



# ONE BILLION COALITION FOR RESILIENCE

working on community-centered partnerships  
towards one billion actions for resilience





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For more information contact:

Daniel Ureña Cot

IFRC, Regional Office for the Americas

Ave. Jacinto Palacios Cobos

Building 221, City of Knowledge, Clayton

Panama City, Panama

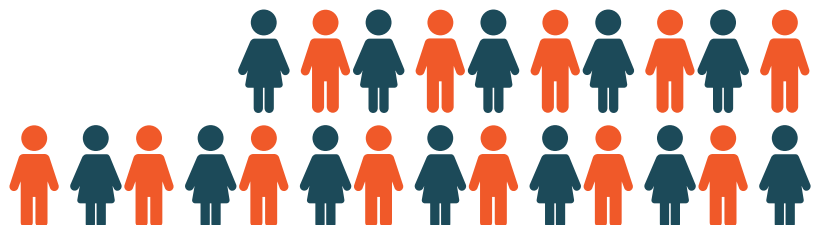
Tel. +507 317 3058 | Fax. +507 317 1811

E-mail [daniel.urena@ifrc.org](mailto:daniel.urena@ifrc.org)

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**By 2025, one billion people around the world will have taken active steps towards strengthening their resilience**

This is the vision for the One Billion Coalition – a world where all people are safer, healthier and more prosperous, even in the face of adversity. A Coalition of Coalitions that provides individuals and communities worldwide with the commitment, resources and confidence to understand their risks and take action to reduce their vulnerability. The One Billion Coalition is based on the belief that given the right support, vulnerable groups everywhere will work together and care for their own and for others. It operates under the conviction that what is needed to initiate change is a wider supportive network of committed volunteers and organizations, government, businesses, non-profits and others.

**THIS IS THE ONE BILLION COALITION FOR RESILIENCE  
ALL WE NEED IS YOU**



# INTRODUCTION



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People and communities everywhere face increasing risks to their health, livelihoods and social well-being. These risks are context specific and often compounded by many factors: disease; climate change; chaotic urbanization and spontaneous settlements in hazard-prone areas; insecurity; aging populations; and increasing inequalities.

Traditional coping mechanisms are breaking down. New coping mechanisms are emerging.

The One Billion Coalition for Resilience is a platform to convene individuals, communities, organizations, private companies, governments and other stakeholders and encourage One Billion actions for resilience. Together, stakeholders can leverage knowledge and resources to improve lives of millions.

This document explains the driving factors behind the One Billion Coalition for Resilience and provides information for potential partners who want to join the Coalition. It responds to the following key questions: WHY build a global coalition for resilience; HOW does the One Billion Coalition for Resilience work?; and WHAT specific actions partners can take to contribute.

The One Billion Coalition for Resilience is owned and managed by diverse stakeholder to leverage the power of partnership at all levels and achieve more collectively. It was first convened by the Red Cross Red Crescent Movement in partnership with the United Nations International Strategy for Disaster Reduction (UNISDR) Making Cities Resilient: My City Is Getting Ready campaign.



# THE CHALLENGE

In 2014:

**141 million** people affected by natural disasters

**US\$110 billion** in damages due to natural disasters

**59.5 million** forcibly displaced by violence and conflict

**663 million** people had no access to clean water

**2.4 billion** people did not have access to sanitation



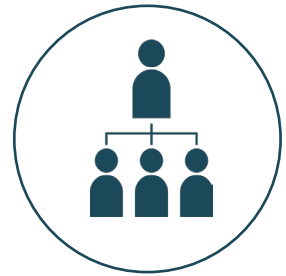
# WHY A GLOBAL INITIATIVE FOR COMMUNITY RESILIENCE?



**REDUCE THE IMPACT OF DISASTERS**  
affecting more than 100 million people, destroying lives and livelihoods, and costing some 140 billion US dollars every year.



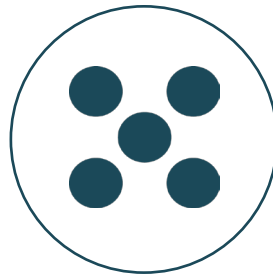
**PROMOTE LOCAL ORGANIZATIONS**  
who know best how to respond to the needs in their communities and contexts - ensuring they are treated as primary and equal partners in today's humanitarian systems.



**TRANSFORM HUMANITARIAN SYSTEM**  
currently requiring ever-greater resources every year to save more lives. If our work with communities were designed to make them stronger and more resilient, we should expect demand for our services to steadily decline.



**REDUCE COMMUNITY VULNERABILITIES**  
that compromise the dignity, well-being and life opportunities of hundreds of millions of people of all ages on all continents.



**MULTIPLY OUR COLLECTIVE IMPACT**  
to make sure that at least one billion people are supported by for-profit and not-for-profit partners, by encouraging sharing of human, financial and knowledge resources.



**SAVE MORE LIVES**

# WHAT BENEFITS DOES THE ONE BILLION COALITION OFFER COALITION MEMBER ORGANISATIONS?

**Engage individuals and communities to reduce risks that affect them:** a dynamic platform for resilience, the Coalition will encourage individual and collective action to reduce risks. By valuing concrete individual actions, the coalition plays on simple to-scale volunteer participation that will lead to global transformation.

**Extend your positioning as partner of choice:** the Coalition expands your organizational position as a convener and facilitator. None of us are fully mandated or equipped to meet every need in every community. Through the Coalition, you can encourage new partnership models that promote collaboration with key stakeholders to address gaps, and ensure maximum impact in communities to build resilience.

**Strengthen advocacy to promote investment in prevention and mitigation:** the Coalition increases the influence of your organization by bringing together Governments, civil society and non-traditional partners. Coordinated initiatives and advocacy will promote and enable increased public and private investment in risk reduction, climate change adaptation, emergency preparedness and mitigation to enhance community resilience.

**Enhance resource and knowledge sharing:** the coalition provides an opportunity to pool the knowledge resources of all partners. Taking advantage of social media and technology, knowledge and resource sharing becomes a two-way street, enabling individuals and communities to share their needs, knowledge and expertise with partners across the world.

## **ACCESS TANGIBLE RESOURCES FOR PARTICIPATION AND EVALUATION:**

organizations will have access to a suite of resources to support Coalition-building at national and local levels. These will include an interactive platform, toolkits, and advocacy support. For more information visit: [www.onebillioncoalition.org](http://www.onebillioncoalition.org)



# THE ONE BILLION COALITION IS...

- a broad coalition of individuals, communities and organizations
- a collective effort to leverage the power of partnership to achieve more
- a platform owned and managed by diverse stakeholders
- an ecosystem of services streamlined by using the latest technology
- an engagement targeting scale and exponential growth

## RESULTING IN ONE BILLION PEOPLE BEING MORE



Prepared



Healthy



Knowledgeable



Organized



Connected

## AND HAVING BETTER ACCESS TO



Infrastructure



Services



Economic  
opportunities



Natural assets

# A RESILIENT COMMUNITY...

... is knowledgeable, healthy and can meet its basic needs



... is socially cohesive



... has economic opportunities



... has well-maintained and accessible infrastructures and services



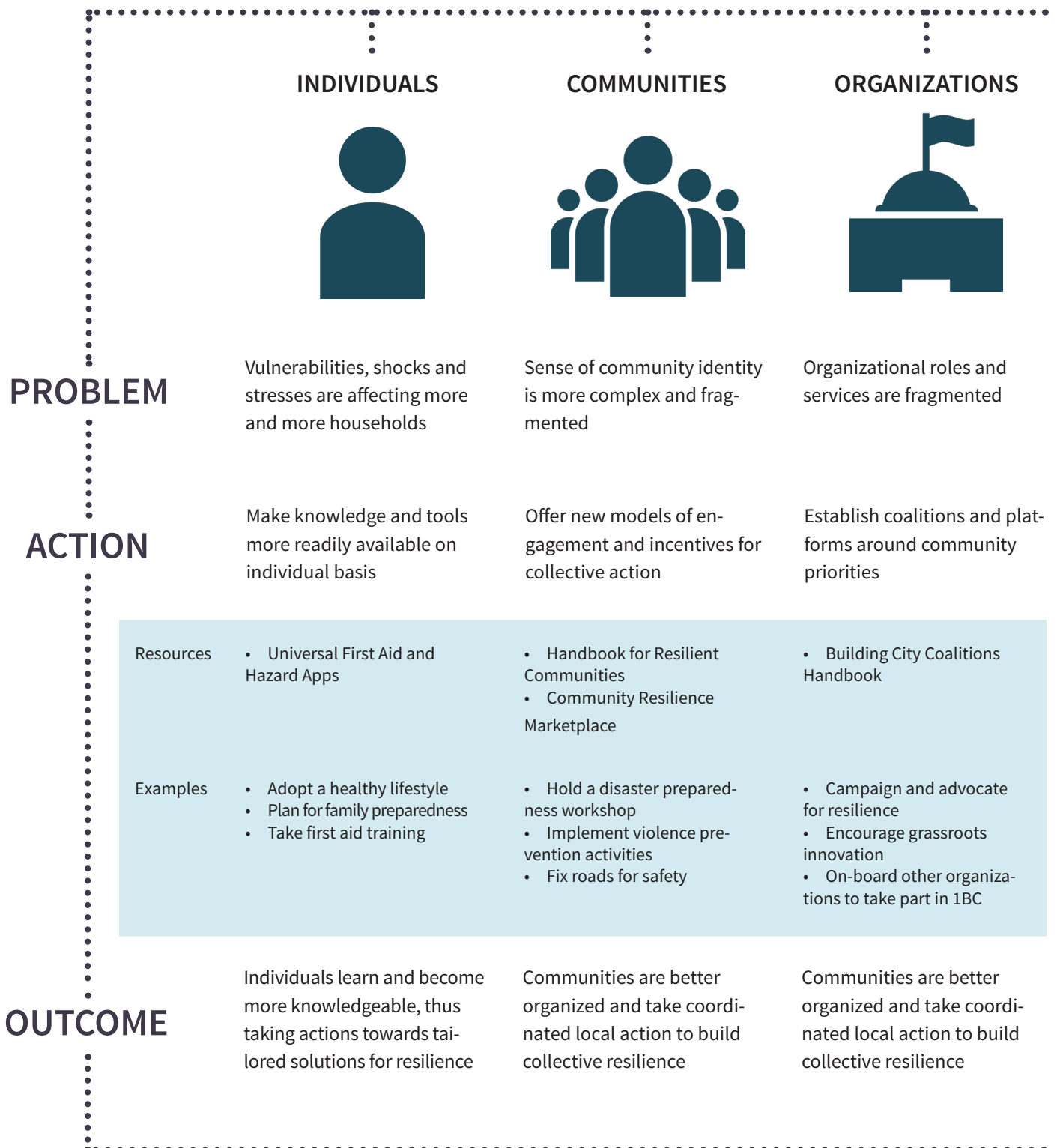
... can manage its natural assets



... is connected



# HOW DOES THE ONE BILLION COALITION FOR RESILIENCE WORK?



Pledging system to record and track individual, community and organizational commitments towards the **#1BnCoalition**: [www.onebillioncoalition.org](http://www.onebillioncoalition.org)



# HOW CAN WE MAKE IT HAPPEN?

The Coalition is an opportunity to build on and strengthen your existing networks and initiatives for community resilience. The Red Cross / Red Crescent Movement will support your participation in building national and local coalitions, and driving resilience-building activities through the following mechanisms:

## AN ENERGETIC BRAND

recognizable world-wide, which invokes

- Desire to be affiliated
- Need to act
- Sense of global community and solidarity, with a solid grassroots engagement with local communities

## A CALL TO ACTION

that inspires

- **Individuals** to take specific actions to increase individual resilience and that of their communities and networks
- **Communities** to increase the resilience of their members through better organization and connectedness
- **Civil society and NGOs** to build greater community resilience via synergies and pooling of resources among Coalition partners
- **Businesses** to partner, invest, share knowledge and expertise to achieve community resilience
- **Research bodies** to build and share knowledge and expertise based on community participatory processes
- **Governments** to increase investment in disaster risk reduction and to prioritize policies and legislation, which strengthen national, and regional capacity, improving resilience outcomes for citizens and their communities

## A RESPONSIVE GLOBAL ENGAGEMENT PLATFORM

that enables

- Individuals and communities to participate through regular awards and recognition online
- Coalition members and individuals to connect, to find opportunities to invest, to build capacity, to network, to incentivize active members and recognize volunteers
- Training and learning through interactive apps
- Volunteer opportunities within communities or for a particular vulnerable group
- Information and resource sharing between coalition partners
- Engagement of local media, influencers, opinion leaders, celebrities and governments to acknowledge and profile the success of Coalition members
- Use of online data for reporting to measure progress in reaching communities

# WHAT DOES THE COALITION LOOK LIKE ON THE GROUND?

Local and national coalitions in each country will shape the initiative to suit their local circumstances, by implementing practical initiatives to kick-start activities. As an example, committing to expand on an existing programme such as first aid, disaster preparedness or health promotion, or initiating a local coalition within a given city may be the entry point toward the One Billion Coalition for Resilience in a specific country.

## PRACTICAL INITIATIVES FOR YOUR COUNTRY OR COMMUNITY COULD INCLUDE:

### Community Resilience Initiatives

- Support communities to map out key areas of risk and vulnerability
- Encourage communities to adopt demand-driven, people-centered approaches to community resilience strengthening
- Promote community connectedness and engagement

*Use the Resilient Communities Handbook: Towards One Billion Actions to help implement initiatives for community resilience.*

### Build national and local coalitions

- Identify opportunities and partners who will significantly contribute to community resilience
- Engage extensively with local partners and community leaders, as well as the wider membership and volunteers, to incentivize and motivate local action and reach of the Coalition
- Link local One Billion Coalition for Resilience coalitions, initiatives, and campaigns to the global Coalition, and provide case studies of best practices

*Use the Handbook: Building City Coalitions: Towards Connectedness for Resilience to help build local coalitions.*

### Increase advocacy

- Lobby with members of parliament, ministers, and public servants to increase their focus on public works and other expenditure on building community resilience, sustainable development and disaster risk reduction initiatives
- Launch media and social media campaigns to raise aware-

ness around community challenges that cannot be addressed locally, using consistent and action based key messages highlighting local realities.

### Strengthen capacity

- Organize One Billion Coalition for Resilience workshops to train staff and volunteers, communities and partner organizations on how to take action collectively
- Utilize local, regional and global expertise, resources, tool-kits, and learning platforms made available through the global Coalition
- Share examples of best practice, resilience news and successful initiatives undertaken at local and national levels with local, regional and global Coalition participants, through the global engagement platform

### Monitor and evaluate

- Share global Coalition indicators and discuss the mechanisms to track their progress in each country.
- Establish additional indicators and a monitoring tool enabling your organization and coalition members to track progress and report results triggered by and realized through the Coalition
- Appoint a dedicated team to motivate branches and volunteers, engage partners, and to monitor the development of the coalition model and report on results
- Connect the outcomes of the Coalition with the implementation of global agendas on disaster risk reduction and Sustainable Development Goals that Governments commit to achieve nationally and globally.

# ONE BILLION COALITION TOOLBOX

The One Billion Coalition for Resilience is centered around connectedness. For this, the 1BC team has developed a number of resources to help individuals, communities and organizations to connect, share and collaborate.

## OneBillionCoalition.org

A platform for resilience, OneBillionCoalition.org is an online resource where you can find tools and information, connect with others who are part of the 1BC community, and learn about ways to become more resilient. Communities are able to take collective action, by following step-by-step guides provided on the website, for example, on how to prepare the community for disaster response or promote family planning. As the lead organization, you can encourage community members and help them use the toolkits available on the website. Additionally, you can take action by joining or building a coalition.

## Take Action!

Connect with the  
#1BnCoalition community at  
[www.onebillioncoalition.org](http://www.onebillioncoalition.org)

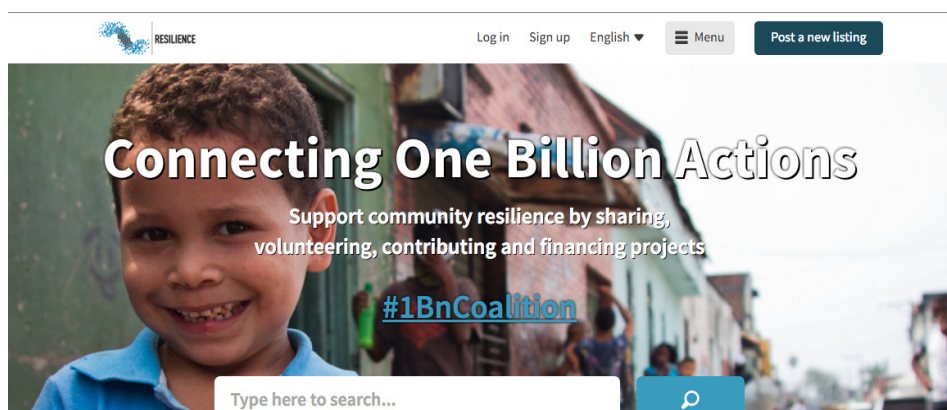
## Community Resilience Marketplace

Another tool that can help stakeholders and communities interact is the One Billion Coalition Community Resilience Marketplace. The Marketplace is an online platform that helps connect community needs and provide stakeholders with the opportunity to collaborate on

and contribute to grassroots projects. For example, if a community identifies that they need water filters to have access to cleaner water and prevent health issues, they can create a post on the platform and share the need with potential local partners. And vice versa, if there is a company that would like to make an in-kind contribution of water

filters as part of the Corporate Social Responsibility program, the company can post this on the platform or reach out to the community that needs them.

The Community Resilience Marketplace then will help match communities with service and product providers, creating a local network for enhancing resilience.



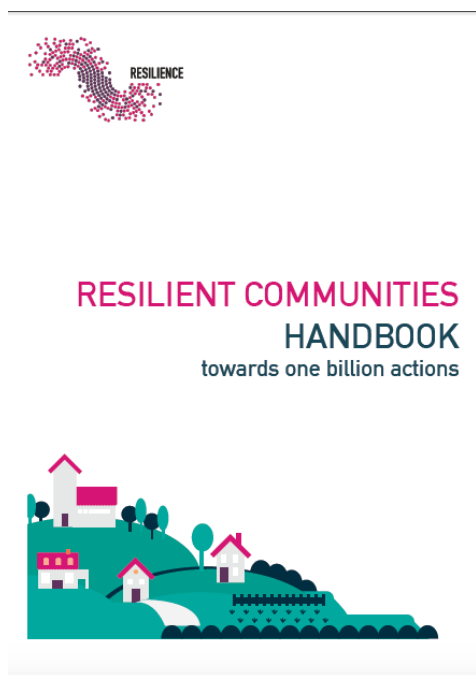
[CLICK HERE TO ACCESS THE MARKETPLACE](#)



# ONE BILLION COALITION TOOLBOX

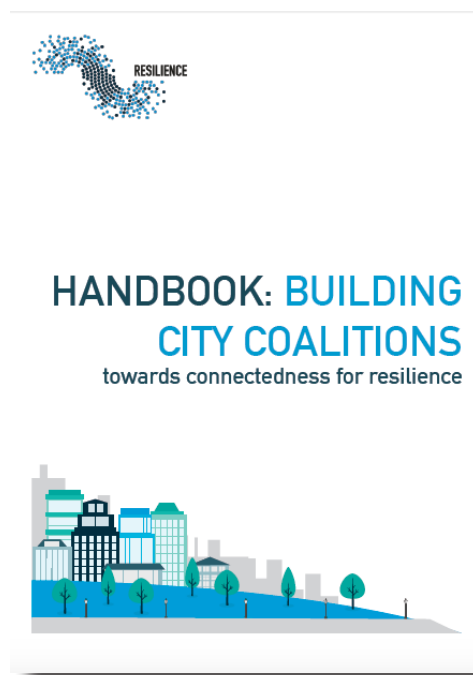
## Resilient Communities Handbook

Intended for the use by local implementers, the Resilient Communities Handbook provides a simple to implement, step-by-step process on how to launch a community resilience initiative and make sure that it is sustainable.



## Building City Coalitions Handbook

A tool that provides lead organisation representatives with a simple step-by-step guide to enable the development of urban platforms that will work to build community and urban resilience.



## Universal App Program

Do you need a simple way to learn or teach first aid and personal disaster preparedness? Then download a free First Aid or Hazard app. These are available in 77 countries on both IOS and Android platforms. They are completely free and provide users with easy-to-use information. Visit [PrepareCenter.org](https://www.preparecenter.org) for more information and to find out if these are available in your country.

# NEXT STEPS

## 1. SIGN UP

Sign up to pledge at [OneBillionCoalition.org](https://OneBillionCoalition.org) and become a champion of the One Billion Coalition for Resilience.

## 2. PLAN

Bring your senior team members together to plan the development of local and national coalitions on community resilience that is in line with your 2016 strategic plan.

## 3. PILOT

Identify a city, town, or district (or several) to pilot a local coalition or resilience initiative from which other branches in your organization can learn.

## 4. DOCUMENT

Document what your organization is already doing to build community resilience with a view to sharing case studies and knowledge.

## 5. CONTRIBUTE

Identify your tentative targets, and contribute your vision for the One Billion Coalition for Resilience through [americas@onebillioncoalition.org](mailto:americas@onebillioncoalition.org)







For more information:

Daniel Ureña Cot  
Urban Risk and Community Resilience Coordinator  
[daniel.urena@ifrc.org](mailto:daniel.urena@ifrc.org)

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