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STRENGTHENING TOGETHER ACTIVITY (STA)

Enhancing the development impact of USAID/Colombia's local partners and Colombian civil society.

OVERVIEW

The Strengthening Together Activity (STA) improves the operational performance of USAID/Colombia's local partners so that they can become more self-reliant and effective in achieving their development aims. STA encourages USAID/Colombia's local partners to adopt Collaborating, Learning, and Adapting (CLA) approaches, and strengthens local partners' communication, advocacy, and outreach. STA also enhances the ecosystem of civil society actors in Colombia by increasing the provision of capacity development services to civil society organizations, and by creating and strengthening networks of local partners in Bogotá and Medellín. The activity is implemented by FHI 360 and it runs from September 2021 to August 2024.

PHOTO BY FHI 360

COMPONENTS

IMPROVING ORGANIZATIONAL PERFORMANCE

STA improves local partners' organizational performance through a combination of partner-directed technical assistance and institutional grants. STA also builds local partners' connections with, and understanding of, local factors that influence development outcomes.

IMPLEMENTING COLLABORATING, LEARNING, AND ADAPTING APPROACHES

STA encourages local partners to adopt approaches that foster adaptive learning and collaboration, enhanced data use for strategic decision making, and improved knowledge management. It does this through technical assistance, coaching, and peer learning.

STRENGTHENING COMMUNICATION, MESSAGING, AND OUTREACH

STA helps local partners conduct outreach to key stakeholders using Social Behavior Change principles. This enables local partners to better communicate their impact to target audiences and society, and to advocate for social change.

PROVIDING CAPACITY DEVELOPMENT SERVICES

STA improves the provision of capacity development services to civil society organizations in Bogotá and Medellín through Civil Society Strengthening Hubs. These hubs offer comprehensive and integrated services, including capacity development tools and methodologies, to civil society organizations.

EXPECTED RESULTS

- Improve the performance of at least 20 USAID/Colombia local partners;
- Help local partners plan for and implement capacity development initiatives through a USD \$1.5 million Growth Incentive Grants pool;
- Establish Civil Society Strengthening Hubs in Bogotá and Medellín to offer high-quality and market-driven capacity development services to local and regional civil society organizations;
- Engage a broad cross section of social service actors in Whole System in the Room (WSR) gatherings in Bogotá and Medellín to define key issues and commit to collaborative actions; and
- Assist Colombian organizations to identify new digital solutions to development problems and encourage collaborative action around issues of social importance through competitive challenge grants totaling USD \$1.5 million.