



COLLABORATION AND CO-CREATION

Co-Creating for More Inclusive Development

Solving global challenges in hunger, water, and employment, to name a few areas, demands the brightest minds, fresh insights, and focused collaborations. We cannot rely solely on experts within USAID to define development problems and solutions. To expedite a more holistic way forward, USAID is reaching out for—and receiving—contributions from people around the world through the process of collaboration and co-creation.

Collaboration and co-creation refers to a range of activities that bring people together to design and create something that offers shared power, shared decision-making and shared value between the involved participants. Co-creation allows for a range of stakeholders—funders, implementers, partners, potential users, and beneficiaries—to holistically debate and generate a specific shared outcome. Examples could include a richer understanding of a problem, a strategy, ideas or specific plans for action, OR lessons and insights from past actions.

CHARACTERISTICS AND BENEFITS OF CO-CREATION

By creating new partnerships and tapping into a range of skill sets and resources, co-creation's outputs reflect diverse perspectives and broad buy-in. People from across a technical area, geography, and demographics can contribute, evaluate, and refine ideas and concepts. Together, they test assumptions and build consensus around critical problems, barriers, and potential solutions.

Co-creation is flexible and can take many forms, including: one-on-one with an outside expert; in collaboration with small group; or in a large group of stakeholders focused on a particular challenge.

WHEN TO USE CO-CREATION

Co-creation is flexible and can be applied at any point in a project cycle, from broad strategic planning before projects are conceived, to building and refining activities and solutions, to lessons learned during project closedown. These collaborations and refinement of ideas can be done as a prelude to procurement or as a part of various procurement mechanisms. The co-creation process requires a strong vision, investment in analysis and design, and willingness to accept a level of uncertainty and change during the process.



SAMPLE USAID CO-CREATION PROGRAMS

MERLIN (MONITORING, EVALUATION, RESEARCH AND LEARNING INNOVATIONS)

USAID's MERLIN program brings together experts to identify, design, and test ways to understand and measure the impact of development activities. A consortium of more than 30 partners has contributed to the design of 10 MERL concepts, including four unique concepts now being rolled out. These pilots are designed to assist different types of USAID projects during different phases, including planning, startup, implementation, and closedown.

FAMILY CARE FIRST CAMBODIA (FCFC)

FCFC seeks to prevent the unnecessary separation of children from their families in Cambodia, where system forces and financial incentives often create rather than support orphans. In March 2015, FCFC brought together 42 practitioners, academics, and donors to work toward promoting family-based care for vulnerable children. Today, two interconnected, system-based solutions from the workshop are being implemented in Cambodia with support from entire communities.

HAITI FINANCIAL INCLUSION INITIATIVE

This work aims to avail financial services to all Haitians. From 2009 to 2015, the Haiti Integrated Finance for Value Chains and Enterprises (HIFIVE) project and 60 financial institutions in Haiti developed more than 120 financial products to support the agricultural sector. At the close of HIFIVE, USAID/Haiti released a Broad Agency Announcement to develop the next phase of programming. The Mission is partnering with new companies and local organizations to discover, test, and accelerate potential solutions in payments, savings, credit, and insurance in support of the Haitian government's national financial inclusion strategy.

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