



THE 4TH ASIA PACIFIC FUNDRAISING  
NETWORK MEETING & SHOWCASE  
**NANUM**  
11th - 13th April 2017  
Courtyard Marriott Seoul, Namsan



# ONE BILLION COALITION FOR RESILIENCE

**CSR MEETING**



THE 11th ASEM ECONOMIC  
AND FINANCIAL SUMMIT & DECLARATION  
**NANUM**  
11th - 13th April 2017  
Cortina Marriott Seoul, Nonsan



# ONE BILLION COALITION FOR RESILIENCE

## ***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](#).



Red Cross and Red Crescent  
International Federation of  
National Societies



THE 4TH ASIA PACIFIC ECONOMIC  
FORUM  
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## A global policy commitment

- 2015 International Conference
- Davos 2016 & 2017
- SDGs/Climate talks
- Sendai DRR

**The Humanitarian Grand Bargain:**

- 25 per cent of humanitarian funding to local and national responders
- A participation revolution
- Use existing resources and capabilities to Reduce vulnerabilities .

**... that the One Billion Coalition for Resilience has solutions for.**



2016 - Press Conference: IFRC - Launching the One Billion Challenge

WORLD ECONOMIC FORUM

Annual Meeting 2016

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THE 4TH ASIA-PACIFIC HUMANITARIAN NETWORKING MEETING & AWARDS  
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# A local to global opportunity

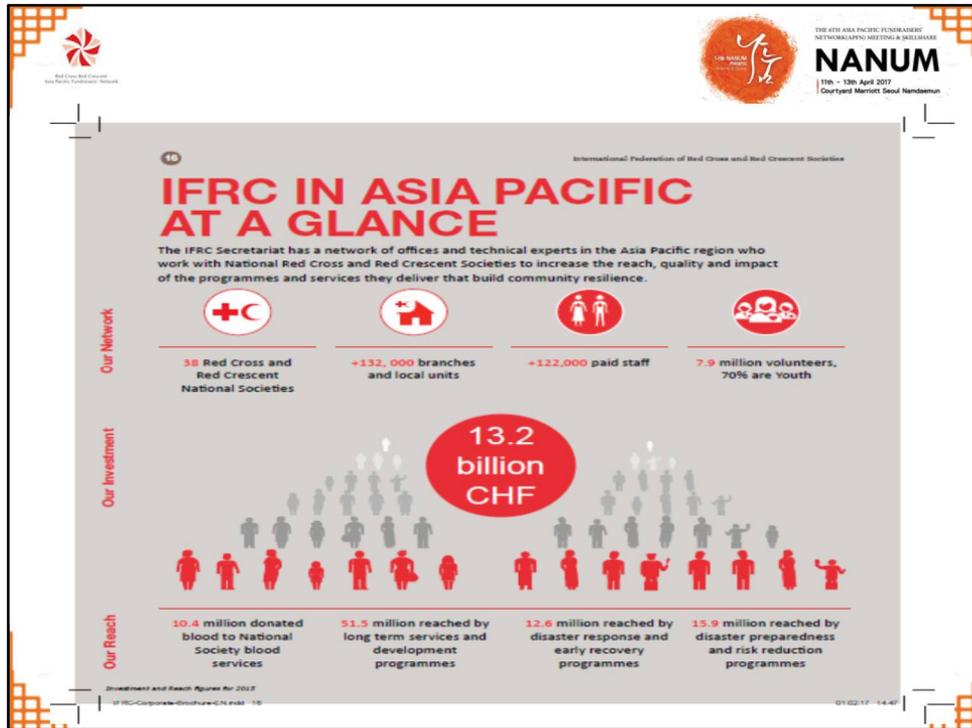


**WHO WE ARE**

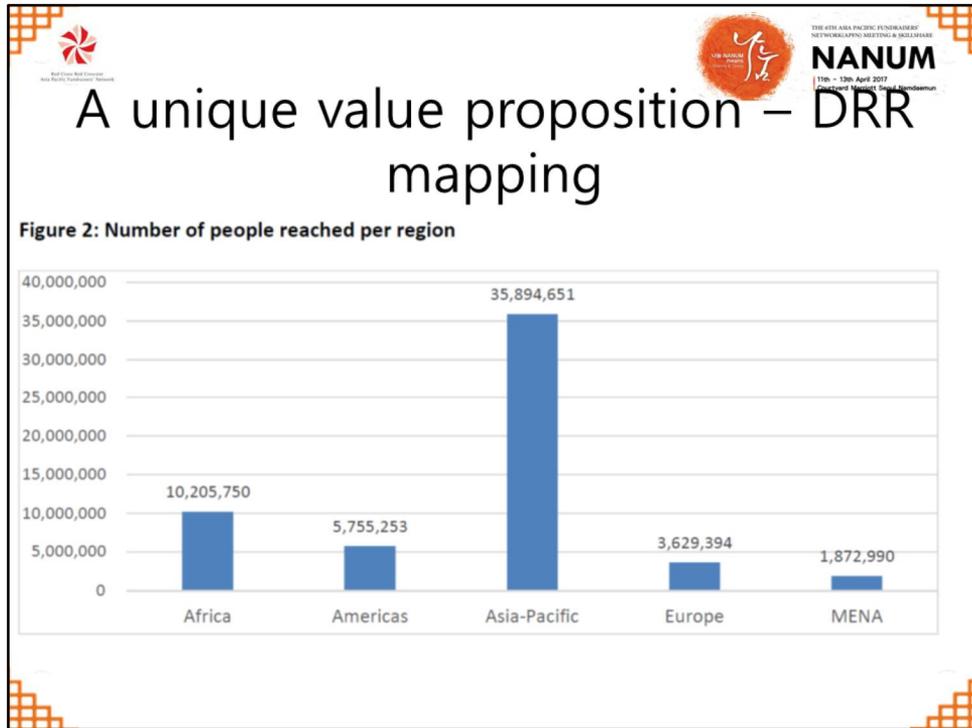
**Local impact, global reach**

- 190 National Red Cross and Red Crescent Societies
- Around 17 million volunteers
- 80 million members
- Reaching more than 160 million people every year

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

**Red Cross New Zealand**  
Kaitiaki Take Kōwhiri  
New Zealand's Humanitarian Network

**THE ASIA PACIFIC FOUNDATION  
FOR WHĀNUA MĀORI**  
**NANUM**  
19th - 19th April 2017  
Courtyard Meritaki Social Hangarau

# 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

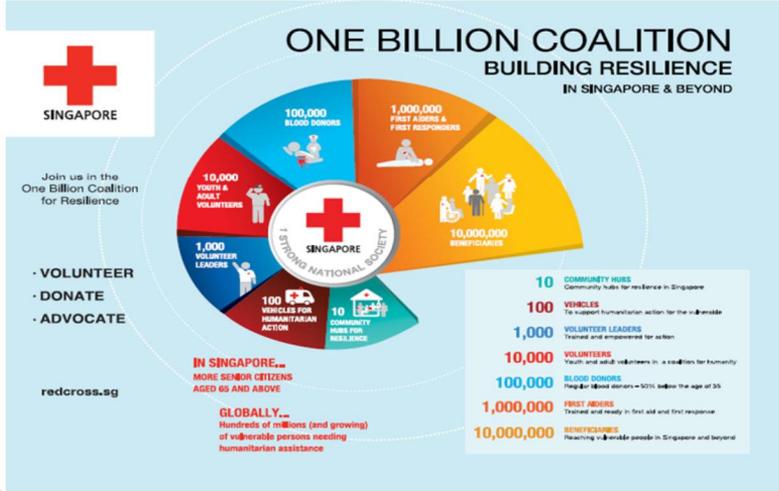


Reach 50,000 people, contributing to the One Billion Coalition for Resilience



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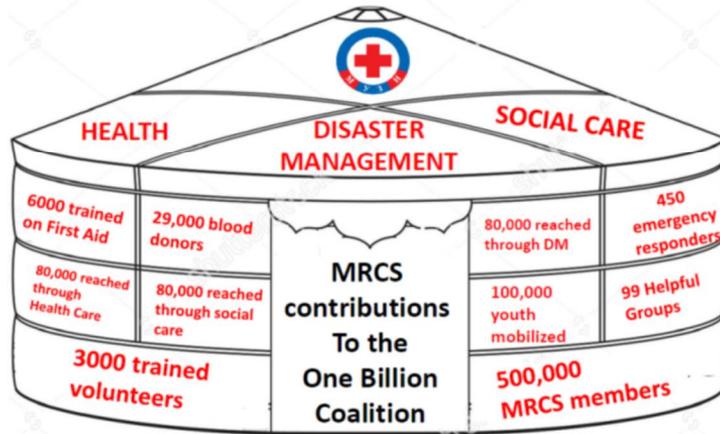
# The 1BC as a 'planning' frame





THE 4TH ANA PACIFIC REGIONAL  
SYMPOSIUM ON HUMANITARIAN ASSISTANCE  
**NANUM**  
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## The 1BC as a 'planning' frame



# The 1BC as a 'planning' frame

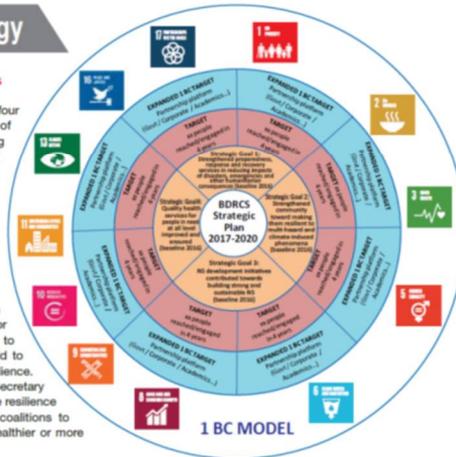
## 4. Implementation strategy

### 4.1. Alignment with local to global standards

In defining the strategic priorities for the next four years, BDRCS ensured strong alignment with that of International Federation's Strategy 2020 - saving lives, changing minds, and with the Resolutions of the Asia Pacific National Societies' Regional Conference Declaration called the "Beijing Call for Innovation" of November 2014.

The One Billion Coalition for Resilience, an overarching framework for Bangladesh Red Crescent's strategic plan, and a collective platform for partnerships at national, regional and global level.

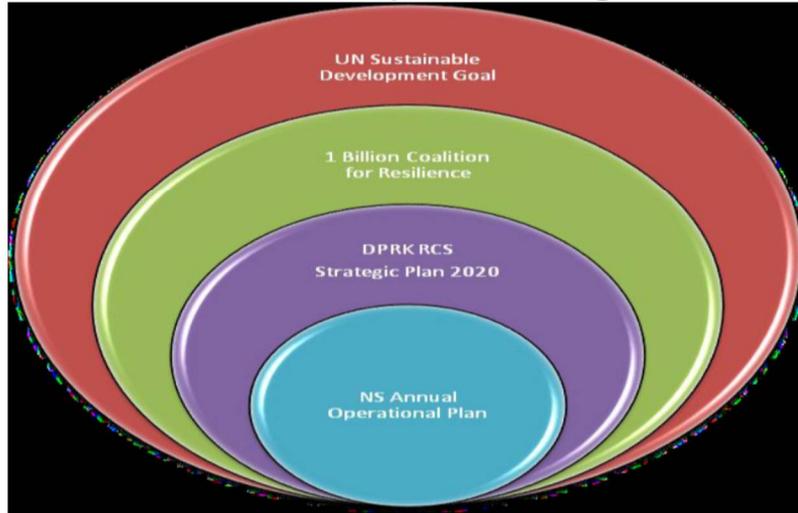
The Bangladesh Red Crescent Society has been an early member of the One Billion Coalition for Resilience, a global initiative that aims, by 2025, to enable at least one billion people around the world to take active steps towards strengthening their resilience. Launched in February 2016 together with IFRC Secretary General, it represents BDRCS's commitment to take resilience to the next level by building national and local coalitions to support the most vulnerable people to be safer, healthier or more resilient in the face of adversity.





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## The 1BC as a 'planning' frame



**The 1BC as a collaboration vehicle**

**PARTNERS FOR RESILIENCE**

**CENACED**

**Private Sector Humanitarian Platform MADAGASCAR**

**Global Reach**

- Community presence
- Scale
- Influence and advocacy

**Catalyse**

- Risk engineering
- Financial resources
- Influence and advocacy

**Thought Leadership**

- Research and modeling
- Influence
- Reach

**Technical Innovation**

- Small and agile
- Innovation and ideas piloting

**YOU CAN'T GET BACK WHAT YOU'VE LOST**  
But you can protect what matters most [redcross.org.au/prepare](http://redcross.org.au/prepare)

**Your Emergency RediPlan**

In the pipeline: Asian Football Confederation, Prudence, Microsoft,



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# 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

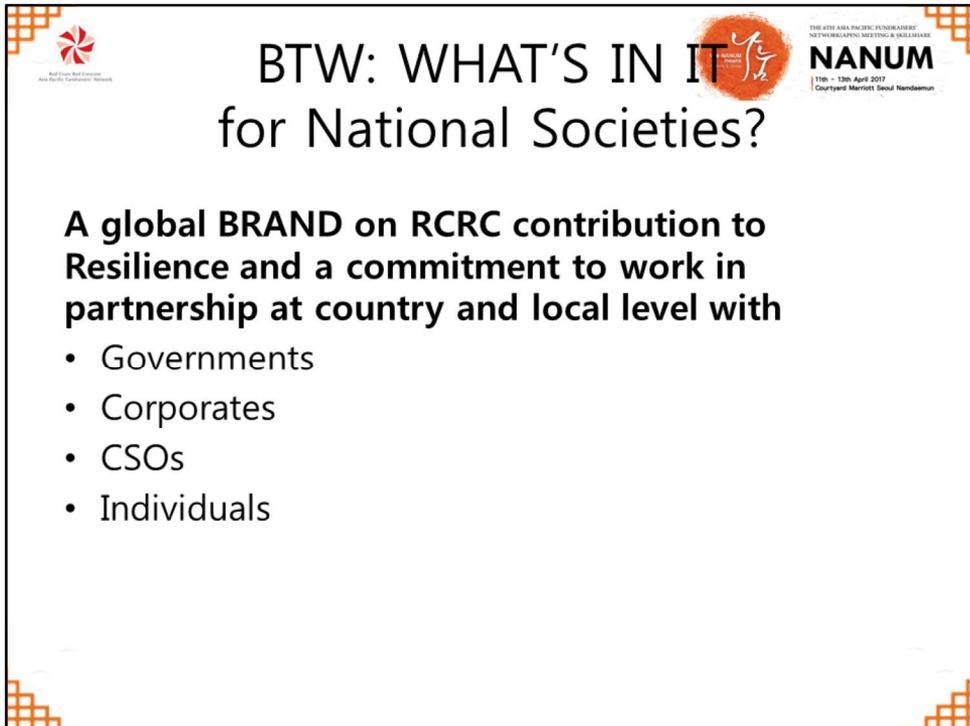
Localised – volunteers engagement and branch-level coalition

## **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

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**Rollout strategy**

**PACKAGE**

- CONTRIBUTION TO RESILIENCE AT NATIONAL LEVEL

**PLAN**

- WHAT WOULD BE THE ASPIRATIONAL OUTCOME(S) AS PART OF NS STRATEGIC PLAN (needs analysis)

**ENGAGE**

- ENGAGE NATIONALLY AND LOCALLY PARTNERS TO JOIN THE COALITION

**STEP BY STEP**

- What is the NS current contribution?
- What does the NS want to achieve?
- How to engage branches & volunteers?
- Package and 'cost' NS financial needs
- Engage the government (roundtable)
- Map and engage corporate stakeholders
- Engage international and innovative partners
- Ensure Partners visibility and joint reporting

In the pipeline: Asian Football Confederation, Prudence, Air Asia



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# 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



THE 4TH ANA PACIFIC FISHWOMEN  
NETWORKING MEETING & AWARDS  
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## 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



THE 4TH ASIA-PACIFIC FUNDRAISING NETWORK CAPS MEETING & DINNER  
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<http://media.ifrc.org/1bc/resilience-map/>

Resilience Map



RESILIENCE ACTIVITIES SUMMARY

9  
 # projects  
 4'318'371  
 # people reached

How many people is your program or app reaching with Resilience engagement ? (Users, Customers, Beneficiaries, etc ...) (required)

How are these people being reached ? (what type of service or engagement are they receiving) (required)

How many actions/activities have been taken to build resilience ?



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.



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## 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** ONE BILLION  
COALITION  
FOR RESILIENCE

Visit the 1BC Microsite - <http://www.onebillioncoalition.org>  
Put Your Resilience on the Map - <http://media.ifrc.org/1bc/resilience-map/>  
Email 1BC - [onebillioncoalition@ifrc.org](mailto:onebillioncoalition@ifrc.org)  
Follow us on Twitter - [@1BC4Resilience](https://twitter.com/1BC4Resilience)  
Connect on Facebook - <http://www.facebook.com/1BC4Resilience>

For more information, please contact:  
One Billion Coalition for Resilience  
C/O International Federation of  
Red Cross and Red Crescent Societies  
P.O. Box 372  
CH-1211 Geneva 19 – Switzerland

 International Federation  
Of Red Cross and Red Crescent Societies

**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.



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## 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?



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## 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?



THE 4TH ASIA PACIFIC INDIGENOUS  
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## 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?