

CO-CREATION: A COLLABORATION METHODOLOGY

Collaboration and co-creation ensure USAID establishes and leverages relationships with key stakeholders as a way to identify areas of shared interest and potential cooperation, avoid duplication of efforts, share knowledge about what works and what needs adjustment, and develop new, innovative ideas to address shared development challenges.



Collaboration

Refers to strategic engagement among a wide range of internal and external stakeholders.



Co-creation

Is a collaborative, time-limited process that focuses on generating a specific, shared outcome.

WHAT IS CO-CREATION?

USAID defines co-creation as a design approach that **brings people together to collectively produce a mutually valued outcome, and uses a participatory process that assumes some degree of shared power and decision-making.**



Through co-creation, USAID brings together organizations and individuals to share and improve upon ideas, generate innovative and sustainable solutions to development challenges, and foster local ownership.

WHO CAN PARTICIPATE?

Any type of individual or organization! USAID will outline the target participants for each opportunity in the event invitation or solicitation.



Private Sector



Civil Society



Faith-Based



Academic



Project
Beneficiary



Government



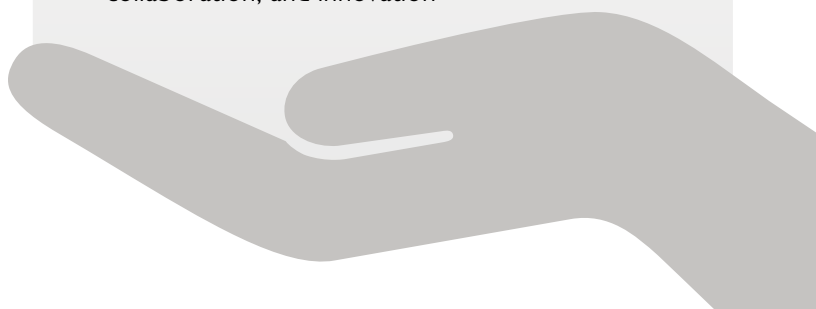
Donor



...and more!

WHAT ARE THE BENEFITS?

- ✓ Network with USAID staff and other partners
- ✓ Explore and create new partnerships
- ✓ Contribute to market intelligence that informs development projects
- ✓ Share your knowledge and expertise to improve outcomes and sustainability
- ✓ Participate in the establishment of a culture of trust, collaboration, and innovation



WHAT ARE SOME EXAMPLES OF CO-CREATION IN ACTION?



“Pause and reflect” meetings between USAID and implementing partners to identify what is working well and what needs adapting



One-on-one sessions with a business leader or subject matter expert



Oral presentations by potential partners to inform Agency dialogue



Multi-stakeholder, multi-day facilitated workshops

Co-creation can be a part of, or take place outside of, a procurement process.

WHY DOES USAID WANT TO USE CO-CREATION?



Access expertise across a variety of organizations



Adapt activities to new challenges



Catalyze collective action and commitments



Design strategies for action



Create shared ownership and accountability



Test and **validate** new ideas



Build meaningful coalitions



Increase implementation efficiency



Better understand development challenges



Lead to better and more sustainable development outcomes

WHERE CAN I GET MORE INFORMATION?

Co-Creation at USAID

<https://www.usaid.gov/work-usaid/how-to-work-with-usaid/co-creation-usaid>

Co-Creation Stories

Bangladesh <https://www.usaid.gov/npi/stories/bangladesh-co-creation-leads-innovative-solutions-health-care-coverage>

Morocco <https://www.usaid.gov/npi/stories/3-ways-co-creation-can-be-more-meeting-learning-and-building-together-morocco>

Ukraine <https://www.usaid.gov/npi/stories/co-creation-decoded-closer-look-npi-approach>

Co-Creation Field Guide

https://www.usaid.gov/sites/default/files/documents/EPPR_Co-Creation_Field_Guide-Oct-30-2020.pdf

Bookmark your local USAID Mission's website, and follow them on social media.

Visit [WorkwithUSAID.org](https://www.workwithusaid.org) to learn more.

A USAID priority goal, co-creation supports and aligns with a variety of USAID policies and principles, including those related to equity, strategic partnerships, local systems, inclusivity, and sustainability.