

One Billion Coalition for Resilience

Working in our communities
to create the One Billion Coalition
for Resilience

Briefing note to all National Societies



What is the
One Billion
Coalition for
Resilience?

By 2025, at least one billion people around the world will have taken active steps towards strengthening their resilience.

This is our vision for the One Billion Coalition – a world where all people are safer, healthier and more prosperous, even in the face of adversity.

A Coalition of Coalitions that provides individuals and communities worldwide with the commitment, resources and confidence to understand their risks and take action to reduce their vulnerability. The One Billion Coalition is based on the belief that given the right support, vulnerable groups everywhere will work together and care for their own and for others. Ours is a conviction that what is needed to initiate change is a wider supportive network of committed volunteers and organizations, Government, businesses, non-profits and others.

We are the One Billion Coalition for Resilience.

All we need is you.

Resilience is part of our core business. Responding to disasters, improving livelihoods, and increasing access to health care, are among the work we do every day to strengthen the resilience of individuals and communities. Achieving this through our network of 189 National Red Cross and Red Crescent Societies and our local presence in more than 165,000 branches – in cities, small towns and in the most remote villages—is at the very heart of why we are trusted and respected by beneficiaries, partners and donors alike.

The One Billion Coalition for Resilience takes our commitment to enabling re-

silient communities to a new level in your country, and puts Red Cross and Red Crescent Societies in central partnership with Governments, opinion leaders and influencers, the business sector and civil society organizations. National Societies become convenors of the Coalition and represent our contribution to the global humanitarian community at all levels—a vehicle for National Societies, and the Movement as a whole, to demonstrate our leadership, enhance our humanitarian impact, and facilitate disaster risk reduction and development commitments set out in the Sendai Framework for Disaster Risk Reduction, and the Sustainable Development Goals.

What is resilience?

We describe resilience as:

The ability of individuals, communities, organizations or countries exposed to disasters, crises and underlying vulnerabilities to anticipate, prepare for, reduce the impact of, cope with and recover from the effects of shocks and stresses without compromising their long term prospects.

In common usage resilience typically relates to the ability of systems and people to effectively respond and adapt to changing circumstances and to develop skills, capacities, behaviours and actions to deal with adversity. The Coalition seeks to reach individuals, households, communities, Governments, organizations, businesses, and regional and global entities to achieve resilience by enhancing the mechanisms, tools, and resources available and accessible.

What does
the Coalition
look like on
the ground?

Building on resilience concepts outlined in the IFRC Framework for Community Resilience, each national coalition will shape the initiative to suit their local circumstances, by implementing practical initiatives to kick-start activities in each country. As an entry point, committing to expand on an existing programme such as first aid, disaster preparedness or health promotion, or to initiating a local coalition within a given city, may be a tangible and realistic action toward the One Billion Coalition for Resilience.

Practical initiatives for your country could include:

Map need and vulnerability

- **Support communities to map out** key areas of risk and vulnerability across your country and where your National Society provides greatest value in reducing these risks and vulnerabilities.
- **Encourage** local people to identify local hazards or the “sleeping hazards and risks to our community” which need to be addressed by Governments at all levels, as well as by the community itself

Build national and local coalitions

- **Identify** opportunities and partners who will significantly contribute to community resilience, – e. g. community first aid and disaster preparedness, early warning systems, access to food, water, and sanitation, community health, social inclusion for the most vulnerable, anti-stigma and anti-violence campaigns
 - **Engage** extensively with National Society branches, as well as the wider membership and volunteers, to incentivize and motivate local action and reach of the Coalition
 - **Link** local One Billion Coalition for Resilience coalitions, initiatives, and campaigns to the global Coalition, and provide case studies of best practice and local engagement to share on the global engagement platform connecting all participants
- ### **Increase advocacy**
- **Lobby** at all levels members of parliament, Ministers, and public servants to increase their focus on public works and other expenditure on building community resilience, sustainable development and disaster risk reduction initiatives

- **Launch** media and social media campaigns to raise awareness around community challenges that cannot be addressed locally, using consistent and action based key messages highlighting local realities.

Strengthen capacity

- **Organize** One Billion Coalition for Resilience workshops to train staff and volunteers, communities and partner organizations on how to take action collectively
- **Utilize** local, regional and global expertise, resources, toolkits, and learning platforms made available through the global Coalition
- **Share** examples of best practice, resilience news and successful initiatives undertaken at local and national levels with local, regional and global Coalition participants, through the global engagement platform and regional IFRC staff.

Monitor and evaluate

- **Share** global Coalition indicators and discuss the mechanisms to track their progress in each country.
- **Establish** additional indicators and a monitoring tool enabling your National Society and coalition

members to track progress and report results triggered by and realized through the Coalition

- **Appoint** a dedicated team to motivate branches and volunteers, engage partners, and to monitor the development of the coalition model and report on results
- **Connect** the outcomes of the Coalition with the implementation of global agendas on disaster risk reduction and Sustainable Development Goals that Governments commit to achieve nationally and globally.

How can we
make it happen?

The Coalition is an opportunity to build on and strengthen your existing networks and initiatives for community resilience. The IFRC secretariat will support your participation in building national and local coalitions, and driving resilience-building activities through the following mechanisms:

- **An energetic One Billion Coalition for Resilience brand recognizable world-wide, which invokes:**

- A desire to be affiliated
- A need to act
- A sense of global community and solidarity, with a solid grass roots engagement with local communities

- **A call to action, which inspires individuals, communities, organizations, and Governments in each country to:**

- Individuals: Take action to increase individual resilience and within their networks and neighbourhoods
- Communities: Take action to increase the resilience of their members
- Civil society and non-governmental organizations: Take action to build greater community

resilience via synergies and pooling of resources among Coalition partners

- Businesses and corporate entities: Take action to partner, invest, share knowledge and expertise to achieve community resilience
- Research bodies: Take action to build and share knowledge and expertise based on community participatory processes
- Governments: Take action to increase investment in disaster risk reduction and to prioritize policies and legislation which strengthen national, and regional capacity, improving resilience outcomes for citizens and their communities
- **A dynamic engagement campaign, which motivates individuals, communities, organizations, Governments and other potential partners, to get involved. This could include:**
 - Incentivising through regular awards, prizes and recognition online to communities for great ideas, initiatives and outcomes
 - Active engagement of local media to acknowledge and profile the success of Coalition members

- Engagement of opinion leaders, celebrities and Governments to provide acknowledgement for great achievements
 - Dedicated scholarships for students who make the greatest efforts and initiatives to improve community resilience
 - A One Billion Coalition reporting platform to measure progress in reaching communities.
 - Coalition members and individuals to connect, to find opportunities to invest, to build capacity, to network, to incentivize active members and recognize volunteers
 - Direct feedback on the level of engagement and commitment to the One Billion Coalition for Resilience
- **A responsive and demand-based global engagement platform, which enables:**
 - People to take up our call to action, pledge, and share the vision
 - Individuals and communities to assess their risks and discover solutions
 - Coalition partners to share their tips and resources as well as online learning platforms
 - Individuals to access training and gain skills, as well as register for volunteering opportunities in their neighbourhood or for a particular vulnerable group
 - Access to improved monitoring and tracking, community vulnerability assessment, ideas, and resources

What does
the One Billion
Coalition for
Resilience offer
for National
Societies?

- **A dynamic vehicle to build community and business engagement and to inspire volunteers of all ages to engage in self-directed resilience building actions:** the Coalition plays to our unique strength of simple-to-scale volunteer action, valuing individual action through to global transformation. The Coalition will encourage all your volunteers to take action individually and collectively to reduce the risks that affect them and their communities.
- **Strengthened advocacy to promote investment in prevention and mitigation:** the Coalition increases the influence of your National Society by bringing together Governments, civil society and non-traditional partners, including the business community and other leaders and influencers, in coordinated initiatives and advocacy towards humanitarian diplomacy at all levels. This will promote and enable increased public and private investment in risk reduction dimensions, climate change adaptation, emergency preparedness and mitigation to enhance community resilience.
- **Strengthened positioning as partner of choice:** The Coalition expands the positioning of your National Society as a key convenor and facilitator of partnership models that promote collaboration with key stakeholders, to address gaps, and ensure maximum impact in communities to build resilience. None of us are fully mandated or equipped to meet every need in every community—the Coalition allows National Societies to work with partners to undertake rigorous risk and vulnerability assessment, find synergies, and provide services and resources more effectively.
- **Enhanced resource and knowledge sharing:** The Coalition provides an opportunity to pool the knowledge resources of all partners, such as learning platforms or training methodologies. Taking advantage of social media and technology, knowledge and resource sharing becomes a two-way street, enabling individuals and communities to share their needs, knowledge and expertise with partners across the world and enabling partners to more easily connect and collaborate with the Red Cross Red Crescent around the world.
- **Tangible Red Cross and Red**

Crescent resources to enable participation and evaluation of success:

National Societies will have access to a suite of resources to support Coalition-building at national and local levels; these will include an interactive platform, toolkits, and advocacy support. Regional IFRC offices will be resourced to provide additional support to National Societies, with expertise to address the specific humanitarian need and cultural contexts in your countries. IFRC Regional Directors will help position the National Societies as national and regional resilience champions, while the IFRC will present a plan and budget to the General Assembly that promotes resilience and will support global coordination of the One Billion Coalition. We will seek to maximize the relationships we have with regional institutions, including intergovernmental bodies, wherever possible.

How does it work and how can your National Society participate?

The key to realizing the Coalition is to mobilize a broad partnership of actors from local to global, committed to the common cause of building resilience at the individual or community level. National Societies will play a leading and catalyst role in bringing together national and local coalitions under the One Billion Coalition for Resilience umbrella.

Your National Society can encourage existing partners to scale up their commitment to resilience-building activities and become a part of the Coalition; propose a nation-wide coalition and facilitate local and branch-level coalitions in your role as auxiliary to public authorities; implement flagship Coalition

programmes and advocacy initiatives suitable to your local context, and empower communities and individuals to take action by providing access to interactive platforms which enable people to access and share information, tools, resilience-fostering services and materials, locally and globally. We can all build on the great work being done by National Societies around the world.

Immediate next steps

- 1.** Sign up to a pledge during the International Conference, and become a champion of the One Billion Coalition for Resilience.
- 2.** Bring your senior team members together to plan the development of a national coalition on community resilience that is in line with your 2016 strategic plan.
- 3.** Identify a city, town, or district (or several) to pilot a local coalition from which other branches in your National Society can learn.
- 4.** Document what your National Society is already doing to build community resilience with a view to sharing case studies and knowledge.
- 5.** Identify your tentative targets, and contribute your vision for the One Billion Coalition for Resilience during discussion and side meetings at the Statutory Meetings of the Red Cross and Red Crescent in December (more details to come).

Tell us what you think

Your feedback is critical to ensuring that the One Billion Coalition for Resilience concept hits the mark, and enhances existing partnerships and action toward resilience building. We would like to hear how your National Society views the concept and how it can work in your country.

- 1) Can you identify existing initiatives, programmes and partnerships that your National Society might expand upon to kick-start the One Billion Coalition for Resilience in your country?
- 2) What support does your National Society need to initiate the One Billion Coalition for Resilience in your country?
- 3) What further information would you like to receive about the One Billion Coalition for Resilience?
- 4) Please provide any additional comments or feedback on the One Billion Coalition for Resilience:

Please send your feedback to
onebillioncoalition@ifrc.org

Thank you very much.

**International Federation
of Red Cross and Red Crescent Societies**

P.O. Box 303
CH-1211 Geneva 19
Switzerland
Telephone: +41 22 730 4222
Telefax: +41 22 733 0395
E-mail: secretariat@ifrc.org

www.ifrc.org
Saving lives, changing minds.

