SOCIAL IMPACT
ADVANCING DEVELOPMENT EFFECTIVENESS

Localization Menu of Services for USAID

SKILLED

25+
YEARS
OF EXPERIENCE
PROVIDING
MANAGEMENT
CONSULTANCY
SERVICES

GLOBAL

WE WORK IN
120+
COUNTRIES

Social Impact offers a variety of services to support USAID's Localization Vision and Approach.

This menu of services supports USAID in achieving its two stated measures of success:

USAID will provide at least a quarter of all our program **funds directly to local partners** by the end of FY2025.
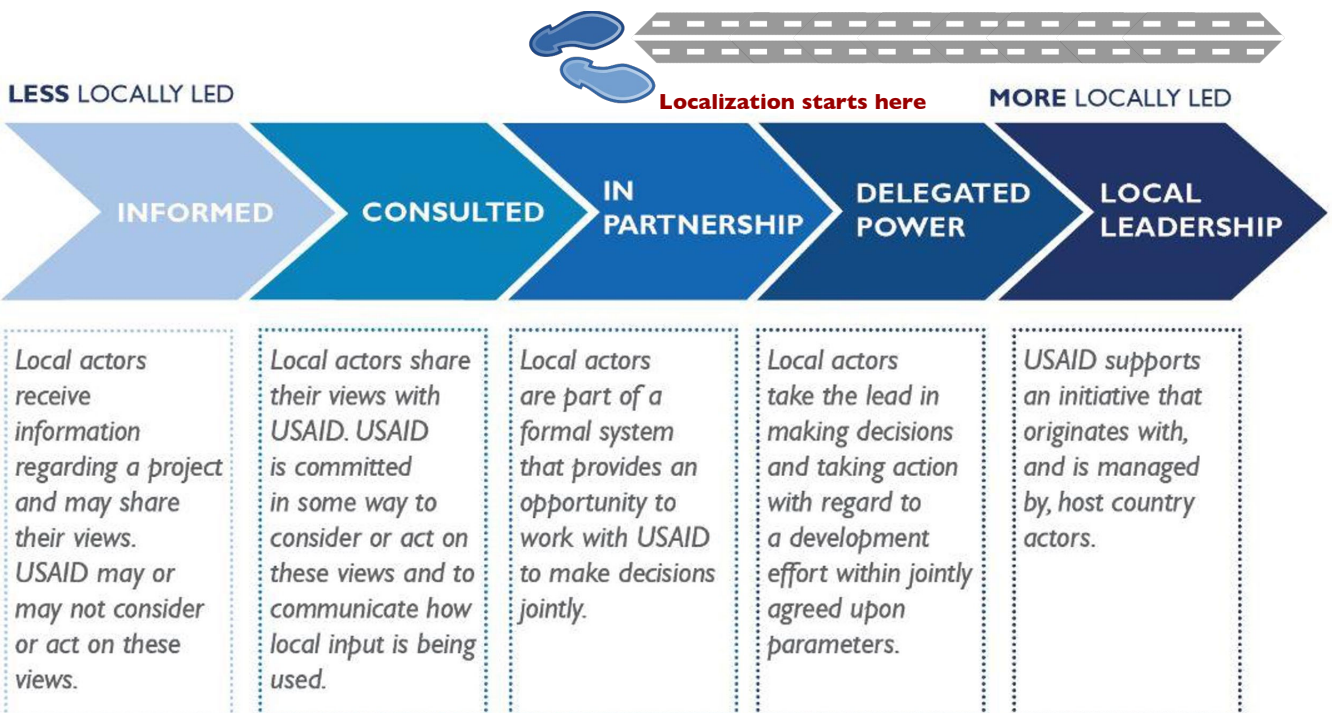
USAID will take steps to ensure that by 2030, fifty percent of our programming will place **local communities in the lead** to co-design a project, set priorities, drive implementation, and/or evaluate the impact of our programs.

In order to achieve these targets, USAID must align with local priorities; understand local systems; meaningfully engage local actors; and learn from, adapt, and improve localization efforts. As a trusted Collaborating, Learning & Adapting (CLA) and monitoring, evaluation, and learning (MEL) contractor, Social Impact is well positioned to provide services that meet these needs.

What is LOCALIZATION?

Localization is a power-shifting process.

It shifts decision-making power to local actors to address development challenges. Where there has been greater localization, local actors make decisions to: (1) set priorities; (2) design and implement; (3) allocate resources; and (4) adapt development programming based on learning. In the below USAID spectrum of locally-led development, Social Impact considers its work with USAID to be "localized" when there is at a minimum "in partnership" decision-making.

LESS LOCALLY LED   Localization starts here   **MORE** LOCALLY LED

INFORMED	CONSULTED	IN PARTNERSHIP	DELEGATED POWER	LOCAL LEADERSHIP
Local actors receive information regarding a project and may share their views. USAID may or may not consider or act on these views.	Local actors share their views with USAID. USAID is committed in some way to consider or act on these views and to communicate how local input is being used.	Local actors are part of a formal system that provides an opportunity to work with USAID to make decisions jointly.	Local actors take the lead in making decisions and taking action with regard to a development effort within jointly agreed upon parameters.	USAID supports an initiative that originates with, and is managed by, host country actors.

As USAID increases its direct funding to local partners and promotes local leadership across all programming, Social Impact can provide a range of services throughout the Program Cycle to support USAID's efforts and advance development effectiveness. Social Impact implements all its services using a CLA approach; this ensures work is participatory, tailored to users and their needs, and adaptable based on learning.

Program Cycle component	Services	For...	In order to...	Achieves localization indicators...
Strategy, Project and Activity Design	**Participatory research to inform designs** such as local systems mapping, stakeholder analysis, social network analysis, contextual analyses, or organizational capacity assessments	USAID design teams	Understand the local system and set of actors before engaging; helpful to identify potential partners and align with existing local priorities	1 (increase direct funding to local partners) and 2 (local actors exercise leadership)
	Facilitate **multi-stakeholder processes** to co-create designs, theories of change, or reach agreement on key objectives	USAID design teams	Have local actors set priorities with USAID and reach consensus on design elements	2
	Host regular opportunities for existing and potential local partners to **learn more about USAID and connect with each other** on issues of common concern	USAID design teams, OAA, local partners	Build relationships between USAID staff and local partners and between local partners for eventual partnership arrangements	1 & 2
	Facilitate discussions with local partners to improve how localization concepts and principles can be integrated into **new designs and solicitations**	USAID design teams, local partners	Improve solicitations; encourages localization throughout implementation	2
Activity Implementation	Support local partners in determining and achieving their **capacity strengthening goals**	Local partners and A/CORs	Have local partners set the agenda for their capacity strengthening and simultaneously strengthen partners for better USAID award management	1 & 2
	Facilitate **learning communities** of local partners (and those not yet partnered with USAID)	Local partners	Support partners in reflecting on their implementation, connect with other partners working on similar issues, and promote cooperation over competition	2
	Manage **knowledge exchanges and mentorship arrangements** between local organizations or with international organizations	Local partners	Strengthen local organization capacity and relationships	1 (increase direct funding to local partners) and 2 (local actors exercise leadership)
	Provide **tailored technical assistance** in MEL and CLA to achieve their objectives and meet USAID requirements	Local partners, A/CORs		1 & 2

Category	Service	Audience	Purpose	
Monitoring, Evaluation, and other Learning approaches (MEL)	Organize and facilitate **listening tours**	USAID staff	USAID staff hear directly from local stakeholders	2
	Conduct participatory **learning reviews or evaluations** of direct funding to local partners	Local partners, A/CORs	Learn from and adapt approaches to improve USAID's direct funding to local partners or approaches for local leadership	2
	Facilitate **co-creation of performance monitoring plans and evaluation scopes** between USAID and local partners	Local partners, A/CORs	Have local partners set performance monitoring and evaluation priorities	2
	Support local implementing partners in identifying their **learning needs and approaches** (as outlined in their Activity MEL Plans – AMELPs)	Local partners, A/CORs	Enable local partners to learn and adapt throughout implementation	2
	Help USAID **monitor, evaluate, assess, and/or learn** from localization efforts and **identify key determinants for progress**	USAID staff	Adapt approaches to increase localization	1 & 2
	Establish and manage local partner **feedback mechanisms** to USAID	Local partners, A/CORs	Create ways for local partners to provide honest feedback to USAID via a third party given the significant power differential	2
	Identify local **MEL organizations / firms** and build their capacity in offering services to meet market demand (beyond USAID)	Local MEL firms	Eventually increase the amount of funding going directly to local MEL firms	1

For more information on these services, please contact the SI localization team at ✉ **localization@socialimpact.com**.