Overview

December 2018
Networks ... what can we learn for our humanitarian networks?
A. The need for community resilience is rising and outpaces existing humanitarian delivery mechanisms
B. Many initiatives have very specific target geographies and do not provide a mechanism for a wider set of people and communities to engage
C. Scale is still often approached incrementally rather than exponentially, e.g. by helping people & communities to self-organise
D. We aren’t leveraging the full value of our RCRC network and partner’s own networks.
E. No other initiative is giving people and communities a direct way to contribute to the SDGs
Resilience as a unifying concept

Connecting and scaling our work with communities on resilience building...

be it through first aid, disaster response and preparation, health care services, social inclusion, youth and volunteer development.
One billion people supported by a network of organizations taking action to overcome intensifying / increasing

conflict  risks  vulnerabilities  hunger  crisis  disease

One billion people people being more

prepared  healthy  knowledgeable  organized  connected

and having better access to

infrastructure  services  economic opportunities  natural assets

December 2018
1BC represents:

- an alternative approach for people & communities being “out of scope”
- a commitment to local resourcing (through local coalitions) as a complement to international assistance

With limited resources we focus on the most vulnerable. Others are vulnerable as well.

Using our tools and motivation, we can help everyone to self-organize to take steps to address their vulnerability. We do this with First Aid training every day.

1BC is a mechanism to help National Societies and partners support this type of alternative scaling.
Global commitment

1 billion people ...

at least one person in every household, every school or business, and every community ...

taking actions to enhance their own and their community’s resilience
Who is involved?

1BC brings together:

- civil society, including National Societies and NGOs
- governments
- the business community
- other leaders and influencers

- global partners including UNICEF, WFP, the Connecting Business initiative
- a growing number of other members, at global, regional, and national levels.

See onebillioncoalition.org for the full list of partners.
The global coalition provides a way to connect learning and relationships across regions, countries, and locales.

People play multiple resilience roles … in their own household, in their school or workplace, in their community and as local and national citizens. Mobilizing strategies need to identify people as the first multipliers.

Partner organisations often have extensive networks of members, employees, merchants, and customers spread around the world. Linking these networks across their local nodes provides a powerful multiplier for local action.

National and local coalitions provide the foundation for civic engagement, bringing together diverse communities and partner organisations to address shared resilience targets collectively and in their own roles and activities.
Choosing “natural targets”

Key mobilisation agents:

- Community volunteers (including RCRC volunteers as well as other local champions / ambassadors for resilience)
- Schools
- Households
- Small Businesses

Natural coverage targets to engage:

- **Every community** – through NS resources and outreach to guide community resilience plans and community response and preparedness teams. Build on Africa region’s ‘branches as local centres of resilience’.
- **Every school** – through NS partnerships on safety, health, and inclusion to promote effective Life Skills for students and youth.
- **Every household or workplace** – through NS campaigns to mobilize individuals as agents of change to protect those around them.
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 National Societies in the Southeast Asia (as well as 2 Partner National Societies) to develop 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 in 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 National Society in Tajikistan are developing a concept with the government and 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 National Society’s 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.
Recent progress

Africa

In Nigeria UNICEF and the IFRC are also planning a joint project on capacity strengthening and 1BC. The project will provide an opportunity to:

a) review the partnership to data
b) identify paths for increased UNICEF/IFRC/NS collaboration
c) explore wider collaboration under 1BC around a shared resilience target and capacities need to reach that target *(suggestion at moment to link activities on youth opportunities, WASH, and urban engagement)*

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 Red Cross Red Crescent First Aid volunteer support. The scoping mission involved the National Society, the Dozier family (a local donor), MUrgency and the Boston Consulting Group.
Building a coalition

UN agencies
- Complementary programs

Professional Associations
- Networking

Academic Institutions
- Research
- Volunteers

Target
- Focus
- Number
- Strategy

NGOs & Community Organisations
- Program expertise
- Volunteers

Private Sector
- Funding
- Corporate volunteers
- Customer base

Media
- Awareness raising
- Feedback mechanisms

Red Cross
- Program expertise
- Volunteers

Red Crescent
- National Society

Other networks
- Sports associations
- Faith-based networks

Natl & Local government
- Budget support
- Regulatory

Natl & Local government
- Program expertise
- Volunteers

Other networks
- Sports associations
- Faith-based networks

December 2018

(graphic adapted from IFRC Asia Pacific region)
Starting, scaling and measuring

1. Convene partners

2. Set a collective target

3. Identify combination of solutions
   - Build on existing programs
   - Provide a menu of options
   - Include solutions others can organise

4. Mobilise & advocate around the solutions

5. Record contributions

- Resilience Mapper
  onebillioncoalition.org

- Also exploring digital tools for recording actions by people and communities

December 2018
Multiplying our collective impact

1 Billion People supported by a wide range of partners are connected, learning, sharing, engaged and building community resilience everywhere.

Public engagement
Partner networks
RCRC volunteer outreach

Year 10
One Billion Coalition for Resilience (1BC)

onebillioncoalition.org

Website survey – Help us make the site more useful

(survey will be distributed)
Learn more

Website – www.onebillioncoalition.org

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Zahra Boulouri (zahra.bolouri@ifrc.org)

In Geneva – Ian O’Donnell (ian.odonnell@ifrc.org)
Bonus Slides
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.

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 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.

Connecting and scaling what works

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

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.
Supporting national targets and coalitions

Needs / Response

Vulnerability issues

Risk issues

Priority actions

Targeting by 2025

xx volunteers

xx branches

1 National Campaign

Partner engagement / roundtable

xx Gvt agencies

xx CBOs

xx people target

Private sector

Schools xx

December 2018
Supporting national targets and coalitions

Needs / Response

Urban issues

First Aid

Health issues

Targeting by 2025
NS strategic plan

1,000 trainers

50 branches

1 National Campaign

Partner engagement / roundtable

50 Gvt agencies

Schools 500

100,000 people trained

CBOs 1,000

Private sector

1,000 trainers

50 branches

1 National Campaign

(graphic developed by IFRC Asia Pacific region)
Global support

Network-wide partnering

- Global & Regional
- National
- Local

Global support

Sharing building blocks for scaling

- Mobilising strategies
- Technical solutions
- Enabling capacities
- Resourcing strategies

1BC website
- Local Action kit

Recording contributions and pledges (targets)

RCRC network
Partner networks

Global Total
520
52,187,764
people supported

Global Total
0
people supported
230,144,000
people reached

onebillioncoalition.org

Resilience Mapper

December 2018
Making Local Action Count

1) Scaling … people and communities as part of the solution

2) Partnering … network-wide to make a greater set of opportunities available locally

3) Measuring … in new ways to count both individual and collective actions
1BC organizing model

1BC coalition members

- Individuals and households
- Small businesses and local organizations
- Communities
- Global, national, and local partners

1BC added value

- Network-wide partnering
- Strategy sharing
- Tools for scaling
- Existing programmes
- Existing capacity strengthening

Organizing at national and local level

- Shared target
- Coalition approach
- Innovative mobilising
- Shared measurement

1BC Theory of Change

- Individual action
- Collective local action
- Improved state of resilience
- Coordinated partner support

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## Learning from past initiatives

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Key: Light grey areas are aligned with the One Billion Coalition. Bold indicates IFRC participates in coalitions.
Implications for scaling

Pilot
- Identify needs
- Identify solutions
- Establish targets
- Finalize approach
- Anticipate obstacles
- Revise approach
- Test plan

Program Implementation
- Establish priorities
- Establish targets
- Implementation plan
- Test plan
- Target communities
- Community feedback

Wider Scaling
- Public engagement
- Expanded partnerships
- Combination of solutions

Resilience Acceleration Route

Purpose:
- Test solutions that have potential for wider use
- Implement solutions with specific target communities
- Implement solutions with communities across country

Requirements:
- Testable hypothesis
- Limited resourcing
- Limited set of partners
- Sufficient capacity
- Early assessment of results
- Focused solution
- Dedicated resourcing
- Selected partners
- Dedicated capacity
- Set program period
- Combination of solutions
- Steady resourcing
- Diverse partners
- Emergent capacity
- Ongoing engagement & commitment

Graphic adapted from Digital Mindz -- https://digitalmindz.com/92-2/

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