

1BC digital engagement 'platform' and ecosystem of services

Requirements overview document

Background

The One Billion Coalition (1BC) envisions a world where all people are safer, healthier, and more prosperous, even in the face of adversity. By engaging with individuals directly and through local coalitions, 1BC will connect and empower one billion people under a global banner so that they can achieve greater resilience as individuals, households and communities. A broad-based partnering initiative, 1BC will provide the mechanism for organizations and individuals to collaborate; identify needs and capacities; create solutions; advocate; and learn and share.

The IFRC is inviting a wide variety of diverse partner organizations and networks to join and contribute toward 1BC as a way to facilitate stronger partnerships on community resilience and better use the power of our collective networks to inspire and support local action by individuals, households, and communities. The IFRC anticipates its own 17 million current volunteers, and the members of other partner organizations, serving as a foundation for 1BC and engaging others through their own networks and communities.

Objective

The 1BC digital engagement platform will be developed as an 'ecosystem' of services for individuals, communities, and organizations participating in 1BC. These services will provide a range of options for helping individuals, communities, and organizations to join 1 BC, identify and prioritize risks, connect with others in their communities and networks, find relevant resilience solutions, share best practices, and access crowdfunding and resource support (both locally and globally).

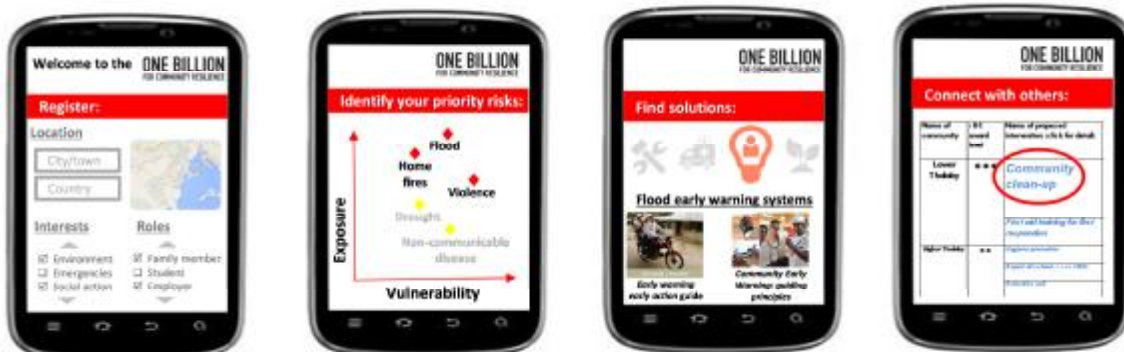
- Digital engagement ecosystem channels

 - § Social Media
 - § Mobile
 - § Web

The 1BC digital engagement platform will be developed to be multi-channel, enabling access via social media, mobile, and the Web. However the platform will be developed social-first, recognizing the wide reach of social media networks and the untapped potential to enable interaction with a comprehensive set of resilience services organically within existing social media platforms.

User experience

The 1BC engagement platform will provide the user with a progression of resilience-building opportunities, bridging between online and offline actions the user can take.



1. Join and register (via app or social media)
2. Identify risks & needs
3. Discover and share solutions:
 - § training
 - § alerts
4. Connect with others to jointly organize and resource solutions

Characteristics

To enable the degree of connectedness, sharing, and collaboration anticipated within 1BC, the 1BC digital engagement platform will need to be:

- A. Multi-lingual – enabling the discovery and sharing of content across languages as well as the customization of the interfaces for 1BC services within national and local digital platforms.
- B. Adaptable – using API to enable 1BC services to both draw on existing services and platforms and be integrated in partner platforms, especially at national and local levels. In the components outlined below, the preference for 1BC will be to draw on existing services whenever feasible to benefit from existing investments by other organizations and to provide wider reach and engagement.
- C. Extensible – can easily be integrated with 1BC partner’s own platforms to provide engagement opportunities to those partners’ members and customers / audiences. Ultimately the 1BC engagement platform is anticipated to engage 100 million to 1 billion people working through up to 20,000 partner organizations or their affiliates.

Components and services in the 1BC digital engagement platform

1) Pledging commitment and sharing actions

A first engagement with 1BC for many audiences will be hearing about 1BC through any of a variety of channels – through a partner network, digitally, through traditional media, or through word of mouth – and then making a pledge to join 1BC and log and share their actions toward resilience.

This pledging opportunity should be available through social media, mobile app, and a dedicated website enabling individuals, communities, and organizations to acknowledge and ‘contribute’ their specific actions along with a photograph and description of what they have done to make themselves of their community or network safer.

The IFRC would like to explore links to complementary, external pledging platforms as a potential component to integrate for 1BC. :

2) Risk assessment

Engagement by individuals with 1BC is predicated on the idea that 1BC can enable and engage individuals in understanding their risks and taking actions toward strengthened resilience, both as individuals and collectively. Easy-to-use risk assessment tools and services will be a cornerstone of this risk-informed action and will function as a ‘risk calculator’ to channel the participating individual toward solutions specific to their risk profiles and opportunities to connect with others in their communities and networks to address those risks.

The entry point to the ‘risk calculator’ may ideally be constructed as a quiz or survey that can be easily shared with others through social media, comparing an individual’s results with the average in their community and other networks. The quiz or survey could also be multi-part to enable increasing assessment and analysis over time in small pieces that would be channeled based on initial inputs. The risk assessment tool should also integrate secondary risk data to enable the user to draw on additional sets of risk information (e.g. seismic risk maps, flood plain data, and climate change scenarios).

The pooling of risk assessment data will also provide opportunities for the use of ‘big data’ approaches to analyse risk and vulnerability trends.

3) Solutions exchange

The 1BC platform needs to offer a robust mechanism for 1BC participants to discover and share solutions, as well as the 'recipes' required to adapt and implement those solutions in local contexts. For the user, solutions would be suggested in response to the risk assessment information they have provided or that have been identified in relation to their location and user profile.

To the extent that this can be done through API web services to enable the sharing of solutions through other platforms, this will benefit the 1BC community of users by providing solutions to address a wider range of needs and issues and additional on-ramps to 1BC from those other platforms.

4) The IFRC would like to link to different external solutions platforms as a potential component to integrate for 1BC. Community connection and peer learning

For the IFRC connectedness is the core around which other resilience attributes are activated and exercised. While individuals can undertake some resilience-building activities on their own, there are some aspects of resilience that can only be addressed collectively through household, community, institutional, or civic action.

As such connectedness needs to be at the heart of the 1BC platform and to exist and link across multiple channels including social media and mobile and web apps.

5) Citizen reporting & assessment

Citizen reporting offers another opportunity for assessment and prioritization of resilience needs. By tapping into platforms where people can report a wide variety of concerns, 1BC can cast a wider net for public engagement on resilience and also provide individuals and communities with access to platforms relating to a wider range of their issues and concerns, including issues which may transcend the focus areas emphasized through 1BC. This provides communities with a holistic platform for raising needs and concerns and brings 1BC to those platforms rather than requiring individuals and communities to come to 1BC.

In addition to the IFRC's interest in connecting to external platforms, the IFRC has explored the following internal citizen reporting platforms as a potential component to integrate for 1BC:

TERA (system that the IFRC has used for SMS messaging) – <http://www.ifrc.org/en/what-we-do/beneficiary-communications/tera>

6) Structured learning opportunities

The individuals and organizations participating in 1BC will need to learn new skills both to address specific resilience needs and to convene and build coalitions of partners to address needs that require collective solutions. The 1BC engagement platform should offer participants access to a range of capacity strengthening and technical learning opportunities, building off of existing training and learning services to the extent possible. In addition the IFRC anticipates working with global partners to build out a range of new training and learning opportunities on coalition-building, social entrepreneurship, and design thinking.

In addition to the IFRC's interest in connecting to external platforms, the IFRC has explored the following internal learning platforms as a potential component to integrate for 1BC:

IFRC Healthy Lifestyle Community – <https://www.healthylifestylecommunity.org>

IFRC Learning Platform (based on Cornerstone) – <http://www.ifrc.org/learning-platform>

7) Resource-matching and crowdfunding

While understanding and connectedness are essential pre-conditions for resilience action, the availability of resources for investment in resilience-building often emerges as another obstacle to effective individual and community action on resilience. Ultimately the vast majority of resources to strengthen resilience at local levels will come from local resourcing. At the same time national and international flows of resources, especially seed funding, can play an important role in catalysing and enabling local action. To address this need, the IFRC would like to integrate innovative tools for resource-matching and crowd-funding to provide linked opportunities for both local resourcing and the channeling and aggregation of grants.

8) Challenge platform

While a wide range of resilience solutions already exist, there is also a need for new solutions or new applications for existing solutions. To ensure that these solutions are responsive to community needs and priorities and that wide ranges of 1BC participants are actively engaged in problem-solving and adapting and creating their own solutions, the IFRC is very interested to integrate a strong component for crowdsourcing solutions.

9) Social, mobile and web channels

To truly engage 1 billion people in communities around the world, 1BC will need to engage people in networks where they already interact and with tools that are easy-to-use, allow progressive engagement, and tap a variety of incentives including the impetus to share and show-off, competition with others in our own communities and networks, and the desire to acquire and demonstrate new skills (represented well in gamification and badging strategies).

By taking a social first approach, 1BC will build on existing social media networks, facilitating ease-of-entry to 1BC and enabling rich possibilities for sharing and connectedness within existing networks. Tools and networks like Facebook are already indexing peoples' social graphs, biographical data, and previous behavior to show content the users will find relevant. Now they are beginning to enable new types of notifications based on this user data. This opens tremendous possibilities for helping people connect through both geographic communities (based on their location) and other communities of interest (based on the networks within their social graph). The emerging concept of 'social spaces' may also provide further opportunities to integrate with organic features and actions.

Mobile and web apps will also be a key entry point to enable easy direct access to 1BC services, tools, and information on global progress (the 'thermometer' to show progress locally, nationally, and globally towards the 1 billion).

The 1BC services should be integrated across social media, mobile, and web channels as an 'ecosystem of services' to extend access, pool inputs, and enable 'big data' analysis of 1BC engagement across these channels as individuals and organizations access and use progress services through or in association with 1BC.