

## CO-CREATION AND CO-DESIGN DEFINITIONS



### CO-CREATION DEFINITION

**Co-creation** is an intentional design approach. It aims to foster innovative approaches to problems through a participatory process. Co-creation's goal is to jointly produce a mutually valued outcome. Co-creation is distinct from other collaborative or participatory practices because it involves sharing power and/or decision making. Co-creation is transparent, time-limited, and organized. It can be used to address a specific problem, challenge, question, or to gain further insight on a topic of interest. Co-creation focuses on generating a specific outcome. Co-creation is NOT limited to the procurement process, CAN be used in acquisition or assistance, and CAN be deployed throughout the Program Cycle or planning activities such as the CDCS process. Co-creation associated with a procurement process may occur with clearly outlined intent and purpose leading up to and at the pre-award phase.

### CO-DESIGN DEFINITION

**Co-design** is a collaborative process that utilizes collective brainstorming and problem solving techniques to develop appropriate and suitable solutions. Co-design does NOT involve the sharing of power or decision-making. If used during a procurement process, USAID usually convenes apparently successful partners to analyze, inform, and finalize a program description or statement of work. Co-design is not limited to the procurement process and may occur in settings to explore ideas for future planning, overcoming programming obstacles or challenges, or related to an existing funding mechanism.

\*Questions regarding this guidance should be sent to [PDTandME@usaid.gov](mailto:PDTandME@usaid.gov)

\*To learn more about Co-creation, refer to the PDT site and listing of training courses:

[PDT Co-creation Guidance](#) and [PDT Learning Catalog](#)