

APPLICANT GUIDE: AUSTRALIA AND NEW CALEDONIA PILOT (PILOT 1)

QBE ACCELICITY HUMANITARIAN CHALLENGE 2027

Turning preparedness into community resilience

The QBE AcceliCITY Humanitarian Challenge 2027 is seeking technology-enabled solutions that help preparedness knowledge become lasting community resilience.

The winning solution will have the opportunity to participate in a funded pilot valued up to AUD \$100,000, delivered in partnership with Australian Red Cross and French Red Cross New Caledonia Delegation.

This unique opportunity will enable testing across two distinct cultural, geographic and operational contexts while generating evidence about how innovations can be adapted, adopted and scaled across the wider Red Cross Red Crescent Movement.

The challenge

Climate and disaster impacts are becoming more frequent, interconnected and complex, placing increasing pressure on individual, household and community resilience. Across Australia and New Caledonia, preparedness initiatives help people better understand risk and strengthen their ability to prepare for and respond to disasters.

Yet an important question remains: how does preparedness knowledge become lasting community resilience?

Resilience is not built by individuals alone. It is shaped through relationships, households and community networks, and by the ways people share knowledge, support one another and take action together. We're looking for technology-enabled approaches that help strengthen resilience beyond the individual, while generating new evidence about how preparedness knowledge, behaviours and resilience develop across different levels of a community.

Youth preparedness initiatives will provide the initial testing environment for this challenge. Young people often sit at the intersection of schools, households, peer networks and community life, creating a valuable opportunity to test and learn how resilience knowledge, behaviours and actions are sustained, shared and translated into broader resilience outcomes.

Key dimensions of the Challenge

This Challenge explores how preparedness knowledge and behaviours are sustained over time, shared through households and communities, and translated into meaningful action. Together, these dimensions help us understand how preparedness can contribute to stronger household and community resilience.

Solutions may contribute to one or more of these dimensions, but applicants are encouraged to consider how their approach supports resilience more broadly.

- **Sustain** → How is preparedness knowledge and behaviour maintained over time?
- **Spread** → How is preparedness knowledge and behaviour shared through households and communities?
- **Act** → How is preparedness knowledge translated into meaningful action?

What kinds of solutions might fit?

The challenge is intentionally broad. We welcome technology-enabled solutions from a wide range of sectors, disciplines and technology backgrounds. We're interested in any approach that helps preparedness knowledge endure, spread through households and communities, or translate into meaningful action.

Examples may include:

- Behaviour change and engagement platforms
- Education and learning technologies
- Community engagement tools
- Gamification approaches
- Social network and peer-learning solutions
- Preparedness planning tools
- Digital coaching and reminder systems
- Measurement, monitoring and insights platforms
- Artificial intelligence-enabled engagement tools
- Other approaches that help preparedness knowledge endure, spread or lead to action.

These examples are illustrative only. Solutions do not need to fit neatly into these categories.

Pilot opportunity

The winning solution will be eligible for a funded pilot valued up to AUD \$100,000, delivered in partnership with Australian Red Cross and French Red Cross New Caledonia Delegation.

Through the [Pillowcase Workshop](#) in Australia and the [ALERTE Program](#) in New Caledonia, innovators will have the opportunity to test solutions across two distinct cultural, geographic and operational contexts. This creates a unique opportunity to explore which approaches remain effective across different environments, generate evidence about how preparedness knowledge contributes to

community resilience and identify pathways for adaptation and scale across the wider Red Cross Red Crescent Movement.

What we're looking for

We are particularly interested in solutions that can:

- Demonstrate a clear link to the Challenge
- Generate meaningful value for communities
- Be tested within preparedness initiatives involving young people
- Operate across different cultural and community contexts
- Generate learning and evidence that may support future adoption or scale
- Contribute to stronger household and community resilience outcomes.