Introducing Loop
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
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.
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.
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...
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

1. Decentralised control
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
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
- Facebook messenger
- WhatsApp
- SMS
- IVRR – voice (see next)
Across the digital divide

1. Call 4343 free

Automatic recording
"Welcome, what language do you speak? Push 1) x, 2) y, 3) z"

Automatic recording in language of choice “please leave your message... Then hang up”

Audio file sent to Loop

Transcribed (AI if possible)

Moderated, translated and posted on Loop platform

Anyone replies, in own language. Any device. Any time.

Text to speech – audio track sent to author using Robo call until picked up

Text translated into all languages

Moderated and posted on Loop platform
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:

First, choose

Next, click

Now, follow through to completion

www.talktoloop.org

Use Loop

New story +
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
Sensitive stories
Sensitive stories

Safely manage and refer on reports of:

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

Survivor centered 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
   - Investigative
   - 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.
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

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
Value proposition for organisations
How is Loop different?

Loop supports

- Agency CEA/AAP
- M & E
- Complaints reporting activities
- SEAH
- PGI
- GBV

Physical presence needed

- Data collectors using tech
  - Organisation-specific Hotline
  - Interagency Call Centre
- Face-to-face only
  - Household surveys
  - Focus Group Discussions
- Tech only
  - Radio feedback
  - SMS surveys
  - Perception Surveys

Breadth of feedback received

- Project Specific Feedback
- Sector Wide Feedback
What value for organisations?

Your ideas...
What value for organisations?

- Small and large organisations can use it.
- Volunteers can show people how to use it for ongoing feedback.
- Follow up questions for longitudinal data.
- Extends organisations existing capabilities across languages and input channels without requiring organisation specific systems and infrastructure.
- Input from marginalised groups - LGBQT groups - safely.
- 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 and don’t wait to set up systems.
- Generate codes to identify certain activities.
- Supports your Safe Guarding reporting requirements.
- Enables remote monitoring: COVID, conflict, remote areas etc.
- Seen as an Accountability Champion with donors. Helps with CHS verification.

Follow up from Focus Group Discussions - extends audience.
What use cases?

Your ideas...
What use cases?

- Child protection
- Slavery
- Labour rights
- Sexual exploitation
- Complaints mechanism
- Civic engagement
- True accountability
- Localisation
- Cash distributions
- Risk preparedness

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

**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

**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

**Sign your organisation on** today.
To use Loop

Indonesia

Through these channels:
- Available on WhatsApp: +62 8111 960537
- Or through 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 or 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

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
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.
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?
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.
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?

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http://talktoloop.org
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