One Billion Coalition for Resilience

Overview

May 2018
Recent progress

In April, ASEAN and IFRC held a well-attended seminar to outline a joint resilience campaign incorporating disaster reduction, health, and youth engagement components with a goal of engaging 100 million people in Asia by 2025. The campaign will be launched within 2 months.

The seminar was followed by a workshop with the IFRC regional team and 10 NS in the Southeast Asia (as well as 2 PNS) to develop initial ideas for national targets toward 1BC and partnering strategies to multiply impact in order to reach the planned targets.

The National Disaster Management Agency in India has requested the Indian Red Cross to work together with them, the Ministry of Education and the Ministry of Health to provide first aid training and certification to students in all secondary schools run by the government (~250,000 schools across India).

The Indian Red Cross is currently developing a strategy to enable and facilitate this scaling and consider this as a target toward 1BC.

The IFRC and NS in Tajikistan have shared a concept note with UNICEF for a joint safe schools / life skills initiative to engage teachers and students in all 4,000+ schools in Tajikistan. This would build on the NS’ existing work with schools in preparedness, WASH, and health to bring together a menu of options for schools throughout Tajikistan in partnership with the Ministry of Education.

Africa

A joint scoping mission in Nigeria was recently completed to plan for adaptation and rollout of a First Responder programme which will enable the public to request RCRC First Aid volunteer support. The scoping mission involved the NS, the Dozier family (a local donor), MUrgency and the Boston Consulting Group.
Making Local Action Count

1) Connecting the dots ... across our programmes

2) Scaling ... people and communities as part of the solution

3) Partnering ... network-wide to make a greater set of opportunities available locally

4) Measuring ... in new ways to recognize and support connecting, scaling, and partnering above
1 **Partnering goal**
Using the full reach of our collective networks to maximize local opportunities and solutions

2 **Scaling goal**
At least one person in every household, every school or business, and every community taking action

3 **Measurement goal**
1 billion people taking actions to enhance their own and their community’s resilience
Core idea

Support national and local partners to ...

Focus on priority risk(s)  ➔ Build on existing programs and solutions (with new innovations as needed)  ➔ Multiply impact through partner and local networks
Core idea
(graphic adapted from IFRC Asia Pacific region)

Target
▪ Focus
▪ Number
▪ Strategy

UN agencies
▪ Complementary programs

Professional Associations
▪ Networking

Academic Institutions
▪ Research
▪ Volunteers

Red Cross
▪ Program expertise
▪ Volunteers
Red Crescent
National Society

Natl & Local government
▪ Budget support
▪ Regulatory

NGOs & Community Organisations
▪ Program expertise
▪ Volunteers

Private Sector
▪ Funding
▪ Corporate volunteers
▪ Customer base

Media
▪ Awareness raising
▪ Feedback mechanisms

Other networks
▪ Sports associations
▪ Faith-based networks
Scaling what works

Around the world, UNICEF’s U-Report engages people to utilize a text-message based innovation to amplify the voices and views of young people in developing countries, with more than one million active users. UNICEF delivers this platform in partnership with IFRC, and national governments, NGOs and telecommunications providers.

The Prudence Foundation, National Geographic, and the IFRC are supporting 'SAFE STEPS First Aid' as a regional initiative in Asia and the Pacific to train 200 million people in First Aid. SAFE STEPS First Aid aims to provide people with fundamental first aid knowledge, enabling them to be less vulnerable in an emergency situation and prepared to save a life.

The Bangladesh Red Crescent Society has integrated 1BC targets into its national strategy and recruited the national government to pledge of support for building national and local coalitions to support the most vulnerable people to be safer, healthier or more resilient in the face of adversity.

In communities in Mexico and Indonesia, a flood resilience program is pooling Zurich Insurance’s expertise, the Red Cross’s local knowledge and volunteers, IFRC and Practical Action’s technical support, and academic research institutions such as the International Institute for Applied Systems Analysis (IIASA) to drive global resources to support community identified solutions.

Planning is underway in Nigeria for adaptation of an app to enable the public to request RCRC First Aid volunteer support and report 1BC actions. The Nigerian Red Cross, MUrgency, Boston Consulting Group, and a local donor are collaborating on the initiative.

In Australia, New Zealand, and the United States, the Red Cross has launched innovative, targeted, and data-driven campaigns to help vulnerable households across their countries take action to be better prepared.
Creating multipliers

- Re-establishing the **1BC Movement Advisory Group** that was created in 2016 with representation from 2 NS from each region.

- Inviting the NS that made pledges **toward 1BC** at the 2015 International Conference to review their interest and engage through one of the sharing strategies outlined below.

- Including a **public engagement component in the IFRC Centenary Campaign** that will provide guidance materials and an opportunity for NS to develop new national and local campaigns in parallel to the IFRC Centenary campaign (and youth innovation campaign component) and as contributions to 1BC.
Finding shared solutions ...

Using building blocks from within our successful resilience projects that can be readily adapted, re-combined, and scaled.
Designing for scale

Leverage partner networks
Identify strategies to engage partners’ entire networks, including the IFRC’s.

Mobilise people & communities ... as part of the solution

Leverage tools for citizen engagement
UNICEF’s U-Report is a great tool to engage youth and others in providing citizen input on resilience challenges and solutions.

Record resilience actions
Record contributions from existing resilience projects as well as forward-looking commitments.

Global partners:

- International Federation of Red Cross and Red Crescent Societies
- World Food Programme
- UNICEF
- Connecting Business Initiative
- ProFuturo
- Global Resilience Partnership
- interpeace
- Urgency

Resilience Mapper
onebillioncoalition.org
Learn more

Website – www.onebillioncoalition.org

General contact – onebillioncoalition@ifrc.org

Team Leader in Geneva – Ian O’Donnell (ian.odonnell@ifrc.org)
Leveraging our existing tools and examples ...

making sure that we are capturing and sharing the full ‘recipes’

<table>
<thead>
<tr>
<th>Calls to Action</th>
<th>1</th>
<th>2</th>
<th>3</th>
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<tbody>
<tr>
<td>Protect yourself and family</td>
<td>Protect your school, business, or organisation</td>
<td>Connect with others to make your community safer</td>
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<tr>
<td>Potential activities</td>
<td>! Learn First Aid</td>
<td>! Organize a drill</td>
<td>! Assess community risks</td>
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<td></td>
<td>! Create a Family Disaster Plan</td>
<td>! Create a Business Preparedness Plan</td>
<td>! Advocate with local government</td>
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<tr>
<td>Existing resources</td>
<td>! First Aid and Hazard apps</td>
<td>! Guidance for school preparedness</td>
<td>! Community assessment and action planning – VCA, CBHFA (health), PASSA (shelter)</td>
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<td>! First Aid classes</td>
<td>! Business Preparedness Initiative to support small business’ contingency planning</td>
<td>! Pandemic Preparedness</td>
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<td>! Public Awareness and Public Education (PAPE)</td>
<td><img src="#" alt="Certification requirements" /> <img src="#" alt="Licensing through other providers" /></td>
<td>! Partners for Resilience – partnering &amp; advocacy models</td>
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<tr>
<td>Mobilizing strategies</td>
<td><img src="#" alt="Certification requirements" /> <img src="#" alt="Licensing through other providers" /></td>
<td><img src="#" alt="School and youth outreach" /> <img src="#" alt="Collaboration with chambers and business associations" /></td>
<td><img src="#" alt="Local preparedness campaigns" /> <img src="#" alt="Coalitions to engage local government, private sector, academia, civil society" /></td>
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<td><img src="#" alt="Road safety" /> <img src="#" alt="Safe Steps (in Asia-pacific)" /></td>
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<td><img src="#" alt="UN-ISDR ‘Making Cities Resilient’ Campaign" /> <img src="#" alt="ICLEI Resilient Cities and C40" /></td>
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Links to related initiatives:

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- Connecting Business initiative
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