

The background of the entire slide is a photograph of two young children of African descent. The child in the foreground is a boy with curly hair, wearing a red shirt, laughing with his mouth wide open. Another child is behind him, also laughing, with their arms around the first child's shoulders. They are standing in front of a white metal fence. The top left and bottom right corners of the slide have a blue overlay with a pattern of white dots of varying sizes.

# Where Development Gets Creative

CORPORATE OVERVIEW

Creative Associates International

# Our Mission



*“To support people around the world to realize the positive change they seek.”*

## OUR FOUNDING

1977

## OUR VISION

Creative envisions stable neighborhoods, communities and regions that can develop effective institutions to provide for their people, enabling them to overcome hardship and live peaceful and fulfilling lives.

## Getting to know Creative

Creative Associates International is a social impact company that works collaboratively to deliver locally led, sustainable solutions that address today's most pressing development challenges.

Drawing on 45 years of experience in global development in more than 90 countries, Creative has developed a reputation for innovation, flexibility and technical excellence. Today, Creative counts on an international network of professionals and partner organizations that are committed to the goals of sustainable, inclusive development.

Through these partnerships, millions of people from Central America to Central Asia have achieved the positive changes that they seek thanks to their dedication and the support of the United States, Canada, Europe and other multilateral donors.





## OUR APPROACH

### Locally led, globally resourced

Since its founding, Creative's model has emphasized solutions that engage communities in making decisions and crafting solutions. Smart development initiatives embrace local partners and stakeholders as drivers of positive change. Creative leverages global resources – expertise, proven techniques, new partners and more – as tools to overcome the obstacles to better education, inclusive economic growth and transitioning communities from conflict to peace.

## OUR TEAM

### Dedicated, diverse & talented

Our global staff of diverse and experienced professionals represent a cross section of the world. Together, they focus on delivering sustainable results on a range of projects that include building inclusive educational systems, transitioning communities from conflict to peace, ensuring women have a voice and the opportunity to lead decision making, developing sustainable economic growth, engaging youth, promoting transparent elections and more.



## OUR COMMITMENT

### Living our Values

Our five core values – Respect for One Another; Forthright, Clear and Direct Communication; Teamwork; Client Focus; and Technical Excellence – define our culture, guide us as we make decisions and how we operate around the world. Our ethics and compliance policies ensure responsible, transparent and effective stewardship of resources as we pursue our passion for global development.

# Education

Expanding access to quality education in conflict & peace

Creative's holistic "whole child, whole teacher, whole school" approach works at both the system and the student levels, to increase sustainable learning outcomes and support for high-quality, inclusive education. It incorporates teacher professional development, curriculum improvement, policy development and school management support with wraparound services.

## ■ Education in Conflict & Complex Environments

Education plays a vital role in rebuilding conflict and crisis-affected communities and preparing residents for a peaceful future. Creative quickly assesses the unique needs of educational systems in these situations and collaborates with communities, officials and the private sector to provide access to quality education in safe learning environments.

## ■ Systems & Resilience

Creative supports ministries and communities to strengthen educational systems that pave the way for self-reliance by institutionalizing governments' ability to build the educational foundation for their children and youth's future.

## ■ Alternative & Non-Formal Education

In complex environments, education opportunities are often needed outside of a formal classroom. Communities and educators are engaged to develop alternative education programs and non-formal learning centers to build foundational skills in out-of-school children and youth.

## ■ Social & Emotional Learning and Wellbeing

Students and teachers can thrive by building Social and Emotional Learning into school programming. Students gain a sense of control, belonging and safety, feelings of self-worth and relationships and the ability to manage conflicts non-violently. Creative promotes holistic teacher wellbeing using proven techniques to improve stress management, self-care and self-efficacy.

# Ethiopia

As part of Psychological First Aid to students in early 2022, READ II has supported 21,486 conflict-impacted primary students in 41 schools and communities and trained 384 teachers, school directors, cluster supervisors, and local leaders on basic helping skills.



## MOZAMBIQUE ▼

The *Vamos Ler! / Let's Read!* program developed and distributed 12 million teaching and student materials in five local languages to support a new early grade reading curriculum.



## ◀ MOROCCO

Through Reading for Success - National Program for Reading, more than 4.5 million students in grades 1 to 6 benefited from the new Arabic-language curriculum.

## NIGERIA ▶

NEI Plus established 5,600 non-formal learning centers to reach out-of-school children and adolescent girls in 2,796 communities in Bauchi and Sokoto states.





# Economic Growth

Unlocking opportunity through sustainable growth

Creative's approach to inclusive economic growth focuses on market solutions and opportunities that are led by the private sector, in collaboration with government, civil society and academia. By working with donors and communities, Creative designs and implements data-driven approaches that emphasize equity, empowerment of women and youth, enterprise development and domestic resource mobilization.

## ■ Agriculture, Agribusiness & Food Security

Creative is bolstering agricultural production and food security through interventions that support smallholder farmers and critical stakeholders providing sustainable market systems solutions in West Africa, Central America and Asia.

## ■ Engaging the Private Sector

The private sector is a pathway for countries to accelerate self-reliance and reach untapped potential in hard-to-reach environments. Creative works with governments to forge strong business-enabling environments and build effective institutions to attract investment for sustainable development. It promotes effective public-private dialogue as a structured, participatory and inclusive approach to policymaking.

## ■ Trade, Investment and Blended Finance

Creative's projects unlock the private sector's potential to catalyze growth and support development goals by facilitating partnerships, providing access to finance and offering technical assistance that increase competitiveness, market access and export capabilities.

## ■ Workforce Development

Creative sustainably strengthens workforce systems around the world, attaining scale and sustainability through aligning incentives and building linkages and local capacity, to achieve win-win outcomes for youth, their communities, employers and education institutions.

## West Africa

The West Africa Trade and Investment Hub manages a pipeline of more than \$1.2 billion in transactions and engagement with 700 companies, trade associations, development finance institutions and government agencies.



### NIGERIA ▼

Through the West Africa Trade and Investment Hub, 4,000 smallholder farmers in Kaduna state will receive resources, training and ongoing support to increase production of maize and soybeans.



### ◀ HONDURAS

In the climate-sensitive eastern Dry Corridor, 6,000 poor and very poor families receive support for diversifying livelihoods, improving food security and using clean drinking water through the Honduras Livelihoods and Food Security in the Dry Corridor project.



### ▶ ASIA

China Sichuan Market Development Project has provided access to market linkages, capital and training to 7,000 ethnic Tibetan businesses and producers – 45% of which are women or women-owned.





# Communities in Transition

Supporting societies as they move to peace

The CIT Division supports communities, governments, civil society, the private sector and marginalized groups to develop the skills, systems and partnerships to achieve their development goals. By partnering with local actors, CIT supports the transition of societies from conflict and fragility to peace and stability.

## ■ **Anti-Corruption & Accountability**

Creative supports and partners with government, civil society and the private sector to tackle corruption and strengthen accountability mechanisms across the system. In fragile and post-conflict contexts, anti-corruption is a crucial element of efforts to promote responsive governance, social cohesion, resilience and trust between citizens and the state.

## ■ **Human Security**

Using the key building blocks of protection and empowerment, Creative applies both a “top-down” approach that recognizes that states have the primary responsibility to implement a protective structure; and a “bottom-up” approach that develops the capabilities of individuals and communities to make informed choices, to act on their behalf and to participate in solutions to ensure human security for themselves and others.

## ■ **Democracy & Electoral Integrity**

Creative is a leader in political and electoral conflict management and mitigation. We address emerging threats of violence and fraud, supports civil society to become effective voices in the process and supports peaceful election advocacy campaigns. Creative works with stakeholders in electoral administration, electoral conflict forecasting and prevention, constitutional development, university-based courses on democracy and more.

## ■ **Political Transitions**

Working with local actors in fragile environments, Creative provides the framework needed to transition to effective longer term development programming, including local reconciliation activities, building social cohesion and strengthening media independence. Prioritizing community-level engagement, Creative identifies and supports current and potential change agents who have the legitimacy, vision and social capital to influence a peaceful transition.





## ■ Preventing & Countering Violent Extremism

Applying a policy-to-person strategy, Creative works with a range of actors to link local, national and regional efforts focused on research, co-design, collective learning, and coordination for PVE/CVE. Creative combines leading research with extensive practitioner experience and brings together expertise across sectors and levels to develop whole of society approaches and solutions.

## ■ Stabilization

Working in areas recently liberated from violent extremist organizations by post-military operations, Creative delivers strategic, responsive, inclusive and conflict-sensitive stabilization activities. Where rapid stabilization is needed, we assist local actors in providing high-visibility, quick-impact projects that respond to citizens' needs and encourage engagement in governance.

## ■ Transformational Governance

Creative's transformational governance approach addresses the systemic factors that foster state and community resilience. While embracing good governance practices, this approach goes deeper to target the root causes of fragility. Creative's Governance Fragility and Resilience Assessment Method, or FRAME, identifies points of resilience and fragility within communities, pinpointing where and how a governance system needs to be transformed.

## ◀ WEST AFRICA

5,887 local women and 7,997 youth have participated in peacebuilding processes in Niger, Benin, Mali and Togo through REWARD II.



## ◀ SOMALIA

50 percent of election observers are Somali women who are supported through BUILD.



## HONDURAS ▲

74.3 percent reduction of risk among target families with children ages 8 to 17 who are empirically at the highest risk of joining gangs through Proponte Más.

## SYRIA ▼

40 million cubic feet of rubble – equal to the volume of the Empire State Building – were removed by communities in Raqqqa, Syria, through the FURAT Plus program.



# Crosscutting Expertise

Diversifying positive change

Creative's programs and practice areas are supported by a variety of crosscutting units that frequently operate behind the scenes. They fuel our innovation, guide thought leadership, provide analysis and ensure smooth operations. A few of these crosscutting units are listed here.

## ■ Development LAB

The Lab seeks to bring innovative digital approaches to development programming. The Lab's contributions focus on digital behavioral change, innovative digital data canvassing and analysis, geospatial planning analysis, civic-tech and disinformation management and prevention.

## ■ Migration

The Center for Migration and Economic Stabilization serves as the hub for Creative's leadership in the intersection of migration and economic development. The Center's first-mile approach addresses the specific factors that force someone to leave their home without a legal pathway for immigration.

## ▶ Nigeria

A 40-minute documentary titled "Seeking Peace Among Complex Conflicts" produced by Creative earned seven prestigious awards in two international contests.



## ■ Grants

Creative delivers on its commitment to locally led and owned development with small, high-impact grants to serve communities suffering from violence, lack of opportunity, inequity and inadequate government services. Creative manages an estimated \$20 million annually across more than 500 grants for USAID and other donors, providing stewardship of resources and outstanding results for beneficiaries.

## WEST AFRICA ►

The West Africa Trade & Investment Hub has issued 71 co-investment grants valued at more than \$66 million.



## ST. LUCIA ▼

Some 240 students learned how to use a simple program to “write” code to control a robot’s movements through the Community, Family, Youth Resilience Program.



## NORTHERN TRIANGLE ▲

Creative authored a study examining the local factors that drive people to migrate from El Salvador, Guatemala and Honduras. The study included 2,400 in-person surveys spanning 60 municipalities.

### ■ Youth

Taking a Positive Youth Development approach, Creative builds on the strengths and potential of young people, fostering their engagement, developing their sense of agency and strengthening skills and relationships with others. Seeing youth as equal partners, Creative puts young people in leadership roles so that programs address issues most relevant to them and they can build innovative, sustainable solutions to challenges in their communities.

### ■ Communications & Outreach

Creative delivers quality content – articles, videos, infographics and more – that focuses on the real life efforts of local stakeholders to achieve the positive changes they seek. Its videos have won more than three dozen awards, including for two full-length documentaries in Nigeria and shorter format videos focusing on development efforts in Central America.





**CREATIVE**

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Learn More ▼

