TECH2EMPOWER GUATEMALA

Program Dates: November 11 - 18, 2023
Apply by Friday, June 23, 2023
bit.ly/T2EAdvF23

ABOUT TECH2EMPOWER GUATEMALA

From November 11-18, 2023, Tech2Empower will bring to Antigua and Lake Atitlán a global delegation of volunteer Advisors representing top tech companies. In collaboration with Guatemalan partners, Tech2Empower will provide training, coaching and services for social entrepreneurs, as well as tech and leadership workshops for Indigenous girls. Tech2Empower Guatemala has 2 primary focus areas:

WOMEN LEADING SOCIAL ENTERPRISES

Teams of Advisors and Guatemalan women-led social impact organizations collaborate on tech projects that will advance the work of the orgs.

GIRLS’ EDUCATION

Host a day of tech and leadership activities for young women with our partners at MAIA Impact School, an organization run by Indigenous women for Indigenous girls.

TECH2EMPOWER GUATEMALA WEEK OVERVIEW

SUNDAY
WELCOME & ORIENTATION

MONDAY
IMPACT CHALLENGE

TUESDAY
IMPACT CHALLENGE

WEDNESDAY
CULTURAL VISITS

THURSDAY
GIRLS’ EDUCATION

FRIDAY
WOMEN’S ENTREPRENEURSHIP
The Tech2Empower Impact Challenge will take place over 2 days, in Antigua, in support of Guatemalan women-led organizations.

Tech2Empower Advisors will be placed in small teams and matched with a Guatemalan women-led social enterprise. Together these teams will tackle projects proposed by the social organizations on topics ranging from digital marketing, storytelling, web design, organizational development, and finance. The WAKE team will provide guidelines and support for the structure of collaboration to ensure the greatest impact to the social enterprises, while centering the work on mutual empowerment. Tech2Empower recognizes that local leaders understand the needs of their communities best but often lack access to the resources to provide these solutions. Advisors provide this level of support while also learning and connecting with inspiring local women.

Sample Impact Challenge projects developed during Tech2Empower Guatemala 2019:

**Collective LEMOW**’s team developed a **strategic plan**, and was **coached on a pitch strategy** to bring their social justice film productions to more communities in Guatemala, where access to that type of content is scarce.

**Cojolya**’s team **updated the website and developed a digital marketing strategy** to help this fair trade women’s collective increase sales, providing a greater income for the artisans and more funding for their social programs.

**Mosan**’s team collaborated on a **business plan and proof of concept** to grow support for their sanitation service operations and create greater awareness around improved health and hygiene habits.
During **Tech2Empower Guatemala** WAKE will continue our long-standing partnership with **MAIA Impact School** to promote young women and girls' education, leadership, participation, and innovation in STEAM. Co-designing with MAIA, we will offer tech and leadership workshops and mentoring circles on topics that both leverage the skills of the Tech2Empower Advisor team and meet the needs and interests of the students.

Tech2Empower activities for girls' education expose the young women to fun, innovative, and inspiring sessions that have, in the past, included:

- **Google's #IamRemarkable** curriculum on the importance of self promotion and celebration of personal achievements.
- **Mentoring circles** on technology careers.
- **Breakout workshops** on introduction to coding, Artificial Intelligence, color science, resume writing, interview skills, and setting goals for success.
- **Practice sessions** for storytelling, developing personal branding, and crafting an elevator pitch.
Tech2Empower Advisors will explore the historic city of Antigua, travel to the beautiful Lake Atitlán region, learn from and engage with local and Indigenous communities, visit craft markets and women's co-ops, as well as important cultural sites. Volunteering with Tech2Empower gives Advisors the chance to leverage their professional skills to support others, learn from Guatemalan partners, and have fun while making a difference.

**Advisor contribution: $5,500 total.** Those with company gift/matching, cost is $3,500 to the Advisor ($2,000 match). The contribution includes:

- Pre-departure preparation, materials and orientation
- Work with local partners
- Local translators in Spanish and indigenous languages for work with social enterprises
- Community and school events
- Site visits, volunteer work + meetings
- Support and preparation for volunteer roles
- Historical and cultural events and sightseeing
- Local group transportation, hotels and meal

*Does not include: flights, airport transfers, visa costs, alcohol and personal incidentals.*
ABOUT TECH2EMPOWER
Through Tech2Empower, we support change-makers by getting technology expertise to women leaders in the NGO sector, social entrepreneurs and at schools focused on providing quality education and leadership training for girls and young women. We do this by connecting them with teams of volunteer Advisors from top companies such as Apple, Google, Meta, Microsoft, and Salesforce as well as smaller companies. Advisors collaborate with local partners through hands-on project work, coaching and training on tech tools.

THE TECH2EMPOWER COMMUNITY
The Tech2Empower community is growing. We have worked with over 375 Advisors from 80+ companies, collaborating with wonderful partner organizations in 12 countries. Advisors are professionals from top tech companies who devote their expertise, time and resources to help move the needle for women’s empowerment and girls’ education globally. Our Advisors possess a deep interest in learning from and with the partners and peers in the communities where we work. We are especially excited to work alongside and learn from our Guatemalan partners who are leaders in the movement to create more equitable gender outcomes and representation in Guatemala.

ABOUT WAKE
Tech2Empower is an initiative of WAKE, an NGO based in San Francisco, California, that has supported 245+ social impact organizations and trained, coached, and mentored over 1,300 leaders and students from 12 countries and 25 states in the U.S. Our mission is to amplify the work of women’s rights and social justice leaders and their organizations.

Please contact our team for more information at connect@wakeinternational.org.
Learn more about us at www.wakeinternational.org.