

1BC Opportunities and Road Maps

1BC is a coalition, so our focus in the digital solutions space is not on trying to provide solutions that existing companies and organizations are already leading better than we could as a multi-sector coalition.

For the coalition, we want to build the collective and linking systems that are going to enable technology providers to reach broader / scale, and go beyond the islands their existing approaches may limit them to.

It's the technologists, responders, and community representatives who hold the knowledge of what's needed and why it will or won't succeed which is why we are trying to build off the expertise represented in the room, both yesterday and through our ongoing engagements with innovators.

To that end, what I am going to table to the coalition members and coalition leadership is to scope and explore the road maps we have identified to date, both in terms of the technical solutions and the user case and adoption scenario (what will the scaling effect be that results) ...



Policy and Advocacy: The most common advocacy approach is to build public and direct influence on policy makers by talking 'at' them through various means. & frequently it is done in isolation from evidence based policy (academia) or business

- 1. 2 Way Gov Dialogue Tools:** What our group yesterday mapped out were two narrow solution needs that bridge or transform advocacy: a 2-way engagement platform that would enable public policy and government stakeholders to engage in dialogue and two-way response with advocacy campaigns so that they become conversations
- 2. Evidence, Business Integration:** And a need for a method and supporting digital infrastructure to build and align campaign action by CSOs, Academia, and Business to act in concert in advocating for change



Business: the private sector has immense value to offer in all stages of preparedness, response, and recovery, but frequently it remains idle and under-utilized as business leaders may not have a concrete way to connect, learn what they could do or is needed, and provide that.

1. 2 broad groups of these contributions could be: Physical Assets (warehousing, skills, equipment, etc...)
2. Or Data, particularly risk and supply chain information systems that may be more timely, diverse or granular than the public sector has available for planning and response

So what's the ecosystem ask in this space?

1. Private – Public: **Risk Data Exchange** to link and share commercially desensitized risk data from the private sector, public risk data, and crowd sourced local risk data (more on that in a moment)
2. An **asset information** sourcing and sharing system that can leverage existing asset mapping technologies (public and private) to provide timely and quality-annotated information on what resources are available locally.

Civil Society: the business platforms have counter-parts in Civil Society that represents the gaps the ecosystem is trying to close:

1. A Behavioural design Suite that can be used for different types of applications
2. A consistent multi-source mechanism to Crowd-Sourcing and structure diverse data aggregated from granular / social sources and translate it into quality-validated 'data sets' more readily useable by large organizations and institutions
3. And then end to end user flows for these to address some of the thematic areas such as:
 - a. Local Needs
 - b. Local Risks
 - c. Local Resources

Operational Response: Operational Responders identified a set of 3 linked issues that could be improved through more flexible technical systems:

1. Preparedness and Baseline data is usually under invested in and under-utilized. This relates to some linked issues among various actors who are responsible for planning, preparedness, and response services- various behavioural disincentives to share, and a lack of positive incentives and even just inadequate engagement to any sharing platform that would be meaningful to preparedness and response actors.
2. Once Data is there, operators need it to influence policy (by being taken up by the advocacy community), and improve future preparedness and response (make them data driven)

4 Broad Buckets:

- Content Exchange systems (media to media, platform to platform)
- Data Exchange systems (Needs, Risks, Assets, Preparedness, etc...)
- Scale bridging 'middle-ware' to allow seem-less uptake of granular/localized data by enterprises, and better mechanisms for centralized systems to reach individuals in ways that are customized to their local needs (such as machine learning content systems)
- Behaviour - Digital interface tools to trigger behavioural change for resilience



1BC

Complete
Solution
Mapping
Begun in
Group

Identify
tech
leaders to
build initial
system
'around'

Build
Alpha/Beta
Scaling
Solution

Learn,
Adapt,
Productize
as an open
solution for
the
coalition
and public

