



# Scaling Campaign 2026-2030

BY

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# A 15-Year Journey

## Phase 1

- **Connected, informed and empowered** development and climate actors
- **Facilitated the sharing and cross-fertilization** of ideas and best practices within and across sectors

## Phase 2

- **Developed and disseminated** scaling knowledge and best practices
- **Promoted a scaling mindset and effective scaling practices** for development and climate interventions



## Phase 3

- Create a tipping point where a systematic emphasis on **transformational scaling becomes standard practice** across the global institutional development and climate ecosystem

# The Mainstreaming Initiative 2023-2025: 28 Case Studies

## 3 MDBs



## 3 Bilateral Agencies



## 8 Foundations



The  icon indicates a case study is published on the SCoP website.

## 6 Innovation & Research Funders



## 6 Vertical Funds



## 2 INGOs



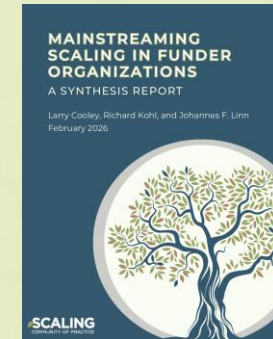
# Additional research, consultations and products

## 1. Cross-cutting initiatives/studies

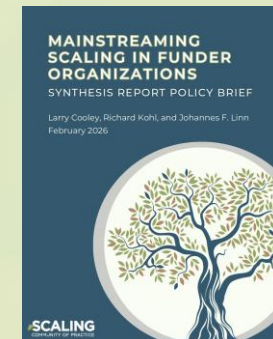
- Perspective of recipients
- Scaling and localization
- Scaling and Country Platforms
- Mainstreaming Tracker Tool
- Evaluation methodologies and practices of official funders
- Summary reviews of education funders, ag/food security funders, foundations
- Supported OECD-DACs development of Scaling Guidance document

**2. Consultations** (2024-2025): Annual Forum 2024, Washington, Nairobi, Paris, FFD4, Abidjan; webinars

**3. Final Synthesis Report** and **Policy Brief**



**Synthesis Report**



**Policy Brief**



Photo by Anna Shvets

# Transactional vs. transformational scaling

## *Transformational scaling*

- Incorporates scaling and sustainability from the beginning
- Targets long-term sustainable impact (10-15+) years, measured relative to the scale of the problem
- Considers long-term scaling pathways to scale, which generally require a phased approach
- Initial efforts focus on creating pre-conditions for later scaling, i.e., scalability, systems change and capacity building to support scaling.
- Financial and implementation sustainability are critical components



# What is to be done?

- Shift funding models from short-term, transactional project model to **focus on transformational scale**
- Align funders' **internal systems and incentives** with scaling objectives
- Create **effective scaling partnerships** between small/innovation funders and larger actors for handoffs, allocating risk to those who can absorb it
- Integrate **scaling into MEAL** to reinforce organizational change and internal incentives

# Campaign Vision & Outcomes

By 2030, the Scaling Campaign will help create a tipping point where a systematic emphasis on **transformational scaling becomes standard practice** across the global institutional development and climate ecosystems

## **Outcome: Adoption of scaling practices and standards**

across major funders, implementers, and partner countries, enabling bold actors to optimize limited resources by integrating a transformational scale approach.

## **Outcome: A connected, skilled global community**

through country and sector platforms that show how coordinated approaches deliver stronger and more equitable outcomes.

## **Outcome: Demonstration of scaling in practice**

that shares evidence, tools, and results to strengthen capabilities, accountability, and accelerate learning across regions.

# Networks and Movements

- **Network** – loosely structured nodes and connections, voluntary, facilitates communication and learning
- **Movement** – mix of informal networks and formal organizations, may have leaders but no “owner”, shapes narratives and enables collective action

# Organizational Options for the Movement



**With Dedicated  
Secretariat**

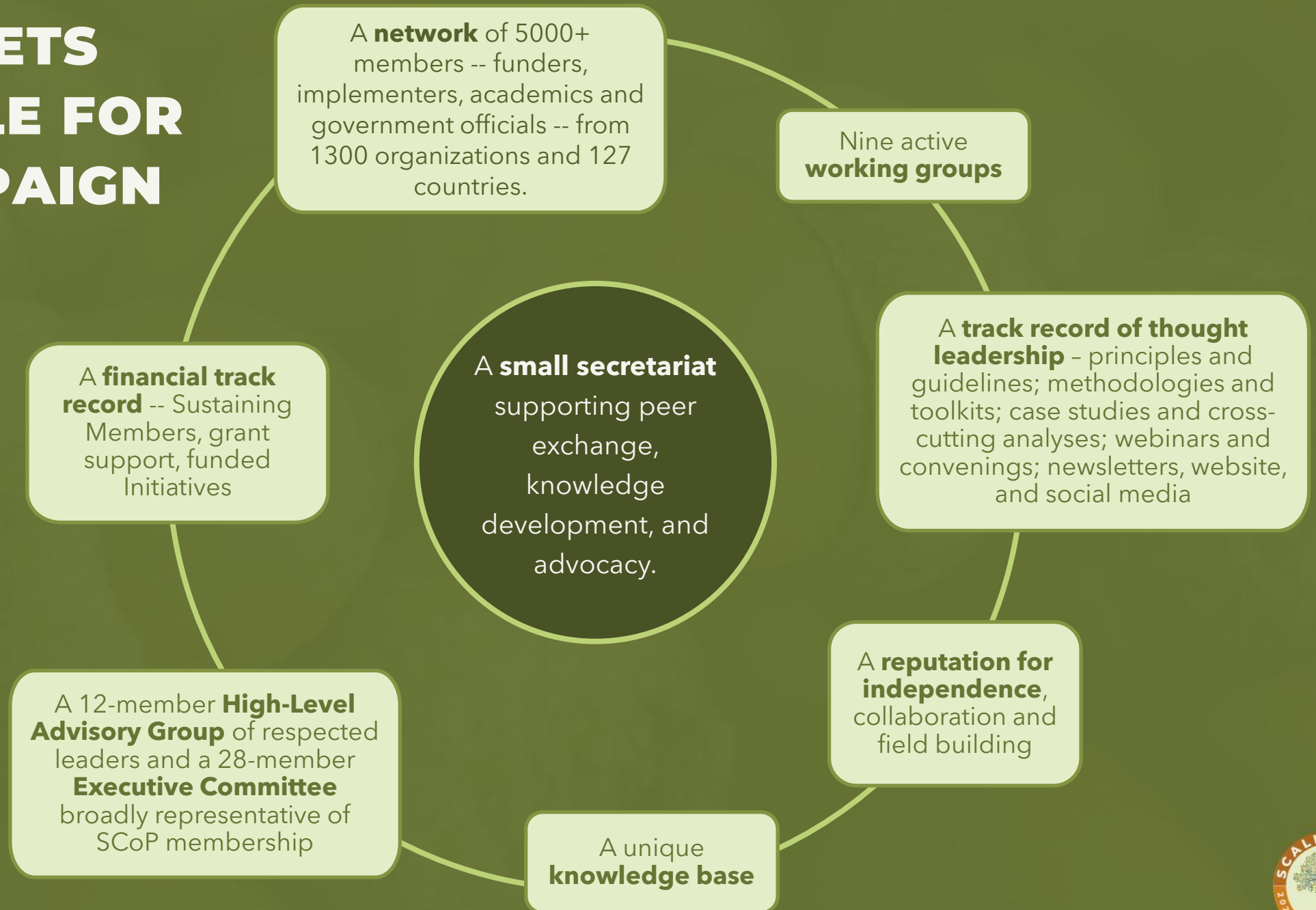


**With Dispersed  
Secretariat**



**Fully Organic and  
Voluntary with no  
Secretariat**

# SCoP ASSETS AVAILABLE FOR THE CAMPAIGN



# Strategic Partners Program

**Objective:** Partnering agreements with like-minded organizations that can accelerate the successful outcomes of the Scaling Campaign 2026-2030 by one or more of the following activities:

- Sharing networks, resources, knowledge or technical expertise to achieve defined (common) objectives
- Collaborating on the design, fundraising and implementation of mutually beneficial Initiatives
- Participating in a Scaling Coalition to collectively advocate for and promote Campaign goals

EXPANDNET

 **ipa** Innovations for Poverty Action

 **IDIA**  
INTERNATIONAL DEVELOPMENT  
INNOVATION ALLIANCE

 **SPRING**  
IMPACT

 SCALING COP  
2026 ANNUAL FORUM

***The best way forward?***



# Campaign Key Initiatives Themes



Country-level Action for  
Transformational Impact at  
Scale



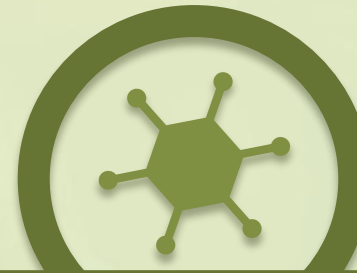
Mainstreaming Scaling in  
Particular Categories of  
Funders



The Promise, Potential and  
Pitfalls of Digital Innovation  
and AI for Scaling



Promoting Standards, Capacity  
and Good Practices



Mainstreaming Scaling in  
Particular Sectors & Thematic  
Areas

# THANK YOU



SOCIAL MEDIA HANDLE  
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