



Multiplying local action

The IFRC launched the One Billion Coalition for Resilience (1BC) in 2014 to engage people and partners worldwide to join together in taking action to strengthen community safety, health, and wellbeing. This paper outlines the core logic and approach behind 1BC.

Why is scale important?

The Red Cross Red Crescent and other partner networks already have extensive reach and provide essential humanitarian services to many people around the world.

However, current business models for these humanitarian services are not enough to address the needs of everyone that is vulnerable. To reach our global targets and ensure that no one is left behind, new business models are needed – models that build on the strengths of existing humanitarian programmes but that are also adaptive and responsive to local engagement, local partnering, and local resourcing.

What 1BC is ...	What 1BC is not ...
<ul style="list-style-type: none"> ✓ a space for consolidating learning about new business models and adapting them for wider use ✓ a tool for leveraging our networks to support diverse coalitions to guide and drive change 	<ul style="list-style-type: none"> ✗ a new programme or set of projects ✗ only a tool for measuring projects we as humanitarian organizations are already doing

The core of the initiative

The target is to engage one billion people – 1 person per household, business, school, or local neighborhood – to be multipliers for local action in their circle of influence. It’s also a chance to count those local actions as contributions toward the Sendai Framework on Disaster Risk Reduction and the Sustainable Development Goals (SDGs).

UNICEF, WFP, the UN Connecting Business initiative, and Interpeace have joined 1BC as global members along with a range of regional and national organizations. Several themes core to 1BC have also been developed further under new initiatives, including the Grand Bargain’s *Localization Agenda*, the IFRC’s *Strategy 2030*, and the IFRC’s new *Faces of Climate Change* campaign. New partnerships have also emerged (e.g. Partners for Resilience, Risk-Informed Early Action Partnership, Global Mangrove Alliance, Atlantic Council’s new Resilience Center). 1BC connects these initiatives towards a global impact for local action and aims to learn from and scale up successful outcomes, particularly on mobilizing and partnering.

Who is working on this already?

A variety of RCRC National Societies have started initiatives in line with 1BC, including:

Initiatives designed with 1BC in mind ...	Independent initiatives but matching intent ...
 <p>The Tajikistan Red Crescent is creating a partnership with government, UNICEF and others to extend learning opportunities on safety, health, inclusion, and humanitarian principles to every school in Tajikistan.</p>	<div style="display: flex; justify-content: space-around;">   </div> <p>The Home Fire Campaign links the American Red Cross, fire departments, companies, and community organizations to mobilize volunteer teams to install home smoke detectors in high risk neighbourhoods across the United States.</p>
 <p>The Australian Red Cross has set a visionary target to engage one person in every household in Australia to take actions to increase the safety, health, and wellbeing of their households.</p>	

The [1BC Examples & Stories summary](#) highlights other examples in India, the Philippines, and beyond.

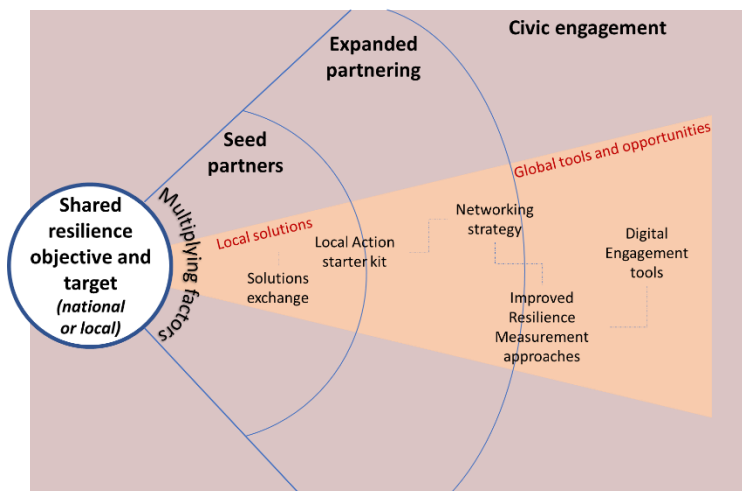
The model ...

Coming together around a shared objective

There is not a solution that will work worldwide. Instead 1BC is a space for regional, national, and local partners to identify and commit to a localized target that contributes to the global goal. The model builds on collective impact (https://en.wikipedia.org/wiki/collective_impact), expanding the idea with wider partnering and civic engagement. Localized targets toward 1BC will be collected as pledges for the 2019 International Conference of the Red Cross Red Crescent (RCRC).

Increasing our collective impact by

- 1) involving people and communities as change makers
- 2) engaging with partners to support local action across our respective networks
- 3) connecting the dots (from user perspective) between humanitarian and development opportunities
- 4) measuring impact toward a shared global target that can easily be adapted at regional, national, and local levels



Amplifying through our networks

The IFRC sees an opportunity to strengthen the roots for collective action on humanitarian issues leveraging the networks we have and the diverse roles we play as individuals, as community members, within organizations, and within informal and social networks. To do this 1BC is being adapted as a virtual workshop and action toolkit for designing for collective action and for sharing experience and success from around the world and their building blocks for change.

Change multipliers		
Seed partners	Expanded partnering	Civic engagement
RCRC National Societies, branches and volunteers can serve as catalysts for collective action to address local humanitarian concerns – supported by other RCRC partners (e.g. Shared Leadership) and long-standing partners.	There is a significant opportunity to multiply impact by connecting change-makers in our collective networks of partners. This includes the Red Cross Red Crescent’s network of 165,000 local units as well as other partners local networks.	Everyone can be an agent of humanitarian change through individual and collection action, engaging people, communities, and organisations who want climate action, more protection from disasters, and healthier and safer lives and communities.

Mobilizing through existing networks for individual and collective action

A user-centered approach is essential to our work as humanitarians. We want to help extend this user focus to sharpen and expand people’s engagement as change agents in their own diverse networks as:

- Households
- Community volunteer teams
- Schools
- Small businesses
- Informal and social networks

These groups are both:

- ❖ networks for organizing
- ❖ stakeholders with something to grow and protect – their school, community, business, social network, etc.

... providing strong incentive to engage.

The rationale ...

What is different about 1BC?

- ☀ The chance to make communities safer and more humane, at wide scale.
- ☀ The opportunity to link people and communities in countries around the world, bridging across low-, middle-, and high-income countries.
- ☀ The deepening of the impact, reach, credibility and trust of RCRC branches and partner organisations at local and community levels.
- ☀ The engagement of people, communities, and partners as co-organizers, extending our reach.
- ☀ A focus on combined solutions, using the building blocks from our successes, recombined and adapted to fit local needs.

Multiple spheres of influence



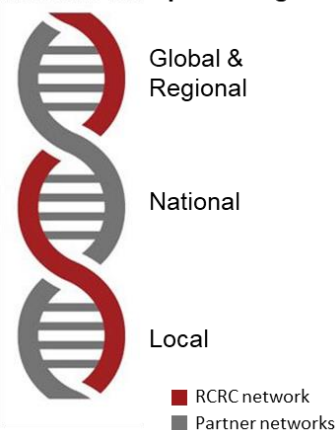
How can partners help us deliver this ambitious change project?

We are not yet leveraging the respective power of our networks to make use of the places where these networks overlap and interconnect.

For the IFRC this network starts with its 191 National Societies and ripples down to “local platforms for change” through 160,000 branches (and other local units) and 13.7 million volunteers. Partner organizations have their own networks (e.g. offices, retailers, customers) with myriad opportunities to connect at different levels.

- ✓ Help us continue to design a shared local action toolkit for humanitarian issues that can be easily communicated, accessed and adapted.
- ✓ Help us connect this initiative to other essential initiatives and campaigns for greater local and global impact.
- ✓ Enable us to link to existing programmes within our respective organizations and multiply local engagement and action.

Network-wide partnering



How does 1BC link to existing initiatives?

Initiative	How 1BC can link & support
Shared Leadership / Collective Impact	Shared Leadership is a model for enhanced collaboration among RCRC partners. 1BC provides a complementary approach for engaging other institutional and community partners for wider collective impact.
Localization	The Localization Agenda prioritizes local organizations as implementers. 1BC provides further tools for supporting local action through local partnering and blended approaches to resource mobilisation.
Community Engagement and Accountability	1BC supports models for people and communities outside of our direct program footprints to engage and lead change.
Partners for Resilience, other thematic partnerships & alliances	Existing initiatives provide significant learning on engagement models in specific countries or themes. 1BC provides an opportunity to expand these insights and connect wider networks of partners and communities.
<i>Faces of Climate Change</i> campaign	1BC provides further opportunities for volunteers to take Local Action and new channels for partnering and community engagement.
Strategy 2030	1BC provides a mechanism for encouraging network-wide approaches to partnering and community engagement as volunteering.

Next steps ...

How to engage

Nationally and Locally

1BC is about taking goals and solutions we already have and building out the partnerships and engagement strategies to bring them to the full scale that is needed.

Getting started is straight-forward and possible at local, national, or regional levels:

- 1) Convene partners (or adapt an existing collaboration)
- 2) Set a collective target
- 3) Identify combination of solutions needed
- 4) Jointly mobilise & advocate on solutions
- 5) Record contributions

These steps are described in more detail in the [Strategies for Scaling activity guide](#).



The [Local Action kit](#) and the [Examples & Stories summary](#) also highlight the building blocks being used by many National Societies and partners to help people in a variety of roles to take the lead on change to address priorities in their own communities.

Globally

Global partners are essential to link and leverage the power of our networks.

1BC global partners are working on:

- ❖ **Partner mapping**
We are building out a digital map of the constellation in which our humanitarian and develop networks overlap to facilitate greater benefit at local nodes.
- ❖ **Digital messaging gateway**
Learning from U-Report and chatbots, we are creating a digital messaging gateway to enable greater messaging communication across networks.
- ❖ **Change Pulse**
One use of the messaging gateway is to create a short 2 question survey to enable volunteers to gauge change priorities in their communities and link with others with similar priorities.
- ❖ **Expansion of Local Action kit**
We're always looking for more tools and building blocks to add.

Contact us at onebillioncoalition@ifrc.org.

Pledging regional, national and local targets toward 1BC

The 33rd International Conference of the Red Cross Red Crescent will provide an opportunity for RCRC National Societies and governments to revisit their pledges and commitments toward 1BC.

The IFRC is developing a model pledge to capture national targets that National Societies and governments can use to record ambitions targets toward 1BC to engage:

- | | |
|--|---|
| <input type="checkbox"/> Every household | <input type="checkbox"/> Every business |
| <input type="checkbox"/> Every community | <input type="checkbox"/> Every city or town |
| <input type="checkbox"/> Every school | <input type="checkbox"/> <i>Or all of the above</i> |

These are not necessarily targets that we can reach immediately today. But with the right combination of solutions and wide networking support, we can bring them within our reach.

Other partners are encouraged to pledge commitments using the [1BC Resilience Mapper](#), where those commitments and the pledges from the RCRC International Conference will be shown together along with progress updates toward the targets.