



MARCH 2016

ONE BILLION COALITION FOR RESILIENCE

AN URGENT CHALLENGE

**DISASTERS AND
COMPLEX EMERGENCIES**
are becoming more frequent
and more severe

ASKING FOR MORE MONEY
to respond to more crises
is not the answer

WE NEED A PARADIGM SHIFT
at a global scale

THE PARADIGM SHIFT

UNITES our efforts

LEVERAGES the power of partnerships

USES our collective networks

CONNECTS people

SUPPORTS innovation

OUR VISION

To inspire one billion people and thousands of organizations to overcome



Conflict



Risks



Vulnerabilities



Hunger



Crisis



Disease

so they can have safer, healthier and more resilient communities that are more



Prepared



Healthy



Knowledgeable



Organized



Connected

with better access to



Infrastructure



Services



Economic opportunities



Natural assets

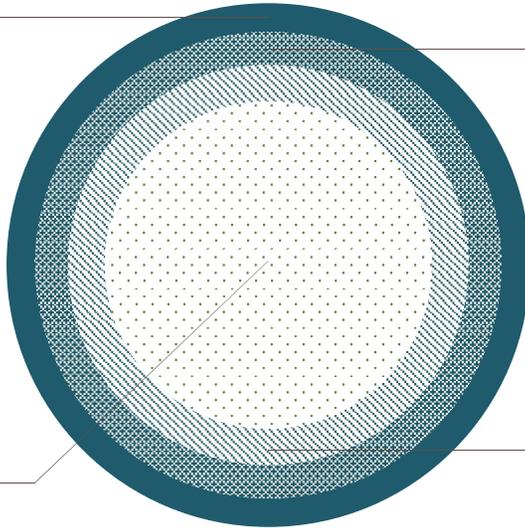
ACTIONS AT VARIOUS LEVELS

1

Join global coalition of partners
Build on and nurture existing initiatives
Develop easy-to-use easy-to-access toolkits

4

Learn new skills
Create family disaster plan
Help family, neighbors, and friends **to prepare**



2

Convene stakeholders and/or **link** with existing national platforms
Map needs and **develop** action plans
Engage in existing and create **advocacy campaign**
Support actions of **local coalitions**

3

Assess local risks and **prioritize** needs
Build **local partnerships**
Develop **actions plans** and design **local solutions**

THEORY OF CHANGE



MEASURING PROGRESS TOWARD RESILIENCE

Topline metrics

of people **registered** and **reporting action** to build resilience

and % of registered coalition members **reporting increase** in awareness of **local risks** and **local solutions**

Change in capacity to mitigate and respond to threats

VALUE PROPOSITION

- **Impact:** Through collaboration and integration of efforts, the collective impact of the 1BC participants will be greater than the sum of the parts.
- **Scale and mutual support:** the 1BC will utilize the 17 million registered volunteers, 165,000 branches and access to government of the Red Cross Red Crescent network to support the work of coalition members.
- **Access to the last mile:** The 1BC is able to engage communities, households and individuals to serve the last mile and reach the most difficult places.
- **Locally relevant support:** Communities identify their own needs and take action based on their priorities. The nature of the 1BC activities is viral and easy to adopt, so participation will quickly multiply.

HOW IS IT DIFFERENT?

Access to resources: The 1BC provides communities direct access to a selection of local and global resilience service providers to address their needs. Similarly, service providers who wish to target a certain issue will have a clear understanding where they are needed.

Recognition, inspiration and inclusivity: Members of the coalition will be counted, incentivized and their contribution recognized, and the ambitions of the 1BC will inspire and provide a larger sense of community for those involved. The 1BC is open to all organizations and individuals who wish participate. There are no minimum requirements of funding, time or resources.

A network and referral system: The 1BC connects resilience service providers, communities and individuals to the networks of its members, including the RCRC Movement. The 1BC supports top down, bottom up, and lateral information flows and will promote efficiency.

WHO'S ONBOARD?

- Red Cross Red Crescent International Conference in December 2016, **190 National Societies** gave the IFRC a mandate to convene the 1BC
- **47 National Societies** and **3 governments** signed the 1BC pledge: *Building community resilience and contributing to sustainable development*
- **60 National Societies** signed on to the 1BC, convening coalitions, promoting and implementing 1BC activities
- The **IFRC Secretary General** has made the 1BC his signature program
- The heads of **UNICEF, WFP, USAID, President John Kufuor, UN Connecting Business** have agreed to serve on a Global Steering Committee
- As a member of the 1BC team, Zurich Insurance has pioneered a flood resilience assessment tool and is helping IFRC to adapt it for other threats

WHO'S ONBOARD?

- The **Harvard Humanitarian Initiative** will join the 1BC team in support of developing a composite resilience index
- **Linklaters**, a global leader on governance, risk mitigation and management consulting is developing with 1BC options to ensure good governance, a legal framework and risk management strategy
- The **American Red Cross** has provided essential resources to key team members and the development of several platforms.
- **Airbus** will conduct a first aid campaign, promote the **First Aid App** and disseminate resources to its employees in support of 1BC
- Nearly a dozen organizations, including **Microsoft** and **Facebook** have responded to a **Request for Expressions of Interest** to help develop a digital ecosystem for 1BC

TAKE ACTION

- ✓ **Join** the 1BC global steering committee
- ✓ Become a global partner **lead** on web-based ecosystem
 - ✓ **Become** a global partner lead on crowd sourcing
- ✓ Become a global partners **support** 1BC team and infrastructure
 - ✓ **Innovate** as a technical partner

1BC ORGANIZATION

Global steering committee

Global leaders in resilience who are committed to uniting the efforts of their organizations towards resilience and leveraging their networks.

A governing board of the 1BC, guiding strategy, overseeing implementation and promoting an ever-expanding network.

1BC ORGANIZATION

Operations Group

Each member of the global steering committee will designate a representative to serve on an Operations Group

The Operations Group will meet quarterly

The Operations Group will oversee implementation of 1BC plans, respond to challenges and opportunities, establish and support technical working committees as needed

1BC ORGANIZATION

Support

The global steering committee will be coordinated and supported by a 1BC Cell hosted by the IFRC

The 1BC Cell will support a global team of National Society members, ICRC and IFRC secretariat staff and partners

Task teams will ensure deliverables related to the five platforms and other key pieces of the 1BC, such as measurement and communications