

IFRC Alert Hub & CAP Capacity Building

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Global Disaster
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IFRC

Red Cross Red Crescent Movement

- The world's largest humanitarian network.
- The Movement is neutral and impartial, and provides protection and assistance to people affected by disasters and conflicts.
- The Movement is made up of nearly 100 million members, volunteers and supporters.
- Three main components:
 - International Committee of the Red Cross (ICRC)
 - International Federation of Red Cross and Red Crescent Societies (IFRC)
 - 192 member Red Cross and Red Crescent Societies.



The IFRC Alert Hub

This week, IFRC begins work on an initiative to support IFRC's ambitions **to ensure early warning messages reach “last mile” communities** and helps to realize the goal that communities everywhere receive the most effective emergency alerting possible and can thereby safeguard their lives and livelihoods.

The core of this effort is the development of an "IFRC Alert Hub", a free online source for published emergency alerts from **national, regional and local sources**. This platform will have a strong focus on **multi-hazard alerting** and aims to enable CAP to be leveraged for all manner of emergency preparedness and response activities, at all scales: from city to country and up to global.

Consumers of the IFRC Alert Hub will include **Red Cross and Red Crescent National Societies**, news organizations, telecommunications providers, international and national emergency managers, and disaster relief organizations, among many others.

The goal of this initiative is to improve the impact of early warning messages by strengthening the link with hazard-specific messages on what people can do to reduce risks, protect themselves and prepare for emergencies. This project will span 3 years (**Oct 1 2020 - Sept 30 2023**) and will involve engagement at global, regional and national levels.

Global Activities

- IFRC will establish and maintain an “IFRC Alert Hub”
 - IFRC Alert Hub will be a free service, open to official government alerting agencies
 - Mechanisms for testing and updating of feeds
 - Aggregating the spectrum of alerts with a multi-hazard approach
 - More comprehensive alerting
- Global Representation & Advocacy
 - CAP Toolkit Development
 - Comprehensive Communications Plan
 - CAP Communities of Practice

Regional & National Activities

IFRC is uniquely positioned to leverage local Red Cross and Red Crescent national societies and their auxiliary status to engage government alerting agencies.

- Identifying and supporting a Trainer of Trainers for CAP in each Region
- National Level Support
 - Small grants to NS to support local engagement
 - CAP utilization training / mentorship in 25 countries (to be announced)
- National Society Engagement with Alerting Agencies Supporting:
 - Training on utilization of CAP
 - Establishing internal CAP networks for emergency service providers
 - Encouraging continued utilization
 - Jointly establishing 'what to do' (ie: WhatNow) messaging



RCRC Movement Connections

Building on the vast network of IFRC activities and expertise, this project will link to a number of existing RCRC initiatives, including:

- PAPE (Public Awareness and Public Education)
- WhatNow Service (for “early action” key messages)
- FbF (Forecast Based Financing)
- CEWS (Community Early Warning Systems)
- GO Platform (disaster information accessibility)

Complementary Actions:

- Reinforces local disaster management coordination
- PAPE adaptation meetings
- WhatNow Service message inclusion in Alert Hub
- Dissemination of Alert Hub messages via IFRC channel (TBD)
- Partnerships for dissemination of messages
- Link to FbF protocols and triggers



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Thank you.



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Best Practice: New Zealand Working Groups

