

# Introducing Loop



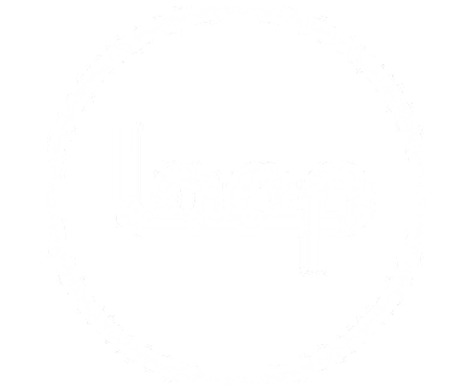
# Today's agenda

01. The problem
02. What is Loop?
03. How it works
04. Sensitive stories
05. Data protection and integration
06. Value for organisations
07. Questions

Appendices



# Introduction



<https://youtu.be/Mtd1OketgaI> Also in Tagalog, Somali, Bemba, Nyanja, french, Arabic and Spanish

# 01

## The problem



# The problem



**"The humanitarian system is not listening to people in crisis"**

Mark Lowcock – Head of the UN Office for the Coordination of Humanitarian Affairs

The same sentiment is driving #ShiftThePower movement and community-led approaches to development.



From the ground up - ODI



People-driven response - CGDev



People power in humanitarian action - ICRC



Changing the referee instead of the game - HPN

# The opportunity

As a result of the technological revolution, there is an opportunity, like never before, to listen and learn from local people about the aid they receive, to increase its efficiency and effectiveness.



# We believe

**Everyone has an opinion about the aid they receive.**

**Everyone is an active agent of change.**

**Technology exists to listen to everyone.**

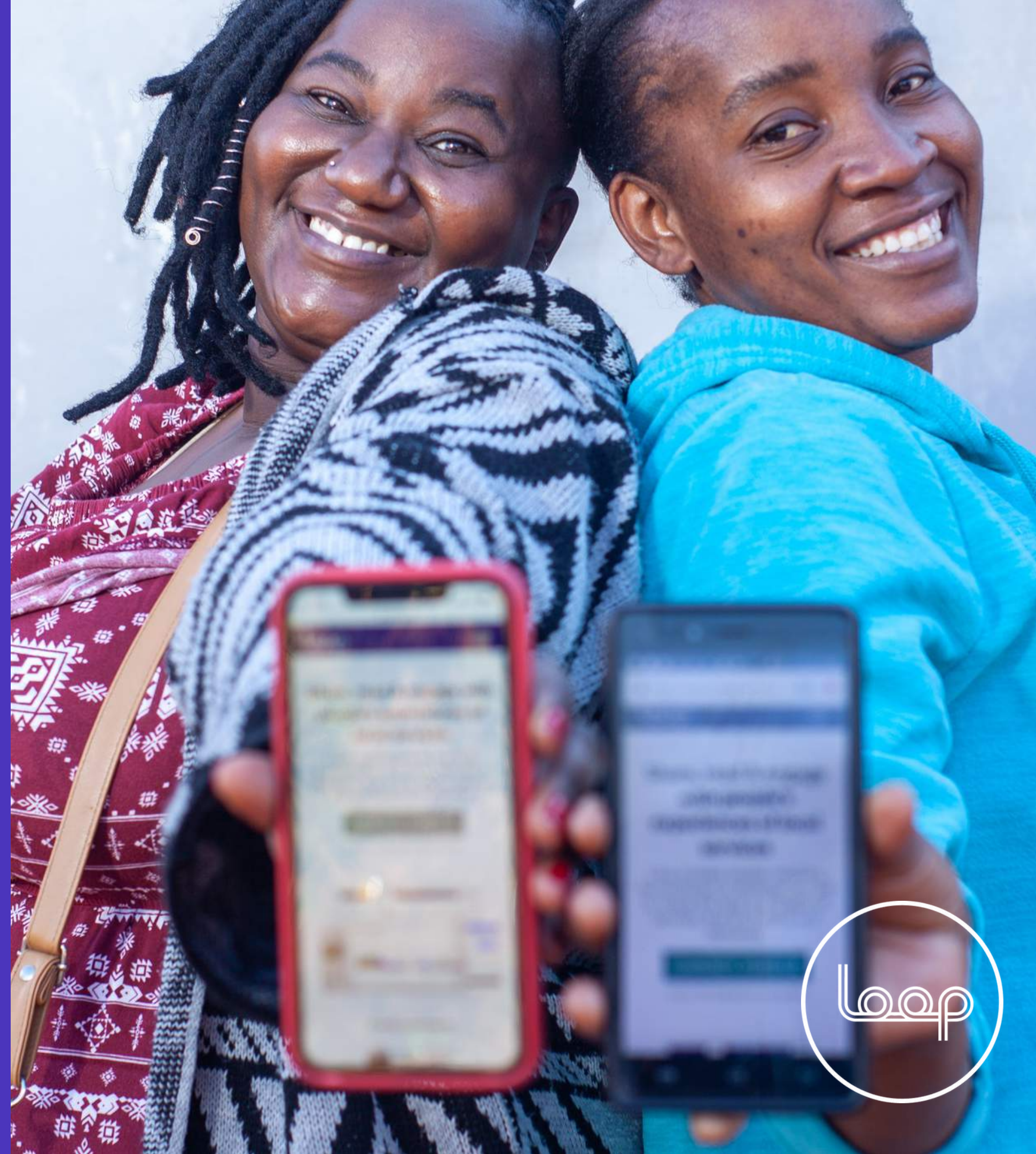
**People have the right to be heard.**

**There will be better services as a result.**



# 02

## What is Loop?





# What is Loop?

Loop is a safe and accessible global platform, enabling an independent, permanent and common service for feedback and complaints (including SEAH).

Loop is built on four design principles...



# 1. Decentralised control

Anyone.

Anywhere.

Any time

On any device.

In most languages.

On what is important to them.

About any organisation.

With the potential to receive a direct reply - closing the feedback loop



## 2. Open Data

Information is power - non extractive approach.

Anyone can use Loop and see the resulting data in near real time.

Community guidelines and moderation to keep people safe.



# 3. Open Dialogue

No one has all the answers so, anyone can:

- Read and learn
- Reply
- Upvote
- Tag others (coming)
- Propose improved translations

Global community of accountability champions - with first and third person reporting.

Permanent and ongoing – building trust.



# 4. Proactive accountability



A charity that lives the values of shifting power: decentralised control, open data etc.

Governing Board



Advisory Board



Charitable franchise model, adaptable to each context's needs



START NETWORK



# 03

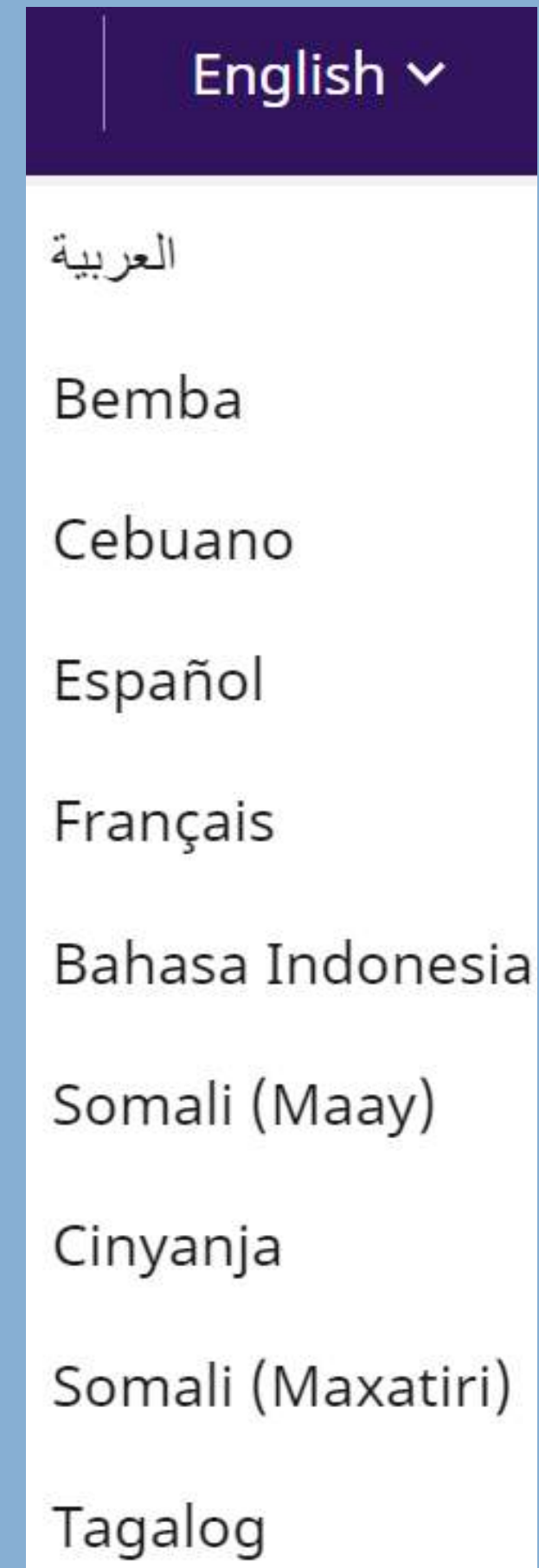
## How it works



# Submit across languages

Owned and adapted to the local context through multiple languages:

- All: English, Arabic, Spanish and French
- Philippines: Tagalog and Cebuano
- Somalia: Somali Maay and Somali Maxatiri
- Indonesia: Bahasa Indonesian
- Zambia: Nyanja, Bembe, Tonga, Lozi
- ....plus 100s more possible

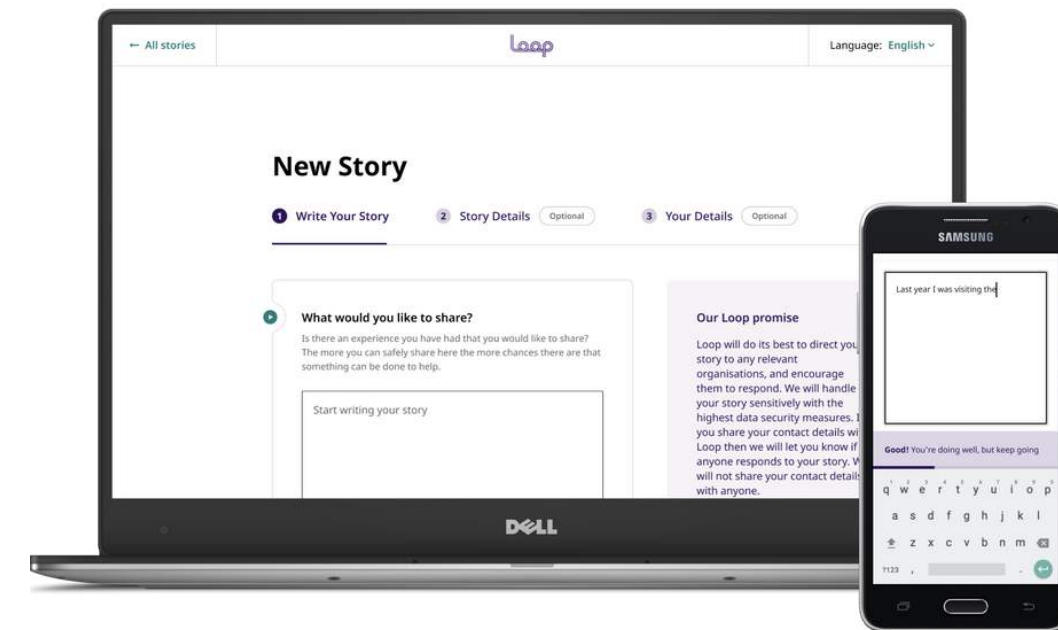


# Submit across input channels



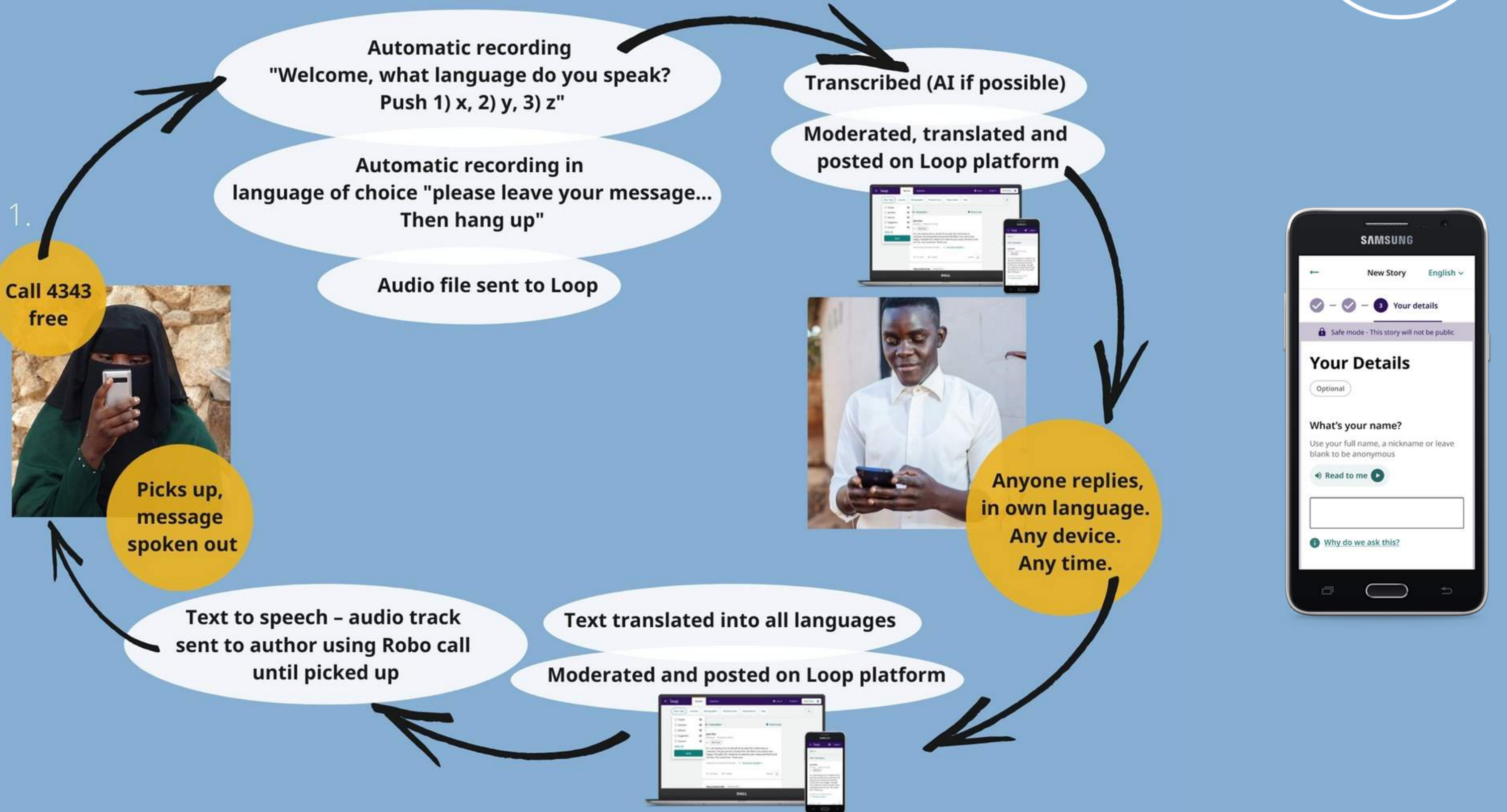
Owned and adapted to the local context through multiple channels:

- URL [talktoloop.org](http://talktoloop.org)
- Facebook messenger
- WhatsApp
- SMS
- IVRR – voice (see next)





# Across the digital divide



# On what is important to local people

## Open stories:

- Thanks
- Questions
- Opinions
- Requests
- Concerns

## Sensitive stories:

- SEA
- Protection
- Fraud / Corruption
- Other misconduct



# Let's try...

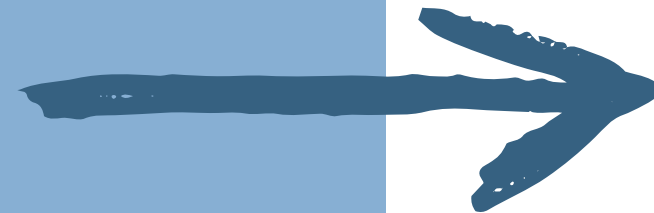


On your phone, go to:



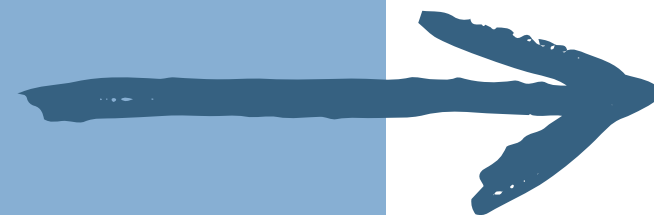
[www.talktoloop.or](http://www.talktoloop.or)

First, choose



**Use Loop**

Next, click



**New story**



Now, follow through  
to completion

# Moderation

Moderated by trained local people who speak the local languages.

They follow consistent Community Guidelines and Moderation Protocols.

Hosted by a national CSO within a network of organisations (Charitable Franchise concept).

Thus a trusted, permanent, part of national ecosystem.



# Country leadership of Loop



Zambia: NGOCC, Zambian Governance Foundation

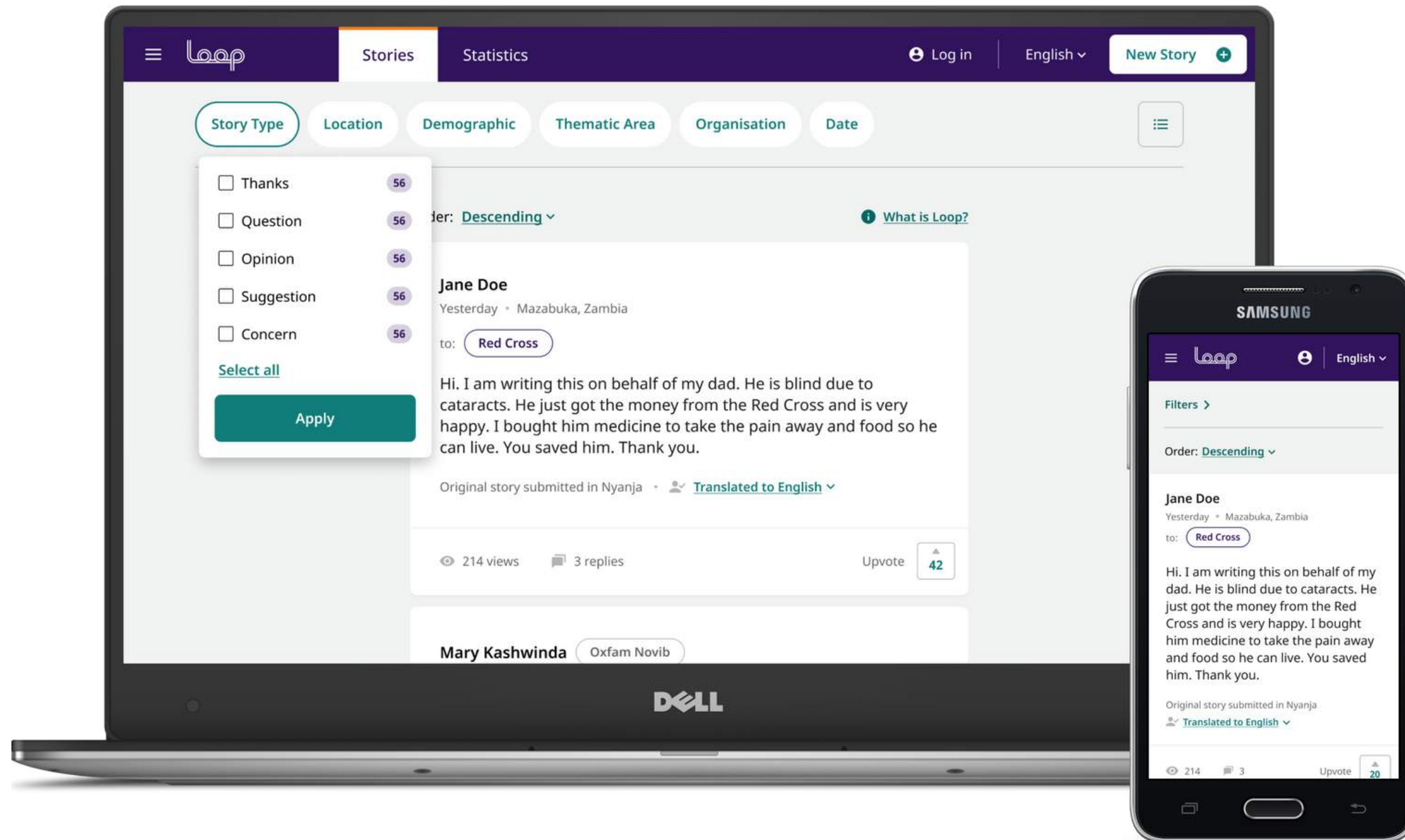
Philippines: Loop National Coordination Council, made up of four national networks inc: DRR Net, NAPC VDC, Centre for Disaster Preparedness, with ECOWEB hosting the staff

Somalia: Centre for Democracy and Peace, Cofounder of NEXUS Somalia

Indonesia: Coordination Committee. MPBI and Predikt are the host

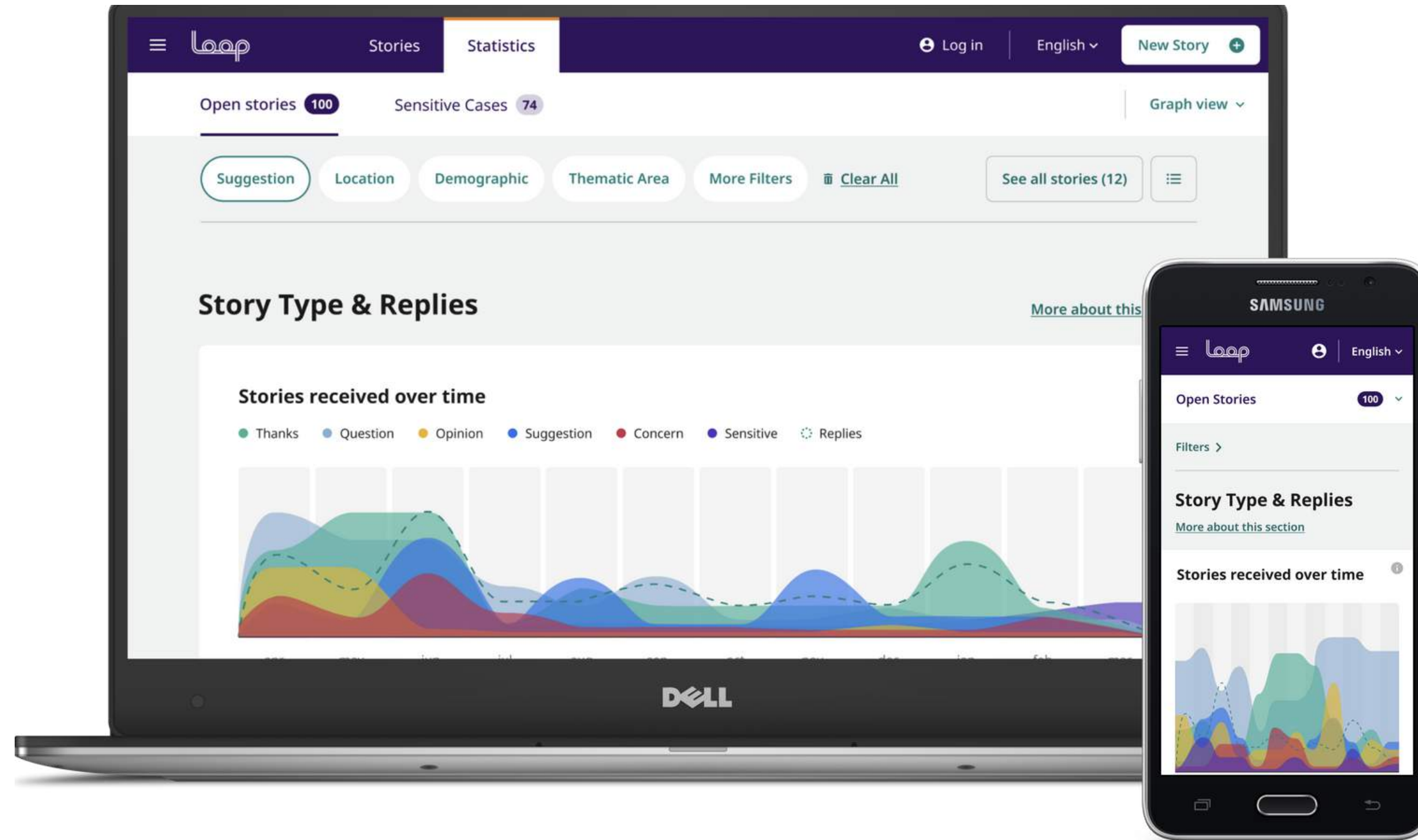


# Reply and filter stories



<https://app.talktoloop.org/stories>

# Qualitative and quantitative data



<https://app.talktoloop.org/statistics/open-stories>

# 04

**Sensitive stories**





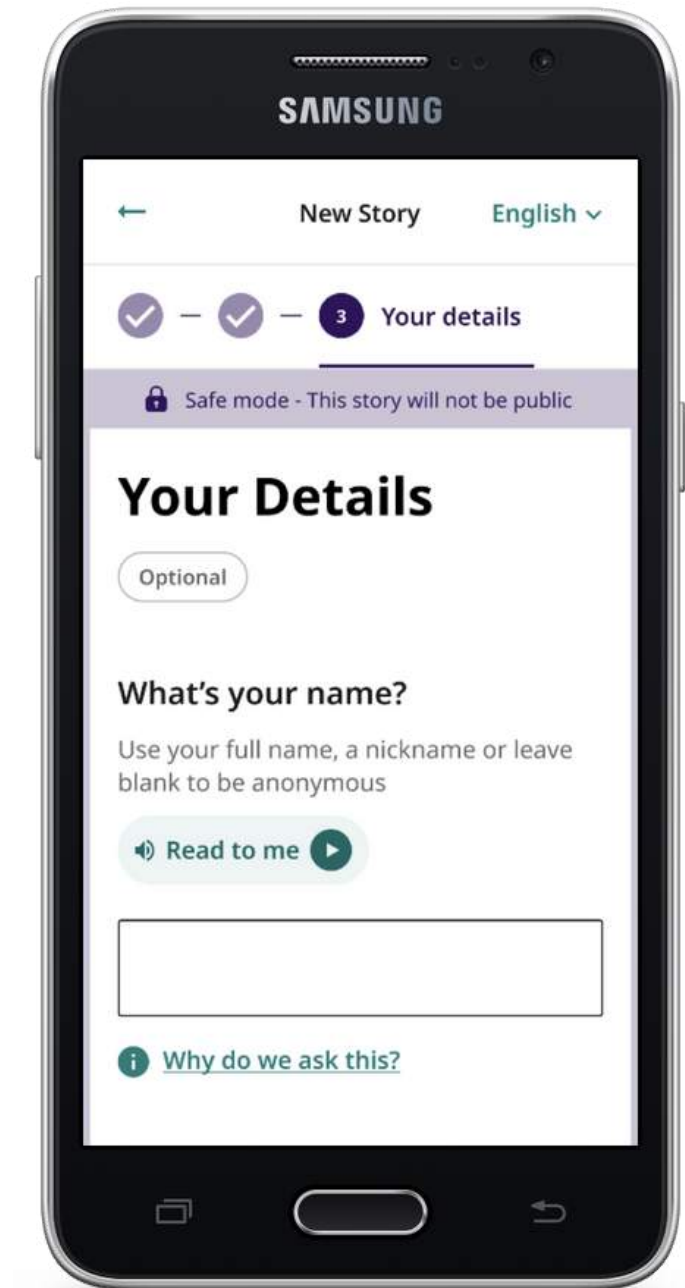
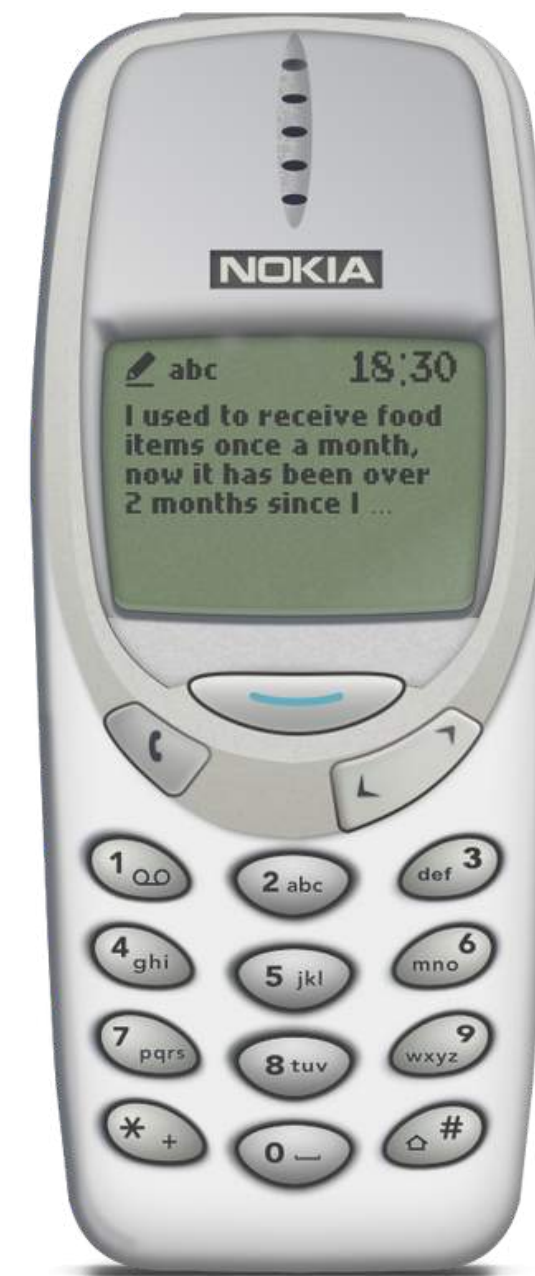
# Sensitive stories



Safely manage and refer on reports of:

- Sexual exploitation, Abuse and Harassment
- Protection
- Fraud and Corruption
- Other misconduct

Survivor centred approach



# Accountability steps



## 1. User begins process



Submit story

## 2. Loop's role



Case manager review



Process and refer

## 3. Organisation milestones



Response to referral



Decision to investigate



Investigation



Author informed



Case closed

## 3b. Assistance milestones



Response to referral

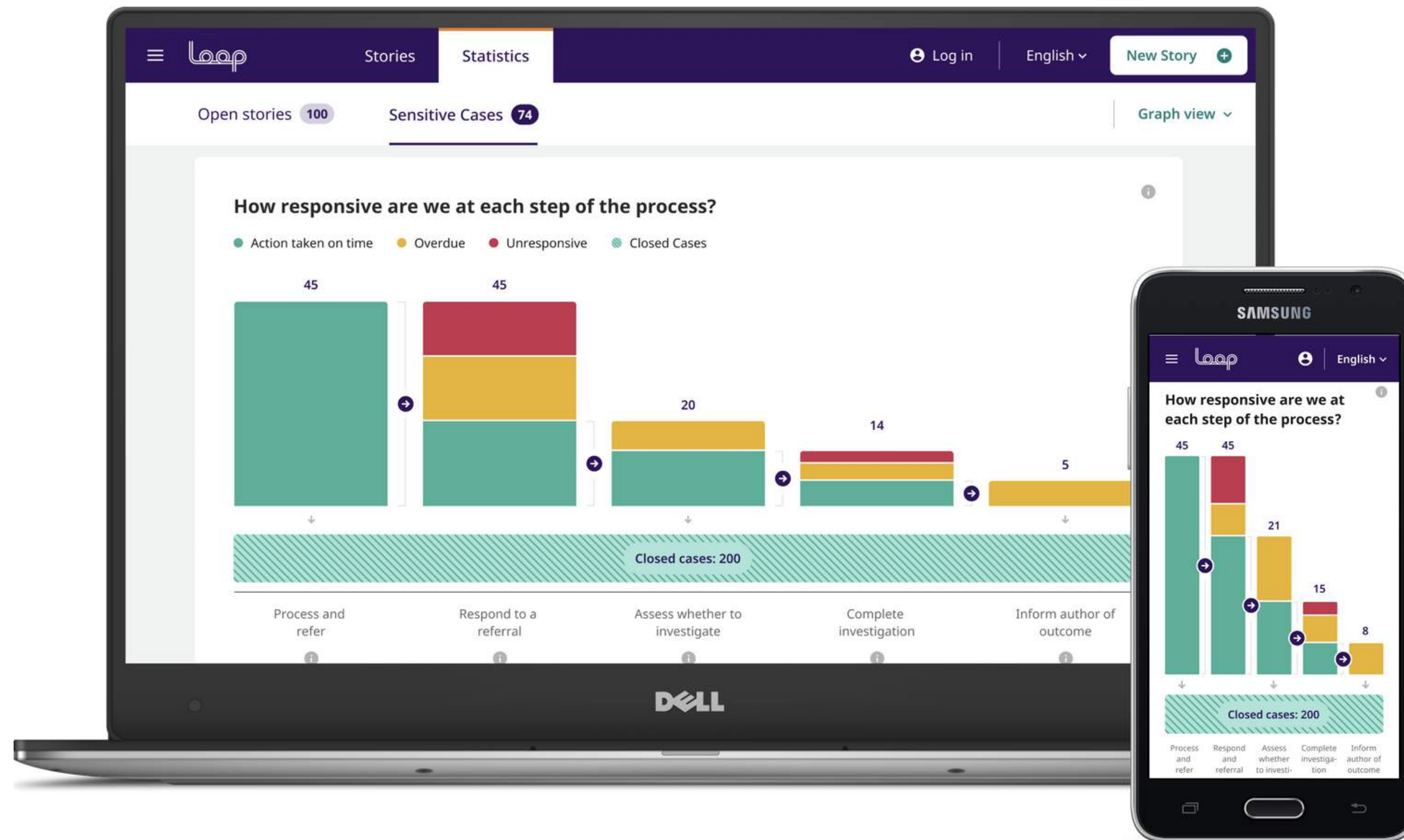


Referred for assistance



Assistance rendered

# Anonymous trends on sensitive stories



<https://app.talktoloop.org/statistics/sensitive-cases>

# Loop is not...

Responsible for responding to feedback.

A tool to deliver surveys.

Reporting findings.

Part of further investigations.

Rating organisations.



# 05

**Data protection  
and integration**



# Data protection

Only contact people through the Loop platform and moderator.

Layers of security:

- GDPR compliance globally
- Opt-In vs Opt-Out of sharing data
- Human moderation before posting
- Encryption
- Separation of contact details from content
- 2nd consent required to share identifiable data and/or contact details

Your stories are safe with Loop



**Loop will never:**



**Sell your data**



**Share your data**



**Know your exact location**



People can contact you through a **Loop moderator only**



[www.talktoLoop.org](http://www.talktoLoop.org) 



# Complementary and integrated

- 70% prefer face to face
- No Loop field structures - a tool only (WhatsApp analogy)
- Extract and combine with other data sources - PowerBI etc
- CHS self-verification
- Due diligence process
- Cluster reporting
- Complaints mechanisms



# 06

## Value proposition for organisations





# How is Loop different?

Agency  
CEA/AAP

M & E

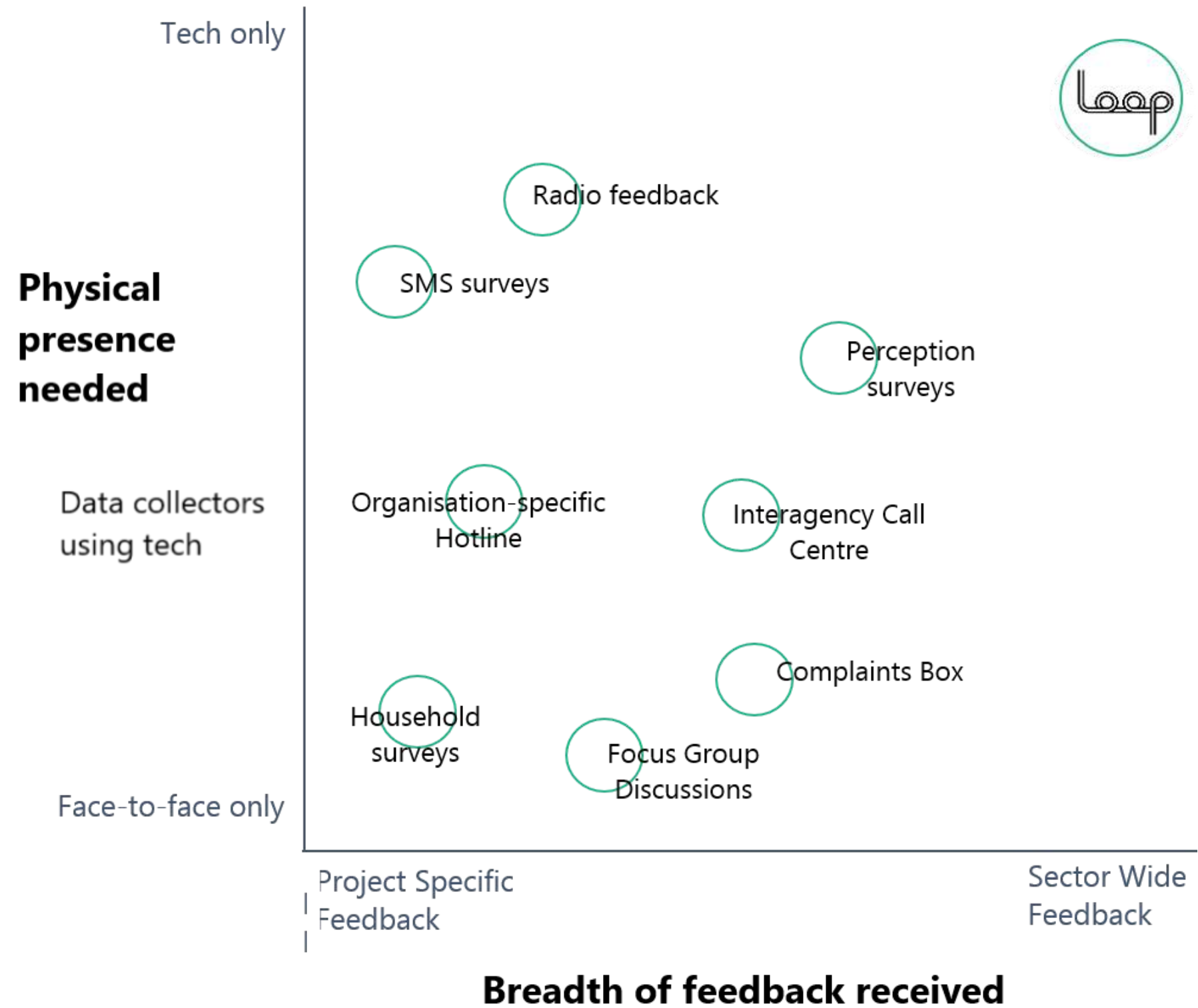
Complaints  
reporting  
activities

## Loop supports

SEAH

PGI

GBV



# What value for organisations?



**Your ideas...**

# What value for organisations?

Small and large organisations can use it

Extends organisations existing capabilities across languages and input channels without requiring organisation specific systems and infrastructure.

Identify who is feeding back and target missing demographics

Comparisons across contexts

Closes the Feedback Loop directly

Available at time of crisis as a minimum - don't wait to set up systems

Volunteers can show people how to use it for ongoing feedback

Follow up from Focus Group Discussions - extends audience

Input from marginalised groups - LGBTQ groups - safely

Generate codes to identify certain activities

Follow up questions for longitudinal data

Seen as an Accountability Champion with donors. Helps with CHS verification

Supports your Safe Guarding reporting requirements.

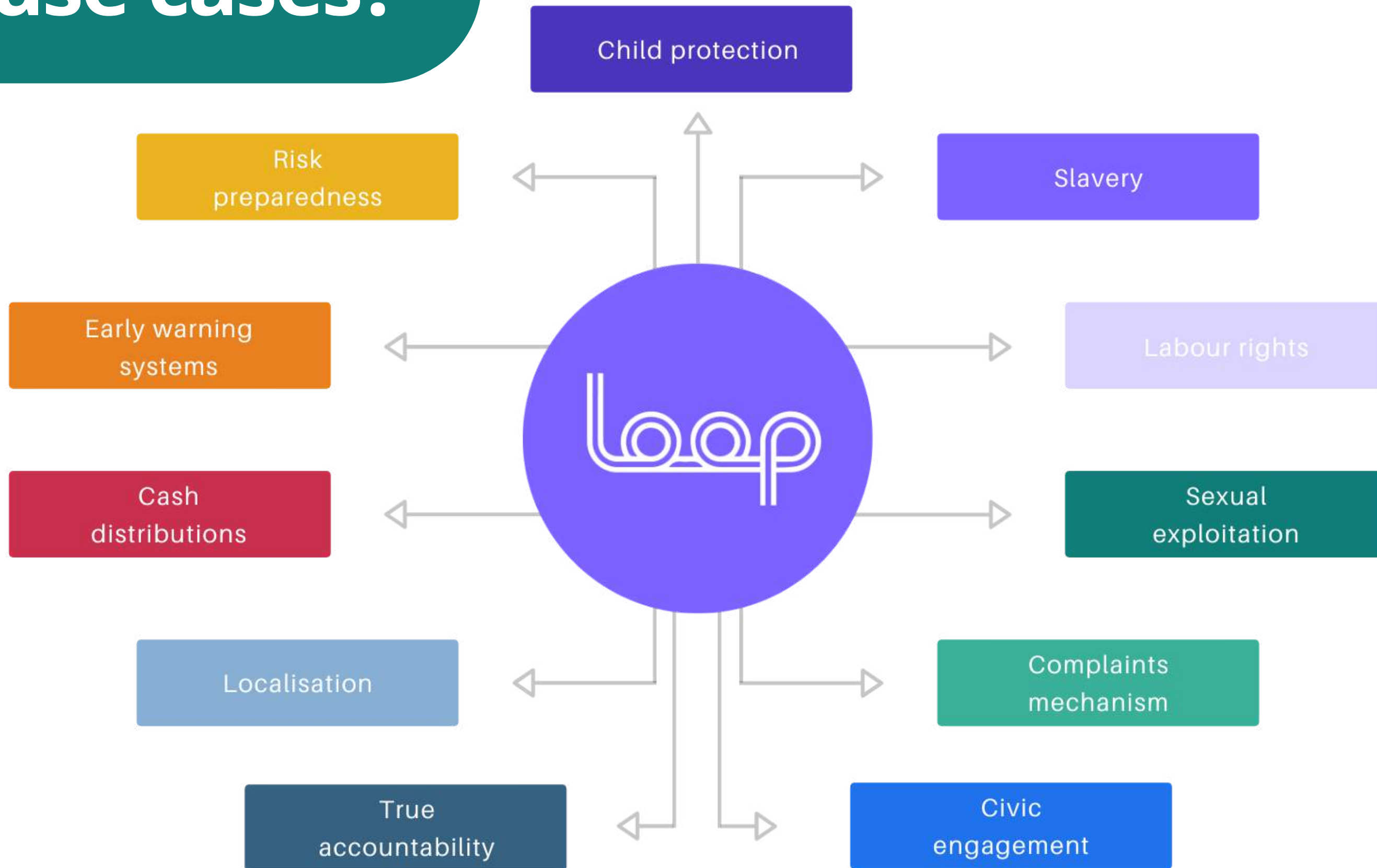
Enables remote monitoring: COVID, conflict, remote areas etc.

# What use cases?



**Your ideas...**

# What use cases?



# How can organisations use Loop?



- Register on Loop to receive stories about your organisation directly
- Respond to stories on Loop
- Promote Loop with your beneficiaries/ communities - M&E...
- Use data and quotes in reporting and social media
- Use a Loop feedback bot on your website and social media
- Contact Loop for help in setting up
- Like us, share us, fund us! @talktoloop



# To use Loop



## Zambia



### Through these channels:

- SMS text to 4343 for free
- Voice messaging coming in April 2022
- WhatsApp (coming)
- Facebook: @TalktoLoopZambia (from April 2022)

### And in these languages:

English, Bembe, Nyanja, Tonga with Lozi coming

Zambian Governance Foundation and NGOCC lead on Loop in Zambia and can be contacted by emailing: [subilo@talktoloop.org](mailto:subilo@talktoloop.org)

## The Philippines



### Through these channels:

- SMS 2158-0002 (on Globe) or 22565-0002 (on Cross-Telco)
- WhatsApp (coming)
- Facebook: @TalktoLoopPhilippines

### And in these languages:

English, Tagalog, Cebuano

ECOWEB leads on Loop in the Philippines and can be contacted by emailing: [retchel@talktoloop.org](mailto:retchel@talktoloop.org)

In January, 183 registrations on Loop to receive notifications of stories.

Sign your organisation on today.

# To use Loop



## Indonesia



### Through these channels:

- Available on WhatsApp: +62 8111 960537
- Or through [www.talktoloop.org](http://www.talktoloop.org)

### And in these languages:

English and Bahasa Indonesia

MPBI lead on Loop in Indonesia and can be contacted by emailing: [avianto@talktoloop.org](mailto:avianto@talktoloop.org) or [avianto.amri@gmail.com](mailto:avianto.amri@gmail.com)

## Somalia



### Through these channels:

- Available free voice messaging on Hormuud network via SMS 6464

### And in these languages:

In Somali dialects of Maxatiri and Maay.

The Centre for Peace and Democracy lead Loop in Somalia and can be contacted by emailing [robert.wambu@cpd-africa.org](mailto:robert.wambu@cpd-africa.org)

## New contexts depend on...

1. Languages spoken
2. Technology used
3. A collective interest in having a system like Loop
4. Lets talk...



# Loop in the Philippines



<https://www.youtube.com/watch?v=5JwFuV3yK3E>

# Sustainable financing



## Principles:

- Centred around local people's needs
- Reduce barriers to use - people and small CSOs
- Still need £1 million to build Organisational Profile pages
- Partnerships to build out evidence and use cases (cash, refugees, countries...)
- Show uptake in existing countries



**Humanity United**



**FCDO -  
Safeguarding team**



**DRA Netherlands -  
through SOmalia NGOs**



**USAID \$ through IFRC to  
Indonesia?**



...

# Questions?



[alex@talktoloop.org](mailto:alex@talktoloop.org)



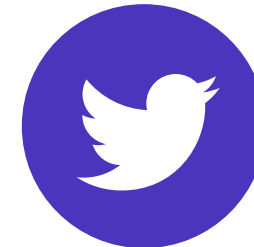
<http://talktoloop.org>



@ Talk To Loop



@talktoloop



@talktoloop



@talktoloop

# Appendix 01

**How would it feel  
for a local citizen?**



# Cash distribution

I receive a notification on my phone about my cash distribution.

I am invited to feedback through Loop.

I identify bank cash shortages.

It is resolved and I report this.

6 months later I am invited to feedback on impact of cash through Loop.

No fees for feedback.



# No access to tech

I hear about Loop from my friends at the market.

A woman at my community savings group shows me how to feedback.

I go to the phone agent on the street and help my Mum to feedback about her special needs as a blind person.



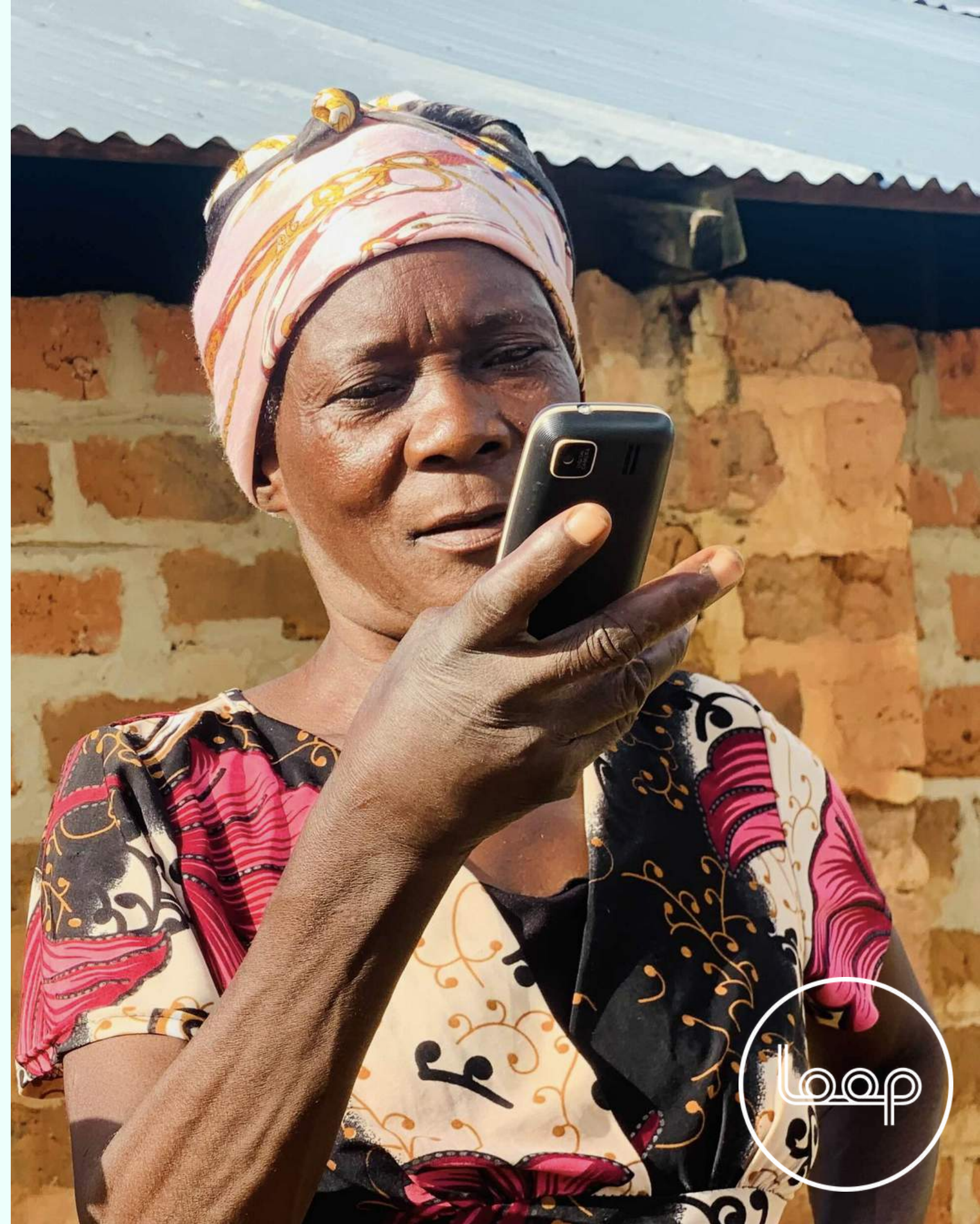
# Reporting a safeguarding issue

I want to make a complaint about abuse, but I am not sure who to speak to or if I am safe.

I hear about Loop at the women's rights centre and go on to share my story.

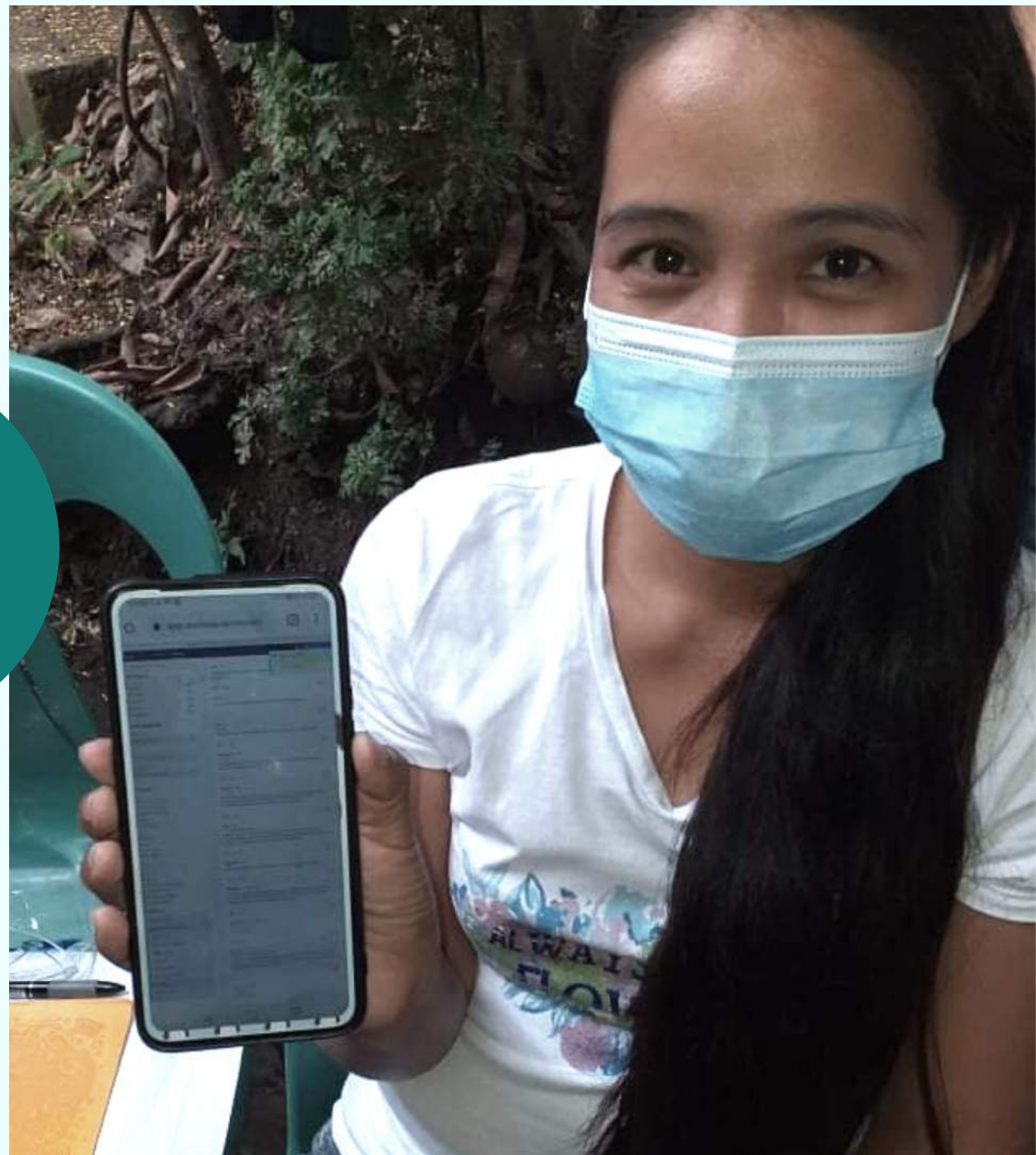
I choose to share my contact information. The Loop moderator does not post it openly, but refers it on to the right people safely to take action.

Loop displays trends on reporting.



# Appendix 02

**How would it feel  
for service providers?**





# Field staff



I respond to email alerts on feedback.

I course correct projects based on feedback.

I report on trending topics in coordination meetings.

I report on levels of engagement and share quotes in donor reports.

I use data and example quotes to influence funding and program decisions to deliver better services.

# HQ based manager



I learn about realities on the ground.

I report on our levels of engagement with local populations in management meetings.

I champion a culture of Engagement and feedback after my trip.

I use feedback on social media, advertising and new applications.

# Appendix 03

**How would it feel  
for a donor?**



# Individual donor



I find trending information on the platform I use to make donations (eg: Give Directly).

I look into communication threads related to what I am funding to better understand the reality.



# Institutional donor



When I am reviewing a proposal I can research the organisations engagement and existing programs.

When developing policy decisions I can review trends, understand issues, complexity and what is working.

I might require organisations to include Loop as one element of m&e plans (% of beneficiaries that represent target population - gender, disability etc - feedback).

# Questions?



[alex@talktoloop.org](mailto:alex@talktoloop.org)



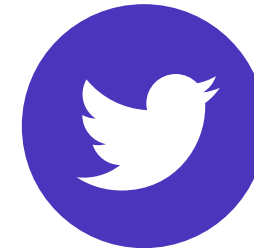
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