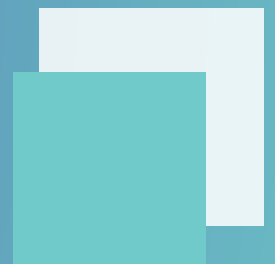# WAKE

Tech2Empower Caribbean 2024

Environmental Justice
Impact Report

Women leading sustainable change.

Tech2Empower Caribbean 2024

In March 2024, tech Advisors and Caribbean nonprofit leaders came together through WAKE's **Tech2Empower Caribbean:** *Environmental Justice.* This intensive, multi-national program provided collaborative project work, mentoring, and technology training to women-led NGOs advancing environmental justice across the Caribbean. The program also promoted girl's involvement in STEM education and encouraged youth action in the face of environmental justice.

Women everywhere are disproportionately affected by climate change and environmental degradation. Women in the Caribbean have stepped up to the challenge and are key players tackling the complex challenges brought by climate change, leading environmental stewardship initiatives. They work to ensure their communities have equitable access to clean water, food security, and a healthy environment.

WAKE appreciates the valuable contributions of its partners in Trinidad & Tobago, the Caribbean Philanthropic Alliance, and The National Institute of Higher Education, Research, Science and Technology (NIHERST).

Impact at a Glance

NGO Primary Focus Areas

Economic Opportunity

Gender Equality

Climate Change

Environmental Conservation

Waste Management

Food Security

Cohort Make-up

19 Advisors representing 10 companies

12 Leaders from 6 high-impact nonprofit organizations

60 Students + Educators from 4 schools participating in Day for Girls

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Tech2Empower Caribbean:
Environmental Justice
IMPACT CHALLENGE

Women-led NGOs play a crucial role in advancing environmental justice, utilizing their strong community connections and firsthand knowledge of local issues. Through Tech2Empower, WAKE mobilizes volunteer Advisors to apply their professional skills in partnership with these organizations, providing consultation and training to enhance and expand the vital environmental justice initiatives.

Over 2.5 days in Port of Spain, Trinidad & Tobago, the Tech2Empower Impact Challenge enhanced the impact of women-led, Caribbean environmental justice initiatives with tech tools and services, further enriched by 3 weeks of follow-up, virtual collaboration. Participating organizations designed a project focused on technology, communications, data management, or administrative/financial processes, with the goal of broadening the reach and effectiveness of their social initiatives. WAKE matched each NGO with a team of Advisors with the experience and skills needed to support the project. The teams reflected WAKE's commitment to fostering partnership and knowledge exchange by embracing two-way learning, cross-cultural connections, and teamwork.
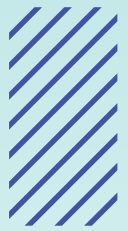
NGOs joined us from four Caribbean countries:

- Trinidad & Tobago
- Jamaica
- Barbados
- St. Lucia (the NGO also works in St. Kitts and Nevis, and St. Vincent and the Grenadines.)

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Tech2Empower Caribbean
Impact Challenge Projects

Learn more about the projects and their intended impact:

The **Biocultural Education and Research Programme** team (Barbados) improved their digital engagement by upgrading their online presence. They honed in on their audience's preferences, crafted a compelling tagline, and revamped their website for enhanced content delivery. They now connect more effectively with their community through the new e-learning platform and the integration of social media management tools.

Helen's Daughters (St. Lucia) analyzed and selected a software platform to better manage their membership and program data. The project will improve the recording and analysis of program participation by customizing a platform and developing efficient workflows to incorporate team training.

Siel Environmental Services Limited (Trinidad & Tobago) streamlined internal operations and developed a digital communications plan. The creation of templates, application of digital project management tools, and a comprehensive digital marketing strategy will help meet their goal to optimize workflow and bolster their online presence. Additionally, the project work they did to reevaluate job allocations, revenue streams, and internal systems will improve overall performance and funding, and improve their efficiency in serving their clients and ensuring responsible waste management in the Caribbean.

Tech2Empower Caribbean
Impact Challenge Projects

Cashew Gardens Community Council (Trinidad & Tobago) distilled and communicated 18 years of work into compelling storytelling and a unique value proposition. Results included a baseline pitch deck adaptable for varied audiences, plus more effective organization of work leveraging Google tools, and updated social media platforms to reflect their current message and goals.

Jamaica Network of Rural Women Producers (Jamaica) embarked on a multifaceted project to elevate their online presence, fundraising capabilities, and brand visibility. The primary focus was on completing their upgraded website and implementing effective fundraising strategies. The team also designed a plan for a new activity for the International Day of Rural Women 2024, complemented by the newly refined marketing and branding to amplify their messaging and attract broader organizational support.

Turtle Village Trust (Trinidad & Tobago) developed a marketing and communication strategy to highlight their work, partners, and sponsors, focusing on social media to expand their reach. Additionally, they formulated strategies to increase their volunteer base, secure new sponsorships while strengthening existing relationships, and educate the public about the importance and impact of their work.

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Impact Challenge
Data Breakdown

ONE HUNDRED PERCENT OF THE NGO LEADERS AGREED OR STRONGLY AGREED THAT THEY:

▶▶ intend to apply the skills they learned during the Impact Challenge towards their environmental justice work, showcasing a unanimous dedication to practical application.

▶▶ found the Advisor skills to be well-suited for their organization, highlighting a strong alignment of expertise with organizational needs.

▶▶ found their relationship with advisors to be both respectful and highly productive, underscoring the conducive atmosphere for learning and growth.

▶▶ felt pride in their team's accomplishments, highlighting a successful program output.

> " The Tech2Empower Caribbean Impact Challenge was most inspiring and interactive. We were matched with a team of advisors that was just perfect and provided exceptional coaching to our team which resulted in a number of key outcomes that will most definitely enhance our work at the JNRWP.
>
> **-Tamisha Lee,** *Jamaica Network of Rural Women Producers* "

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Tech2Empower
Day for Girls

During this event, Tech2Empower Advisors design and lead tech and leadership workshops to empower and motivate high school girls to explore careers in STEM. Students acquire essential technical competencies and also cultivate self-confidence, leadership acumen, and intercultural communication skills. By providing a supportive and enriching environment, Tech2Empower Day for Girls equips young women with the tools and mindset necessary to thrive in their personal and professional endeavors. 60 students and teachers from 4 different schools attended the Tech2Empower Day for Girls program, representing a diverse background of students from different regions of the country.

The event offered sessions covering a wide range of subjects including personal branding, cybersecurity, coding, critical thinking in the digital age, career pathways in technology, harnessing individual strengths, and discussions leveraging AI, and other tech tools to combat climate change.

> "This session was so empowering! I genuinely feel so much more equipped in regards to choosing a career path. The Q and As were so helpful and I wish I could experience it all over again!"
>
> **-Rianna,** *student participant*

During the Pathways in Tech: Career Speed Geek session, Advisors shared their personal and professional trajectories that led them to their current work roles.

- 100% of survey respondents reported that the session introduced them to new career opportunities in tech that they were previously unaware of.
- 91.6% reported that this session provided clear and actionable advice for students looking to start or advance their careers in tech.

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Tech2Empower
Day for Girls

The keynote speech on "Climate, Tech, and Youth" provided an overview of the global climate crisis and highlighted everyone has a role to play in addressing it. Students were deeply impacted:

- 90% of students reported being more aware of the urgent need for action, and
- nearly 75% reported an increased understanding of how technology can help create climate solutions.

"Day for Girls provided an avenue for me to speak to many women in STEM from around the world in high end tech companies such as Google, Meta, etc. This was very empowering as it made it more realistic that women are very much present in high position jobs in the STEM field."

-Ayesha, *student participant*

VIDEO HIGHLIGHT
Learn from the students' perspectives through this video testimonial
CLICK HERE TO WATCH

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Advisor Community

Tech2Empower Advisors are skilled professionals who dedicate their expertise, time, and resources to promote social justice, advocate for the rights of women and girls, and bolster women's economic empowerment. The Tech2Empower Caribbean Advisors demonstrated their commitment to environmental issues and promoting girls' involvement in STEM. Companies represented included *Accenture*, *Google, LinkedIn*, *Meta*, *Salesforce*, and more.

Tech2Empower Caribbean Advisors reported they:

1 Gained a better understanding of women's leadership in the context of Environmental Justice in the Caribbean

2 Are inspired to find new ways to use their skills, experience, and resources to make a positive impact in the world.

3 Developed cross-cultural competencies, understanding, and adaptability.

4 Gained new perspectives that may impact their work and/or personal life.

> " The Tech2Empower Caribbean Impact Challenge inspires and urges me to do more with the skills and resources I have to support and progress environmental justice causes globally.
> **-Sushma Shirish**, *Google* "

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Learning and Cultural Competency

Tech2Empower creates opportunities for Advisors to deepen their understanding of the social and environmental landscape through active learning with local partners. In Trinidad & Tobago, this included an interactive dialogue with a lecturer from the University of the West Indies on the topic of Women & Caribbean History, learning about reforestation and community fire prevention initiatives with *Fondes Amandes Community Reforestation Project*, and visiting the beautiful *Caroni Bird Sanctuary* to better understand the importance of mangroves and wetlands and their roles in combatting rising sea levels.

> Tech2Empower Caribbean Impact challenge will be one of the most memorable experience of my life. So inspired by our wonderful team of advisors as well as NGO leaders who are incredibly passionate about their life's work. I look forward to continue supporting them in their mission!
>
> **-Vera Ermolinskiy,** *Accenture*

> This was indeed a transformative experience as our projects benefited from skill sets that will elevate the execution of our work plans. The camaraderie and harmonious working relationships developed will be impactful beyond the sessions of the impact challenge. I see the establishment of this global network of activists as indeed empowering.
>
> **-Sonia Peter**, *Biocultural Education and Resource Programme*

Interested in amplifying the work of women's rights and social justice leaders and their organizations? Please visit our website: www.wakeinternational.org

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