Brief Story of a Common Ambition
Following the December 2015 launch of 1BC at the International Conference of the Red Cross and Red Crescent with the support of 60 national societies and UN partners, 1BC entered 2016 with an exploratory, seed budget and limited dedicated staff. To take the coalition to the next level in 2017, we are now seeking to assemble a team of dedicated staff and operating budget that will allow the 1BC to deliver the transformational programming defined in the business case. 1BC expanded at the Davos 2016 Annual Meeting to include UN Connecting Business, UNICEF, World Food Programme (WFP), Zurich Insurance and the Rockefeller Foundation as partners, with Secretary General Elhadj As Sy calling for Humanitarian Relief to Change.
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A local to global opportunity

The world largest humanitarian network
38 National Societies
7.9 million volunteers – 70% are youth
132,000 branches and local units
51 million people reached with long term services and development programmes
2016 date
People reached: 57 million
No of countries: 126
(41 Africa, 26 Americas, 33 AP,
17 Europe, 9 MENA)
Expenditure: CHF 292 million
Per-capita expenditure: CHF 5.1

FIRST AID 6 MILLION People trained in 2014 (less than 1% of the population)
- 9 NSs have signed the 1BC pledge (+ 1 government)
- 8 NSs have formally launched the 1BC
The 1BC as a ‘marketing’ tool

New-Zealand,
By 2025 **1.5m Kiwis**
are taking active steps
towards
enhancing community
resilience.

Ready Communities
First Aid & Hazard Apps
Neighbourly
Red Cross shops and service centres –
66 gateways
Community Resilience Advisor – 6
pilot projects – pillowcase, NZ Post
Resilient Wellington
New Disaster Management Strategy
Ready business
Ready families

Campaign and branding tool
GOAL 3 TARGETS

- 10 long term private sector partnerships
- 20 Joint emergency operations, supporting 20,000 men, women and children
- 10 Formal agreements with government and other stakeholders
- 500 Facebook followers on official page
- Reach 50,000 people, contributing to the One Billion Coalition for Resilience

SOLERON ISLANDS RED CROSS STRATEGIC PLAN – MARCH 2017
The 1BC as a ‘planning’ frame
The 1BC as a ‘planning’ frame

- 6000 trained on First Aid
- 80,000 reached through Health Care
- 300 trained volunteers
- 29,000 blood donors
- 80,000 reached through Social Care
- 80,000 reached through Disaster Management
- 450 emergency responders
- 99 Helpful Groups
- 100,000 youth mobilized
- 500,000 MRCS members

MRCS contributions To the One Billion Coalition
The 1BC as a ‘planning’ frame
The 1BC as a ‘planning’ frame
In the pipeline: Asian Football Confederation, Prudence, Microsoft,
- 9 NSs have signed the 1BC pledge (+ 1 government)
- 8 NSs have formally launched the 1BC
Guiding principles

Marketing
Connect local to global
Value and promote NS contribution to resilience
Align needs, programmes, services, OD gaps into proposals

Planning
Political will – leadership engagement
Scale – country-wide approaches
Localised – volunteers engagement and branch-level coalition

Partnerships and resource development
Establish multiyear targets
Partner mapping and proactive engagement on common outcomes
Common reporting mechanisms
BTW: WHAT’S IN IT for National Societies?

A global BRAND on RCRC contribution to Resilience and a commitment to work in partnership at country and local level with

- Governments
- Corporates
- CSOs
- Individuals
In the pipeline: Asian Football Confederation, Prudence, Air Asia
One billion, really?

Let’s keep it simple

Accompany  Enable  Connect

# of people ACCOMPANIED, ENABLED, CONNECTED in the face of growing risks and/or to reduce their vulnerability
# of volunteers and youth ENABLED to take action within their communities

ONE SIMPLE REPORT EVERY YEAR
From competition to collaboration

Convene and aggregate contributions from partners to common outcomes:

- **Governments** – disaster law, infrastructures, access to services, support to community resilience
- **Corporates** – People reached through partnerships, employees engaged, employees trained...
- **Schools** – Number of students trained (disaster readiness, first aid...)
- **Individuals and local coalitions**: Innovative solutions and tools to foster participation
http://media.ifrc.org/1bc/resilience-map/
Resilience is mutual dependency and systems rather than individuals in isolation. This foundation in systems theory makes Resilience as powerful framework for transforming the way in which individuals and institutions understand and operate in their environments. Many of the most difficult challenges societies and organizations face stem from structural systems that no one agent can transform alone. This inspired the broad Coalition approach to the 1BC, but also the centrality of building and disseminating a multi-stakeholder approach to resilience, drawing on the perspectives and strengths of the public, private, and civil society sectors.

In addition to the three traditional stakeholder groups represented in such coalitions, the unique role of local, national, and international emergency responders, disaster preparedness and recovery agencies, and risk managers warranted distinct recognition as Resilience Implementers. All of the organizations that make up these stakeholder groups however are ultimately a groups of individuals with families. As the resilience implementing communities knows all too well, it is individuals and families who are the ultimate beneficiaries of a more resilience community and the services which make that possible.
Regional/global contribution

Maximising multi-country partnerships opportunities
- Transports (Grab, Air Asia...)
- Insurance companies (Zurich, Prudential...)
- Innovation (Start network, Disaster resilience RC)
- Banking sector

Maximising thematic funding opportunities
- Safety compact / school safety
- Urban resilience
- Mother and child health
- Forecast-based financing
- Gender and DRR
1BC’s biggest challenge for 2017: channelling and organizing the groundswell of 1BC activity at the local, national, and global levels into systematic coalition that offers members ways to support one another, enhance the visibility and resourcing behind their projects, and improve the quality of outcomes for their communities.
Working Group 1

How to demonstrate our contribution on resilience at country level – baseline?
- Data collection
- Community feedback
- Case studies
- What is needed to go there?
Working Group 2

How to use the 1BC as a planning tool?
- Needs analysis
- Multiyear plan and outcomes
- One reporting mechanism/One simple report a year?
- What is needed to go there?
Working Group 3

How to use the 1BC as collaboration vehicle

- What are the key partners/stakeholders?
- How to agree on common objectives and simple reporting?
- How to show case collective results and success?