



Private Sector Engagement Spotlight on Co-creation: Seafood Alliance for Legality and Traceability (SALT)

Co-creation can take many forms, ranging from a series of phone calls with a prospective partner to a structured, facilitated series of workshops with many partners.

A Global Development Alliance (GDA) is one way USAID works with the private sector to co-create and implement market-based solutions to key development challenges.

The GDA Annual Program Statement (APS) is an invitation to the private sector and other potential partners to co-create such solutions with USAID. After exploring whether and how their interests align, USAID and the private sector jointly develop market-based approaches aimed at achieving their business and development interests.

To learn more about the co-creation process under the GDA APS, visit www.usaid.gov/gda/co-creation-process or contact gda@usaid.gov.

To Explore additional Private Sector Engagement (PSE) resources visit www.usaid.gov/work-usaid/private-sector-engagement or contact the USAID PSE Hub at globalpartnerships@usaid.gov.

Co-creating a Global Solutions Platform for Seafood Legality and Traceability

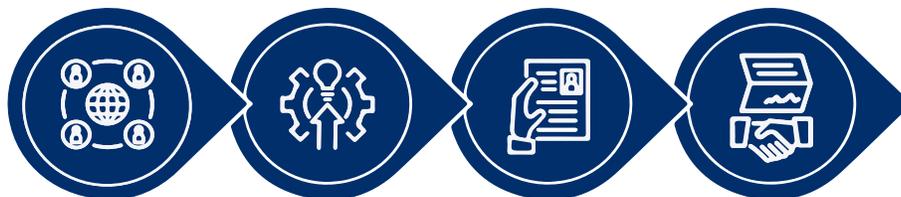
How did USAID and the Walton Family, David and Lucile Packard, and Gordon and Betty Moore Foundations use the GDA APS to co-create a platform to support legal and sustainable seafood?

Opportunities, Challenges, and Aligned Interests

A 2015 [U.S. Presidential Task Force on illegal, unreported, and unregulated \(IUU\) fishing](#) identified promoting seafood traceability — tracking seafood through global supply chains — as a key opportunity for U.S. Government engagement on addressing IUU fishing. However, a major challenge was how to build the political will and multi-stakeholder collaboration necessary to catalyze traceability solutions.

Motivated by the Task Force findings, USAID approached the Walton Family Foundation at the 2016 Our Ocean Conference. Following several USAID presentations over the next few months, the Walton Family Foundation prepared a concept note to collaborate with USAID on traceability solutions for legal and sustainable seafood. USAID, the Walton Family, David and Lucile Packard Foundation, and Gordon and Betty Moore Foundations signed a memorandum of understanding and selected FishWise, a sustainable seafood consultancy, as the implementer of the [The Seafood Alliance for Legality and Traceability \(SALT\)](#) GDA.

FishWise participated in the SALT GDA co-creation in the months leading up to signing the final award. Post award, SALT facilitated collaboration among seafood supply chain actors on traceability programs to provide economic, ecological, and social benefits. FishWise also set up a Coordination Committee consisting of the GDA partners, and an Advisory Committee with key stakeholders. More than 1,000 government, industry, and NGO stakeholders from over 40 countries have engaged with the SALT network and the online platform for learning and collaboration that SALT created



INITIATE
Do we have something to talk about?

EXPLORE
Identify aligned interests

DIG DEEPER
Develop market-based approaches

MAKE A PLAN
Determine roles and responsibilities

COMMIT
Formalize partnership with appropriate agreements

COLLABORATE
Continue co-creative spirit throughout implementation

Phases of co-creation



Good Co-creation Practices

Get to know your partner. FishWise had a series of meetings with USAID personnel to learn about the Agency and answer questions. FishWise reported that USAID provided clear communications and resources that put them in a better position to determine if the award aligned with their organization's mission.

Choose partners with complementary strengths. USAID's strength was its convening power and access to government policy makers. FishWise's unique value proposition was its existing network of industry and civil society stakeholders whose collaboration would be vital for catalyzing traceability solutions across seafood supply chains. FishWise's strong relationships with foundation partners was important as well.



Lessons Learned

Co-creation + co-design. When co-creating a GDA for a collaboration platform, it is important to bring co-creation practices into implementation of the GDA as well. After co-creating the SALT GDA with the foundation partners, FishWise then spent a full year co-designing the SALT platform and SALT focal areas with seafood supply chain stakeholders from around the world. This helped to ensure stakeholder buy-in and engagement by building the alliance together.



The Co-creation Value Proposition

The GDA co-creation process provides a unique opportunity for both implementing and funding partners to share their knowledge and contribute in designing the best possible solution to meet the development challenge.

Learn more about the [Seafood Alliance for Legality and Traceability](#)



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