

AWS Entrena Latinas

A Massive Skilling Initiative for AI Across Latin America

TIDWIT's Connected Ecosystem Unites Partners and Learners Around One Shared Mission



CONTACT US

Call or email us to find out how TIDWIT will help your organization better meet its digital ecosystem needs:

 703.761.7600

 sales@tidwit.com

 www.tidwit.com

SUMMARY

CHALLENGE

AWS Entrena Latinas aims to reach one million women across Latin America by 2028 with free, Spanish-language AI and cloud training. This requires multiple organizations to work toward one mission, supported by accessible learning experiences and digital infrastructure.

SOLUTION

TIDWIT provides the platform infrastructure behind the initiative, supporting registration, learning content, metrics, badges and certifications for learners and partner organizations.

RESULTS

Nearly 10,000 registrations in the first week, plus visibility into page visits, learning activity and available resources, give partners a foundation for scaling access to AI and cloud learning.



Empowering 1 Million Women Across
Latin America Through Connected
Ecosystem Infrastructure

CHALLENGE

Access to AI and cloud skills can open new opportunities for women in the digital economy, but reaching learners at scale takes more than learning content alone. AWS Entrena Latinas, launched in Colombia as part of Las Mujeres Ayudan con Amazon Music, brings together **Amazon Web Services (AWS)**, **Amazon Music**, **Shakira's Fundación Pies Descalzos** and **Laboratoria** to expand access to free, Spanish-language training in cloud computing and artificial intelligence. The initiative aims to reach one million women across Latin America by 2028. Achieving this ambition required organizations with very different contributions to work within an ecosystem towards a shared goal, supported by accessible learning experiences and a digital infrastructure able to enable participation and measure progress.



SOLUTION

TIDWIT provides the platform infrastructure behind **AWS Entrena Latinas**, connecting the contributions of each participating organization in one ecosystem. AWS supports the initiative with free cloud and AI training, **Amazon Music** connects it to the broader celebration The Women Shaping Latin Music and Culture, **Fundación Pies Descalzos** brings its longstanding commitment to education and its connections with students, mothers and communities in Colombia, and **Laboratoria** contributes its focus on women's participation in Latin America's digital economy. **TIDWIT** supports the initiative through five core capabilities: registration, learning content, metrics, badges and certifications. Together, they allow learners to register and participate, access learning resources and be recognized for their achievements, while giving partners visibility into participation and activity. In Colombia, students and mothers connected to Fundación Pies Descalzos can access foundational courses and pursue AWS AI certifications.



RESULTS

Since the initiative launched on September 18, AWS Entrena Latinas has recorded **nearly 10,000 registrations in the first week**, demonstrating massive early interest in the initiative. The platform also provides visibility into **30,000+ page visits**, **1,500+ hours invested** and **2,000+ available learning resources**, helping participating organizations monitor engagement and track progress as the initiative develops. By connecting participating organizations and supporting the learner journey with a common platform infrastructure, **AWS Entrena Latinas** creates a foundation for expanding access to AI and cloud learning across Latin America. For TIDWIT, this is the value of a connected ecosystem: enabling multiple organizations to contribute to one initiative while supporting the infrastructure needed to coordinate participation and measure activity. Registration figures and metrics cover the first week of October.

REGISTRATIONS

NEARLY
10,000

9,800+ in Week 1



PAGE VISITS

30,000+

Total Platform Visits



HOURS INVESTED

1,500+

of Learning & Training



LEARNING RESOURCES

2,000+

Available Materials





Explore TIDWIT's Approach to Massive Skilling

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Call or email us to find out how TIDWIT can help your organization launch a digital ecosystem and drive revenue readiness with its largest partners, or if you're interested in a no-obligation demo:

703.761.7600

sales@tidwit.com

www.tidwit.com

TIDWIT Inc.
11921 Freedom Drive, Suite 550
Reston VA 20190, USA

