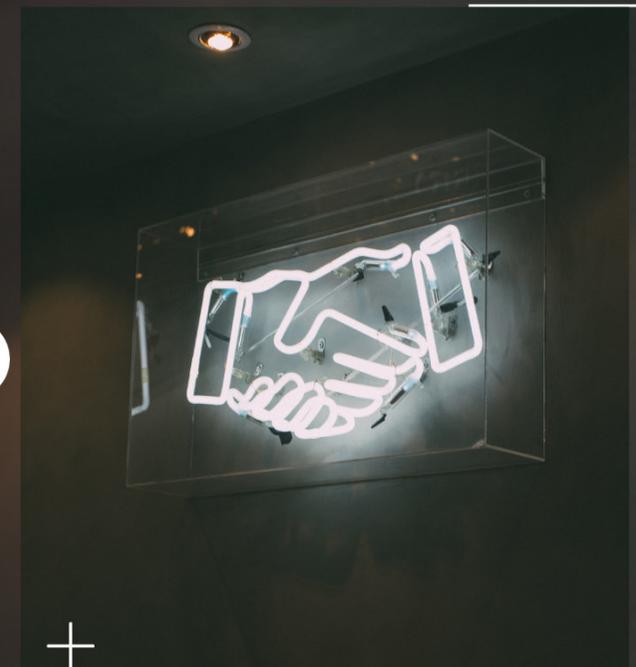


ANNUAL REPORT

2021

www.futuralab.org



FUTURA

Executive Summary

Aruba Futura Foundation (hereinafter: Futura), Aruba's national innovation lab, leads pioneering projects, initiatives, and collaborations to accelerate purposeful innovations. Our approach is to offer a platform where the public sector, private sector, and citizens can work more openly, collaboratively, and creatively to increase the innovation capacity of the island.

Futura's main purpose is to cultivate an innovation economy focusing on unleashing the innovation capacity from within through social innovation, talent cultivation, and collaboration. Further, Aruba's biggest transformation is underway with the implementation of the eGovernment Road Map, which provides a digital transformation plan as a catalyst for transparency and strengthening institutions. With this road map, Aruba seeks to better serve its citizens and create new pathways for achieving future economic resilience. Futura currently supports the implementation of the Government's digital transformation agenda.

Futura's projects and initiatives are aligned with Aruba's National Strategic Plan (NSP). The focus is to accelerate innovation to achieve the U.N. Sustainable Development Goals (SDGs) adopted by Aruba by 2030.

In 2021, several strategic innovation initiatives were launched or accelerated. These initiatives were designed to fit within the priority spaces of the Aruba Innova 2030 framework and the United Nations Sustainable Development Goals. Most of the projects that were put on hold in 2020 due to the effects of the COVID-19 crisis were either implemented or relaunched in 2021.

This report provides an overview of each of the projects and their impact. This report also highlights key strategic partners who played an important role in the development and implementation of the listed projects. Futura will continue to play an active role in fostering Aruba's innovation ecosystem in 2022 and we look forward to expanding our network of innovators and change-makers.

Futura Lab

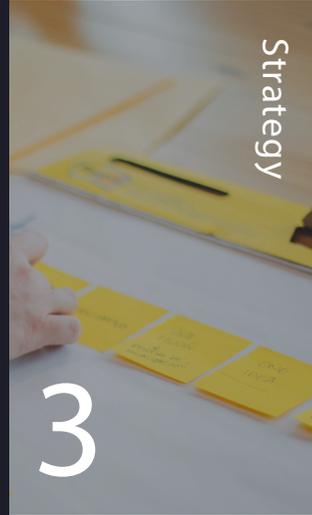




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“Innovation is the ability to see change as an opportunity, not a threat.”

■ Steve Jobs



About Futura

Aruba Futura Foundation (hereinafter: Futura) was established on May 7, 2018 with the purpose to aid in the design, development and implementation of a national innovation strategy for Aruba. Futura has received the mandate to implement the Government of Aruba's human-centered national innovation strategy, named Aruba Innova 2030.

Futura serves as a national innovation lab and SDG solutions lab. Futura is partly supported by the innovation team of the Ministry of Innovation, which resorts under the Prime Minister of Aruba, Evelyn-Wever Croes. The team is led by the Aruba Government's Chief Innovation Officer, Varelie Croes.

ARUBA FUTURA FOUNDATION BOARD MEMBERS

The 2021 board consisted of 3 members:



A Dynamic Team

Futura applies an agile way of working and each project or initiative is led by a team, consisting of a dedicated project lead, part-time or full-time team members, student interns and/or project-based contractors.

Amedee Wever



Eugene Wilson



Francois Croes



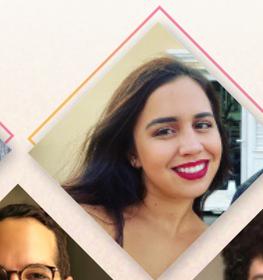
Guido Picus



Indra Zaandam



Jefryene Dijkhoff



Monica Pulido



Marilinda
Mansur-Croes



Daniela Piazzini



Robin de Leijer



Ulrich Hermans



Xavier Simileer

Futura: The SDG Innovation Lab

Aruba has been committed to implementing the SDGs since the onset of the adoption of the 2030 Agenda and the U.N. Sustainable Development Goals (SDGs). This unwavering commitment, leadership and endorsement of the U.N. Sustainable Development Goals is matched by the Government of Aruba moving towards finding alternative development pathways that can drive progress in a **Small Island Developing State (SIDS)** specific context.

In other words, Aruba is accelerating its efforts to become an **Incubator of Sustainable Island Solutions**.

Futura, aims to increase collaboration among various partners and stakeholders to accelerate the SDGs through purposeful innovation. The Aruba National Strategic Plan (NSP) is in line with the SDG roadmap that was created with assistance from the United Nations. Futura's projects and initiatives are aligned with the National Strategic Plan to accelerate innovation to achieve the U.N. Sustainable Development Goals by 2030.

Futura will continue to align its current and future projects and collaborations with the U.N. Sustainable Development Goals framework, creating awareness and building capacity for a more resilient future. All projects, initiatives or collaborations included in this report are aligned with the U.N. Sustainable Development Goals.



Strategy

Futura's main purpose is to cultivate an innovation economy focusing on unleashing the innovation capacity from within through **social innovation, talent cultivation, and collaboration.**

Futura's strategy is based on the Aruba Innova 2030 framework, which prioritizes five innovation spaces to help develop a thriving innovation ecosystem. Futura's projects and initiatives are aligned with Aruba's National Strategic Plan (NSP). The focus is to accelerate innovation in order to achieve the U.N. Sustainable Development Goals (SDGs) adopted by Aruba by 2030.

"We believe that our **people are our biggest asset** and our **human-centered innovation strategy** puts the **prosperity of the Aruban citizens first.** Futura is committed to the U.N. Sustainable Development Goals and **aims to create awareness and drive actionable results** to achieve these goals by 2030."

OUR APPROACH

Our approach is to offer a platform where the public sector, private sector and citizens can work more openly, collaboratively, and creatively to increase the innovation capacity of the island. We design, lead and collaborate on pioneering projects and initiatives to accelerate purposeful innovations.

HOW WE DO IT



Build – We co-design, test prototypes and collaborate on innovative ideas, projects or pilots that stimulate the innovation capacity of the public sector, private sector and citizens (including children and youth).



Share – We share knowledge through workshops and think-tank sessions, and we facilitate the development of new programs and products through open design-thinking sessions for our partners.



Connect – We collaborate with local and international partners on pioneering initiatives to stimulate the knowledge and innovation capacity of the Aruban community.

Aruba Innova 2030

Aruba Innova 2030 is a guiding framework to help Aruba better prepare for the future and guide policy decisions. The framework prioritizes five innovation spaces.

INNOVATION SPACES AND THEIR OBJECTIVES

eGovernment

Redesign government administrative procedures for efficiency, transparency, and improving people's lives.

- Improve the citizen experience of government services
- Build capacity of the public sector
- Facilitate 'ease of doing business' through innovation and technology
- Increase productivity of work force
- Increase trust and transparency in government

Social Innovation

Introduce policies and programs that focus on the people's well-being, personal advancement and values to be instilled in the society.

- Accelerate implementation of U.N. Sustainable Development Goals
- Increase youth participation in economy and civic sector
- Encourage an innovation mindset

Talent

Talent cultivation and retention with a focus on the skills needed in a future work-force and develop a system to be able to rapidly adapt to changing skill requirements in the Promising Sectors identified in the Government's economic policy.

- Equip youth with tools and knowledge to succeed in the future
- Stimulate life-long learning
- Encourage diaspora involvement and brain gain

Entrepreneurship

Foster an entrepreneurial mindset and improve business climate for startups and SMEs, with a focus on the Promising Sectors.

- Foster a thriving entrepreneurial ecosystem
- Kickstart incubator programs
- Develop investment friendly climate
- Stimulate access to seed and venture capital

Smart Society

Develop key arenas of collaboration between the public and private sectors and citizens to increase engagement and awareness in developing smart city and circular economy policies.

- Develop new solutions that solve complex problems and meet the needs of society
- Encourage evidence-based decision- and policymaking
- Facilitate access to data and knowledge-sharing



eGovernment

Redesign government administrative procedures for efficiency, transparency, and improving people's lives.



Social Innovation

Introduce policies and programs that focus on the people's well-being, personal advancement and values to be instilled in the society.



Talent

Talent cultivation and retention with a focus on the skills needed in a future work-force .



Entrepreneurship

Foster an entrepreneurial mindset and improve business climate for startups and SMEs, with a focus on the Promising Sectors.



Smart Society

Develop key arenas of collaboration to increase engagement and awareness in developing smart city and circular economy policies.

Key Milestones - 2021



- District297: Launch of the Innovative Arubans Abroad Campaign
- District297: Launch of the Digital Job & Networking Platform
- Happy Flow 2.0 WEF
- Happy Flow 2.0 CommonPass

- eGovernment: Conexion UXP Pilot Project Kick-off
- District297: Virtual Cooking Class Himno y Bandera
- District297: Job Hunting Webinar
- Aruba Activa Website Launch



- 100 Innovations Academy Website Launch
- EPI Leadership Program

January

February

March

April

May

June

■ Maria College x Futura Science Fair

■ Happy Flow 2.0 WTTC Global Summit

■ eLearning Pilot Project II: Colegio Pastoor Kranwinkel



▶ Key Milestones



- **eGovernment:** Kicked off National Digital Agenda
- **eLearning Pilot Project III:** St Franciscus College

- IMMERSE Innovation Month 2021
- Supernova Celebrating Self-love
- Innovation Kids Camp
- Supernova Girls Camp
- Immerse Week
- OutstandingInnovatos Awards
- Re-Tech

July

August

September

October

November

December

■ Introduced & Launched Futura Workspaces

■ IMMERSE 2021: Final design, sponsors, and partners confirmed

■ **eGovernment:** Completion of the Conexion UXP Pilot

■ **e-Government:** Kick-off Economic Snapshot Research



District 297

Project Lead: Futura

Main Collaborators: Department of Labor and Research (DAO), Arubahuis, Department of Education, Embassy of the Kingdom of the Netherlands in Washington D.C.

District 297 is a future-focused platform for Arubans abroad to engage, connect, and collaborate towards the socio-economic development of Aruba. We have witnessed a growing need for unity, engagement, and community building from our diaspora. The objective is to engage the Aruban diaspora, tap into their intellectual capacity, and leverage their knowledge, network, and ideas to stimulate the Aruban economy. Ultimately, the goal is to bring Arubans together and where possible back home.

New Platform

Throughout the course of 2021 District 297 executed various deliverables such as launching a new website, where members can connect with other diasporas as well seek open vacancies in Aruba. The purpose of this website is to serve as a platform for facilitating and promoting cooperation between Arubans abroad and Aruban-based companies and institutions. As a result, the socio-economic development of Aruba can be promoted.

Events & Webinars

In addition, two events were hosted at the start of the year. The first event, a webinar on 'Job Hunting', where speakers shared insights on the transition of moving back to Aruba after living abroad and the difference between searching for jobs in other countries versus in Aruba. The second event was organized in honor of Dia di Himno y Bandera; a virtual cooking class by Chef Lyssett & Canicio Van der Biezen, in an effort to bring Aruban warmth to Aruban's abroad experiencing lockdown due to COVID-19, by cooking traditional local dishes.

Campaigns & Initiatives

District 297 launched an awareness campaign called 'Innovative Arubans Abroad' where various Arubans excelling in their careers and business ventures abroad were highlighted and promoted on their various communication channels (i.e., social media, newsletters). The focus behind this initiative was to inspire individuals to excel in their innovative entrepreneurial journeys abroad, as well showcase how Arubans continue to grow abroad and think of ways to bring back their knowledge to share with the community in Aruba. In 2021, Futura commissioned a UX study to make the website more user-friendly and jointly with a focus-group determined how the platform can add more value.

IMPACT

- Engage with Aruban diaspora to get their input on various topics and mitigate brain drain
- Inspired diaspora abroad to excel in their innovative entrepreneurial careers
- Matched Aruban talent abroad with vacancy positions available in Aruba
- Connected Arubans locally and abroad to work together in creating initiatives to give back to the community
- Contributed to the socio-economic development of Aruba

NEXT STEPS

- Future research will be conducted for the District297 project to determine - with partners and collaborators - the future of the initiative and the platform, and Futura's envisioned role for 2022 (if any) and beyond



Maria College X Futura Science Fair

Project Lead: Maria College

Main Collaborators: Futura

Futura collaborated with Maria College to organize the annual Science Fair for 3rd-year students on the topic “Build with Nature” which consisted of 6 subthemes including:

- Biodiversity
- Energy
- Food
- Water
- Travel (sustainability)
- Supplies (materials)

Purpose

The main goal of the Science Fair was for the students to learn something that is both beneficial to humans and to the environment. The students attended courses throughout the second semester on topics that were relevant to their research topics. These include greenhouse gasses, weather, and air pressure systems in Geography, pH balances in Chemistry. The aim of the project was to create awareness of the issues our planet faces due to climate change and provide the opportunity for students to develop a greater understanding of what influences climate change and ideate possible solutions.

Outcome

Futura received a total of 52 project submissions, which could have a positive impact on people and the environment. The top 13 projects were selected and presented to an independent panel of experts. The closing evening of the Science Fair took place in February 2021 in ‘hybrid’ form, with both physical and virtual presentations. The project themes focused on recycling, wastewater treatment, and (new) energy solutions.

IMPACT

- Created awareness among the students about climate change and how they can provide possible solutions
- Created a greater understanding of what influences climate change
- Created awareness and showcased youth talent in innovation and STEM

NEXT STEPS

- Plan and execute an expanded and inclusive National Science Fair for 3rd and 4th-year students, with participation open to all



Richting v/d pgl. Waar ... ATE

Happy Flow

Project Lead: Futura

Main Collaborators: Aruba Airport Authority, KLM, Vision Box, The Government of Aruba

The aim of the Happy Flow 2.0 project was to create a seamless process for travelers supported by an identity management system and workflow orchestration. WTTC was the supporting partner to learn from this initiative as a first of its kind project. It is in the interest of Aruba's economy that the travel and tourism sector is innovative with the aim to keep improving the traveler experience and keep a competitive market position. This is currently even more important as the developments around touchless travel, biometrics, and the use of digital identity and digital health credentials, have taken flight.

The Happy Flow project mainly focused on supporting and preparing presentations for international conferences in 2021; Davos, WEF January 2021 and WTTC Global Summit May 2021.

Futura was also able to establish crucial contacts and organize meetings that led to Aruba's entry into the CommonPass, an application and data exchange program, through which individuals can prove their health status related to COVID-19 to travel. This allows Jet Blue passengers to use a trusted digital health certificate to travel to Aruba, making Aruba the first country in the world to do so.

As of June 2021, the options to provide our tourists with a contactless, seamless, and secure experience in accordance with the highest standards of data privacy and protection are much closer to realization than we could have imagined in 2020. This is possible, among other things, through the continuous collaborations within the Happy Flow network.

IMPACT

- Provided Aruba travelers with a seamless travel experience for COVID-19 travel requirement verification
- Facilitated Aruba in making international headlines being the first country to accept a digital health credential in the pilot with JetBlue and CommonPass
- Maintained Aruba's top reputation as a leading innovative tourism destination through Aruba's active presence in international working groups and the Prime Minister's outreach at high level international platform like Davos
- Provided Aruba a lead in knowledge on digitization of the traveler process

NEXT STEPS

- Ensure a successful transition of Futura's Project Lead role to the Government of Aruba in 2022



Aruba
HappyFlow
secure, quick, easy.



e-Learning Pilot Program II & III

Project Lead: Futura

Main Collaborators: SKOA, Colegio Pastor Kranwinkel, St. Franciscus College

Launched in early 2019, the e-Learning pilot project aims to introduce students to 21st Century Skills development from an early age and serves as an accelerator for the implementation of the United Nations Sustainable Development Goals (SDGs). These projects support the objectives of the Plan Educacion Nacional 2030 (PEN) and have been designed and implemented with the necessary stakeholders in the education sector, including the Ministry of Education.

After the success of the first Pilot at Cacique Macuarima and Aterima in 2019-2020, the e-Learning Pilot Project II at Colegio Pastoor Kranwinkel was introduced and completed in May 2021, offering students an opportunity for a more personal and modern learning experience.

Futura has carried out a third e-Learning Project at St Franciscus College for the 2021-2022 school year, in which all classrooms were equipped with eBoards. In addition, all teachers and classrooms have been given Chromebooks to make teaching more interactive.

The e-Learning Pilot program II offers a second elementary school student more advanced and personalized learning experience. While incorporating lessons learned and feedback from the first Pilot, the program will create an interactive and stimulating digital environment, and a playful learning experience, while developing 21st century skills.

IMPACT	NEXT STEPS
<ul style="list-style-type: none"> Delivered a total of 34 smart eBoards throughout the 3 phases of the projects 	<ul style="list-style-type: none"> Continue exploring innovation in education opportunities, and the launch of a national learning fund for additional technology related projects in innovation in education
<ul style="list-style-type: none"> Refurbished a total of 4 destroyed classrooms at Cacique Macuarima 	
<ul style="list-style-type: none"> Reached and involved 600+ students to date and 40+ Teachers 	
<ul style="list-style-type: none"> Increased digital literacy and enhanced 21st century skills for students and teachers 	
<ul style="list-style-type: none"> Accelerated implementation of the following SDG Goals: 4, 5, 8, 9 and 17 	
<ul style="list-style-type: none"> Turned key education stakeholders into innovation champions through collaboration 	
<ul style="list-style-type: none"> Incorporated more STEM subjects using actual technology equipment instead of just or mainly teaching theory 	
<ul style="list-style-type: none"> Delivered a total of 40x (14") Chromebooks for teachers and 150x (14") Chromebooks for students 	

Rond af op helen:	Rond af op tienden:	Rond af op honderdsten:
70,89	3,445	5,394
999,075	0,65	2,781
25,5	4,109	7,096

Handwritten notes on the whiteboard:

- 71 (written above 70,89)
- 999 (written above 999,075)
- 3,400 (written next to 3,445)
- 0,7 (written next to 0,65)
- 4,109 (written below the table)
- 0,65 (written below the table)
- Red arrows and underlines indicating rounding points.



100 Innovations

Project Lead: Futura

Main Collaborators: Cornerstone Economics, AIB, Enovis, Sage Marketing, Setar N.V., Central Bank of Aruba, Missing Chapter Foundation, Impact Blue Foundation, Directie Natuur en Milieu

The 100 Innovations program is a national program that aims to create a movement towards a solutions-driven society. The program encourages private, public, academia, NGOs, and creative thinkers to submit their ideas and actionable solutions. With a firm focus on achieving the 2030 Sustainable Development Goals, 100 Innovations aimed to reach 100 implementable solutions that encapsulate three thematic areas, focusing on (1) people, (2) planet, and (3) prosperity.

During the Covid-19 related lockdown the 100 Innovations Program needed to be redesigned to fit the social distancing policies and to ensure the health and safety of all staff and participants. Therefore, the purpose of the 100 Innovations ideas and projects shifted to economic recovery and sustainability. After 2 cycles, a total of 112 ideas were submitted and 54 were selected to advance to the development phase. During the development phase Futura provided ongoing support to encourage collaborations by facilitating networking sessions between individuals and existing Futura partner organizations, by linking existing projects, such as Aruba Activa and District297. The aim of the final phase was to assist participants to execute their ideas by providing the participants with the tools and resources needed to further develop and execute their ideas.

100 Innovations Academy

The 100 Innovations Academy is an online learning platform initially designed for the participants of the 100 Innovations program. The focus is to build a platform with quality tools and resources that cultivates the development, implementation, and growth of ideas (innovation). The intention behind the platform was for Arubans to have access to quality educational tools and resources which enables the cultivation of innovative ideas. The 100 Innovations Academy provided courses that help participants develop their ideas or projects into an actionable plan. The platform was launched with 4 courses including, Value Creation, Requesting Financial Grants, Marketing, and Financial Management. The platform remained free and accessible for anyone to follow the courses, guided by experts in their fields.

IMPACT	NEXT STEPS
<ul style="list-style-type: none"> Enhanced knowledge and education on innovation and the implementation of this concept in any idea, project, or business 	<ul style="list-style-type: none"> Future research will be conducted for the 100 Innovations and 100 Innovations Academy projects to determine - with partners and collaborators - the future of the initiative and the platform, and Futura's envisioned role for 2022 (if any) and beyond
<ul style="list-style-type: none"> Created a hub of tools and resources that entrepreneurs/innovators can use at their own pace to learn, develop, and grow their ideas 	
<ul style="list-style-type: none"> Accelerated implementation of innovative projects designed to engage and activate the Aruban community 	
<ul style="list-style-type: none"> Launched online learning platform that facilitates the development of the projects submitted 	
<ul style="list-style-type: none"> Engaged community, which ensures the long-term success of the projects/ businesses/ ideas 	
<ul style="list-style-type: none"> Increased anchoring of the 2030 Sustainable Development Goals into the community 	

Bringing you the
tools to reach
your future
goals.



EPI Leadership Collaboration

Project Lead: EPI Hospitality Unit

Main Collaborators: Futura

In 2021 Futura collaborated with EPI Hospitality Unit to design and develop a Leadership Program for second- and third-year students. Futura planned and organized workshops for these students as part of their mandatory Leadership Program.

The purpose of the leadership course was to provide the students a better understanding of leadership principles from multiple angles and perspectives.

The aim was for the students to benefit from the project lead's experience, who has a vast amount of experience in different fields. The students learned to explore, discuss with one another, and write assignments together and collaboratively, as to apply the relevance of leadership theory to the work that they will do as future leaders in their careers and community.

The students were tasked with developing innovative projects for IMMERSE Month, as well as for Supernova and Re-Tech. The idea was to get feedback from the youth on what they expected from Innovation Week and which ideas could be incorporated into the various Futura projects. Students developed programs for mental health awareness, sex and drug education, agriculture, and more. Each project reflected what students are currently dealing with or have an interest in learning more about. Futura made use of the information gathered during the program and incorporated them into projects during Immerse Innovation Month 2021.

IMPACT

- Gathered insights and perspective from the new generation regarding innovation, giving Futura the opportunity to generate workshops for students to attend
- Fostered leadership skills for students such as critical thinking, decision making, self-efficacy, accountability, ethical standard and working in group dynamics

NEXT STEPS

- Continue this successful project and collaborate with EPI Leadership in 2022 for implementation with a new group of students



IMMERSE Innovation Month

Project Lead: Futura

Main Collaborators: Aruba Bank, SETAR, ITP Caribbean, Swingmasterz, Queen Beatrix International Airport, Aruba Tourism Authority, International School of Aruba, Grant Thornton, Makerpedia, Elite Studios Media & Entertainment, Balashi Brewery, Qredits, University of Aruba, Vegan Aruba, Aruba Aloe, Workspace, BAZ-RRR Galleria, ScubbleBubbles Foundation, Paper Sisters, Playa Linda Beach Resort, Oranjestad, Aruba Wolff & Co. Studio, Aruba Certification Program, Colegio Sagrado Curason, Colegio Arubano, Sage Mindful Marketing, Aruba Trade & Industry Association, WOWO Creative, Exotic Events, Beyond Precision, Matevo

The first edition of IMMERSE was in 2019 where we collaborated with different stakeholders to promote innovation throughout the community. In 2021 Futura launched the second edition of IMMERSE as an extended month-long event called 'IMMERSE Innovation Month', to create awareness of the importance of innovation through various activities, workshops and initiatives open to the public. IMMERSE engaged with various NGOs, private sector, public institutions, students, entrepreneurs and investors on the island to help stimulate innovation by partnering up to host meetings, workshops, and seminars on topics relating to innovation, creativity and sustainable development to accelerate the 2030 Agenda.

Immerse 2021 focused on stimulating knowledge and fostering the innovation capacity of the Aruban community within different industries. IMMERSE hosted the following 5 main events and 1 initiative in 2021, in collaboration with partners to cater to various age groups and drive transformational change in the community;

- Innovation Kids Camp
- Supernova Girls Camp
- Supernova: Self Love Event
- IMMERSE Week
- Outstanding Innovators Awards
- Re-Tech





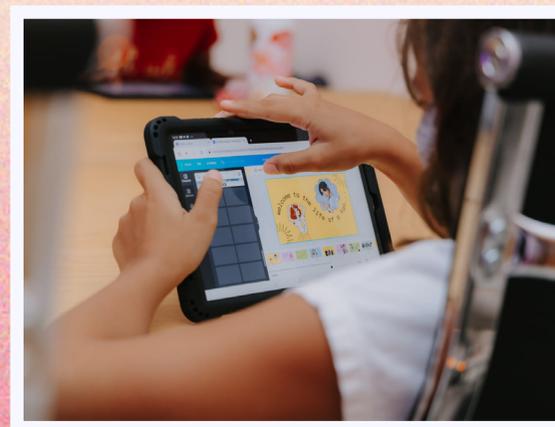
INNOVATION KIDS CAMP

The camp was the first event during IMMERSE Innovation month and focused on fostering activities to help children with the development of 21st Century Skills. The camp for children between the age of 8 to 12, was designed to ensure the development of collaborative and analytical skills, introduction of various innovative tools and programs, while helping kids build innovation qualities such as, perseverance, empathy, good communication, and creativity.

A total of 35 children participated in the Innovation Camp with included activities such as, SDG games, Tie-Dye shirt making, Zjeito Workshop (in colab with the ACP program), Healthy Smoothy Bowls, Microscopy, 3D printing workshops, Engineering Project, Coral Research , VR Experience, Stop Motion Animation, and ended with a project presentation.

SUPERNOVA GIRLS CAMP

Supernova is an experimental pop-up studio for females that aims to motivate and inspire women and young girls of all ages to gain skills as next generation purpose driven innovators. The Supernova camp was specifically designed for young girls between the ages of 13 to 14 with activities focused on innovation, SDG's, wellness, personal development, and creativity.



INNOVATION WEEK

Futura brought together the private sector, NGOs, public institutions, students, entrepreneurs, and investors on the island, in a joint mission to accelerate innovative thinking during IMMERSE Week. A series of workshops, seminars, conferences, and events on topics related to innovation, creativity, sustainability, and entrepreneurship. Transformational ideas and impactful projects in Aruba and beyond were showcased during the events.

Futura, stakeholders, and partners jointly organized 18 events open to the public. Here is a deeper look at the various workshops and seminars carried out throughout IMMERSE week.

Workshops

3D Printing & Digital Design

Every Saturday, International school of Aruba hosted a 3D Printing and Digital Design workshop for kids by Makerpedia, allowing them to experience technology and innovation hands-on for the first time.

Workng in a Political Arena

A closed event hosted by the University of Aruba for students, where various public workers shared their point of view on their experience working in a public sector. Giving students the opportunity to ask questions, get more insight, as well as explore internship opportunities.

Using Tech in Education

ISAOnline hosted a workshop online providing other educators and partners with innovative ways to engage with children using digital tools and resources.

Using 'Platformification' and A.I. in Banking

Aruba Bank organized a workshop to provide more insight on banking moving forward. Platformification in Banking is the idea that banks can build a platform-based ecosystem around the needs of the customer life cycle and products offerings. One the most forward innovations inside banking now is the application of Artificial Intelligence in product development.

Entrepreneurship & Fundraising

Tom Buchmann, co-founder of ParkBee, a scale-up technology company in UK and Europe, shared his experience as an entrepreneur and provided helpful information for others on how to get started with their business venture, as well ways to get funding. The following key areas were discussed:

- The importance of having purpose for your business
- Shared key learnings throughout his career
- Opportunities for doing business in Aruba
- His own perspective on Aruba's strengths and areas for improvement

Education System & the Future

Colegio Sagrado Curason hosted a seminar on the future of the education system using technology, where Ruzischka Tromp, a second-grade elementary school teacher, and ICT coach gave a very interactive workshop. Various topics were discussed showcasing how a school implementing technology in their system impacts the development of kids, and makes the process of teaching effective and efficient.

12 Steps to Reach the Global Goals

Joase-ann van der Biest talked about How to Implement the SDG in your Lifestyle with 12 easy steps to a more sustainable, minimal, and purposeful life. Ian Chai, the sustainable community building specialist, sparked discussions and engaged with the audience to showcase how healing and improving yourself as an individual adds value to the entire community and future of Aruba.

Smartphone Photography

WOWO Creative shared their professional expertise on how to take high quality photos using your smartphone, and provided entrepreneurs and individuals with tips and tricks to DIY their social media content.

Podcast & Entertainment

Elite Studios & Entertainments hosted a crash course by professionals on how to do your own podcast show, learn more about social media entertainment, vlogging, video editing, podcast, and the people behind these shows. The session turned into a hands-on workshop where each attendee had the chance to host their own mini podcast based on a topic of their choice.

Start-Up with Qredits Aruba

Qredits Aruba local micro-funding business for startups had Sharleen Tromp is a Certified Personality Expert and Strengths give a seminar for entrepreneurs on leadership and the importance of the 4 P's of leadership. More information about starting up and applying for funding at Qredits was provided for those that attended.

The Benefits of a Virtual Brand Multiverse

Matevo Ruben is a brand multiverse archetype that keeps pushing boundaries in branding. A guided discovery process, inexhaustible optimism, and infinite creativity are here to help you see the potential for innovation in any brand.

Staying Creative in Tough Times

WOWO Creative gave helpful tips to get creative professionals juices flowing during uncertain times, as a lot of people were dealing with a lack of creativity working under stressful situation and pressure.

The Future of Work is Hybrid

Workspace held an open discussion to share perspectives and insights on how work got done during the pandemic, which forced us to rethink where we work and how we work. Now it's making us talk about the future of work.

Audio Visual Storytelling & Social Media (Tiktok)

Ken Wolff & Michael Fowler owners of production company Wolff & Co. gave a workshop on how you can visually tell a story using only visual content and not words. Along with this they covered the topic of the trending Tiktok social media marketing and how businesses and individuals can grow their brand using this platform.



OUTSTANDING INNOVATOR AWARDS

The Outstanding Innovator Award recognizes Arubans and Aruban organizations that have had a positive impact on the island through innovation. The award ceremony took place during the opening night of IMMERSE 2021, where Futura gave recognition to three organizations for their efforts and projects in the fields of sustainability, environment, technology and innovation. The Outstanding Innovator Award was awarded to the following organizations:

- Makerpedia – Tess Monteranello and Pieter Verduijn
- Metabolic Foundation – Christie Mettes and Tony Sebold
- Scubble Bubbles – Nichole Danser

Re-Tech

Re-Tech was launched in 2021 to offer the opportunity for organizations or individuals to donate unused or discarded devices that are still in working condition. These devices are then repurposed by being refurbished and prepared to be donated to schools and non-profit organizations to support their ongoing projects and work. A total of about 200 devices were collected in 2021, including, computers, screens, keyboards, mice, and printers.

Re-tech gathered over 200 devices to be prepared and distributed to schools and foundations in need of technology.





SUPERNOVA CELEBRATING SELF-LOVE

Supernova is an experimental pop-up studio for girls and women of all ages to connect and exchange ideas, get inspired, and learn new skills. During IMMERSE 2021 SuperNova collaborated with Paper Sisters to hosted its second event around the topic of Self-Love. Taking into consideration that innovation is not only about science, technology, and creative business solutions, but also the innovation and development of ourselves as humans. At the end of the day we believe the only way for Aruba to be the best version of itself, is if we're all better versions of ourselves.

Over 60 females between the ages of 20-50 attended the event, which consisted of local speakers, who were each knowledgeable in different areas of creating a 'self-love journey'. We put together an inspirational group of empowering females in our community to help spark the light within each woman. The speakers consisted of entrepreneurs and life coaches for guidance in wellness, meditation & yoga, spirituality, nutrition, journaling, and a holistic approach to a self-love journey. Each speaker covered a different topic of the self-love journey, allowing the audience to gather the knowledge needed to get creative in investing in their own unique journey.

The purpose of the event was to inspire females by providing them with tools and information to consciously invest in building their own journey into loving themselves from within. For women to succeed and be fulfilled in any aspect of their life from being a mother, a student, a partner, a friend, or an employee, they must first and foremost love themselves. The event was such a success and a popular demand that we launched a second edition in February 2022 for more females to get a chance to participate and experience this unique event.

Impact

- Raised awareness for the importance of innovation amongst all age groups in the community.
- Illustrated how collaboration can create a collective movement to be more innovative.
- Stimulated the development of 21st century skills.
- Highlighted the innovative ideas and creativity happening around the island.
- Over 16 workshops and events open to public for free to provide information and resources.
- Stimulated network in different business as well education industries, for possible collaborations on innovations.
- Recognized businesses that are actively using innovative tools, and mindset to help improve quality of life in Aruba

Next Steps

- Design and Launch - with partners, sponsors, and collaborators - a third (3rd) edition of IMMERSE to bring awareness to-, showcase-, celebrate-, and stimulate the innovation capacity on the island



IMMERSE

AREA - Aruba Re-imagined Areas

Project Lead: Futura

Main Collaborators: DOW, Aruba Tourism Authority, and The Government of Aruba

Aruba Re-Imagined Areas (AREA) is an Innovation District Platform to help re-imagine and re-design key business and innovation opportunity areas in Aruba, and in turn ignite economic energy and increase the quality of life in those areas.

At the core of a future sustainable district or area is its community and collaboration to address local challenges. Since 2018, Futura has had a leading role in this project that included among others: project-, events-, and stakeholder management.

The project, and Futura's leading role in it, was completed during the year and it was officially handed over to the Ministry of Economic Affairs in October 2021.

IMPACT (OVER THE YEARS)

- Facilitated stakeholders' request to the Government on the opening of main street Oranjestad for car traffic at certain off-peak hours.
- Created a yearly calendar of events - with store owners - for the downtown Oranjestad area during the holiday seasons.
- Executed numerous successful and creative events in the Oranjestad and San Nicolas downtown areas.
- Coordinated with DOW to ensure repairs of lightning fixtures in Oranjestad identified by stakeholders.
- Facilitated the decision on the opening of A.T.A.'s tourism office in San Nicolas.
- Introduced new energy into Oranjestad with the introduction Futura Café pop-up in main street.
- Facilitated the creation of a legal entity for inclusive, and sustainable project- and stakeholder management for the Oranjestad area (Stichting Beheer Centro Oranjestad).



AREA

Aruba Activa

Project Lead: Futura

Main collaborators: Local entrepreneurs and community

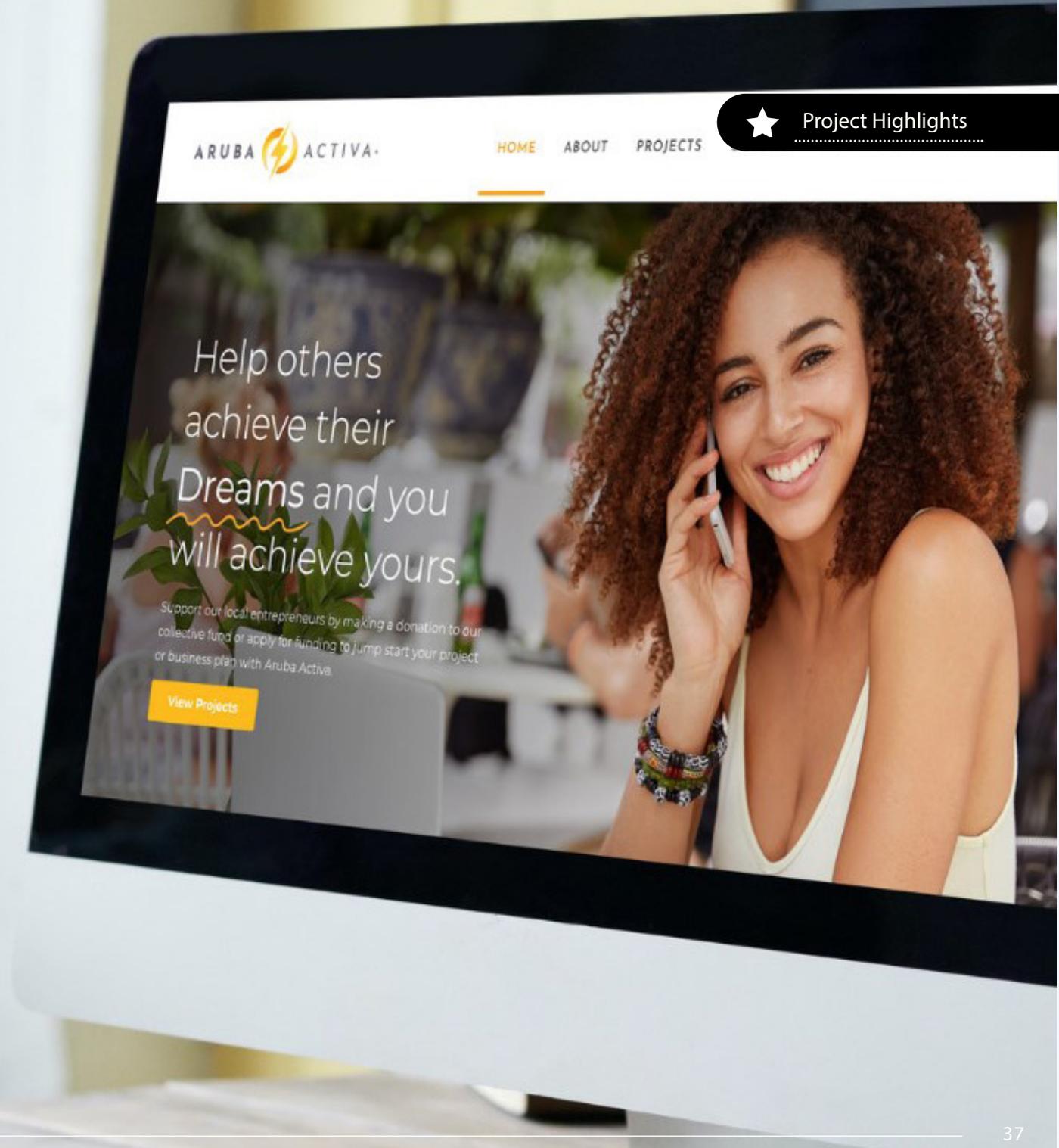
In 2021 Futura launched Aruba Activa (www.arubaactiva.com), an online crowdfunding platform for entrepreneurs. Aruba Activa offers Aruban entrepreneurs (startups) and project implementers an opportunity to 'kickstart' their projects or company by facilitating small-scale financial support of up to Afl 5,000. The platform is open to individuals and companies seeking initial financing to realize their project or business.

IMPACT

- Accelerated the implementation of the National Strategic Plan (NSP) for acceleration of the U.N. Sustainable Development Goals.
- Created value partnerships with start-ups and stakeholders.
- Supported the Promising Sectors and implementation of the Repositioning Our Sails Master Plan.
- Supported entrepreneurship and diversification of the economy.

NEXT STEPS

- Future research will be conducted for the Aruba Activa initiative and platform to determine - with potential partners and collaborators - the future of the initiative and the platform, and Futura's envisioned role for 2022 (if any) and beyond



eGovernment

Project Lead: Futura & Government of Aruba

Main Collaborator: eGovernance Academy Estonia, Cybernetica

Over the past years Futura has been supporting the Government of Aruba in the development of its eGovernment roadmap with support from knowledge- and strategic partners, including, Columbia University, Estonia eGovernment Academy, The Central Bank of Aruba, and the University of Aruba. Key stakeholders have been involved and consulted throughout the process.

In 2021, the e-Government team delivered a successful Conexion UXP Pilot Project. This project is the first major technology initiative in e-Government and is one of the key building blocks for the government’s digital transformation program. COVID-19 accelerated the adoption of the UXP Proof of Concept in Aruba and provided the ideal testing ground to launch the pilot. The interoperability platform will improve service efficiency, increase transparency in administration and provide Aruban citizens with easy access to information and digital services.

Furthermore, several government departments, including DIP and DEACI, have achieved key delivery milestones in 2021 related to digitization projects previously identified by the e-Government trajectory and the Landspakket. These digitization projects offer important automation benefits by completely removing paper from the service delivery process, increasing transparency, and more efficient working methods.

The importance and success of the Pilot Project will become clearer in 2022, with the expansion of the interoperability platform. As more government departments join the platform, government can deliver better digital services tailored to the needs of citizens, government employees and the private sector.

IMPACT	NEXT STEPS
<ul style="list-style-type: none"> Achieved secure data sharing between DVG and IASA securely for the health border approval process. 	<ul style="list-style-type: none"> Seven new divisions will join the interoperability platform in 2022.
<ul style="list-style-type: none"> Tested a unique ID number, based on the AZV number, was used to prove the identification of a person and to confirm their vaccination status. 	<ul style="list-style-type: none"> Development of a new digital identification (Digital ID).
<ul style="list-style-type: none"> Provided training sessions and knowledge transfer to public and private sector stakeholders – we conducted over 40 hours of online trainings sessions during the pilot and over 100 stakeholders participated in the sessions. 	<ul style="list-style-type: none"> Digital ID will be accessible via mobile phones and will be available to all citizens and businesses.
<ul style="list-style-type: none"> Configured and set up of four (4) secure servers. 	<ul style="list-style-type: none"> The National Digital Agenda is a project that will deliver an implementation plan to develop Aruba into a leading digital economy, and articulate Aruba’s national vision for digitally enabled inclusive growth, as well as identify key priorities for action.
<ul style="list-style-type: none"> Built six (6) Application Programming Interfaces (API). 	



Implementation of the Master Plan

Project Lead: Government of Aruba

Main Collaborator: The Government of Aruba and 125+ Stakeholders from public and private sectors

In 2020, the Government of Aruba organized a nationally coordinated effort to develop a Master Plan for Economic Recovery and Innovation (Master Plan 'Repositioning Our Sails') in response to the long-term socio-economic effects of the COVID-19 crisis.

This plan seeks economic growth that is smart, inclusive, and sustainable and aims at putting the crucial conditions in place for the resilient economy Aruba needs on the long term, while achieving short-term benefits, with the widest national support. The plan is a strategic policy framework with a 3-year planning horizon for decisions that affect the socio-economic development of Aruba and represents a national vision, direction, and a defined & achievable resilient future.

In 2021, Futura was the facilitator for the Master Plan's implementation. Futura established the planning (plateau 1) and held several meetings with government liaisons to monitor and evaluate the progress of the Master Plan, and to coordinate with the Landspakket team.

IMPACT

- Assisted in the implementation of the Master Plan for economic recovery and innovation for Aruba.

NEXT STEPS

- Continue in the set-up of the implementation team and facilitate coordination of reporting.
- Ensure a successful transition of Futura's Project Lead role to the Government of Aruba in 2022.

MASTER PLAN

Committee Economic Recovery
and Innovation Aruba

★ Project Highlights

REPOSITIONING OUR SAILS:

Aruba's Mission Driven Model for Economic
Recovery & Resilience



Government of Aruba

Futura Spaces

Project Lead: Futura

Main Collaborator: Government of Aruba

In an effort to create co-working spaces for startups, new entrepreneurs, and freelancers, Futura revamped its office space to provide shared work space for those interested in alternative places to work, host workshops and seminar, as well host company trainings and meetings.

The Futura office flexible workspaces from individual desks, to private offices, as well 4 different meeting room spaces, are each equipped with screens and white boards for presentations. The services are available based on hourly, weekly, and monthly options, depending on the needs of the business. Each space provides a different feel for those looking for a more corporate setting or a cozy and relaxing area for creative brainstorming teams.

IMPACT

- Provided affordable workspace to entrepreneurs.
- Offered alternative options to businesses seeking venues for company trainings.
- Provided freelancers with unique spaces for hosting workshops and seminars.
- Created collaborations and partnerships with various businesses sharing workspace.

NEXT STEPS

- Continue providing Meeting- and Work Spaces solutions to the Aruban community.
- Continue operation of Futura's Spaces as a go-to creative environment and Hub for the Aruban community.



UPCOMING PROJECTS & INITIATIVES

Looking Ahead to 2022

For 2022, Futura will continue with project management of various ongoing projects, as well as aim to continue working with stakeholders. Future will further seek to identify potential prospects to transfer certain projects to other better suited organizations, to continue the initiatives for the community, as well allow the Futura team to focus their efforts on various new projects and initiatives.

For 2022 our main goals will be to focus on the following three areas:



Goal: People

1. Empower children, youth, and life-long learners with the tools and skills needed to thrive in the future of work



Goal: Prosperity

2. Create an enabling environment for entrepreneurs, start-ups, and the community to innovate



Goal: Planet

3. Execute project and develop initiatives that raise awareness and stimulate a low-impact lifestyle



Upcoming Projects

2022



Here's a look at some of the initiatives Futura will be focusing on implementing throughout 2022, amongst many others.

MO-B LAB PROGRAM

Futura - with partners- will look to restart this initiative, which was launched in 2018, and temporarily put on hold in 2020 due to COVID-19 restrictions. The new program aims to comply with all rules and regulations and may have a less extensive schedule and scope.

IMMERSIVE SESSIONS

The successful workshops and seminars during IMMERSE week inspired Futura to create similar workshops and sessions throughout the year. Futura will continue to partner with businesses and individuals to organize quarterly sessions highlighting and introducing the community to various interesting and cutting-edge topics.

EDUCATION

Continue our efforts to innovate and build on the success of our various initiatives and 'pilots' in the education sector.

SUPERNOVA EVENTS

Workshops and seminars will be organized once per quarter over various topics focused on women and girl empowerment.

FUTURA SCIENCE FAIR

The current program for the Science fair will be revamped and transformed to cater to students on a national scale. The National Science Fair will be open to all students island wide.

INNOVATION SUMMIT

A third edition of the Innovation Summit will once again be organized by the Futura team in Q2 or Q3 2022.

STARTUP GUIDE

Create and publish 'Start Up Guide Aruba', as the first for the Caribbean and Latin American region, to help provide entrepreneurs with the tools and information needed to kick start their business in Aruba.

AGRI LAB

Launch Bio/Science/Agri Lab in the greater Santa Cruz region in Aruba.



Strategic Partnerships & Collaborators

Futura initiatives and programs are only possible with the support and collaboration of our partners. Partnerships are an essential part of accelerating innovation to achieve the desired systemic change and create a thriving innovation ecosystem.

Key Futura Partners and Collaborators include:

- Aruba Investment Bank
- Aruba Tourism Authority
- ATECH Foundation
- B-Lab
- Chamber of Commerce Aruba
- Cr38te
- Department of Education
- Department of Public Health (DVG)
- DOW
- Estonia eGovernance Academy
- Guardian Group
- Heart-Centered Leadership Foundation
- IPA
- JA IK Foundation
- Kids Council
- Metabolic Foundation
- National Bureau for Counterterrorism, Security and Interpol (NCTVI)
- National Security Office (VDA)
- SDG National Committee
- Setar N.V.
- SKOA
- The Central Bank of Aruba
- The Government of Aruba
- The National Library (BNA)
- UNDP
- University of Aruba



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Information

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FUTURA