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. Next steps

Appendices
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.
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 digital platform, enabling an independent, permanent and transparent common service for feedback.

Loop is built on four design principles.
1. Decentralised control

Any one
Any organisation
Anywhere
Any time
On any device
In most languages
On what is important to local people
2. Open Data

Not extractive - information is power

Anyone can use loop and see the resulting data

Community guidelines and moderation for a safe community
3. Open Dialogue

Anyone can read, learn, reply, upvote

Network effect by tagging others

Crowd-sourced improvements to translations

Global community of accountability champions

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
Country partnerships
Adaptable to each context's needs
How it works
Sharing stories

Owned and adapted to the local context

1. Multi channel use
2. Multi lingual use
3. Crowd-sourced improvements
Moderation

Local person, speaks local languages.
Hosted by a local network of CSOs.
Trusted part of national ecosystem.

Moderators receive stories/replies and...

1. Reject, or
2. Approve and post on open platform, or
3. Send to Case Manager if a Sensitive Story
4. Translates and tags stories.
5. Notifies relevant organisations
Reply and filter stories

Story Type
Location
Demographic
Thematic
Organisation
Date
Qualitative and quantitative data

Story Type
Location
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Date
How can organisations use Loop?

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

Safely manage and refer on reports of:

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

Community Guidelines
Moderator Protocols
Case Manager SOPs

- Survivor centred
- Aligned with IASC CBCM SOPs
Trends on sensitive stories
Anonymous quantitative data with filters

- Type of Sensitive Story
- Location
- Demographic
- Thematic
- Type of Organisation
- Date
- Type of Author
- Assistance Provided
Data protection and integration
Data protection and integration

GDPR compliance globally

Opt-In vs Opt-Out of sharing data

Encryption

Separation of contact details from content

2nd consent required to share identifiable data and/or contact details
Complementary and integrated

70% prefer face to face
Small Loop structure
Extract and combine with other data sources - PowerBI etc
CHS self-verification
Due diligence process
Cluster reporting
Complaints mechanisms
Closing the digital divide

Enabling engagement with people who...

- Speak underserved languages
- Are not connected to the internet
- Do not have access to a smart phone
- Are illiterate or from oral communities
Loop is not...

- Responding to feedback
- A tool to deliver surveys
- Reporting of findings
- Part of further investigations
- Rating organisations
Country leadership of Loop

Zambia:

NGOCC, Zambian Governance Foundation, (FCDO funds)

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, (Humanity United Funds)

Somalia:

NEXUS consortium (DRA funding)
06

Next steps
To lead Loop in a new context

In Philippines and Zambia:
Free, open, accessible to use now by anyone

In Somalia and Indonesia:
Already receiving stories and preparing for full launch

New contexts depend on...
1. Languages spoken
2. Technology used
3. Finding a trusted, independent host supported by a representative group of actors to provide leadership
4. Lets talk...
Questions?

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@ Talk To Loop
http://talktoloop.org
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.
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.
How would it feel 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).
Thank you

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