

1BC Discussion

Group 3

How to use 1BC as collaboration vehicle?

Key Takeaway:

1. 1BC
 - a. NEW THOUGHT!
 - i. **Collective** result: There will not be a need to “own” the concept or the “1 BC product” ; we could all **contribute** to the narrative/impact **as a RCRC movement.**
 - b. Some National Society can implement 1BC beyond a Marketing Tool. It could be solution-based approach. Case study reference could garner more confidence.
 - c. Approach in disseminating information or concept could be more inviting.
 - d. 1BC is a two-way framework

Who are the key partners?

How to agree on common objectives and simple reporting?

How to showcase collective results?

Challenges

Funding with a purpose

Technical support from IFRC (National Society need to know what we want, then we can ask for support)

Endorsement by Leaders (Society leader? Government?)

Data collection critical but could be challenging to administer.

Outcomes

Impact reporting could be consolidated and presented to leaders and partners to garner support.

Publication could better package such impact & efforts. It could be on a timed frequency

Raising awareness at community events could help to attract partners.