

THE BETTER WORLD

BETTER CITIZENS, BETTER CITIES

Cities offer immense opportunities for economic development, access to basic services such as healthcare and education for large numbers of people. But as cities grow, they can become vulnerable.

By 2050, it is expected that more than 70% of the world's population will reside in urban areas. Managing urban areas has become one of the most important development challenges today.

100RC's work has seen the development of a strong base of practical experience on how cities are striving to strengthen their resilience to impacts from climate change and disasters. But this body of work is still limited to few geographics.

THE CHALLENGE

More experimentation and practice is needed to convince stakeholders across sectors and scales, to promote knowledge-sharing and forward thinking investment, alongside sharing of best practices in a more deliberate way.

THE CIRCLE OF INFLUENCE

Understanding the target audience will help to formulate the right audience strategy for our campaign:

City Governments:

[No luxury of solving singular problems](#)

Need to make wise investments to get most out of every dollar spent

[Limited resources](#) causing them to be reactive to pilot projects

Multilateral & Development Banks:

Prioritise development goals such as ending extreme poverty and reducing economic inequality for loans

Focused on delivering projects in that create economic and development impact.

Grant making organisations:

On the lookout for mutually supportive partnerships

Generally invests for social returns and some financial returns

Invests with varying degrees of risk aversion or acceptance

Sources:

<https://www.weforum.org/agenda/2013/01/the-importance-of-urban-resilience/>

<https://100resilientcities.org/building-resilience-city-work-generation/>

<http://www.govtech.com/fs/news/6-Organizations-Making-a-Big-Impact-on-Smart-Cities.html>

<https://www.businesstimes.com.sg/magazines/wealth-august-2018/alternative-forms-of-giving-and-investing>

https://www.investopedia.com/terms/m/multilateral_development_bank.asp

100RC's DIGITAL REPORT CARD*

100RC ON DIGITAL

- In the past six months, 100RC globally has garnered approximately 2,217 mentions in the digital sphere. Comparing to related topics such as Urban Resilience (UR) as a whole which has 7,000 mentions globally.
- Twitter is where most people talk about 100RC, accounting for about half the mentions. News portals and blogs come in after.
- Spikes of conversations happened in September (Urban Land Institute partnership) as well as in November (New York Summit).
- Some topics covered:
 - Public advocating for the UR cause,
 - Entrants of new members to 100RC
 - Debate on usage of Government funds in budgeting
 - UR plans for governments
 - Efforts of 100RC for cities
 - 'Climate' most commonly mentioned as a pertinent issue to solve

WHEN PEOPLE TALKED ABOUT YOUR BRAND, WHAT ELSE DID THEY TALK ABOUT?



WHAT DO PEOPLE THINK OF YOU?



- Sentiments are positive, with most conversations centered around topic as stated on the left.
- Negative mentions seem to talk about the lack of adoption of UR concepts and strategies, not directed at 100RC. E.g. "Wi-Fi But No Water: Can Smart Tech Help a City's Poor?"

HOW IS URBAN RESILIENCE RESONATING ON DIGITAL?

- With more than 7,000 mentions The most conversations happen on Twitter, with more than half of the mentions.
- Spikes happened in late Oct, early Dec as well as mid Feb.
- With UR, other keywords that popped up in conversations include 'climate', 'government', 'research', 'local' and 'economic'.
- An overall positive mentions of 82%, some of the topics discussed include community's excitement for talks of a change (e.g. Culver city's coyote problem), Chicago establishing strategy, and partnership announcements.

THE BETTER STRATEGIC APPROACH

STRATEGY

Establishing 100RC's role as a positive agent of change to drive people-focused initiatives that instill confidence, bridge connections and build consistency for a resilient future

OBJECTIVES

To raise awareness of the impact of 100RC's work in APAC and elicit a positive response from our TA

To position 100RC as a trusted organisation to establish practice of urban resilience

To reinforce 100RC's commitment to building a secured and balanced future

APPROACH

Devise a public activation plan to drive conversations and chatter of the benefits of a resilient city

Leverage traditional and social media to amplify key messages through organic and paid means

Bring to life 100RC's success stories through interactive engagements with key audience

KEY MESSAGES

100RC is the trusted leader in strategic intervention of Urban Resilience in cities.

100RC is committed to help cities look at resilience holistically, from systems to interdependencies and risks they face to improve the well-being of its citizens.

100RC fosters conversations between the public and key stakeholders such as businesses, government bodies, city councils and academic institutions, to build a truly resilient city.

THE BETTER CAMPAIGN

The Better Campaign is founded on the core belief that resilience is an ongoing and unending process. It encapsulates the values to be adaptable in the face of adversities, to return **better** in strength, and prepare for a **better** future.

We see this play out in three key phases.

PHASE ONE: THOUGHT STARTERS

Create user generated content via KOLs and activists to drive conversations; Using AR to engage and motivate

PHASE TWO: PRESSURE POINT

Launching of 'The APAC Better Cities Report' using mixed reality to bring to life vulnerabilities of cities today and preparation for tomorrow

PHASE THREE: SHARK TANK OF RESILIENCE

Leverage report findings to put entrepreneurs in a 'Shark Tank of Resilience'

THE BETTER CAMPAIGN

PHASE ONE: THOUGHT STARTERS

In this phase, we want to start conversations, pose urban resilience as a thought starter and voice out what citizens envision their future cities to be. We want to give the vulnerable and downtrodden, a platform to express their hopes for their futures in this country.

Engaging high influence KOLs, activists and young leaders, we will rally them to reach out to issue-plagued areas to capture a short footage from each individual about the issues they face. For starters, we will crowdsource for human-interest stories through digital outreach using our influencers' social channels, tagging all entries with #IwishIhad.

Partnering with [Lifeprint](#), an Augmented Reality photo company that prints HyperPhotos that come to life with an app. We will gather the 5s footages coupled with a handwritten note on the photo, for a heartfelt touch.

We envision an installation, leveraging technology so as to inspire these communities to make changes in their lives. On this installation is what our communities '*wished they had*' in their environments that would elevate their standard of living. These wishes will come together to form a *Tree of Life*, segmented into the key areas of socio-economic welfare.

Throughout the campaign, we will implement a social engagement, sharing UGC content on our social channels. Concurrently, deploying paid ads to amplify the reach and posts of our event, driving traffic down to the installation and to our TEDx talks.

To further strengthen our messaging, we will partner with TEDx also implement a dialogue session with our KOLs, activists and young leaders. From this we will generate thought leadership articles from issues discussed.

We will capture key issues from this discussion and implement a data-driven storytelling campaign. In this campaign we will generate thought leadership content, driving organic conversation, amplified by paid means to reach key stakeholders.



THE BETTER CAMPAIGN

PHASE TWO: PRESSURE POINT

To convince key audiences the impact of 100RC's work, we will launch "The APAC Better City Report" that assesses the potential of cities in the region if they strive towards resiliency.

Partnering identified academic bodies such as The Economist, the report will employ a predictive analysis model to evaluate the potential shocks and stresses cities may face, and how it can improve the development trajectory and the well-being of citizens.

To bring to life the key findings of the report, we would showcase it via [mixed reality](#) to stimulate the real pressures that cities face, that can affect the well-being of citizens. This session can be broadcasted live on FB, and social media users can live tweet reactions or thoughts too.

By doing so, not only can we use data to convince city governments and stakeholders to embark on a journey to prepare a city against shocks and stresses, the mixed reality showcase provides a realistic view to what citizens would encounter. This ultimately building a case for 100RC to provide guidance on institutionalising urban resilience projects.

This report and mixed reality showcase will be launched at the Urban Resilience Summit as a precursor to the activities in Phase 3.

To sustain momentum from the Summit, we would leverage the report key insights to develop compelling thought leadership content for earned media placement in key regional mainstream, trade and business publications. We will also build written and visual content for use across digital and traditional mediums to support accompanying narrative and thought leadership content.



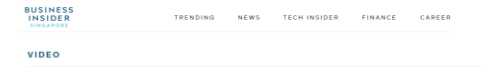
New report: Greater city government intervention needed for better citizens' well-being

At the Urban Resilience Summit this year, a new report showcased the vulnerabilities of Asia Pacific cities. As cities experience globalisation, urbanisation and climate change, greater pressures are on city governments to prepare for the uncertainties in the new future.

THE WALL STREET JOURNAL

Home World U.S. Politics Economy Business Tech Markets Opinion LIFE & ARTS Real Estate WSJ Magazine

Are our cities today prepared for more people?



WATCH: Damaging earthquake in Kyoto does not dampen citizen's spirits in mixed reality showcase

Dylan Tan, July 2019



The total area covered by the world's cities is set to triple in the next 40 years. There is little wonder what benefits organised and efficient cities bring, but rapid and unplanned urbanisation could lead to profound problems around social instability and risks to critical infrastructure.

At the Urban Resilience Summit in Rotterdam, risk officers discussed the growing concerns and what a holistic approach to mitigate these risks would look like. The importance of awareness, and close collaboration between business, governments, city management and academic institution is essential.

THE BETTER CAMPAIGN

PHASE THREE: SHARK TANK OF RESILIENCE

The 'Shark Tank of Resilience' is a competition that leverages the social innovations that existing local SMBs and social entrepreneurs are already championing.

Involving our key stakeholders at this point is crucial. With the key findings in Phase 2 from *"The APAC Better City Report"*, we make them our guiding bible for the competition.

Based on the key issues identified, local entrepreneurs will compete in a category and provide the most effective, realistic and impactful solution for the country. 100RC will provide local innovators access to their network partners to leverage the best technologies and expertise of industry experts. Coupled with 100RC's strategic input, local entrepreneurs will present to a panel of judges made up of city officials, MDBs as well as Grant Making Organisations.

At the end of the competition, one local entrepreneur will win a grant to scale their project to fruition. These innovations will **pave the way** for the country's first steps to building Urban Resilience.

THE APAC BETTER CITIES REPORT

MALAYSIA

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THE BETTER CAMPAIGN

AMPLIFYING KEY MESSAGES

On social, we will develop a content strategy. By splitting our content pillars into two tiers (Brand level and Content Topics), we will use this to guide communications to our audience on social. These topics cover,

- 100RC's offerings
- Success Stories
- Conversation topics - Crowdsourced driven
- "The APAC Better City" Report findings
- Campaign collaterals

In order to keep social chatter consistent, we will deploy campaigns periodically. At every stage of activities, content will mirror the activity flow in conjunction with our campaigns.

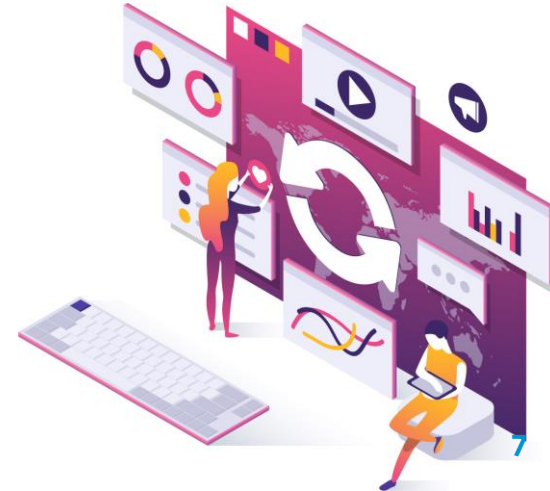
Our Paid Media approach is formulated based on target audiences' behavior and approach when targeting for interest in content aligned with our key messages, we propose focusing on the following platforms to drive awareness.

[ALWAYS ON] Social media Ads

- Page Likes Campaigns [Focus: Page growth]
- Boosted Posts Campaigns [Focus: Engagement]

[CAMPAIGN PERIODS] Content syndication

- Outbrain [Driven by Interest]
- Brand Awareness Campaigns [Focus: Reach]
- Clicks to Website Campaigns [Focus: Website Clicks]



THE BETTER MEASUREMENT

BY THE END OF THIS CAMPAIGN, WE WILL HAVE:

- Increased digital SOV measured by increase in conversations with '100RC' as key topic
- Increased conversations around urban resilience by mid 2019
- Expanded 100RC's reach in the APAC region
- Driven positive interest from potential partners, donors and funders
- Generated data and insights about resilient cities in APAC

Goals & Objectives	Measurement Metric	Method
Awareness and interest of 100RC's social media assets	<ul style="list-style-type: none"> ▪ Increase in fan base and impressions on both FB and Twitter 	<ul style="list-style-type: none"> ▪ Deployment of strategic ad campaigns
Awareness of 100RC and its offerings to be made known on social platforms such as FB and TW	<ul style="list-style-type: none"> ▪ Increase in reach and engagements on both FB and Twitter ▪ Increase in mentions and coverage on Influencers' social media channels 	<ul style="list-style-type: none"> ▪ Relevant, timely and quality content being amplified by paid media ▪ Influencer-focused campaigns
Sustained conversations and mentions of 100RC throughout the year on all platforms	<ul style="list-style-type: none"> ▪ Number of mentions attained in 2019 ▪ Increased number of engagement on FB and TW in peak/non peak periods ▪ Sentiment analysis ▪ Key message pull-through in media coverage (at least 2) 	<ul style="list-style-type: none"> ▪ Year long sustenance content to ensure continued interest in UR related topics/trends/events ▪ Government/Community activations and events coverage ▪ Activations of always-on campaigns
Traffic increase and readership on 100RC's site	<ul style="list-style-type: none"> ▪ Increase in website visits to content hub ▪ Increase in session time spent per page ▪ Downloads on the <i>The APAC Better City Report</i> ▪ Decrease in drop-off rates 	<ul style="list-style-type: none"> ▪ Amplification of 100RC's site through online banner ad campaigns and search engine optimisation, and through content syndication ad campaigns ▪ Repurposing content on FB and TW, subsequently amplified through paid media

THE BETTER TIMELINE & BUDGET

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

JAN

FEB

PHASE ONE: THOUGHT STARTERS

\$60k

- Influencer Engagement
- Partnership with Lifeprint
- Preparation & execution of dialogue session
- Preparation & execution of installation

DATA-DRIVEN STORYTELLING

\$20k

- Data-mining of results in dialogue

PHASE TWO: THE APAC BETTER CITY REPORT LAUNCH

\$200k

- Partnership with Academic
- Report generation
- Conceptualisation & execution of Mixed Reality presentation

PHASE THREE: THE SHARK TANK OF RESILIENCE

\$80k

- Preparation & execution of Shark Tank event
- Publicity and buzz generation
- Coordination and liaison with network partners

ONGOING: MEDIA PITCHING & PAID MEDIA AMPLIFICATION

\$120k

- Planning of editorial calendar of social and traditional media
- Strategic planning and execution of paid media
- Development of story angles and pitching to target media
- Setting up of interviews and CRO profiling

THE BETTER WAY TO VISUALISE

100RC'S GOALS

- EXPAND COMMUNICATIONS TO NEW CITIES
- ENGAGE WITH FUNDERS
- CONVINCE SKEPTICS

KEY MESSAGES



PREPARATION IS KEY

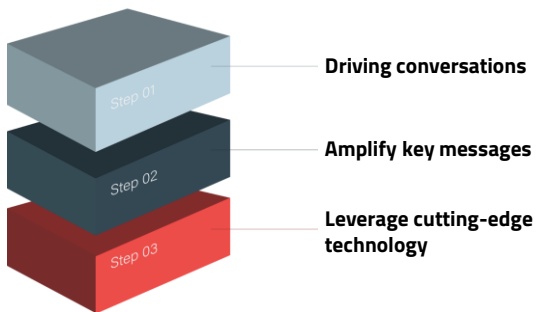


RESILIENCE IMPROVES WELL-BEING OF CITIZENS



ALL STAKEHOLDERS MUST PUT IN CONCERTED EFFORT

APPROACH



STRATEGY

Establishing 100RC's role as a positive agent of change to drive people-focused initiatives that instill confidence, bridge connections and build consistency for a resilient future

IN ORDER TO ACHIEVE GOALS



ALWAYS-ON MEDIA & SOCIAL CONTENT BANK

PHASE ONE:
CROWDSOURCE HUMAN-INTEREST STORIES

CREATE THOUGHT STARTERS, DRIVE CONVERSATIONS

PHASE TWO:
PRESSURE POINT

INFLUENCE TA, BRIDGE GAP OF KNOWLEDGE, INSTILL CONFIDENCE

PHASE THREE:
SHARK TANK OF RESILIENCE
SHOWCASE POWER OF THE 100RC NETWORK, LEVERAGE LOCAL ENTREPRENEURS