

Challenging People and Communities to



Prioritize risks

Every community to

- assess the major threats in their geographical location
- prioritize one or two threats
- create a local coalition of key stakeholders to address the priority risk



Mobilize support

Every community to

- create a local campaign
- identify parts of the solution can be resourced by local stakeholders, including local government and the private sector
- advocate for greater investment from national and international sources

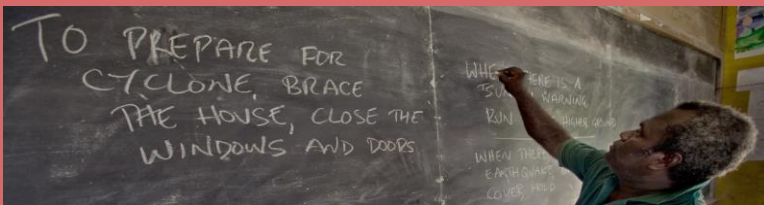


Find & share solutions

Every community to

- seek out solutions that have been effective in other locations
- share their solutions and actions online
- connect with new ideas and innovations

Connecting our Networks to



Multiply impact

The same people, businesses, and communities are nodes in our networks. 1BC leverages this.

Make individual actions count



Individuals and communities currently have no way to record their contributions toward the Sustainable Development Goals (SDGs). 1BC will provide the opportunity for individuals to count their own actions.

We need better ways for everyone in our networks to share and access solutions and good practices. We have the technology, 1BC will bring more attention to connecting dots.

Make solutions accessible for all



Using 1BC to target scale within the Red Cross Red Crescent (RCRC)

DRAFT

Background

What is 1BC?

1BC is an unprecedented commitment from individuals, communities, organizations, businesses, and governments to mobilize the potential of our collective networks and our shared resources toward a world where people are safer, healthier and thriving, even in the face of adversity.

What are the goal and target?

To engage at least one person in every family, every business, and every community to take action to increase their preparedness and reduce their vulnerability. The target is to motivate and involve 1 billion people around the world by 2025.

Who is involved?

As 1BC engages a growing number of partners including UNICEF, WFP, and the Connecting Business initiative, the IFRC is supporting the coalition as a convener and as a jointly owned network for global action.

Our expectations ...

at National Society HQ level:

- Active NS mobilizing government, private sector and relevant stakeholders to support RCRC branches and communities to make them resilient to priority risks
- NS able to map every year the number of stakeholders supporting RCRC branches and communities
- NS able to compile nationally, the number of people reached and measure the number of those that are resilient to priority risks

at RCRC Branch level:

- Every branch will assess the major risks in their geographical location
- Every branch will prioritize one or two risks
- Every branch will create a local coalition (or join an existing coalition) with key stakeholders to address the prioritized risks and measure resilience progress
- Every branch will work with local communities to ensure that they are strengthening their resilience to priority risks

At Federation level:

- Every country office and cluster team will track the number and % of RCRC branches supported yearly to strengthen community resilience to priority risks
- Every country office, cluster team, and regional office will set respective target numbers of RCRC branches that we want to engage per year until 2025 (recorded in Operational Plan)
- Geneva HQ will organize guidance, tools, marketing material, and global partnerships to facilitate and strengthen national and local engagement in 1BC

Engaging others ...

Partnerships are how will create the capacity to reach the scale that we are targeting. With every new member, the 1BC is more effective, drawing from a larger pool of expertise, ideas and participants, all working towards a common goal of improved resilience. By leveraging our networks at all levels, we can provide the mutual support that is needed.

How can others join and play a role in 1BC?

Individuals can start to take actions now and record and be recognized for them.

Partner organization can:

- join the global coalition,
- work with the RCRC and others to create a national community resilience campaign, or
- work with the RCRC and others to create a local coalition and campaign
- contribute tools, services, or other resources