

2022

ARUBA FUTURA FOUNDATION ANNUAL REPORT



FUTURA

EXECUTIVE SUMMARY

The Aruba Futura Foundation (hereinafter: Futura), serves as Aruba's national innovation lab, leading groundbreaking projects, initiatives, and collaborations aimed at accelerating purposeful innovations. Our approach revolves around providing a platform that fosters open, collaborative, and creative engagement among the public sector, private sector, and citizens, with the overarching goal of enhancing the island's innovation capacity.

Futura's primary mission is to nurture an innovation-driven economy, focusing on harnessing internal innovation potential through social innovation, talent development, and collaborative efforts.

All of Futura's projects and initiatives are carefully aligned with Aruba's National Strategic Plan (NSP), with a specific focus on accelerating innovation - doing things in a new and different way - to achieve the United Nations Sustainable Development Goals (SDGs) that Aruba has committed to reaching by 2030. In 2022, we launched and expedited several strategic innovation initiatives, all designed to align with the priorities outlined in the Aruba Innova 2030 framework and the United Nations SDGs.

This report provides a comprehensive overview of each of these projects, highlighting their impact, and acknowledges the pivotal contributions of key strategic partners in the development and execution of these endeavors. As we move forward, Futura remains committed to playing an active role in nurturing Aruba's innovation ecosystem throughout 2022, and we eagerly anticipate expanding our network of innovators and change-makers.



ABOUT FUTURA



Futura was founded on May 7, 2018, with a specific mission: to play a pivotal role in shaping, advancing, and executing Aruba's comprehensive innovation strategy. This strategy, known as "Aruba Innova 2030," is a human-centric approach to innovation, and Futura has been entrusted with its execution by the Government of Aruba.

Futura operates as both a national innovation laboratory and a hub for developing solutions aligned with the United Nations Sustainable Development Goals (SDGs). Additionally, it benefits from the collaboration and support of the Ministry of Innovation's dedicated innovation team, a division overseen by Prime Minister Evelyn Wever-Croes.

At the helm of this team is Francois Croes, providing leadership and direction in their pursuit of innovation excellence.

Board Members



**Isella
Wernet**



**Ulrich
Hermans**



Edison Briesen

2022 FUTURA TEAM

Futura employs an agile approach to its operations, where each project or endeavor is spearheaded by a team comprising a committed project leader, team members who may work part-time or full-time, as well as the inclusion of student interns and project-based contractors as needed.



Francois Croes – Director



Jefryene Dijkhoff – Project Manager



Thessaly Zimmerman – Project Manager



Xavier Simileer – Legal Advisor



Richelle Chirino – Innovation Associate

STRATEGY

Futura's primary objective for the year 2022 was to continue our journey of identifying, designing, leading, inspiring, connecting, and collaborating to create impactful projects and initiatives. The aim was to leverage the wisdom acquired over the years, channeling our efforts and resources into increasingly sustainable endeavors that will flourish within the broad ecosystem of stakeholders and collaborators.

HOW WE DO IT



Build - We actively participate in co-designing and partnering on innovative concepts, projects, or pilot initiatives that invigorate the innovation capabilities of the public sector, private sector, and the broader community, including children and youth.



Share - We disseminate knowledge through workshops, conferences, summits, and think-tank sessions. Moreover, we facilitate the development of fresh programs and products by organizing open design-thinking sessions for our partners.

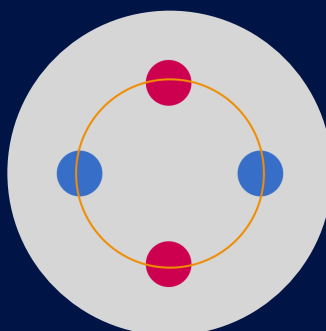


Connect - We forge collaborations with both local and international partners to pioneer initiatives that stimulate knowledge and innovation within the Aruban community.

Futura centers its primary areas of focus on the three foundational pillars of the Sustainable Development Goals (SDGs): **People, Planet, and Prosperity.**



People



Planet



Prosperity

SUPERNOVA

Supernova's Second Annual Self-Love Event

Supernova brought together a dynamic group of women who previously organized a groundbreaking event in 2021. Their mission was to inspire women of all ages to embark on a deliberate and personalized self-love journey. In February 2022, the second edition of "Celebrating Self-Love" took place at Cas di Brenchi's, attracting 90 women aged 20-60 to a free seminar hosted by Futura & Paper Sisters. The event underscored the significance of cultivating self-love consciously, equipping attendees with valuable insights and tools to do so. Our distinguished speakers delved into topics such as the essence of self-love, differentiating between self-love, selfishness, and self-sabotage, the power of journaling one's journey, fostering positive habits, embracing mindfulness, harnessing the art of manifestation, exploring spirituality, and nourishing the body through nutrition. Our empowered group of female speakers generously volunteered their time to enrich our community once again.

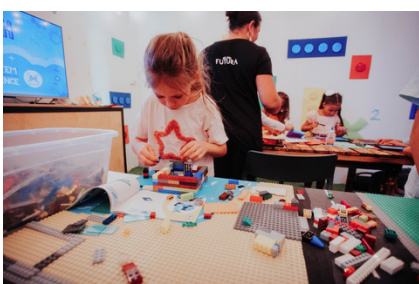
Impact: Through this event, Supernova continues to promote self-love and personal growth, empowering women to embrace their unique journeys and fostering a supportive community of like-minded individuals.



Girls STEM Experience

Futura partnered with Makerpedia to organize a special day designed to introduce and inspire young girls aged 6-9 in the diverse fields of STEM (Science, Technology, Engineering, and Mathematics). Futura Spaces transformed into four distinct experiences, each room representing a different STEM discipline, allowing girls to engage in hands-on workshops. Throughout the day, the girls had the opportunity to unleash their creativity in STEM while acquiring new knowledge in a fun and educational manner. This event was open to the public and offered free of charge, drawing over 150 enthusiastic participants.

Impact: Supernova is nurturing the next generation of female leaders in STEM, bridging the gender gap and providing educational opportunities to young girls.



Celebrating Supermoms

In October 2022, Supernova presented its third free event of the year, "Celebrating Supermoms." This event was dedicated to honoring and empowering Supermoms everywhere, encouraging them to give their best to the world, not just what's left of them. Our esteemed speakers, Nohely Fingal from Bloom with Bliss Aruba and Dorilis Werleman from Psychoach Aruba, shared their expertise, imparting valuable knowledge and inspirational tips to all the attending Supermoms.

Impact: By celebrating and supporting Supermoms, Supernova acknowledges and uplifts the incredible contributions of mothers while providing them with essential tools for self-care and personal development.



SuperNova Christmas Bazaar

In December 2022, Futura joined forces with 15 aspiring female entrepreneurs for a unique Christmas Bazaar. Featuring 15 distinct vendors offering jewelry, arts and crafts, accessories, skincare products, desserts, and more, this event provided a platform for these talented women to showcase their unique creations. It was also an opportunity for the local community to demonstrate their support, particularly during the festive season.

Impact: Supernova actively promotes female entrepreneurship and fosters a sense of community, creating economic opportunities for local women while encouraging community engagement.



START UP GUIDE

Main Collaborators: Start Up Guide

The well-regarded publishing and media company, known as the 'Start Up Guide,' is currently in the process of creating the 'Start Up Guide Aruba.' This comprehensive guidebook is tailored specifically for entrepreneurs. Their series of books highlight the local startup environment in various cities, with a track record that includes over 50 cities like Berlin, London, and New York. They've partnered with notable companies such as IBM, Microsoft, SAP, PwC, Accenture, and KPMG. These partnerships aim to enhance their presence within the startup community, foster connections with innovators and creators, and attract new talent.

Their main objective is to publish a digital version of the guidebook in 2024, with Aruba being the first location in the Latin American and Caribbean region. Futura and 'Start Up Guide' are currently in talks to explore partnerships for the upcoming publication. The guidebook is designed to provide essential data, inspirational startup stories, insights into major trends, and interviews with key figures in Aruba's entrepreneurial and creative scene. Serving as the go-to resource for Aruba's startup and innovation landscape, Startup Guide Aruba aims to unite the local community by showcasing prominent founders, emerging technologies, and offering practical information and tips on starting a business, making investments, and discovering Aruba's entrepreneurial side. It will also offer readers the chance to connect and be inspired by the exciting startups, experts, and initiatives in Aruba.

In 2022, initial plans were laid out, and in 2023, the focus was on establishing new connections and potential financial partnerships. Additionally, with the ongoing changes in the Business landscape - whether it be Fiscal, Legal, etc. - we are taking our time to have an updated product with the latest information available. The aim remains to have a digital version of 'Start Up Guide Aruba' published in 2024.



YES! SAN NICOLAS – COLLABORATION

Collaborator: Futura

Futura partnered with the Government of Aruba and the Ministry of Economic Affairs, Communication, & Sustainable Development, to contribute as a knowledge partner for the YES! San Nicolas initiative that commenced in May 2022. This initiative was spearheaded by a dynamic Ministry of Economic Affairs, Communication, & Sustainable Development Team, with several other key partners, to foster- and boost entrepreneurial activities, especially in San Nicolas.

STEM WORKSHOP FOR 'CLUB DI MUCHA' AT CENTRO DI BARIO SAVANETA

Main Collaborator: Futura

Futura organized a complimentary Science & Technology workshop in Savaneta for 'Club di Mucha' and the youngsters at Centro di Bario Savaneta, with an age range of 7 to 11. The event catered to 23 children and featured an array of engaging activities, including an interactive introduction to Coding, an immersive experience with Virtual Reality (VR), and a captivating Science Experiment.

Impact: A group of 23 children were immersed in an engaging and enjoyable STEM learning session.

UNIVERSITY OF ARUBA SISSTEM COLLABORATION

Main Collaborator: ENOVIS, University of Aruba SISSTEM

Futura carefully designed, and organized guest lectures for third-year SISSTEM students at the University of Aruba, focusing on Project Management and 'Agile' work methods with first hand experiences. The sessions also included an interactive workshop and a lecture on Future Skills in collaboration with ENOVIS Business Optimization.

Impact: 10+ Students were introduced to digital tools in their studies and gained insights into the evolving trends of the future workforce. The collaboration with ENOVIS facilitated an introduction to agile project management.

EPI LEADERSHIP COLLABORATION

Main Collaborator: Futura

IFutura hosted guest lecture sessions for EPI's second-year students, as part of their compulsory Leadership course. These sessions emphasized the Future of Work, Project Management, and Design Thinking. Futura has been collaborating with EPI since 2019 on various projects, events, and initiatives to better ready these dynamic students for their professional careers and the Future fo Work.

Impact: Integrated digital tools into their academic curriculum and introduced students to emerging trends in the future job market and agile project management.

RE-TECH

Main Collaborator: Futura

Started in 2019 and rebranded as Re-Tech in 2021, this initiative has gathered more than 815 devices and computer hardware to date. Most of these resources have been refurbished and provided to local schools and organizations.

In June 2022, Futura partnered with Stichting EPB for the Re-Tech project, redirecting over 105 previously discarded computer hardware and devices to be utilized in EPB schools, and for the benefit of the new ICT Support students and curriculum, preventing them from ending up in landfills.

Impact: This collaborative effort between Futura and Stichting EPB has significantly reduced electronic waste and contributed to the advancement of local education and technology access.

CODE CLUB ARUBA

Main Collaborator: Futura

Futura collaborated with Code Club Aruba and the Digital Natives of Aruba Foundation, expanding opportunities for more individuals to delve into the realms of coding and computer science. Through this joint effort, an extra 15 participants will be welcomed into the Code Club, fostering a growing network of coders and enthusiasts within Aruba. For more information on this awesome initiative, check out Code Club Aruba on their social media channels.

Impact: This collaboration has broadened access to coding education, fostering a burgeoning community of skilled individuals poised to contribute to Aruba's technological landscape.



IMMERSIVE SESSIONS

In 2020, Futura introduced the 'Immersive Sessions' series, aiming to provide accessible and engaging learning opportunities for all. These free sessions, at our Futura SPACES Innovation Hub, aimed to be truly inclusive where any individual could attend and learn about innovative topics.

Immersive session 1 Navigating the Digital Frontier: Exploring the Metaverse, NFTs & Digital Wallets

Main Collaborator: Futura

The debut session, in collaboration with Full Stack Vision, took participants on an insightful journey into the realms of the Metaverse, NFTs, and Digital Wallets. This interactive event was designed to encourage hands-on exploration, allowing attendees to gain practical insights into the fascinating world of NFTs and their real-world applications.

Immersive session 2 Cultivating the Future: Exploring Aruba's Agricultural Landscape

Main Collaborator: United Farmers Aruba

In the second session of our series, we teamed up with the passionate experts at United Farmers Aruba to provide a comprehensive understanding of Aruba's agricultural sector. The session delved into the rich history of agriculture on the island, highlighted the current trends, and shed light on the promising opportunities that lie ahead for the sector.

Immersive session 3 Parenting with Purpose: Nurturing Growth in the Modern Age

Main Collaborator: Bloom girl

Our collaborative session with Bloom with Bliss centered on equipping parents with essential tools and insights for navigating the complexities of modern-day parenting. With a focus on a holistic approach, the session delved into fostering a nurturing environment and fostering positive growth in children, offering practical tips and strategies for parents to implement in their daily routines.

Immersive Session 4 Digital Horizons: Unlocking Remote Work & Business Growth

Main Collaborator: Sutlive Law

Futura's latest engaging session, in partnership with Bryan Sutlive from Sutlive Law, provided a comprehensive exploration of the world of remote work opportunities and the effective utilization of technology to facilitate business expansion. The session highlighted the transformative power of leveraging digital tools and strategies, providing attendees with actionable insights to enhance their professional endeavors in the digital landscape.

MO-B LAB

Main Collaborator: Futura, Metabolic Foundation, and Biblioteca Nacional di Aruba

After a nearly two-year hiatus, Mo-B the Mobile Tech Lab Program was relaunched at the start of the 2022/2023 academic year. Futura, in collaboration with the Metabolic Foundation and Biblioteca Nacional di Aruba, had united to reintroduce the esteemed Mo-B Lab Makerspace and Program to the students and youth of Aruba. Notably, the efforts had been strengthened by the generous support of the Prins Bernhard Cultuurfonds Caribisch Gebied.

The primary aim for 2022 had been to successfully execute the program, with scheduled visits to Madiki, Brasil, Santa Cruz, San Nicolas, and Dakota. These visits aimed to extend the Mo-B Program to schools and educational institutions across all levels within these regions, fostering an environment of exploration and learning for the youth of Aruba.

Impact: The revival of the Mo-B the Mobile Tech Lab Program has reignited enthusiasm and curiosity among students, promoting a culture of innovation and hands-on learning throughout various communities in Aruba.

ARA'S CAROSAI XII ARUBA CONGRESS – FUTURA PARTNERSHIP

Collaborator: Futura

Futura collaborated with the Court of Audit Aruba (ARA) for the CAROSAI XII Aruba 2022 Congress. Drawing on our proficiency in online operations, Futura offered essential web, technical, and knowledge support. This contribution significantly aided in the effective planning and execution of both the physical and virtual components of the congress, enhancing the experience for CAROSAI XII participants.

SILVER ENTREPRENEURSHIP WORKSHOP

Main Collaborator: Futura

As part of the DEACI's "Silver Entrepreneurship for retired or soon-to-be-retired" workshop week, Futura organized an insightful Future of Work Workshop. The workshop offered participants a glimpse into the evolving landscape of business ventures, providing valuable insights for their future endeavors. Additionally, attendees were introduced to practical problem-solving techniques aimed at enhancing their decision-making processes.

Impact: The workshop equipped retired individuals with a forward-looking perspective on the business world, empowering them with practical tools to navigate the challenges and opportunities of the modern entrepreneurial landscape.

INNOVATION SUMMIT

Main Collaborator: Futura

The 3rd edition of the Aruba Innovation Summit took place on August 31st, focusing on 'The New Era of Reinvention' and drawing a vibrant participation of 300 attendees. The summit sought to touch individuals on a personal level while emphasizing the business significance of reinvention, offering inspiration to employees aiming for personal growth, students exploring career paths, and those navigating uncertain professional trajectories post-Covid-19.

Featuring renowned international speakers and partners, such as Danilo Weiner, Product Innovation Director from Mastercard, and Rowena Marin, Global Lead Analyst of Google, the event fostered discussions on the power of reinvention. Local panelists, including notable figures like Larissa Bermudez, Herrick Henriquez, Naline Heilbron, George Bislip, Zaida Everon, and Charisse Hoen, shared their unique reinvention journeys, creating an interactive and engaging experience.

The summit's key achievement was inspiring and informing individuals transitioning out of the pandemic, reinforcing the idea that reinventing oneself is a continuous process, pivotal for personal and professional growth.

During the summit, Futura and Mastercard solidified a collaborative partnership through a Memorandum of Understanding (MOU) focused on propelling payments innovation and advancing financial inclusion in Aruba. This partnership enrolls Futura in Mastercard's City Possible network, facilitating access to a wealth of knowledge and resources to drive digital transformation and innovation within the community. This landmark collaboration signifies Aruba's potential as a global player, opening doors to a diverse network and a multitude of opportunities.

Impact: The Aruba Innovation Summit made a lasting impression by encouraging continuous personal and professional growth, highlighting the significance of embracing reinvention as a catalyst for a resilient community following the global pandemic.



EDUTECH FUND



Main Collaborator: Futura

Introduced on September 15, 2022, the EduTech Fund is an innovative initiative catering to all schools in Aruba. EduTech Fund's goal is to promote innovation, technology, and interactive learning in Aruban classrooms. It does so by providing grants to support innovative pilot projects proposed by schools, teachers, and students. In 2022, the program received 15 applications and awarded grants to six different schools across Aruba to advance their innovative projects.

Impact: The EduTech Fund has significantly encouraged innovation and technology integration in Aruba's classrooms, empowering schools, teachers, and students to implement practical advancements in education. For the 2022-2023 school year EduTech Fund received over 50 applications for innovative pilot projects overall.

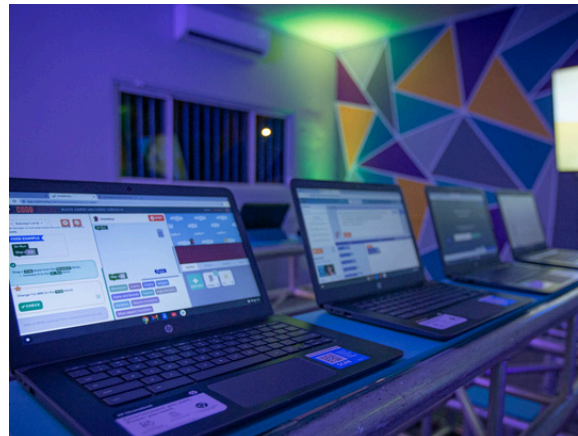


TECH LAB SAGRADO CURASON

Main Collaborator: Futura

Through the unwavering dedication of the educators at Colegio Sagrado Curason, a cutting-edge Tech Lab has been established and inaugurated. In partnership with Futura and other collaborators, the Tech Lab aims to foster a culture of innovation, exploration, and creativity among students. An existing area within the school premises has been transformed into a vibrant Tech Lab, equipped with a range of technology tools, gadgets, and Virtual Reality (VR) equipment. The official unveiling of the Tech Lab took place during IMMERSE 2022, welcoming government officials and partners to explore this dynamic and empowering new educational environment.

Impact: The introduction of the Tech Lab has significantly enhanced the learning experience at Colegio Sagrado Curason, providing students with a stimulating space to explore and engage with innovative technologies, fostering a culture of curiosity and creativity among the student body.



INNOVATION CAMP

Main Collaborator: Futura

Futura organized a dynamic STEAM-themed Innovation Camp, providing a week-long immersive experience for children. Through engaging hands-on projects and guidance from educators, scientists, and engineers, the camp aimed to equip participants with the skills essential for future innovation. From vibrant canvas painting sessions to creating personalized soaps with the guidance of Aruba Aloe chemists, and even coding their own games, the campers exhibited remarkable creativity and innovative thinking. The camp fostered an environment of camaraderie, fun, and self-assurance, instilling in the young minds the belief that anything is achievable. Notably, the camp maintained full capacity, fostering inclusivity, and collaborating with HIAS to offer five additional spots for the STEAM Camp.

Impact: The Innovation Camp not only kindled the participants' passion for learning but also instilled in them a sense of confidence and enthusiasm to pursue their interests fearlessly. The collaborative and interactive nature of the camp served to nurture a generation of young innovators ready to take on the challenges of tomorrow.



IMMERSE INNOVATION WEEK

Main Collaborator: Futura

Futura collaborated with local businesses and individuals to host more than 20 inclusive events and workshops. The week-long event celebrated innovation and community engagement, offering activities for all ages across various locations on the island. IMMERSE 2022, in its third edition, provided a platform for entrepreneurs to showcase their ideas, fostering connections and inspiration among participants. The event highlighted the notion that true innovation is a journey, emphasizing the importance of perseverance and belief in one's ideas.

Impact: IMMERSE's continued success has contributed to cultivating a culture of innovation and community collaboration, empowering individuals to pursue their creative aspirations and make meaningful contributions to the entrepreneurial landscape of the region.

