



ECONOMIC STABILIZATION AND RECOVERY

Connecting fragile communities to viable,
inclusive market opportunities


CREATIVE

Creative's Sustainable, Market Systems

APPROACH

For people trying to move forward after a conflict, economic stabilization and recovery lays the foundation for sustained, long-term development. It allows communities to recover their livelihoods, build resiliency and participate more productively in market systems.



40%

of post-conflict countries have fallen back into conflict within a decade. Early attention to economic growth increases the likelihood of preventing a return to conflict and moving forward with renewed growth.

source: USAID

Many post-conflict communities lack the technical knowledge, physical infrastructure and financial resources to rebuild their economies and participate in market opportunities. Creative uses a market systems approach to address these challenges and link marginalized populations to viable economic activities.

By developing inclusive market systems, Creative's programs in economic stabilization and recovery benefit those on the fringes who stand to gain the most, including the very poor, women, youth and other marginalized groups that are too often excluded from traditional economic networks.

An Inclusive Market Systems Approach

Through its Economic Stabilization and Recovery practice area, Creative assists countries emerging from crisis or conflict in rebounding from economic shocks and moving toward stabilization. Our goal is to facilitate the development of inclusive market systems that engage and benefit a range of actors including the very poor, women, youth and other marginalized groups.

To achieve this goal, Creative's market systems approach connects fragile communities to viable economic opportunities and builds their capacity to

take advantage of these opportunities.

Our approach promotes resilience. By building skill sets to improve productivity and creating mechanisms to link producers and buyers, our programs facilitate market-based recovery through competitive, inclusive value chains that are strong in the face of economic or environmental shock.

With a focus on building capacity, our programs strengthen competitiveness in existing market systems and help the private sector, including small businesses and smallholder farmers, make better decisions, improve their skills and gain financing.

A commitment to including women and young people means Creative's economic recovery and stabilization programs facilitate equal access for women and youth producers and entrepreneurs to good economic opportunities that maximize their market share.

Creative's programs support rural families in their bid to attain food security, increase their productivity and incomes, and engage more effectively in markets. Our programs also deliver a wide span of enterprise and entrepreneurship development activities for micro, small and medium-size firms whose success will contribute to economic stability and recovery.



Proven Success Helping Markets Recover

Creative has implemented complex, multimillion-dollar projects in difficult conflict and post-conflict settings like Yemen and Pakistan.

Creative's Yemen Community Livelihoods Program is a complex, multi-sectoral program designed to increase Yemen's stability by implementing activities in agriculture, economic development, governance, health and education. This USAID-funded project worked in some of the most difficult areas to support vulnerable rural communities to improve livelihoods through value chain enhancements, extension inputs and services, entrepreneurship and business planning,

and water conservation and management.

The project improved extension services and built farmer capacity that expanded production and increased competitiveness of the coffee, horticulture, livestock and honey value chains. Building on activities that supported youth entrepreneurship and workforce development, the project partnered with a Yemeni bank to provide capital to introduce new production technologies.

These interventions increased agricultural production and household incomes for more than 600,000 beneficiaries.

As part of the Pakistan Transition Initiative, Creative provided grants that supported economic opportunities and major agricultural value chains in Pakistan's

Federally Administered Tribal Areas (FATA). These grants were used to introduce improved seeds and fertilizers, build farmer capacity in cultivation and post-harvest handling, enhance extension services, rebuild market and processing facilities, and repair infrastructure to link rural communities to markets.

As part of the Colombia Initial Governance Response Program, Creative used long-term economic growth to solidify stability and recovery from the multiyear offense against drugs and illegal armed groups.

The program provided 700 short-term grants averaging \$40,000 each to promote private enterprise. National and local government bodies matched these funds with cash and in-kind resources, as did

DIFFERENTIAL

Creative's proven success managing economic stabilization and recovery activities in conflict and post-conflict settings translates into on-the-ground experience making rapidly changing markets stronger, more flexible and more inclusive.



COLOMBIA:

700

short-term grants promoted private enterprise among small and medium-scale producers who improved their products and their productivity.



community members and the private sector.

The Colombia Initial Governance Response Program also formed and strengthened 145 producer associations, increased access to credit and linked them to buyers in regional markets. It built the capacity, productivity, business skills and incomes of producers in coffee, rubber, cacao, dairy, sugar and several other value

chains. It helped farmers and ranchers improve their products and processes, and collaborated with local organizations to reach small-scale producers who might otherwise be left out.

For example, in Vista Hermosa, a municipality of approximately 21,000 residents, the program created 36 projects that revolved around seven main lines of

production, such as honey and rubber.

It created 27 associations and engaged 10 existing ones in making well-informed, calculated decisions that improved the quality of production, strengthened value chains and increased income. The intervention benefited more than 8,700 residents—41 percent of the municipality's population—and created 290 new jobs.



Creative Associates International provides outstanding, on-the-ground development services and forges partnerships to deliver sustainable solutions to global challenges. Founded in 1977, Creative's experts focus on education, economic growth, youth, workforce development, governance and elections, among other key areas. Today, Creative has a staff of more than 1,100 people around the world who are committed to working with officials, nongovernmental organizations and community members to realize the positive change they seek. www.CreativeAssociatesInternational.com

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