critical to new generations given access to technology-based learning?

At Junior Achievement we take this complex scenario as an opportunity to contribute to the improvement of education. An education that is based on “learning-by-doing” through multiple formats and channels for students with challenges and diverse contexts, such as those in our region.

Albert Einstein firmly believed that crises were the greatest opportunities that could be presented to humans. According to the physicist, the great crises of history have put humanity to new generations given access to technology-based learning? opportunities that could be presented to humans. According to the physicist, the great crises of history have put humanity in a necessary change. That is why, in our communication channels, mainly on social networks, you can already find proposals that are part of our #KeepLearning campaign through which we open digital content to all audiences.

We are happy to be part of a global effort that makes Junior Achievement content available online today through the platform. The main digital products of our content offer are concentrated there, with free access and ready to use. But the most interesting thing about this proposal is that it will permanently update and add content that different countries in the region and the world have digitally transformed. This is the case, for example, of “Adventures and Finances,” an innovative application developed by Junior Achievement Uruguay to learn about financial education in a fun way.

Some ideas of evolution in Education, which apply to the challenges that we are living in quarantine today:

- As educators, promote the dissemination of prevention measures recommended by health agencies, with the aim of protecting those who are part of our ecosystem as a top priority.
- Make available to our public (governments, through their ministers and secretaries of Education; schools and teachers; partners and employees, especially those who are parents; youth directly) virtual content of the “learning-by-doing” type that allow meaningful learning by connecting education with fun.
- Train our volunteers and launch activities in a virtual way so that, when the schools reopen, we have already generated a positive inertia of the educational processes, facilitating the return of students to the classrooms.
- Put the focus on the educational urgency but, at the same time, lay the foundations for a long-term cultural change, necessary to improve the education of future generations, ensuring that distance learning remains an installed capacity.

As educators, promote the dissemination of prevention measures recommended by health agencies, with the aim of protecting those who are part of our ecosystem as a top priority.

Sources:
(1) JA internal survey with 30 JA Member Nations leaders, as of March 23, 2020
(2) COVID-19 Educational Disruption and Respond, UNESCO
(3) www.jaworldwide.org/keeplearning
JA RANKS AMONG MOST IMPACTFUL NGOs IN THE WORLD

In 2019, Geneva-based media organization NGO Advisor ranked JA Worldwide among the most influential nonprofits in the world. NGO Advisor just announced that JA Worldwide remains among the best, retaining our number-seven ranking. With NGOs like BRAC and Doctors Without Borders topping the list, it’s an honor to be ranked among the most impactful, influential nonprofits on the planet.

NGO Advisor began ranking NGOs in 2009 in an effort to showcase the best practices and newest ideas in the nonprofit sector. Those efforts continue today in its annual ranking of the 500 most influential NGOs around the world. Highlighting innovation, impact, and governance in the nonprofit sector, the rankings seek to showcase the diversity and scale of organizations; compare NGOs using criteria that transcend geography and field of activity; stimulate inquiry and debate about the impact, innovation, and sustainability of NGO activity; and present a wide range of exemplary NGO work so that sector-wide trends can be observed year to year and annual rankings adjusted over time.
Our Leaders Across The Region
by March 2021

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JA AMERICAS AND SCOTIABANK CELEBRATED 4TH REGIONAL INNOVATION CHALLENGE TO KEEP DEVELOPING YOUNG PEOPLE´S INFINITE POTENTIAL

Financial literacy and life skills initiative “Road to Success”, powered by Scotiabank, celebrated its 4th regional finals through the Innovation Challenge. After the presentations of 8 finalist teams, the “Innovacion Celeste” team from Uruguay became winners of the 2020 edition.

Scotiabank’s CSR priority to invest in young people has been reflected through the Bank’s partnership with JA Americas, allowing students from 14 to 18 years of age to participate in national innovation camp competitions that aim to find innovative solutions to specific challenges that the business world faces. The “Road to Success” regional initiative reached more than 50,000 students in 4 years, developing the infinite potential of youth in our communities by teaching them the basic concepts of financial literacy. The initiative gives students a basic understanding of the principles of finance and practical advice on budget planning and money management, through the JA’s Economic for Success 2.0 program. During a challenging year with most of the activities implemented online, winners of the national innovation camps participated in the 4th Regional Innovation Challenge, were 8 teams represented their countries in front of Scotiabank’s international judges.

“Innovación Celeste”, from Uruguay, was awarded with the first place thanks to their idea for an App to face future financial crises. Teams “Cooking Money” (Peru) and “Connection Work” (Colombia) were 2nd and 3rd, respectively.
The Women for Development (W4D) program co-created by Citi and JA Americas in 2010 aims to develop in vulnerable women the attitude to become business entrepreneurs, to take risks and decisions that benefit them individually and within their community. This program focuses on strengthening and empowering women to become economic agents of change, to positively view their entries into the marketplace, and to encourage them to become entrepreneurs and leaders in their respective communities.

In 2020, the program benefitted vulnerable women in Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Panama and Paraguay reaching more than 5,000 women. The program also counts with the support from the U.S. Agency for International Development (USAID) in Dominican Republic and Ecuador.

The Strengthening Skills initiative is probably the most heterogenous and complete combination of JA contents that activate young people for the future of jobs. More than 50,000 students from Jamaica, Uruguay, Paraguay and Guatemala receive JA programs customized for each country’s needs. With focus on financial literacy, entrepreneurial and digital skills, the initiative prepares our future leaders for the knowledge economy, thanks to Citi Foundation.

As part of the initiative upgrade, Costa Rica, El Salvador and Honduras are part of a pilot training on digital programs.
Meet the winners of the 2020 edition:

1ST PLACE

COMPANY OF THE YEAR 2020

Nina

Peru

FedEx Global Possibilities Award
MANKÚ (Perú)
Business Idea Award
ENERGÉIA (Perú)
People’s Choice Award
CLAPI! (Argentina)

2ND PLACE

CLAPI! (Argentina)

3RD PLACE

STACKD (Canada)

WATCH THE VIDEO!

“NINA” FROM PERU IS THE 2020 JA COMPANY OF THE YEAR

Despite of the challenges of the global pandemic JA Americas decided to run the 12th edition of the COY Competition, for the first time in a virtual format. The event, sponsored by FedEx, was hosted in a new “Virtual Venue” platform that provided a unique experience through avatars. “NINA”, a JA company from Peru, was recognized the 2020 JA Americas Company of the Year: NINA’s product is based on a portable steel filter bottle, which through the use of activated carbon and an ultrafiltration membrane, manages to reduce waste, bacteria and impurities in water.

The company MANKÚ, which also represented Junior Achievement Peru, was recognized with the FedEx Global Possibilities Award. The company presented infusions aimed at combating respiratory illnesses such as the flu and cough, as well as remedies in a 100% biodegradable gelatin capsule with kraft paper packaging, which would reduce the impact on the environment.

“At FedEx, we believe a connected world is a better world. We empower everyone from small business owners to Fortune 500 companies to reach customers all over the world,” said Rakesh Shalia, vice president of marketing and communications for FedEx Express Latin America and Caribbean, and JA Americas board member. “The FedEx Global Possibilities platform celebrates the power of global connectivity and the next generation of innovators on the verge of the next big idea. The Global Possibilities Award recognizes a student-run business that best exhibits the principles of global connectivity: Driven by Innovation, Connecting to New Markets, Fueling Community Development and Sustainable and Social Responsibility.”

During the three-day event, 20 companies representing the best JA Company Program beneficiaries from the region, competed for several awards, engaged in several virtual seminars led by regional experts in innovation, entrepreneurship, and business, and virtually pitched their companies to a panel of judges comprised of FedEx leaders, as well as regional leaders, entrepreneurs and JA Alumni.

Several regional leaders, such as Luis Almagro, President of the Organization of American States, participated as keynote speakers of American States, and Rakesh Shalia, Vice President of Marketing for FedEx Express Latin America, participated.
We can’t do it alone….

OUR PARTNERS

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.

OUR FOOTPRINT

By June 2020

- 1,720 Partners supporting JA
- 19,869 Schools involved
- 27,744 Volunteers
- JA and other NGOs
- Governments
- Children and youth benefited: 1,387,419

WATCH OUR 2020 HIGHLIGHTS
In the case of Venezuela, the Ecoins project seeks to motivate young people to recycle, providing them with an incentive, and inviting them to continue learning about the culture of recycling.

This year, the program celebrates the fifth year of impact in the region and has managed to benefit more than 6,000 students from Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, the United States, Mexico, Paraguay, Peru, Puerto Rico and Venezuela, with the support of more than 700 SAP mentors who participate in virtual workshops that foster purposeful innovation. The program also has the support of American Tower, which accompanies the finalist teams through mentoring in the final instance of the program.

Latin Code Week’s mission is to train young Latin Americans in technology tools and social-emotional skills, as well as to encourage them to study careers related to science, technology, engineering and mathematics (STEM). Through this initiative, young people from 12 countries in the region create innovative solutions with social impact through the development of a sustainable business model.

The challenge this year was to use technology to develop prototypes of solutions that mitigate climate change and stimulate the positive impact of the 2030 Sustainable Development Goals (SDG).

RedCo, the app developed by the Mexico team, is an app that helps people and food businesses avoid economic losses by selling glow-cost food in good condition and organic waste that today goes to the trash, this generating carbon dioxide emissions that harm the planet.

"Latin Code Week was one of the best experiences of my life! Working as a team and communicating with everyone was great. From the first class, my mentor helped us a lot and made everything better. I gained a lot of knowledge that could apply not only to the development of Apps but also to any project."

Matheus de Mello Francisco
Participant from Brazil
EMPLÉATECH: CREATING PATHWAYS TO EMPLOYMENT FOR YOUNG PEOPLE

The first-ever regional initiative of Google.org and JA Americas, powered by the Inter-American Development Bank, is training 2000 young people, offering them a professional certificate in computer support from Google. The target audience is young people between 18 and 29 in vulnerable situations (excluded groups, unemployed, with informal jobs or with incomes below the minimum wage, etc.). In addition to offering devices and internet access, the project also has partners who can enable these young people to enter the job market.

24% of EmpleaTECH graduates in the three countries are getting job opportunities through a digital internships model.

"JA had the vision to start the process of digitalization of disadvantaged youth before the pandemic. It is an organization that has the needs of the vulnerable in mind and matches it with the demands of the private sector. The result is a win win for both – the youth acquire skills and the employers the talent they need."

Maritza Vela
Project Specialist
IDB Lab

PREPARING YOUTH FOR THE NEW JOBS, TOGETHER WITH GOOGLE

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"The course made me lose my fear. I believe that this opportunity will open many doors for me, for which I will be better prepared."

Malena Cadima
Graduate from Argentina

An investment of US $3 million will allow to train near 2,400 at the end of the period. The project can be scaled to any country in the region and now is taking this effort to a new level thanks to several partnerships that will allow young people to enter the job market.

Young people receive training in the social-emotional skills most required by employers. This course provides the basic training necessary to start a career in the technology field. No prior knowledge or experience required, just completion of high school. The Project is currently being implemented by JA in Argentina and Brazil, with the opportunity to scale to more countries in the region.
Regional Board by April 2021

Luciano Macagno
Managing Director
Latin America and Caribbean
Delta Air Lines, Inc.
JA Americas Chairman

Claudio Muruzabal
President
President of SAP South America, Middle East, Africa
Chairman of SAP Latin America & Caribbean
JA Americas Vice – Chair

Hector Aguilar
CEO
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Partner and CEO United States & Latin America
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Monica Flores Barragan
VP Risk Strategy & Transformation
International Corporate & Commercial Banking
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Scotiabank

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Claire Johnson
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TSX Trust

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CEO - Alexa Translations
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Charles Kim
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President for Channel International Sales
Dell Technologies

Rakesh Shalia
Vice President - Marketing and Communications
FedEx Express Latin America and Caribbean Division

Sean Summers
Chief Marketing Officer
Mercado Libre

Driss Temsamani
Managing Director
Citi Latin America

Jaime Vallés
Vice President Latin America
Amazon Web Services

Dominique Virchaux
President for South America
Korn Ferry

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Region Operating Center

Regional Board

Our Team

Regional Operating Center