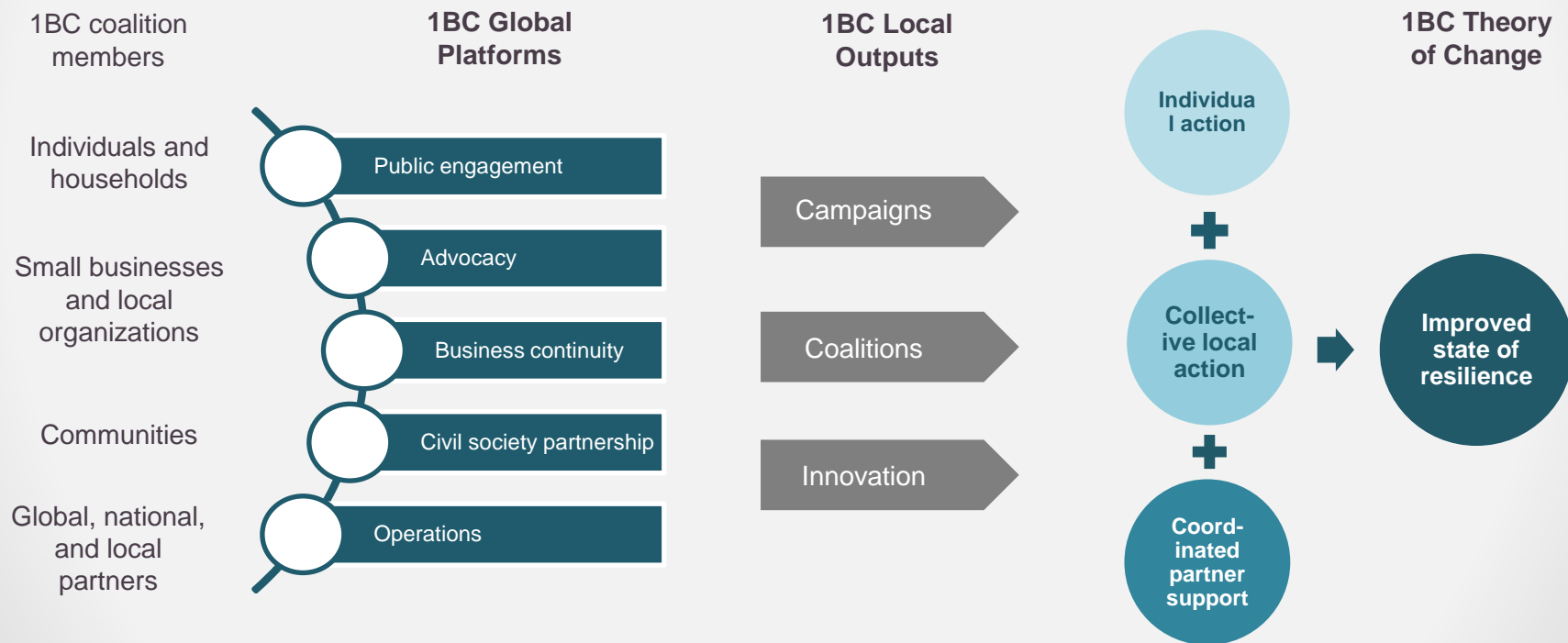
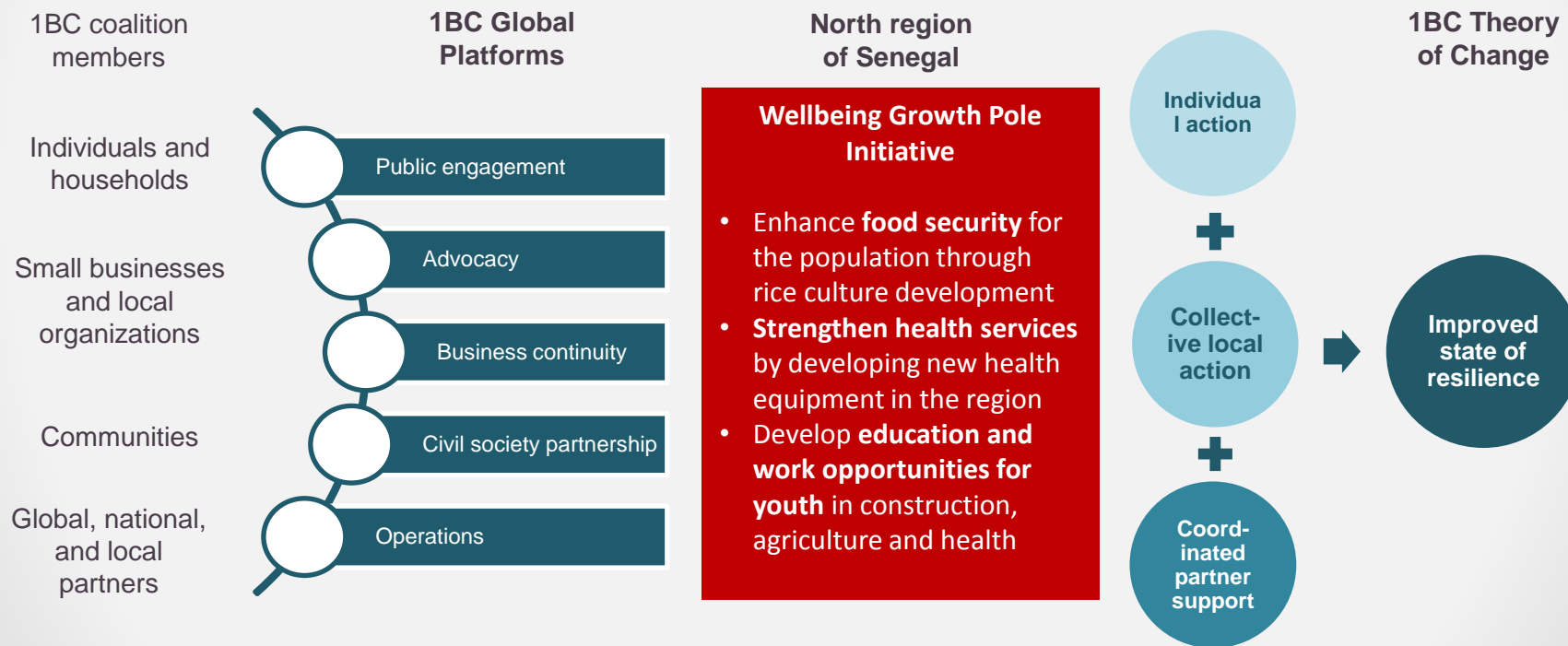


1 BILLION COALITION - THEORY OF CHANGE



How the Wellbeing Growth Pole Initiative embodies the 1BC Theory of Change



Elements of the Wellbeing Growth Pole Initiative

Campaigns

- Mobilize local communities and especially the most vulnerable ones about training and job opportunities
- Communicate on new health services provided in the region and how to use the health network
- Promote local rice culture as a way to enhance food security and to develop local economy

Coalitions

- Establish a strong multi-stakeholder governance for the Growth Pole with representatives of Govt, private sector and CSOs
- Manage centrally several large programmes and aim for synergies and complementarity of actions between them based on a collective Impact outcome supported by a backbone organization

Innovation

- Implement the concept of Digital Farm with usage of digital technologies to enhance agriculture outcomes
- Embed digital health in the system of new health premises
- Communicate and mobilize population based on digital platforms and connected actors

The Wellbeing Growth Pole initiative needs the ecosystem brought by the 1 Billion Coalition

Provide CSO with information to convey to the most vulnerable population

Training/Education opportunities for youth (potentially with contingent for most vulnerable), How to use health facilities, Job employment opportunities

Leverage data produced by the WGPI flagship projects to benefit wider population

Open data on weather forecast for smallholders, Open data on health/epidemics for the population,..

Disseminate knowledge and practice from Health facilities and farms to other businesses

Create a network of local businesses working on resilience, leveraging some best practices from the equipment from WGPI

Provide information directly to the population of Senegal about services to enhance their resilience

For instance, a mobile app indicating the nearest ambulance, which health facilities to contact for which problem and directing population to the most appropriate facilities



Wellbeing Growth Pole Initiative

Promote Growth Pole Activity

Create a campaign about local rice (using marketing techniques), Create use case to demonstrate how community/individual resilience works in practice.