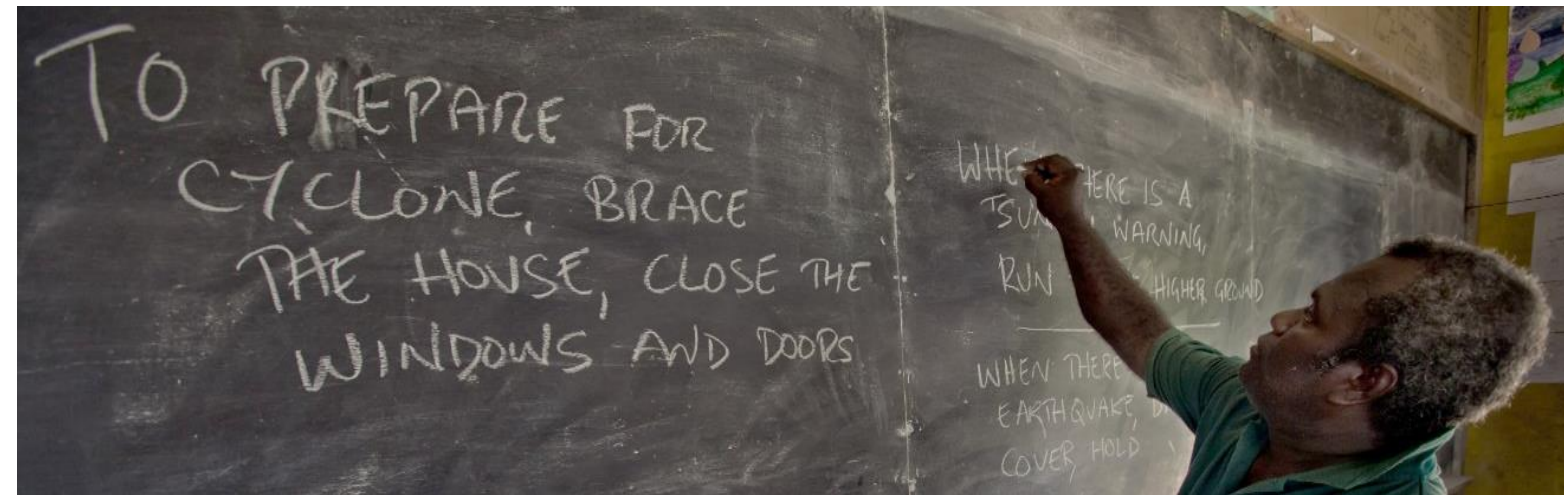


One Billion Coalition for Resilience

Overview

May 2018



Recent progress

Asia Pacific



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.

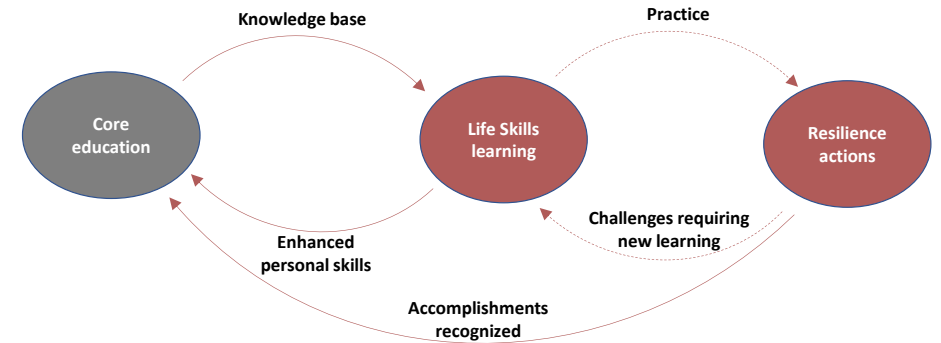
The seminar was followed by a workshop with the IFRC regional team and 10 NS in the Southeast Asia (as well as 2 PNS) to develop initial ideas for national targets toward 1BC and partnering strategies to multiply impact in order to reach the planned targets.



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.

Europe / Central Asia



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)



Scaling what works



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.

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 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 record 1BC actions**. The Nigerian Red Cross, MUrgency, Boston Consulting Group, and a local donor are collaborating on the initiative.

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.

Creating multipliers

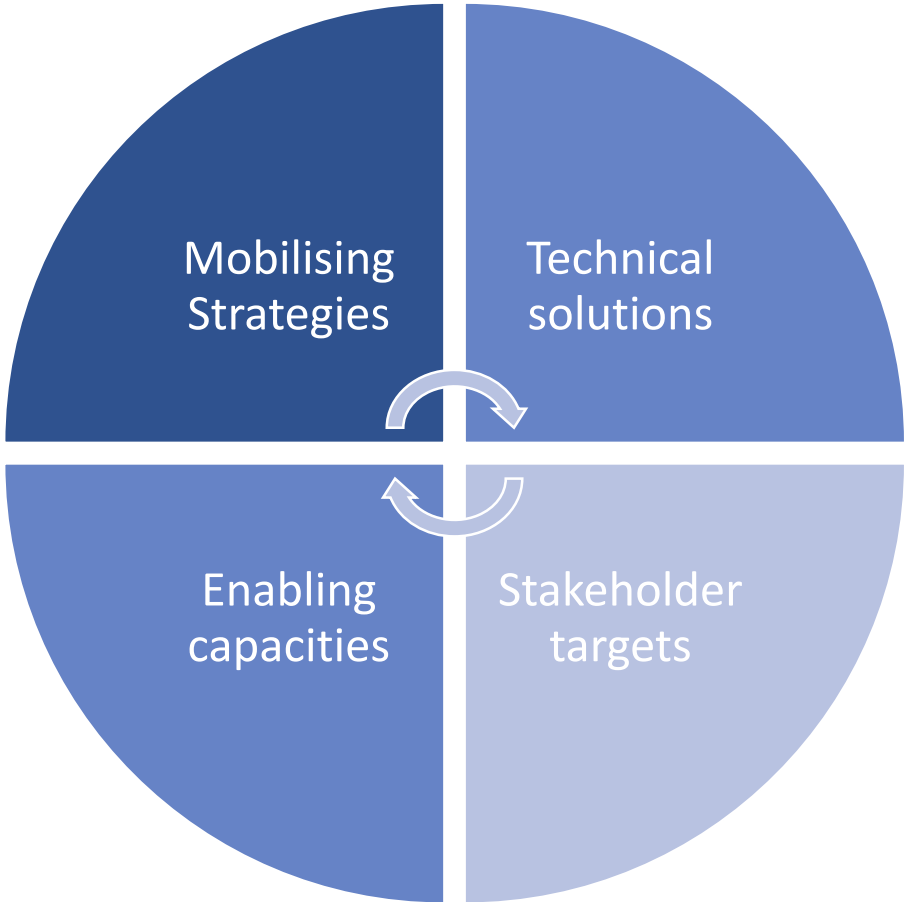
Potential strategy for engaging people and communities as multipliers – Circles of influence

- ❖ 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.



Local Action kit

<http://media.ifrc.org/1bc/local-action>

Local Action

Here are a few ideas on actions you can take to protect safety, health, and well-being of yourself and those around you.

[More background ...](#)

In your group or With others

- ### Individuals and households

Protecting yourself and your family is a natural place to start.

 - Learn First Aid
 - Assess risks
 - Create a Family Plan
- ### Businesses and private sector

Protecting your business or workplace ensures that your business can keep operating when faced with crises. This protects job security for you and your colleagues and helps ensure the continuity of services that local communities rely on. Addressing risks together with others in the community can reduce threats to your business and strengthen local resilience at the same time.

 - Learn First Aid
 - Assess risks
 - Protect your Business
 - Connect your networks
- ### Youth

Youth play a key role in leading change and promoting safety, health, and well-being throughout their communities.

 - Learn First Aid
 - Engage Youth
 - Assess risks
 - Learn from games
 - Create a Family Plan
 - Connect your networks
- ### Schools

Schools provide important opportunities for learning about safety, health, and well-being. They also need to protect their students, teachers, and staff and the services they provide to communities (e.g. emergency sheltering).

 - Learn First Aid
 - Engage Youth
 - Assess risks
 - Learn from games
 - Fundraise Locally
 - Connect your networks

Designing for scale

Leverage partner networks

Identify strategies to engage partners' entire networks, including the IFRC's.

Global partners:



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

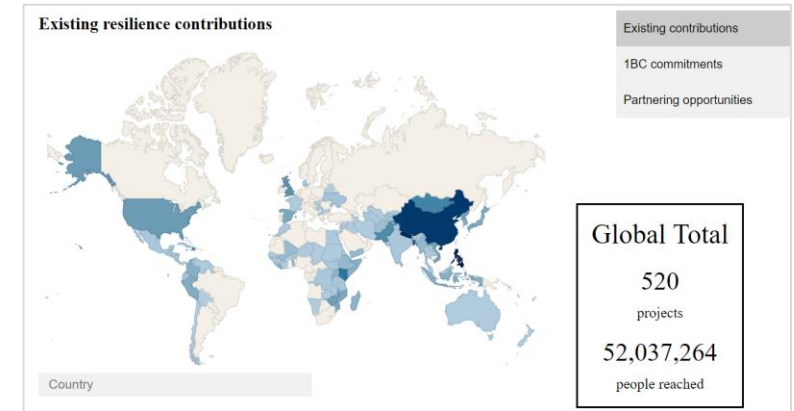


Leverage tools for citizen engagement

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.



Resilience Mapper
onebillioncoalition.org



Learn more




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Leveraging our existing tools and examples ...

making sure that we are capturing and sharing the full 'recipes'

Calls to Action			
	1	2	3
	Protect yourself and family	Protect your school, business, or organisation	Connect with others to make your community safer
Potential activities	<ul style="list-style-type: none"> ! Learn First Aid ! Create a Family Disaster Plan 	<ul style="list-style-type: none"> ! Organize a drill ! Create a Business Preparedness Plan 	<ul style="list-style-type: none"> ! Assess community risks ! Advocate with local government
Existing resources	<ul style="list-style-type: none"> ! First Aid and Hazard apps ! First Aid classes ! Public Awareness and Public Education (PAPE) 	<ul style="list-style-type: none"> ! Guidance for school preparedness ! Business Preparedness Initiative to support small business' contingency planning 	<ul style="list-style-type: none"> ! Community assessment and action planning – VCA, CBHFA (health), PASSA (shelter) ! Pandemic Preparedness ! Partners for Resilience – partnering & advocacy models
Mobilizing strategies	<ul style="list-style-type: none"> 📄 Certification requirements 📄 Licensing through other providers 	<ul style="list-style-type: none"> 🗣️ School and youth outreach 🗣️ Collaboration with chambers and business associations 	<ul style="list-style-type: none"> 👥 Local preparedness campaigns 👥 Coalitions to engage local government, private sector, academia, civil society
Links to related initiatives	<ul style="list-style-type: none"> 🌐 Road safety 🌐 Safe Steps (in Asia-pacific) 	<ul style="list-style-type: none"> 🌐 Connecting Business initiative 🌐 GADRRRES – safe schools 	<ul style="list-style-type: none"> 🌐 UN-ISDR 'Making Cities Resilient' Campaign 🌐 ICLEI Resilient Cities and C40