



Engage with communities at talktoloop.org

Loop Annual Report 2021

By Alex Ross, Founder and Managing Director

This is the second Annual report for Our Loop Stichting (operating as 'Loop' and covers all of 2021).

This report is for the Loop Governing Board, the Loop Advisory Board and the partners invested in supporting Loop.

Executive Summary

On the face of it 2021 seems like a vast improvement for Loop, with significant growth and progress from the first half year of operation in 2000.

Loop has an engaged Governing Board as well as a unique governance model that people are watching and referencing.

We have strong partnership models with excellent representation and ownership in the Philippines and in Zambia with positive green shoots in Somalia and Indonesia.

We went from an income of \$130,000 in 2020 to €1,070,000 in 2021 and secured funding for core delivery until March 2023.

We have implemented the SMS, Facebook messenger and WhatsApp features on to the main platform as well as the ability to report sensitive stories and to manage these cases securely through a case management tool.

The whole platform is available in 12 languages and the website in 5.

We have designed, in partnership with IDPs and local people in Somalia, a unique approach (called IVRR) to listening to, and most importantly replying to, illiterate non-digitally enabled communities. We also secured the funds to build IVRR in 2022. The potential of this technology is very exciting and gaining interest.

However, if we dig a little deeper, after all of this investment and time, we still only have around 400 stories submitted to the Loop site. 100 of which were about Loop (through testing and onboarding). And 43% of the stories were replied to with less than half of these responses directly from organisations.

This slower than hoped uptake was due to the fact that the only mechanism to feedback until November 2021 was with a connection to the internet. There were significant delays in connecting the SMS in Zambia which had knock-on effects in the Philippines. The WhatsApp and Facebook messenger channels have only just come online in December. The IVRR prototype was operational and implemented by 3 of the 8 NGOs in the NEXUS consortium. They received over 1000 calls, but only 48 real stories from local people. These did result in interesting data. However, NEXUS members only replied to 8

of these stories. The potential for Loop in Somalia has been identified but it was not fully evidenced.

We also have an impressive, secure, and complex case management system and automated data visualisation but we have only received 10 sensitive reports to date. Of these there are at least two which have resulted in significant impact and a positive resolution for the authors/ survivors.

In summary, we have invested in building a solid governance and technological infrastructure and a unique tool which has the potential to really go to scale and add value. While we will continue to invest in improvements and new features to reach more people, the primary focus of 2022 needs to be on building evidence of the value that Loop can bring to people sharing stories, and organisations receiving and replying to them.

Without this Loop is little more than an idea and contributing to more empty rhetoric that abounds in the sector.



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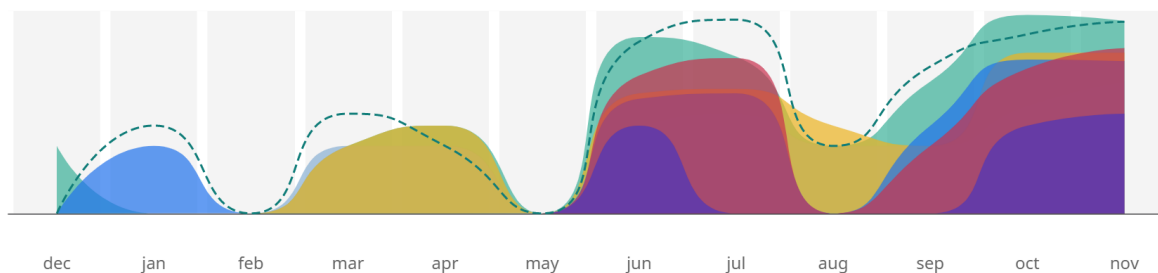
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Loop Impact in 2021

From the open data available on talktoloop.org we can see that we received some feedback on the site in waves of our testing: January (onboarding in Zambia), March and April (testing in Zambia), June and July (onboarding and roll out in the Philippines). You see a dip in the summer holidays in August when we were awaiting the SMS connection to occur, coupled with a peak of COVID cases in Zambia thus cancelling/ postponing planned events. Input then picks up across the board in October and November. The Somalia pilot received input primarily in the month of October.

Stories received over time

● Thanks ● Question ● Opinion ● Suggestion ● Concern ● Sensitive ● Replies



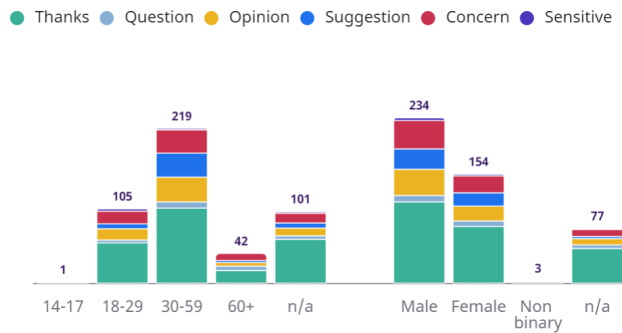
We see the replies following a similar curve to the stories but still not at the rate we would hope for. More communications and onboarding of organisations is required here in all contexts. We hope to attract funding and build an improved user experience for organisations in 2022 through an organisations Profile Page where they can access data management systems to add efficiencies.

We can see on the below table that quite a few people submitting stories choose not to identify their age range (101) or gender (77) and that of the 361 stories only nine were from people who identified themselves as having a disability and only three as non binary. We know anecdotally that these numbers are higher. We need to learn through our outreach about why this is and how to improve the trust and reach of Loop.

Story type × author ability

Trouble seeing: 6 stories (2%)	Trouble hearing: 0 stories (0%)
Difficulty walking or climbing steps: 1 stories (0%)	Difficulty remembering: 2 stories (1%)
Difficulty walking or climbing steps: 0 stories (0%)	Difficulty communicating: 0 stories (0%)

Story type × author's age and gender



We can also see that mostly 30 – 59 year olds used Loop and that more men than women chose to state their gender. Loop must work to ensure the input channels that we have built in 2021 result in a wider range of people knowing about and feeling safe to use Loop and to feel safe to share key information about themselves (age/ gender/ disability).

Finally the below data shows that there is a consistent tone of stories across all age ranges, and genders. Predominantly *thanks*, very few *questions*, an equal number of *opinions* and *suggestions* and a number of *concerns*.

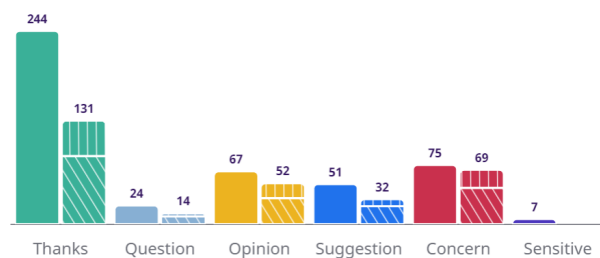
Replies

43% of stories have been replied to
21% of stories have been replied to by organisations

Avg. reply time: 1 week	Total feedback: 361 stories
Total replies: 244 replies	No. of authors: 286 authors
No. of organisations: 93 organisations tagged	

Stories and replies

● Story type ● Replies from community ● Replies from organisations



When we look at how organisations are engaging with Loop we can see on the Statistics page that 93 organisations were tagged in stories by 286 authors of stories. There were 244 replies to stories but the majority of these came from community members. This may be an inaccurate measure due to our system requiring people to login first before being registered as an organisation and it then being hard to find the story in question. Thus some replies could be from people working for organisations who responded

directly and as such are recognised as community members. We hope to fix this, to have a better analysis in 2022.

It is nice to see that nearly all concerns were responded to directly (69 out of 75).

The statistics page for the Sensitive Stories is still being finalised. However, we also received 10 sensitive stories being sent to the Case Manager. Of these, three were incorrectly labelled – teething issues and returned to the author to resubmit. Of the remaining seven, five were protection issues (two of minors, two of IDPs, and one of self harm). One was misconduct from within the author’s organisation and the last one was fraud.

Of the seven, two referrals for assistance were made and delivered and two referrals for allegations were made. One additional referral for an allegation did not proceed due to the author not giving consent due to fear of retribution. The remaining two could not be contacted further. Of the referrals for allegations one resulted in a community hearing and openly addressing the complaint in a positive way.

All stories except for one were submitted by the survivors themselves. Of the sensitive stories, two were about government agencies, two about NGOs, one private sector and one about a community member. All cases are now closed.

Loop will be conducting Key Informant Interviews and Case Studies to better understand the impact (positive or negative) of using Loop both for open feedback and sensitive stories. We will report on these findings on an ongoing basis.

Loop Deliverables in 2021

As well as receiving the above stories and enabling responses and follow up action, we have also developed strong working partnerships with networks of local actors in Zambia, the Philippines, Somalia and most recently Indonesia.

We have an updated website and strong, consistent visual identity across: LinkedIn, Twitter, Facebook, and Instagram globally but also in: Zambia, Indonesia, Philippines, and some reserved pages for future contexts.



Talk To Loop is our consistent call to action and social media and email handles (changed from OurLoop) and we have been successful in receiving a Trademark for TalkToLoop for the UK. We will be extending this out further in 2022.



We moved from OurLoop to TalktoLoop because:

1. 'Our' is a difficult word to say and understand for non-native speakers and it didn't translate well
2. We were not able to get a Trademark for 'Loop' or 'OurLoop' and
3. We could not get consistent social media and website handles for Loop or OurLoop, making our messaging inconsistent.

We now have a 'Platform' hosted on Amazon Web Servers (AWS) in Frankfurt Europe, which is built to be able to scale. It has been built to comply with WCAG 2.0 (accessibility

standards) and GDPR (data protection standards). We will test this in early 2022 with an accessibility audit and an organised data protection hack to identify weaknesses and make subsequent improvements to the platform security.

All features have been designed and built on the platform, together with Sonder Collective, Elite Crew, and our partners in each country, through User Centred Design in Zambia (Bongo Hive), Somalia (ZAMID Consulting) and the Philippines. By the end of 2021 these features include:

- 1) Share a story, feedback to a story, up vote a story, in **12 languages**
 - a. English, Arabic, Spanish, French (global)
 - b. Tagalog, Cebuano (Philippines)
 - c. Indonesia Bahasa (Indonesia)
 - d. Bemba, Nyanja, Tonga (Zambia)
 - e. Somali Maxatiri and Somali Maay dialects (Somalia)
 - f. And set up to grow and add on any new scripts and languages efficiently to the platform when needed

- 2) Share a story or reply through the **internet on a phone, computer, or any other device.**

- 3) Share a story or reply through **SMS**
 - a. Short code reverse charging in Somalia 6464
 - b. Short code (reverse charging for two of three mobile operators) in Zambia 4343
 - c. 'Short' code reverse charging in the Philippines (eight digits)

- 4) Share a story or reply on **Facebook messenger** from the:
 - a. Loop Philippines Facebook page in English or Tagalog and
 - b. Loop Global Facebook page in English, Spanish, French and Arabic (being finalised)
 - c. A scalable solution to add on new Loop Facebook pages and new languages efficiently

- d. Reserved Facebook handles for multiple other contexts to stay in keeping with our current approach: @talktoloopPhilippines, @talktoloopZambia...
- 5) Share a story or reply using **WhatsApp**
 - a. One Zambian number registered in Zambia (as Zambians felt more confident using a Zambian number whereas other contexts found this less relevant – to test)
 - b. One global number being registered
 - 6) A tested and ready to build design for people to leave **voice messages and receive voice replies** through Loop. Funding secured and build should be complete in Q2 of 2022.
 - a. Operational in Somali (Maxatiri and Maay languages)
 - b. Operational in Zambia (Tonga, Nyanja, Bemba and Lozi)
 - c. Possible to scale
 - 7) **Sign up** to the platform and gain password access.
 - a. This is cumbersome at the moment, and we will be seeking funds to develop the Profile page much further in 2022.
 - 8) **Training of 11 moderators** for onboarding and ongoing development to improve and manage the feedback coming in. Design and testing of Community Guidelines and Moderator Protocols.
 - 9) A **Case management tool** to manage sensitive reporting in a safe way. Including an accessible **Data Policy, Emergency alert system and SOPs**.
 - a. We have two Case Managers trained and will be onboarding the third in December and January
 - b. We will be stress testing the data protection of the system in Q1 of 2022.

In addition, we have a strong **staff manual** setting our organisational approach and ambition. Including aligned policies which meet FCDO Due Diligence processes and an open transparent risk register.

We have an approved Visual Identity document for all partners to use in their work with Loop: Country communications teams, web designers and developers, and for our global website and social media work to be professional and consistent.

Representation

The **Loop Governing Board** holds full accountability for the Loop Charity. We meet four times per year at a minimum. Loop now has six Governing Board members:

Who	Where	Professional Area of Expertise	LinkedIn profile
Geoffrey Kateregga – President	Uganda. Africa	Geospatial mapping. Community led initiatives.	LinkedIn
Salama Bakhalah - Treasurer	Yemen. MENA	United Nations and Red Cross. Gender.	LinkedIn
Adeline Sibanda – Safeguarding focal point	Zimbabwe. Africa	Evaluation. Board Leadership.	LinkedIn
Tey el Rujla	Syria. MENA	Refugees. Cryptocurrencies.	LinkedIn
Marcia Alarcon - Youth	Paraguay. LAC	Civic Engagement. Youth	LinkedIn
Nanette Antequisa	Philippines. Asia	Survivor Centred programs.	LinkedIn

We will be seeking to increase this to seven active members in 2022.

The Loop **Advisory Board** operates in an advisory function and holds no decision making authority. We meet three times per year at a minimum. It now includes:

Who	Organisation	LinkedIn profile
Degan Ali	ADESO and NEAR network	
Christina Bennett	CEO of the START Network	LinkedIn

Alexandra Sicotte-Levesque	Red Cross Movement. IFRC AAP	LinkedIn
Elise Ford	Humanity United Foundation	LinkedIn
Tanya Wood	Executive Director CHS Alliance	LinkedIn
Sorcha O'Callaghan	Head of the Humanitarian Policy Group at the Overseas Development Institute	LinkedIn
Rachel Maher – being replaced	UN OCHA AAP focal Point. IASC representative	LinkedIn
Kimberly Gire	Private Sector and Innovative Finance	LinkedIn

The Advisory and Governing Boards meet jointly once per year.

The Loop staff are now made up of one full time person – the Managing Director (Alex Carle) and one part time person (3 days per week) – the Communication and Business Lead (Simon Middleton).

All other support is through time bound contracts with technical experts and consultancy firms: many of whom are deeply committed and invested in the success of Loop.

This distributed, flexible approach reduces the risks for Loop, maintains a light and low cost core and the ability to scale up and down quickly based on opportunities and funds. All current partners are committed to the success of Loop and express an interest to stay on and help to grow its impact.

Partner organisations are like ‘charitable franchises’ of Loop, owning and leading on providing an independent feedback and complaints mechanism in their own countries for the collective to use safely.

National networks of organisations and actors provide a governance structure and identify one national Civil Society organisation to host Loop. These partners employ and manage Loop moderators for their country of operation.

At the moment this includes:

- **Philippines:** Two staff full time hosted by ECOWEB
- **Zambia:** Two staff FTE hosted by ZGF. One staff hosted by NGOCC (ending in March 2022)
- **Indonesia:** Two staff part time hosted by Predikt (to start when funding confirmed)
- **Somalia:** Three staff part time hosted by ZAMID consulting (one tech lead and two moderators ending in December)

This combined structure is one of the strongest assets we have to help bring Loop to scale in a meaningful localised way.



External Representation:

We have continued to engage with a wide variety of actors to understand existing initiatives, theory and thinking in the area of AAP/ CEA; SEAH/ Safeguarding; Accountability; Data sharing; Closing the Digital Divide; more meaningful Due Diligence; Cash; Collective Accountability (with pooled funds for example); Early Warning Early Action systems, and Movements linked to Shifting Power, Decolonisation and Community Led Development.

We also use these opportunities to let people know about the Loop platform, the concept, and the potential. These diverse groups help feed into our design and learning and help us to get buy in for the new, emerging concept. As part of this, in 2021 we participated in the following events and wrote in the following publications:

Conferences in 2021:		
Bongo Hive Zambia	Digital Transformation conference	Alex
PARTOS Awards	Chosen to be top 10 PARTOS awards for 2021 most innovative solution	Alex
CHS Alliance	Closing the Digital Divide	Alex and Issack from NEXUS Somalia
CHS Alliance	Opening Panel	Nanette
ZGF and Loop Zambia	Table Talk	Sheena, Stu from ZGF
ECOWEB and Loop Philippines	Launch	Retchel and EG from ECOWEB
REAP – Risk Informed Early Action Partnership	Loop presentation and ongoing participation	Alex
Zambia SGBV alliance	Loop presentation and ongoing participation	Alex and Sheena

BOND, ICVA, CHS (SEAH and AAP), InterAction	Loop presentations to sub working groups on related topics	Alex
RINGO project	Presentation and workshop participation	Alex
START Network	Annual conference	Alex

Publications in 2021:		
Loop website	3 newsletters	Simon
Zambian Newsflash	Many references to Loop	Situmbeku ZGF
Hague Humanity Hub	Newsletter spotlight on Loop	Alex
LinkedIn	Learning series 2 – Sensitive reporting	Alex
LinkedIn	<u>Learning series 1 – Language</u>	Alex
Restless Development	<u>Newsletter</u>	Restless development



Online Community in 2021:		
Site	Followers	Comments
Loop platform	175	Enrolled to receive notifications of stories
Website	11,500	Unique visitors in October
LinkedIn	388	2100 from Alex Carle LinkedIn
Twitter	214	
FaceBook Global	823	
Facebook Philippines	441	
Facebook Zambia	1500	
Newsletter	749	
Loop Philippines Forum	40	Organisations on FB page

Our online community had to start anew when we shifted from OurLoop, and networks linked strongly to Alex Carle (the MD) towards a more professional Talk To Loop handle.

Ecosystem Commitments

Loop signed on to the [Misconduct Disclosure Scheme](#) whereby we have committed to: *Systematically* check with previous employers about any SEA issues relating to potential new hires and committed to *respond systematically* to such checks from others. This is an obvious contribution to keeping people safe. We will be reporting on this action annually.

We signed up to the [Charter for Change](#) and the eight commitments identified as helping to address imbalances in inequality in the global humanitarian system.

We tried to apply for the Guide Star Platinum Seal of Transparency but as we are not registered in the USA, we were not able to.

In 2019 we signed on to the [Charity Governance Code](#) and used the advice to shape our policies and procedures.

We also submit data to the [International Aid Transparency Initiative](#) (IATI) on a quarterly basis to play our part to improve the transparency of development and humanitarian resources and their results to address poverty and crises.

In relation to good use of Technology in 2020 we signed [The Copenhagen Letter](#), the [Catalyst Charter](#), the [Better Digital Service Principles](#) and we acknowledged the [OCHA Data Responsibility Guidelines](#).

In 2022 we will have an audit of our Accessibility against the Web Content Accessibility Guidelines revised version [WCAG 2.0](#) and an Audit to ensure we meet the General Data Protection Regulation [GDPR](#) requirements and possibly other standards in the sector ([ISO](#) or others).

Finally, we will also assess the Loop Platform and if possible, the Loop Charities Carbon emissions and create policies and approaches to try to reduce and manage this from the baseline as we grow.

Finances

We are a registered Charity in Holland and have received another year of equivalency status of a 501c3 charity in the United States. We have passed the Due Diligence process with the Foreign Commonwealth and Development Office (FCDO) of the British Government and received a grade A for our FCDO annual report.

Our audited accounts are in euros, and available in February of each year and shared on the website. We have an online Manual which includes all Policies and procedures including a risk register which is updated at least every three months and available from the website.

In line with our open data principles these are all openly available from our website and we welcome in line comments and suggestions to help us improve these tools.

2021 Income

In 2021 we raised €1,070,000 and we spent €1,050,000. This is an 800% increase on the first year's income and expenditure of €130,000.

Income 2021 - rounded	Cost in Euros
Humanity United x 2	€140,000
FCDO	€879,000
DRA through NEXUS Somalia	€51,000
TOTAL	€1,070,000

Our donors in 2021 were Humanity United, Foreign Commonwealth and Development Office (FCDO) and NEXUS (managed by Save the Children and funds coming from the Dutch Relief Alliance - DRA). We have been successful in getting additional funding from our two key donors (FCDO and HU for 2022).

2021 Expenditure

Expenses 2021	Cost in Euros
Staffing and associated costs	€85,500
Office costs – legal, financial, phone, registration etc	€55,000
Fees – audits, communications etc	€34,500
Platform development	€690,000
Partners and consultants for projects	€185,000
TOTAL	€1,050,000

Our expenditure was primarily on the development of the Loop platform. Followed by support to our partnerships in Zambia and the Philippines as well as additional specialist consultants - Monitoring and evaluation, Data Protection audits, Sexual Exploitation and Abuse advisor etc.

We have appropriately spent out each grant within the budgets and approved processes. We have the \$20,000 USD grant from HU to deliver the Sustainability and Scale Strategy which is 100% spent on the hiring of a consultant to help us deliver a Business Plan and further develop our costings to run Loop at scale. This will be implemented between November and June 2022.

2022 and 2023 Income

Income 2022 to date	Cost in Euros
FCDO Closed Loop completion	€99,000
FCDO IVRR	€394,000
Humanity United – not yet confirmed	€133,000
TOTAL	€626,000

Looking to 2022 we have confirmed €493,000 from FCDO. This is made up of the remaining funds for the Closed Loop FCDO project, as well as a budget increase and extension from FCDO for 2022 and 2023 to build, deliver and learn from Interactive Voice Response and Reply (IVRR), helping Loop to listen to more people and to bridge the digital divide.

We have also successfully received a project budget from Humanity United (HU) to develop a Sustainability and Scale Strategy for Loop (included in the 2021 income). We are in the final stages of discussions with HU for a new grant, similar to that of 2021 for 2022 of €133,000 per annum (\$150,000).

We also have £23,000 secured as part of the FCDO IVRR project for 2023 up until March.

This current income just covers our current plans and forecast expenses for 2022, ensuring we can continue to deliver Loop in Zambia, the Philippines and Somalia at small scale for 2022 and to build the IVRR channel by April 2022.

We are also actively seeking funds for a number of projects. The largest being to build a more user-friendly profile page for organisations to be able to use the data and tools available through Loop to enhance their existing work (monitoring and evaluation, complaints mechanisms, SEAH reporting, feedback channels, communications with communities, data integration, reporting etc).

The others include funds to deepen the investment and uptake in the existing partner countries and also to expand to a few additional contexts in partnership with local networks. This would enable us to push the adaptation of Loop further, to learn more and to evidence impact.

2022 Expenditure

Expenses 2022	Cost in Euros
Staffing and associated costs	€147,000
Office costs – legal, financial, phone, registration etc	€15,000
Fees – audits, communications, consultants etc	€58,000
Platform development – IVRR and WhatsApp/ Website bott	€315,000
Philippines (Carrying funds from 2021 over)	€0,000
Zambia	€23,000
Somalia	€43,000
Indonesia (receiving in country costs directly from donors)	€0
TOTAL	€601,000

As per previous years, the majority goes to the development of the underlying technology. This ratio is unlikely to continue after the first three years of investment and the core technological infrastructure is in place.

2021 Narrative

The year started with a bang focusing on the FCDO project in Zambia, designing the core platform, translation features, SMS integration and Closed Loop Case Management system.

We focused primarily on design and testing. Onboarding the Loop partners in **Zambia**: NGOCC - one moderator and ZGF - one moderator (a volunteer moderator and a part time moderator for Tonga and Lozi languages) and one Full Time Equivalent support staff covering communications, IT and financial management. We had the plans up and ready by the end of March and then switched to a focus on communications and onboarding while the development team built the solution with the wider team's sporadic input.

Due to **Elections and COVID cases** increasing in Zambia, things were slow in the second quarter. At this time the **Philippines partnership** started to get traction after all of the internal work that the Philippines Loop National Coordination Council (LNCC) had done. They defined and set up the LNCC, approved a hosting organisation and a budget. They recruited two Moderators who were trained and on board by mid year. This duo, with the support of their leadership, is very dynamic and set up a very powerful Launch party in July with 134 people joining on Zoom, 100s joining on the live Facebook streaming and a further 600 downloads of the video since.

We had huge difficulties in Zambia, the Philippines and Somalia getting the **Mobile Operator contracts** set up and connected. This led to a four month **delay** in Zambia, a three month delay in the Philippines (further exacerbated by delays of a month on the developer's side) and six weeks in Somalia (primarily due to contractual and pricing issues).

The launch in Zambia went ahead in August even though the SMS was not connected and the majority of people preferred to use it through this medium. The SMS connection only happened at the end of November and there continue to be issues with the Mobile Operators either not connecting any messages with over 140 characters or images (emojis for example), or not providing the reverse charging service as agreed. In

addition, they have not provided a secure testing environment meaning more work and costs for the Zambian IT staff and the Elite Crew Developers.

The months of August, September and October were difficult for our partner countries who had to constantly postpone or restructure their community engagement activities and targets due to the delays in implementing the technology.

Things were very **busy in November and December** as a lot of development was posted to the live site, improvements made and the postponed roll out being pushed through - Facebook messenger, Sensitive Statistics Page, Case Management tool, SMS in the Philippines and Zambia, WhatsApp, Data Protection and Accessibility Audits, Visual Identity document, new Website, additional language added in Zambia – Tonga, Livingstone field visit for 30 Health Centres, Closed Loop Zambia conference, Philippines Loop Forum contract extensions. In addition, a ramp up to the next projects began in haste and the Loop manager in Zambia went on maternity leave.

In **Somalia** the contract for the NEXUS project, through Save the Children, was agreed in March and the funds only arrived in October. Loop used HU funds to pay for costs in the interim. We started working with an excellent tech consultant in April and have designed a very exciting way to bridge the digital divide with Loop – IVRR. We made this minimal viable option work for 2000 airtime credits in Somalia in October and November and learnt a lot in the process. The NEXUS members and others involved have agreed they see huge potential of Loop in Somalia and while this project is now closed the next phase is being agreed.

We presented on the **IVRR solution** at the CHS Alliance Annual summit and we were selected as one of the top 10 contributions for the PARTOS 2021 Innovation Awards. As a result of this profiling we received funding from FCDO to extend our existing grant and build on the IVRR technology and use it in Somalia and Zambia.

In August we met with the Humanitarian Coordination group in **Indonesia** and over a series of meetings agreed to establish Loop in Indonesia. We have translated the platform and the website into Bahasa Indonesia. We have reserved a @TalktoLoopIndonesia Facebook page and we are prototyping the WhatsApp Channel with the Indonesian counterparts. We have trained two moderators who will be hosted

by one of the local organisations. The Indonesian partners are finalising some funding in-country to cover their in-country costs for one year before we can start.

At the end of 2020 and into 2021 we had hoped to secure funds to **pilot Loop in Yemen** but the funding never came through for this context, even though we had a strong application with a great national counterpart and a strong interest from OCHA at the end of 2020.

2022 – and the future

In 2022 we will start building the Interactive Voice technology and have it ready for use in April in Zambia and Somalia.

We will work on securing funds to design and build Organisational Profile Pages which make it easier and more efficient for NGOs and others to organise the feedback of their organisation, track responses, trends, extract data and manage complaints. We will design this in conjunction with a group of diverse NGOs.

In 2022 we hope to extend into other contexts and to test it across all the input mechanisms further. The priority is to deliver well in these four contexts – to ‘go deep’ and only to expand where strategic opportunities open.

We will continue to explore our role in the global Safeguarding services, as an independent reporting mechanism.

We will also invest in understanding the long term at scale costs of Loop and identifying sustainable income streams to support Loop longer term, thanks to Humanity United’s grant. We plan to start delivering on this strategy by the end of 2022.

Risks in 2021

In the second year of establishment our risks have included:

- 1) COVID and access to communities.

This has been mitigated with little to no direct impact other than a few delays due to people being unwell.

- 2) A small donor funding base.

While we are happy with the scale of funds raised to date, this comes from primarily two committed donors. This is despite numerous applications and discussions with a very wide range of potential funders. While the overall income is considered positive the risk exposure is very high and the lack of being able to attract further donors as yet is of concern. Our assumptions about why we remain vulnerable in this area, based on feedback, is because people are waiting to see the impact of its use before committing and it is quite a new concept and takes a while to understand the full potential. We are developing a Scale and Sustainability Strategy with funding from Humanity United to research potential long-term costs and to better identify future funding pipelines further.

- 3) Large NGO buy-in and use.

We have learnt that the smaller an organisation is and the closer they are to local people the more they want to use Loop immediately in their work. It adds significant value in engaging with local people, identifying emerging needs and learning how to improve services. These organisations tend to be more restricted by donor budget lines to operationalise feedback and complaints mechanisms so a consistent service, in real time, offering data analysis is seen as adding real value. The larger organisations vary in response. Some are concerned around the open aspect of the data and the risks that might pose. At the beginning of 2021 questions about why use technology and Data Protection were prevalent but due to COVID and the fourth technological revolution the question of why technology no longer appears. Data Protection and secure infrastructure is also no longer an issue as we clearly have robust systems in place,

often much better than existing widely used tools. Risks exist but have been managed robustly.

4) Pick up of Sensitive Story reporting (Closed Loop)

The number of Sensitive reports has been less than expected due to delays in the roll out of Loop. We do not see this as a risk but highlights the investment of time and communications that is required to build trust and confidence slowly over time across different actors. All technical people are very positive (OIAI, CARE complaints reporting, Charity Commission, etc). The scale up will take time.

For more detail on the risks please visit our open Risk Register.

Focus for 2022

Going into 2022 I, as the manager, feel that there is less risk of Loop failing than I did in 2020 or 2021. The risks are more hurdles and project specific concerns than existential concerns. In 2022 we need to continue to focus on:

- 1) Going deep and building evidence in the existing countries and partnerships,
- 2) Build Organisational Profile Pages to add value to organisations and leverage them to reach more communities
- 3) Build a broader sustainable donor base and clear midterm revenue strategy
- 4) Continue to learn about the appropriate structures for Loop – charitable franchise/ country partnerships – based on each new context and see if a consistent approach emerges.
- 5) Test out new areas and opportunities (countries/ technologies/ integrations) and identify new friends and allies to more effectively raise the voices of people affected by crisis onto decision making tables everywhere.