

# Hello World

## Our Impact Performance



with thanks to 60  
Decibels for collecting  
the data

## About This Report

Hello World Hubs provide unlimited and free access to screens, educational software, Wi-Fi internet, solar-power and are vibrant community centres. They are built for the community and by the community.

Hello World and 60 Decibels have partnered to understand impact at the community level since 2019.

This performance snapshot provides a high-level overview of the in-depth studies we conducted with Hello World Hub users in Uganda and Nepal in late 2022.

The insights are based on phone interviews with 480 adults (Uganda: 275, Nepal: 205), and 240 child Hello World Hub users (Uganda: 101, Nepal: 139). These interviews were conducted by 60 Decibels trained researchers.



## About Hello World

Hello World is a not-for-profit that works with hard-to-reach communities to co-create a world where everyone has access to power and the internet to educate, problem-solve, connect and play. Each Hello Hub provides unlimited and free access to tablets, educational software, Wi-Fi internet, solar-power and community engineering training.

Hello Hubs are innovative, scalable and affordable. Designed to be easily replicated and entirely built by the community. At the time of this snapshot survey there were 55 Hubs globally, with 41 in Uganda and 14 in Nepal. In Uganda Each Hub has at least 1250 regular community users and in Nepal, 600 community members regularly use each Hub.

### Impact Approach

Partnerships with communities and a listening approach sets Hello World apart from peers when it comes to understanding impact. So many organisations use data as a tick box exercise, or something to do principally for their donors. Hello World sees feedback as one of the key barometers for judging performance. Traditional monitoring and evaluation works to measure impact that has been pre-defined, testing effectiveness simply against what was expected to happen and not listening to those whose views matter most.

Hello World measures impact by listening year in year out to a (statistically significant and representative) group of our users in each country they work in. The approach focuses on understanding who they are, what things may have changed in their lives as a result of the Hubs and whether Hello World has met their expectations in terms of what was promised to be delivered.

Listening and understanding how communities use the Hello World Hubs and the value it brings to them shapes future development. It also gives Hello World (and partners) the conviction to roll out Hubs to more communities.

Investing in an approach that uses external benchmarks of impact to learn if the organisation is providing the best possible performance compared to alternatives is hugely important. The social benchmarks produced by 60 Decibels show that Hello World has continued to perform in the top quintiles of impact performance, compared with 1000s of other social change organisations, year-after-year.

Measuring impact in this way ensures Hello World's approach remains of value and relevant across each community.





## About 60 Decibels

60 Decibels is a tech-enabled social impact measurement company working in more than 80 countries.

They combine deep impact measurement expertise, an integrated technology backbone, and a global network of 1,000+ researchers to make it easy to collect customer-level impact performance data. 60 Decibels has been collecting impact data for the past nine years and they've heard from more than 275,000 customers. By asking the same questions in the same way across multiple projects, they're able to develop benchmarks to help our data into context.

Impact Performance Benchmarks are the next step forward for impact measurement. They provide an objective standard for comparable impact outcomes to understand and fuel performance. To learn more about the 60dB Benchmarks, head to page 8.



## Hello World Perspective Summary of Top Insights

We are proud that this data is collected through conversations with Hub users. We listened to over 480 adults and 240 child Hello World Hub users. Making a real difference over time in a community starts with the children so speaking to the younger cohort is crucial to our learning.

We're delighted to see that Hello World is continuing to have a significant effect on the improvement of the quality of life of those that use a hub. Overall, 97% of users say that the hubs are improving their lives through the ability to learn, communicate, entertain and stay connected to the world's body of knowledge. We are equally proud that Hello World Hubs are enabling over 2 in 5 users to acquire new skills.



Our hubs are not just a static source of information and connectivity. We see countless users converting their experiences from the hubs into passions, ideas and income. Real-world tangible change. This is why it's so important to learn that 65% of users feel an increase in confidence in their ability to secure gainful employment because of skills acquired using Hello World Hubs.

## Comparing Nepal and Uganda

We know that our impact is dynamic and changes as contexts change, as the expectations of the people we serve change and as other organisations work in our area. Comparing data across countries is not easy because of this. This is why listening is absolutely essential for our own learning. What we learn from Hub communities often challenges our understanding of the impact we thought we might make. For example by listening to communities in Nepal, we have learnt that education and skills development, although important, weren't always our most significant impact.



The benefits from the Hello Hubs were much broader than we had initially expected.

Communication and staying in contact with loved ones (who were often many miles away or in different countries altogether) was reported to us as just as important as acquiring new skills in Nepal. This insight means we can adapt our programming to better suit the communities' real needs.

Our work in Nepal started much more recently than it did in Uganda, and covid restrictions and the complex natural environment have impacted our work at times. Given these hurdles, the positive feedback from the Nepalese users is hugely motivating, and now we know what to improve on.

We're so passionate about data like this because we're able to learn that the impact of what we do differs as the context changes and thus enables meaningful and responsive change.

## 60dB Perspective

### Summary of Top Insights

**Hello World Hub has had significant positive impact on users' lives in both Uganda and Nepal.** However, Hub users in Uganda report higher levels of satisfaction than Hub users in Nepal reflected in the Net Promoter Score (50 vs. 36). This finding was consistent across key impact metrics with Hub users in Uganda being more likely to report significant quality of life improvements than their Nepali counterparts (77% vs. 46%). A higher proportion of Ugandan Hub users have learnt a new skill than Nepali Hub users (54% vs 34%).

Further, when asked to reflect upon the impact Hello World has had on their personal lives, Hub users in Uganda report more significant impact compared to Nepali Hub users in their ability solve their personal problems (75% vs. 46%), are more driven to improve their education levels (74% vs. 31%), feel more confident in advocating for their rights (60% vs. 22%), and feel more confident in their ability to secure gainful employment (69% vs. 14%).

### Children in both Uganda and Nepal report improvements in the quality of their happiness.

Similar to adult users, a higher proportion of Ugandan children say the quality of their happiness has 'very much improved compared to children in Nepal (82% vs. 42%)'. The top self reported impact outcome for children users in both Nepal and Uganda was access to research and information (68% vs 40%).

### 60dB recommended looking into these areas to further increase our impact:

- Leveraging the positives from the different countries:** Hello World is positively impacting Ugandan Hub users slightly more compared to Nepali Hub users across NPS, quality of life and personal impact. How can Hello World use what is working well in Uganda to standardize the experience for all Hello World Hub users?
- Looking for avenues to support children in their pursuits:** How can Hello world support children users to make steps towards achieving their dreams?





## Performance Snapshot

We compared the key metrics for the Hello World Hubs across Uganda and Nepal. Here is what we found!



### Who are you reaching?

Uganda

Nepal

% female users	24	35
% accessing product/service for first time	97	81
% could not easily find a good alternative	91	65



### What impact are you having?

% saying their quality of life 'very much improved'	77	46
% acquired new skills	53	34
% who are 'very confident' accessing learning applications online	83	48
% who 'strongly agree' to improving their education levels	74	31
% who 'strongly agree' to being confident when advocating for their rights	60	22
% who 'strongly agree' to the Hub equipping them to solve personal problems	75	46



### How satisfied are your customers?

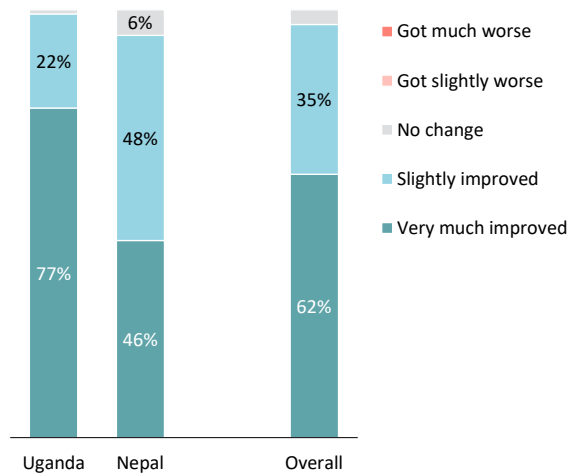
Net Promoter Score	50	36
Customer Effort Score	2.5	3.7
% experiencing challenges	45	21
% saying unresolved challenges	79	68

## Impact Overview

3 in 5 Hub users say their quality of life has 'very much improved'. Impact drivers varied by country, with 'communicating with friends and family' a commonly reported driver by Hub users in both Uganda and Nepal. Other impact drivers varied by country.

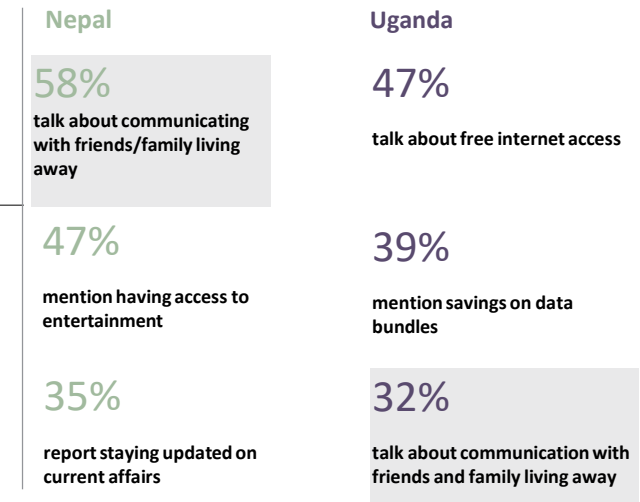
### Quality of Life Impact - Adults

Q: Has your quality of life changed because of Hello World? Has it: (n = 480 | Uganda = 275, Nepal = 205)



### Quality of Life Impact Drivers

Q: How has your quality of life changed? (n = 464 | Uganda = 272, Nepal = 192) For those reporting improvements in QoL

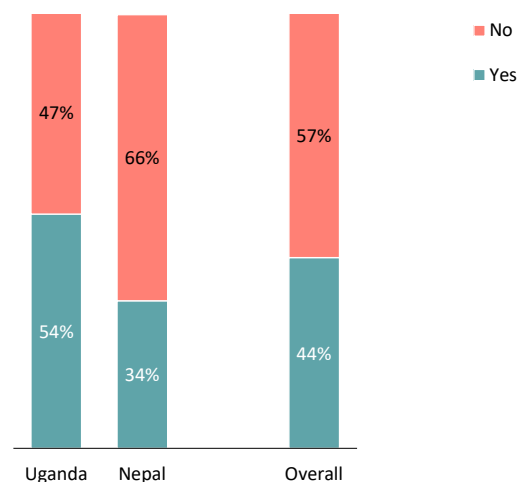


## Impact of Internet Access

Hello World Hubs are enabling over 2 in 5 users to acquire new skills. Ugandan Hub users experienced deeper levels of personal impact compared to Nepali Hub users.

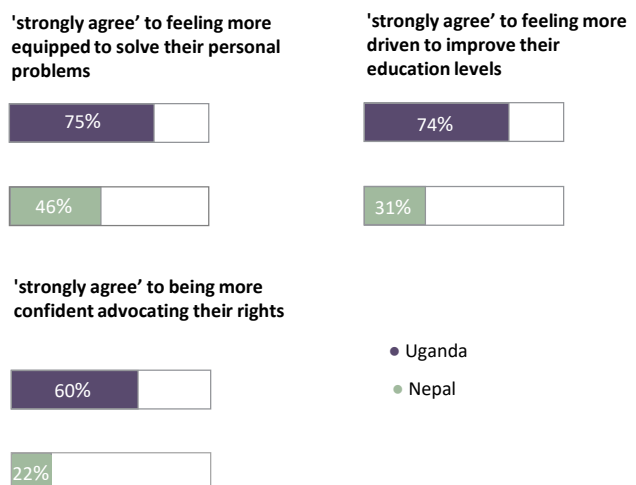
### New Skills & Information

Q: Did you learn a new skill or learn an especially useful piece of information using the Hubs? (n = 480 | Uganda = 275, Nepal = 205)



### Impact on Personal Life

Q: To what degree do you agree or disagree with each of the following statements: "Since accessing the Hello World Hubs..." (n = 480 | Uganda = 275, Nepal = 205)

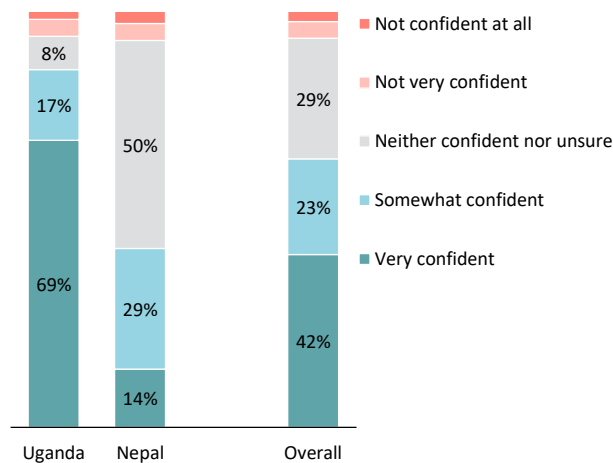


## Impact on Confidence Levels

2 in 5 Hub users in both countries feel 'very confident' they will be able to secure gainful employment because of skills acquired using Hello World Hubs.

### Confidence in Seeking Employment

Q: How confident do you feel that you will be able to secure gainful employment because of the skills you acquired using Hello World Hubs? (n = 480 | Uganda = 275, Nepal = 205)

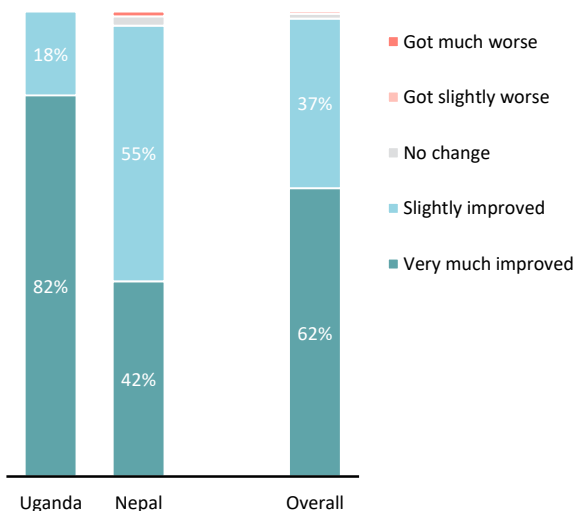


## Impact on Children's Quality of Life

3 in 5 Hello World Hub children users say the quality of their happiness has 'very much improved'. Access to research and information was the top self-reported outcome in both countries.

### Quality of Life Change - Children

Q: Has your quality of life / life / happiness changed because of the Hello Hubs? (n = 240 | Uganda = 101, Nepal = 139)



### Quality of Life Impact Drivers

Q: (Of those reporting improvements in quality of life) How has your quality of life changed? (n = 231 | Uganda = 101, Nepal = 134)

#### Nepal

**68%**  
talk about access to research and information

**65%**  
mention having access to entertainment

**11%**  
report improvements in their school grades

#### Uganda

**40%**  
talk about access to research and information

**39%**  
mention increased access to information and research

**26%**  
report improvements in their school grades

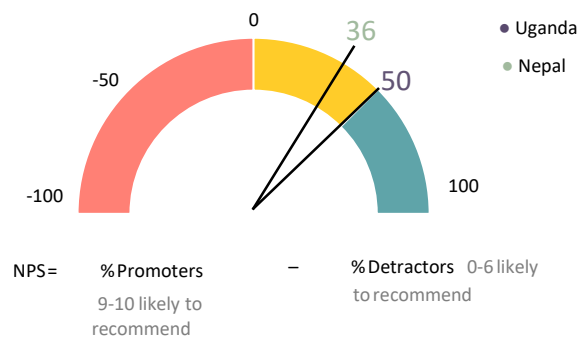


## Hub User Experience

Hello World has a Net Promoter Score of 50 in Uganda and 36 in Nepal which is good. Nearly 9 in 10 users 'strongly agree' that they feel welcome at the Hubs suggesting Hello World is providing a conducive environment for internet access.

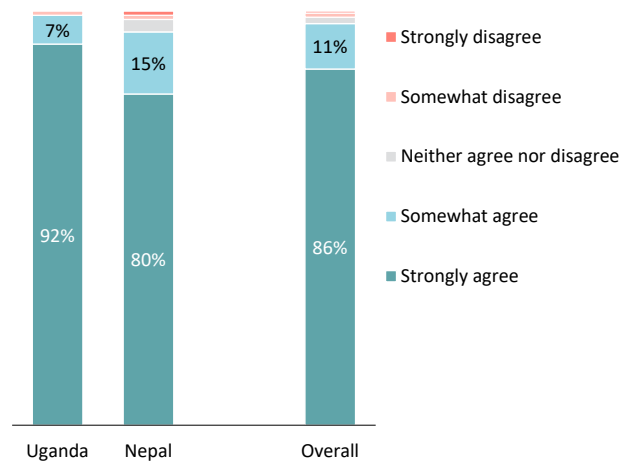
### Net Promoter Score (NPS)

Q: On a scale of 0-10, how likely are you to recommend Hello World Hubs to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 205)



### Perception of Inclusivity and Accessibility

Q: To what extent do you agree or disagree with this statement? Overall, Hello World Hub is a place where everyone is welcome and able to access the Hub. (n = 480 | Uganda = 275, Nepal = 205)

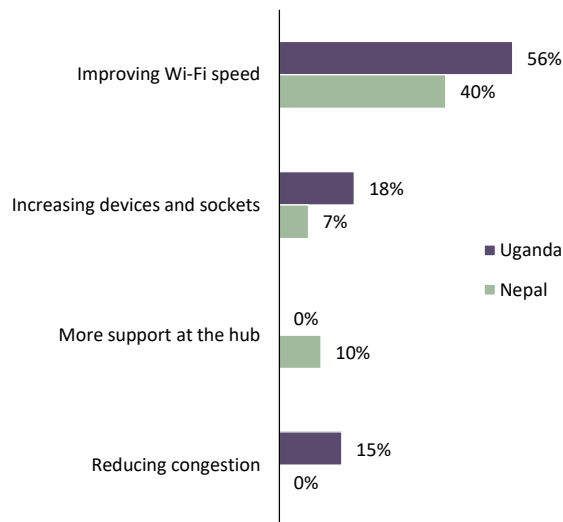


## Suggestions for Improvement

When asked what about Hello World Hubs can be improved, users in both countries talk about improving Wi-Fi speed and increasing the number of tablets, devices and sockets.

### Suggestions for Improvement

Q: What about the Hello World or their product/services could be improved? (n = 480 | Uganda = 275, Nepal = 205) Open ended, coded by 60dB



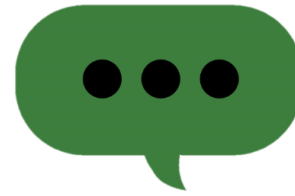
"Hello world should consider building putting up seats for [people with] disabilities so that they can be comfortable too. Also, the network always poor when it rains and when there are many people at the Hub."

- Ugandan Female, 27

"If the service can be expanded in other ward of our village then the whole community can benefit from it."

- Nepali Male, 52





## Hello World Hub Users' Voices

When asked to reflect on how their quality of life has improved, this is what Hello World Hub Users had to say.

"I have been able to learn English since am from Congo. I have also learnt how to make chapatis and now I can sell them and get money. With access to free internet and tablets, I am able to learn new things. I also get to communicate with my family members in Congo."  
– Ugandan Male, 36

"I can connect with my loved ones in no time, without thinking of the payment for the mobile bills. I can [also] enjoy social media platforms whenever I want, such as Facebook Messenger."  
– Nepali Male, 50

"I have been able to use free Internet access when communicating with my family abroad, and I have also saved my money from not buying data."  
– Ugandan Female, 30

"Hello World has helped me save a lot of money which otherwise would have been wasted in buying airtime. Using applications like Facebook, I connect to my family and friends who live far away. Their stories makes me feel like I am a part of their daily life."  
– Nepali Female, 25



## Children's Voices

We asked Hello World Hub children users what they dream about, what they would like to be when they grow up and how Hello World has improved the quality of their lives. This is what they had to say.

"I dream about myself being a policewoman and providing service to my citizens."  
- Nepali Female, 15

"I dream of building my own school some day."  
– Ugandan Female, 15

"I dream to be having money to take care of my needs. I have a lot I want to buy."  
-Ugandan Male, 17

"I dream about having a big house with beautiful garden."  
-Nepali Female, 12

"I dream of having my own home because I am living in a camp since am a refugee."  
- Ugandan Female, 14

"I would like to be a technician like develop an app or even be an entrepreneur."  
-Ugandan Male, 18

"I want to study agriculture when I finish school."  
- Nepali Female, 15

"I want to be an engineer."  
-Nepali Male, 11

"I would like to be a journalist when I am older."  
- Ugandan Male, 17

"I want to be a nurse or a lawyer when I get older."  
- Ugandan Female, 17

"Hello World internet has helped me to learn more about designs in tailoring which I am doing nowadays for business."  
-Ugandan Female, 17

"This has helped me in doing my homework. I do not have [an] elder brother [or] sister (who can guide me in doing my home work) like my friends do. I consider this internet point as my guardian who help me in my study."  
- Nepali Male, 11

"I have learnt to know everything through internet. It has helped me in my learning course. Also through google translate I am able to translate Nepali phrases to English."  
- Nepali Female, 11



## Detailed Hello World Impact Performance

### About 60 Decibels Benchmarks.

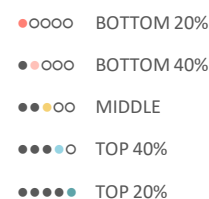
Across this report, we have compared Hello World's performance with the 60dB Education Benchmark which comprises of 29 projects completed with 28 companies across 13 countries, with a total of 7,316 customers interviews. Additionally, considering Hello World's business model, we have further compared its performance specifically with non-profit companies within the 60dB Education Benchmark and to the 60dB Technology Benchmark.




Performance Relative to Benchmark indicates where Hello World falls in the ranking relative to other companies in the Education sector.

### Benchmark Overview

<b>Global</b> geographical focus	<b>Education</b> sector focus	<b>28</b> companies included	<b>7,316</b> voices listened to
<b>Global</b> geographical focus	<b>Non-Profit Education</b> sector focus	<b>16</b> companies included	<b>2,198</b> voices listened to
<b>Global</b> geographical focus	<b>Technology</b> sector focus	<b>16</b> companies included	<b>3,801</b> voices listened to

### Performance vs 60dB Benchmarks



Indicator	Description	Nepal	Uganda	60dB Education Benchmark	60dB Technology Benchmark*	60dB Non Profit Education Companies **	Performance Relative to Benchmark
 <b>Profile &amp; Access</b>							
First Access	% accessing for the first time	81%	97%	83%	91%	88%	●●●●●
Alternatives	% without access to good alternative	65%	91%	86%	67%	85%	●●●●●
 <b>Impact</b>							
Quality of Life	% 'very much improved' quality of life	46%	77%	40%	21%	48%	●●●●●
 <b>Satisfaction</b>							
Net Promoter Score	NPS, on a scale -100 to 100	36	50	59	18	52	●●○○○
Challenges	% experiencing challenges	21%	45%	22%	43%	18%	●○○○○

\*Hello World Hubs in Uganda has a higher overall performance relative to the 60dB Technology Benchmark than to the 60dB Education Benchmark.

\*\*Hello World has a higher overall performance relative to other non-profit companies within the Benchmark.

\*Hello World Hubs Nepal's has a higher overall performance relative to the 60dB Technology Benchmark than to the 60dB Education Benchmark.

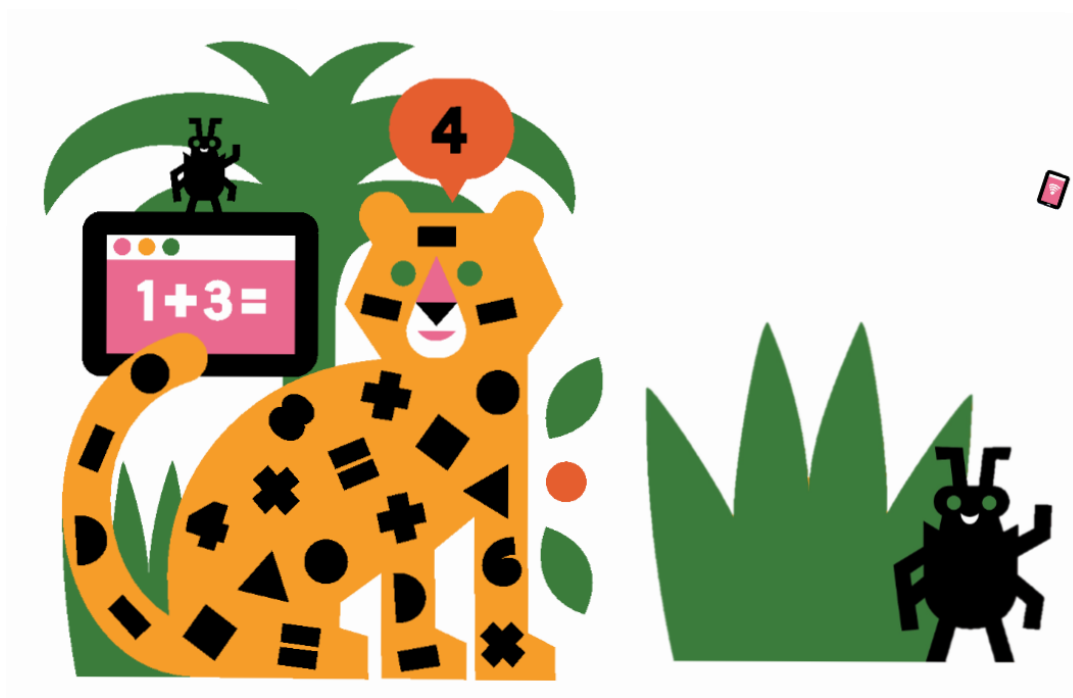
\*\*Hello World has a slightly lower overall performance relative to other non-profit companies within the Benchmark.

## Methodology

### About the 60 Decibels Methodology

From November to January 2022, 60 Decibels' trained researchers conducted 480 phone interviews with Hello World Hub's adult users and 240 children. They were randomly selected from a random sample of Hello World's user database. Here is the breakdown of how we collected this data:

Country	Uganda	Nepal
Client Population	<b>1369</b>	<b>821</b>
Adult Interviews Completed	<b>275</b>	<b>205</b>
Child Interviews Completed	<b>101</b>	<b>139</b>
Response Rate	<b>47%</b>	<b>38%</b>
Languages	English Kiswahili Rutooro Runyakole Luganda	English Nepali
Average Survey Length	<b>34 mins</b>	<b>20 mins</b>
Confidence Level	<b>90%</b>	<b>90%</b>
Margin of Error	<b>4%</b>	<b>3%</b>



**Thank You To 60 Decibels  
For Collecting Our Data!**