

Crisis & Disaster Response

Proven approaches to reduce suffering and increase resilience in affected communities



Fast Facts

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Creative has offices in Germany and will be registered in Ukraine

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Creative leverages its work in East Africa, Nigeria, Syria, Iraq and elsewhere to respond to crises and disasters

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Creative holds IDIQs, a GSA schedule and other tools to ensure quick contracting and seamless implementation

Creative Associates International's work supports USAID's mission to save lives, alleviate human suffering and reduce the physical, social and economic effects of disasters, conflict and displacement.

Creative is a social impact development company that specializes in transitioning communities from conflict to peace, rebuilding shattered lives and providing quality education in some of the toughest locations, among other efforts. Drawing on 45 years of experience in more than 90 countries, Creative partners with the U.S., German, Danish and other governments, as well as the private sector, to provide immediate and long-term solutions to today's pressing crises.

Among the many keys to Creative's success is its ability to provide people

within the affected communities with the needed skills, confidence and supervision to work closely with refugees and displaced persons.

Reliability in conflict areas

Creative has decades of superior performance in conflict and post-conflict zones, including the Middle East, West Africa and Central Asia. In Syria, for example, Creative developed effective cash transfer, management and oversight systems to ensure beneficiaries received the funds they needed to pay stipends, salaries and other project operating costs. Since 2013, Creative delivered more than \$120 million in emergency assistance in northwest and southern Syria. Working with the State Department, Creative supplied more than 975,000 food baskets, 30,000 winter items (blankets, stoves and clothing) and 500 tents. The Dutch leveraged Creative's network to distribute additional food, tents and other items to Syrian refugees and IDPs.

Data-driven efforts

Creative's Center for Migration and Economic Stabilization leads data collection efforts to understand the Ukrainian refugee population and frame their intentions and long-term aspirations.

Pilot research of more than 500 refugees who had crossed Ukrainian borders, mostly heads of household with decision-making authority, revealed detailed characteristics of the migrant population, including levels of education, means and agency. Patterns of movement to European countries begin to emerge, along with associated fears and perceived impediments. Creative is conducting longitudinal studies of the refugee population, as well as focusing attention to Ukrainians inside their country to assess thresholds that may trigger new waves of unplanned migration.

Child protection

Creative offers a range of services and support for vulnerable families, women and children who are experiencing crisis, instability and trauma. We train community leaders, educators and families on practices and approaches to support victims of trauma, link them to needed services and process experiences of conflict, loss and violence.

Social and emotional learning and wellbeing

Creative is working with traumatized populations using proven techniques to improve stress management, self-care and self-efficacy, among other much-needed outcomes, all based on decades of applied work in Mali, Nigeria, Honduras and elsewhere.

In Ethiopian camps and in communities that are hosting large numbers of IDPs, Creative is providing psychological first aid, an evidence-based methodology used in crisis-effected areas to provide basic emotional support. The USAID-funded effort quickly supported 250,000 students as of May 2022. Local teams are using Creative's SafetyFirst Toolkit, a compendium of child protection resources, as well as standards and guidance to address safety concerns among children of various ages, genders and special needs.

Education in crisis

Creative is a global leader in supporting education systems to build resilience in the face of instability and in the delivery of continuity of learning for children in the most extreme environments. By quickly assessing the unique needs of communities, Creative works with educators, parent-teacher associations, the private sector and others to develop sustainable strategies that provide access to quality education in safe learning environments.

For example, Somalia's conflict, drought and humanitarian crisis require immediate support. Creative is responding through the USAID-funded Bar a ma Baro program to ensure access to quality education, accelerated basic education, WASH and safe learning environments for tens of thousands of students in IDP camps, communities and elsewhere.

Anti-trafficking

Creative offers anti-trafficking resources, services, training and support to raise awareness of the risks of human trafficking, methods of prevention and support to victims. The five-year, USAID-funded Albanian Initiative: Coordinated Action Against Human Trafficking rallied authorities and NGOs to raise awareness, provided grants to NGOs to prevent trafficking

and assisted trafficking victims. Research by the Albanian program found 60 percent of trafficking victims were recruited by someone they knew.

Digital solutions and countering disinformation

Creative advises governments, communities and other counterparts on methods to protect audiences from disinformation and counter its effects. In Mali, Creative in 2021 trained journalists and civil society organizations to identify and counter misinformation in their country, resulting in a better-informed public.

Economic recovery and resilience

Economic stability is essential during a crisis. Creative's experience in food security, women's economic empowerment, workforce development, entrepreneurship and more may be leveraged to ensure the urgent needs of IDPs and refugees are addressed.

Our Work in Central and Eastern Europe

Creative's work in the region reaches back to 2003, when it launched a pilot project to combat child prostitution and trafficking in Bulgaria and Romania. Later, Creative managed programs that reached into Belarus, Bosnia Herzegovina, Bulgaria and Serbia, among others.

Partnerships matter

Creative has a well-earned reputation as a solid implementing partner that helps to attract some of the best-in-class businesses, NGOs and individuals to collaborate on development and relief efforts. In Central Europe, for example, it has a partnership with PM Consulting Group (PMCG), which was awarded a contract to support the DART and provide humanitarian services across the region to aid the people of Ukraine. PMCG is an 8(a) contractor. In addition, Creative is establishing agreements with international, regional and local NGOs.



4445 Willard Avenue Suite 400

Chevy Chase, MD 20815

+ 202.966.5804



Communications@CreativeDC.com
CreativeAssociatesInternational.com