

The Challenge

Even in the face of rising vulnerability and adversity and with the benefit of unparalleled technology and innovation, we are not yet truly capitalizing on or adequately supporting the capacity of people and communities to organize to increase their safety, health, and well-being.

The One Billion Coalition for Resilience (1BC) provides an opportunity for individuals, households, communities, and organisations to work together to increase collective impact in resilience-building in communities world-wide.

1 Partnering goal
Using the full reach of our collective networks to maximize local opportunities and solutions.

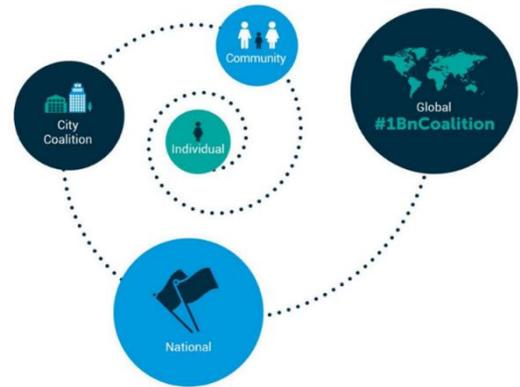
2 Scaling goal
At least one person in every household, every school or business, and every community taking action.

3 Measurement goal
1 billion people taking actions to enhance their own and their community's resilience.

What activities and programmes are counted toward the 1BC goals?

1BC is counting activities and programmes that:

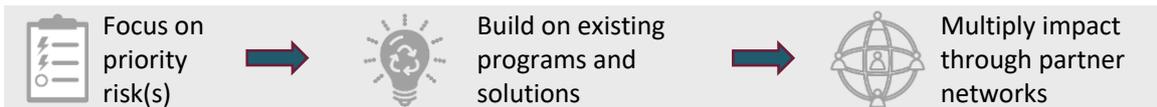
1. Help people strengthen their knowledge and capacity
2. Provide solutions to assess and address current priority risks and that can be applied to other risks as well
3. Leverage individual and collective action



The initiative counts existing programme contributions, national and local commitments toward 1BC targets, and resilience actions by individuals.

How to start?

1BC partners are developing a Local Action starter kit (<http://media.ifrc.org/1bc/local-action>) to guide national and local partners in finding solutions and learning from experience elsewhere. Many tools and learning opportunities already exist, but they are often not widely shared. The starter kit strives to capture full 'recipes' for action that draw across divers sector and partner experience.



How to set a national or local target?

1BC partners at national and local level are encouraged to

- a. **Identify their own mobilisation target** toward global 1 billion person goal (e.g. 1 person / household)
- b. **Create a mobilising campaign or initiative** to reach that target, building on existing programmes, new partner opportunities, and innovative ideas for engaging people and communities in the mobilising process. To simplify the resilience approach, promote linked sets of actions, such as:



One action to protect your self and family



One action to protect your school, business, or organization



One action to protect your community

- c. **Share solutions** so that others in the network benefit from their learning and insights

Who is involved?

1BC includes a growing number of partners such as **UNICEF**, **WFP**, and the **Connecting Business initiative**, with the **IFRC** and **Red Cross Red Crescent National Societies** supporting the coalition as conveners, to create a jointly owned network for collective action. Regionally, existing collaborations are also counting their activities toward the 1BC goals. To join, contact the IFRC at onebillioncoalition@ifrc.org.



Where can I find examples?

1BC strives to help capture and widely share the building blocks from existing initiatives so that national and local partners in other locations can adapt them in their own contexts. The list below is an example of solutions being captured in the [Local Action starter kit](#). Additional suggestions are always welcome.

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| Campaigns | The Home Fire Campaign of the American Red Cross is a data-driven campaign to reduce fire deaths by installing home smoke detectors in high-risk neighbourhoods. | The Ready Families & Ready Business initiative of the New Zealand Red Cross helps families and businesses become safer and more resilient. |
| Mobilising on First Aid | Safe Steps: First Aid is a regional initiative in Asia and the Pacific to train 200 million people in First Aid, sponsored by the Prudence Foundation, National Geographic, and the IFRC. | MUrgency has partnered with the Red Cross in Mexico and currently Nigeria to test a mobile app to connect members of the public to nearby First Aid volunteers. |
| Youth engagement | Youth as Agents of Behaviour Change is an innovative IFRC programmes to engage youth peer facilitators to promote a culture of non-violence and peace. | PASSA Youth is another IFRC programmes to engage youth peer facilitators to promote safe building within communities. |
| Advocacy | Partners for Resilience (PFR) has developed an integrated approach to DRR, adaptation and ecosystem management. PFR's current focus is advocacy. | The Global Road Safety Programme offers an Advocacy Toolkit that covers both civic and media advocacy. |
| Risk assessment | The IFRC's Road Map to Community Resilience and Vulnerability and Capacity Assessment tool (as well as related health and shelter tools) guide communities to conduct local risk assessments. | The Global Disaster Preparedness Center (GDPC) has created a new guide on city-wide assessments for community resilience that emphasizes city-wide analysis and prioritization. |
| Private sector engagement | The Connecting Business initiative (UNDP, UN-OCHA and corporate partners) provides platforms for businesses to network on resilience. | The GDPC offers a new mobile app that guides small businesses to increase their preparedness and protect their services to communities. |
| Mobilising local resources | Kenyans for Kenya was an innovative joint fundraising campaign sponsored by Kenyan Red Cross, KCB bank, and Safaricom that raised \$10 million in 2 months. | The IFRC is developing a mobile/ blockchain app to give people more options to apply Islamic social financing to humanitarian assistance and resilience-building activities. |
| Digital engagement | UNICEF's U-Report is a great tool to engage youth and others in providing citizen input on resilience challenges and solutions. | Virtual Volunteer is a mobile web application from IBM and the IFRC to help people migrating access reliable support and information wherever they are. |
| Measurement | 1BC has developed a preliminary Resilience Mapper to track program contributions toward 1BC. | 1BC partners are also reviewing a wider range of measurement tools to explore potential integration, including U-Report , the Zurich Flood Resilience Measurement tool , MUrgency , Missing Maps , the 510 Initiative , and SenseMaker . |

Where can I find out more on 1BC?

More information on 1BC is available at www.onebillioncoalition.org. You're also welcome to reach out to us at onebillioncoaliton@ifrc.org or through the IFRC [regional offices](#).

Multiply impact – Make individual actions count – Make solutions accessible for all