

Loop Annual Report 2022



By Alex Ross, Managing Director of Loop

This is the third annual report for *Our Loop Stichting* (operating as Loop) and covers all of 2022.

This report is for the Loop Governing Board, the Loop Advisory Board and the partners invested in supporting Loop. There will be a condensed version for wider dissemination.

Executive Summary

2022 has been a year of consolidation and learning with regards to the Loop programme.

We have been able to evidence a wider variety of use cases using Loop throughout this year than expected. We have learnt about the relative importance of some aspects of the platform that we didn't recognise in the previous year, such as the ability to report in to an independent actor to get around failing reporting systems, and the value that anonymous reporting brings to people who are vulnerable to exploitation or abuse.

We have also learnt a huge amount about being a global tool that is nonetheless owned and adapted locally and how different the uses and approaches are for Loop's deployment in each country. This has helped to reinforce the decentralised, locally-owned structures over time. We still need to learn how to establish clear yet flexible roles and responsibilities to ensure strong ongoing partnerships. We also need to learn how to better articulate this structure and enhance the potential benefits for local actors.

What we have not been able to adequately address however, is how to gain collective buy-in and agreement to use Loop at a systems-wide level – either at response or organisational level across countries. We do see a growing number of individuals within these larger institutions seeing the value of Loop and becoming internal advocates. We also see a growing number of local organisations asking Loop to come to their country.

We remain vulnerable to limited funders and insufficient funds to improve the platform based on learning. However, as will be seen in the case studies in this report, the potential for positive impact of Loop at scale is undeniable.

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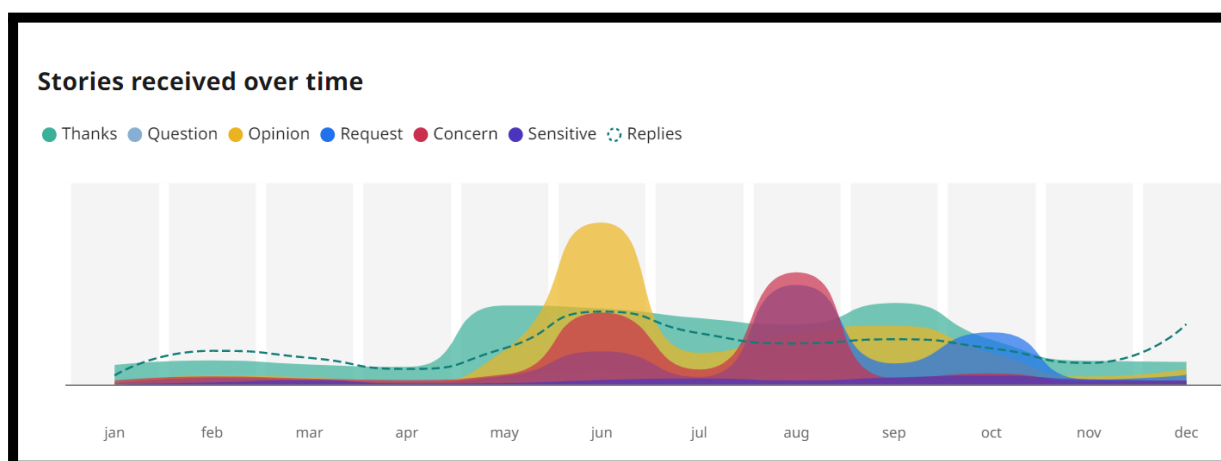
How was Loop used in 2022

Numbers of feedback on Loop

In 2022 Loop received nearly 2,500 individual instances of feedback, constituting the majority of stories to date, with 500 received in the previous, (partial) first year of operation. We also received over 100 Sensitive Reports.

As can be seen below, the majority of feedback was collected between May and October with significant peaks around key activities instigated by partners in Indonesia and the Philippines.

Image A: Stories received on Loop from January 1st to December 30th



The vast majority of the feedback was positive.

Anonymous
Nov 21, 2022 • Люблин, Poland

To: [Stowarzyszenie Homo Faber](#) [Danish Refugee Council \(DRC\)](#) +2

We are very grateful to the public organization Homo Faber in the person of volunteer Mrs. Maria Mazur, the government organizations of the Lublin Voivodeship and benefactors for their assistance in purchasing winter clothes and rehabilitation equipment for the elderly! Dear friends, accept our sincere words of gratitude and wishes for the prosperity of Poland.

Original story submitted in Український • [Translated to English](#) ▾

8 views 1 replies

Upvote 0

Your reply

Story information

Story type
Thanks

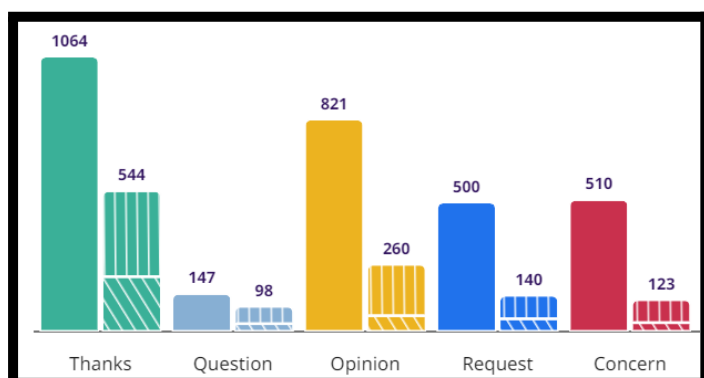
Age
60+

Gender
Male

Disability
Self-care, Other

Sent by
Web

Image B: Type of feedback received on Loop from January to December 2022



We see a low number of replies from organisations back to the authors, across the board. This is even when the data has been used to inform programming and policy work by that organisation, which will positively influence the community.

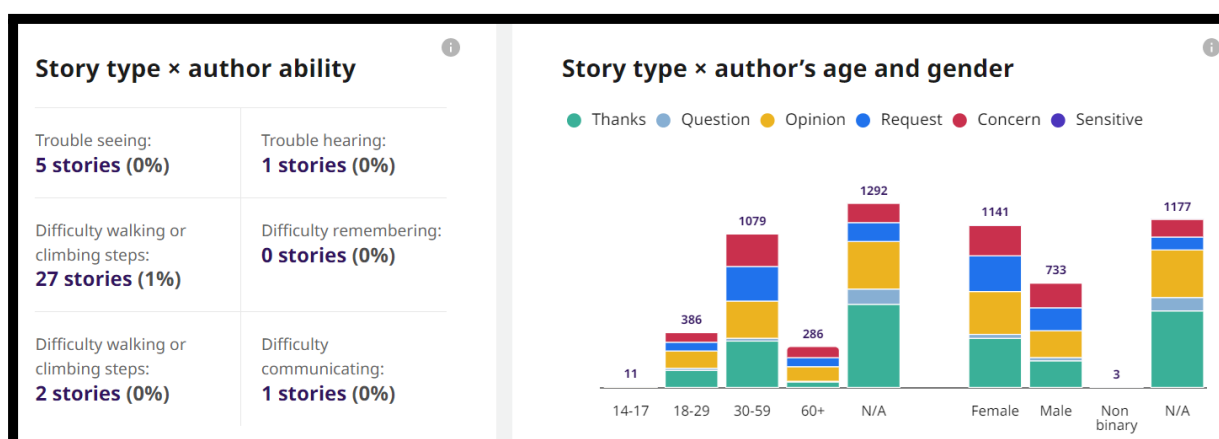
We are still learning about the reasons for this and will be doing some external research on barriers in 2023.

Demographics of people using Loop

As can be seen in Image C below, more than half of the feedback was from women, but only 3 stories were from people self-identifying as being non binary. 36 stories were submitted from someone self-identifying as having a disability.

The majority of stories came from people between the ages of 30 and 59, but 286 were from people over 60 years of age and 11 were from people between the ages of 14 and 17. We would have expected the younger age group of 18 to 29 year olds to be the largest group submitting stories but this is not the case in any country.

Image C: Authors submitting open feedback on Loop by Age, Gender and Disability



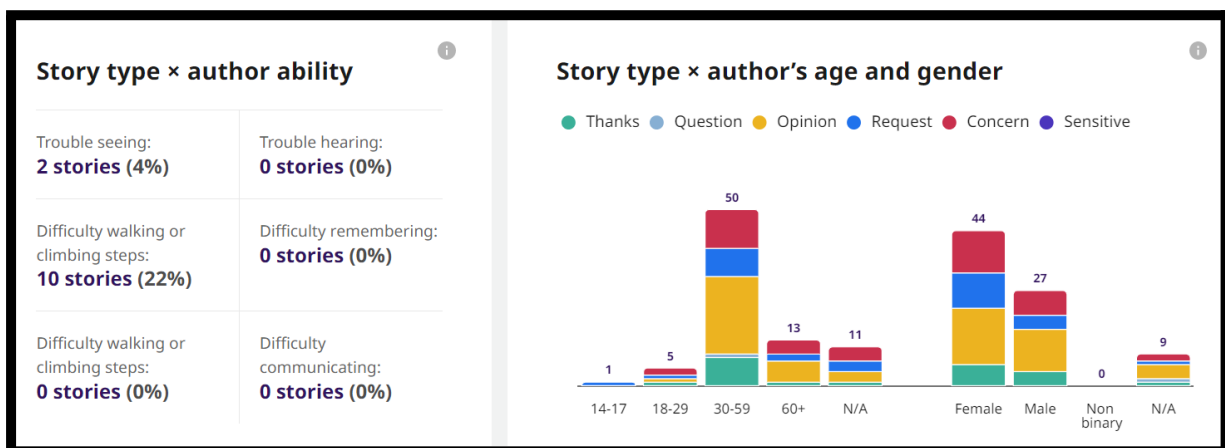
There is still a considerable number of people choosing not to identify their age or gender. For the first 6 months this was primarily due to feedback on Facebook being significantly quicker if the user chose not to complete this information. We then adapted the process to make it just as easy to choose one's gender, disability and age range as it was to skip this step if you prefer not to share this data. We expect the data on gender and age to be more robust in 2023. Preliminary results suggest

that the design changes have had an impact on the resulting data, although without eliminating people choosing not to share their age or gender completely.

We believe some people who are living with a disability prefer not to self-identify on Loop, for various reasons. Country partners suggest that this is because of cultural ideas of disability, definitions etc. We broadened this out to find ways to track other characteristics and as a consequence have added in an entire thematic filter on Protection, this includes things like: Chronically Ill, Indigenous groups, legal status (refugees etc), low income families, LGBTQ+ etc. The moderators can add these tags to help better understand the data based on what people choose to share.

Since doing this when we add the filters Persons with Disabilities and Chronically Ill we see a much larger number of stories submitted and only a small percentage of these were tagged as being from a person with a disability Some of the reasons for this are because people submit stories on behalf of others: for example a daughter submitting a story about her chronically ill, elderly parent. Therefore we can see greater numbers with this filter than just looking at the above self identifying data on disability.

Image D: Stories received from January to December 2022, filtered by the thematic Protection (Persons with Disabilities and Chronically Ill People)



Should Loop moderators tag the story about the subject or about the author of the story? This needs to be assessed further.

We have learnt that organisations prioritise reporting the total numbers and percentages of people reporting into Loop, rather than the differences of Story Type that these demographic groups are making. For example, do more women have concerns than men? Therefore we have decided to simplify the Statistics page Age and Gender graphs to not include Story Type, as this results in duplication of author numbers. For example if I submit a story that is tagged as both a Thanks and a Question my demographic data is represented in both areas. In January we will adjust the logic to only show age and gender, and users can find the breakdown of the types of stories they submit elsewhere on the statistics page by using filters to identify differences in experiences among these groups.

Demographics of people submitting sensitive feedback

Over the course of the year we received over 100 sensitive stories. These all came from the six countries where we currently operate.

52 of the sensitive feedback items were from females, zero from self identifying non binary people and 20 from men. The remaining 18 did not identify their gender.

Two sensitive stories were from 14 - 17 year olds and two from over 60 year olds. There were 15 sensitive stories from 18 - 29 year olds. So once again the 30 - 59 year olds were the majority users of Loop.

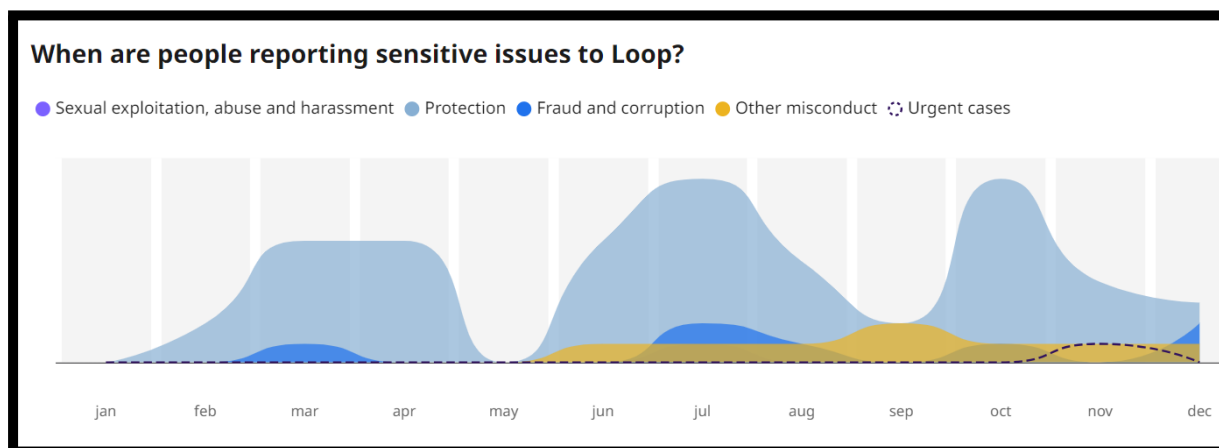
33 sensitive stories were from the survivors themselves and 16 from a witness. Only six came from survivors' friends or relatives. There was only one from a colleague at work. This is surprising considering there were 8 reports of misconduct, thus suggesting that staff reported about issues primarily affecting themselves directly.

The data on sensitive stories about: who reports; age; gender; and disability, is still not showing on the open aggregate and anonymised [statistics page](#). This is to ensure the anonymity of authors; and we have not yet received sufficient Sensitive reports to reach the safe number to open up this data yet, however we continue to collect a wide range of data points.

Types of sensitive reports being received by Loop

We can see in Image 5 below, the types of sensitive issues being reported over the course of the year. The vast majority (50) are protection stories. Seven were for fraud and corruption and eight for misconduct. Surprisingly there was only one sensitive story about Sexual Exploitation and Abuse. There were some others that could qualify but the perpetrator was not identified.

Image E: Sensitive Feedback Submitted on Loop from January 2022 to December 2022



In the Protection reports there was a high number of sensitive reporting pertaining to both Gender Based Violence (13) and Child Protection (14) from known people – government staff, community members etc.

Overall 17 people were referred for assistance while only 11 of these received it. The large drop is primarily due to the authors not being contactable following the initial 24 hours. We want to work on improving this data analysis further during 2023 to ensure that useful actionable insights can be

gained from the open data. We will also continue to improve our processes and trust-building in each country and will build relevant partnerships and continue to map referral pathways.

Overall there were four closed investigations as a result of reporting through Loop this year. These were all managed through mediation and community forms of resolution. Interestingly, as reporting through Loop enables people to remain anonymous, the hosts of Loop were able to instigate discussions which could occur collectively.

For example: communities who were affected by the actions of a large private corporation in their community reported to Loop, who referred the story anonymously to the local authorities. The local representative called a town hall meeting, where everyone was invited to discuss the issue raised and come to a facilitated agreement.

Languages used on Loop

Loop is available in 15 languages and three scripts, that includes:

- 1) English, Arabic, French and Spanish
- 2) Nyanja, Bemba, Lozi and Tonga for Zambia
- 3) Tagalog and Cebuano for the Philippines
- 4) Bahasa Indonesia for Indonesians
- 5) Somali Maay and Somali Maxatiri for Somalia
- 6) Ukrainian and Polish

Throughout 2022, both sensitive reports and open stories were submitted in 12 of the languages on the platform (not in French, Spanish or Arabic). We added on new languages gradually throughout the course of the year based on national requests. For example: we added Cebuano in the Philippines due to an identified need to reach lesser served communities who did not feel confident speaking in Tagalog, the official language. We also added on the two Somali dialects which have been very well received and could add on a third if there is sufficient funding and demand.

We were able to add on Polish and Ukrainian within two weeks, across all digital channels, as soon as the invasion of Ukraine occurred. We are able to add Russian on within a week and have moderators who speak Russian. However, after consultation with local organisations and communities, it was decided that to ensure trust in the platform, we should not yet include Russian and review this on an ongoing basis. We would love to add on Roma but are seeking partnerships in Ukraine and Poland with Roma communities to ensure this is done with them, if helpful.

We see that some people who used Loop said that they speak a specific language, understood the content in that language but then chose to submit their written reply in a different language. For example, some people stated they wanted to engage in the Ukrainian language but then they submitted their written feedback in Russian. Or people from Zambia said they spoke English but submitted their reply in Nyanja. We also saw a lot of stories being submitted in a hybrid of languages - 'Taglish' (Tagalog and English) making it hard for any single language to be used as the base for translation.

We experienced this fluidity of languages in most countries. This shows how local people need to be able to choose how they receive information but also how they choose to respond. Our systems are being improved to be able to adapt to all of these use cases. This includes, for example moderators translating and retagging languages for improved machine translation.

We received open stories from nine countries, the six where Loop is present and also from Kenya, Uganda and South Sudan. The stories received from non partnership countries were requests for support. Loop responded to the authors and suggested where they could go for further information. We expect to see an ongoing low number of stories from other countries as the knowledge of Loop grows. We will continue to be reactive and research possible actors to engage with these stories nationally.

All Sensitive Feedback came from the six countries where we operate.

Which organisations are using Loop?

Loop will only be sustainable and add value to local people if the feedback is heard and responded to, so the number of people and organisations engaging with feedback on Loop is a key metric to track for potential impact.

393 people have signed up to be notified about if a story is submitted. They have a password and can more efficiently submit feedback and replies as well as be notified if any stories are posted on Loop about their organisation.

They are from 202 organisations, registering from over 21 countries. This included primarily:

- 1) The Loop countries of operation (Poland, Ukraine, Indonesia, Philippines, Somalia and Zambia),
- 2) Head offices (Holland, United Kingdom, Switzerland) as well as
- 3) Other countries, such as eight from Kenya, four from South Sudan, Iraq, Yemen etc.

Organisations represented include, some individuals from:

- 1) The large International Organisations such as UNICEF, UNHCR, OCHA, IFRC etc
- 2) The large International Non Government Organisations such as Danish Refugee Council, CARE, British Red Cross, CARITAS, Catholic Relief Services, Humanity and Inclusion etc
- 3) Non program related organisations such as ALNAP, Clear Global and CashCap
- 4) National organisations across 21 countries including our six operational countries
- 5) National authorities, specifically in the Philippines, Indonesia and Zambia
- 6) Local organisations

The majority of these 202 organisations are not active users of Loop but rather signed on to be notified of any stories and to respond reactively.

The vast majority of active users of Loop are local and national organisations in the six countries of operation - primarily the Philippines, Zambia and Poland, with an increasing number in the last few months from Indonesia, Somalia and Ukraine. The uptake is significantly more rapid and positive by organisations closest to affected populations.

We see a small handful of international organisations supporting their local partners to use Loop as their organisation-wide Feedback, Monitoring and Evaluation, Complaints, and Sexual Exploitation and Abuse reporting mechanisms. These INGOs use Loop as one tool in the capacity building activities of local partners. Thus supporting partners to integrate a sustainable, long term, non project specific, tool which also contributes to them being able to meet international due diligence requirements of any other donors or partners.

We do not see INGOs using Loop in any country proactively as one part of their own feedback or reporting mechanisms.

Loop structure at the end of 2022

During 2022 we evolved into a Charitable Franchise structure. This means that networks of local organisations own Loop through Steering Committees and are hosted by a national organisation in each country. The small, dispersed global team manages the technology improvements as requested by local users as well as the quality and consistency of the user experience (Open and Sensitive feedback).

We are currently in six countries (Zambia, Somalia, Philippines, Indonesia, Ukraine and Poland) and hosted by five organisations (Zambian Governance Foundation, Centre for Peace and Democracy Somalia, ECOWEB Philippines, Predikt Indonesia, Elite Crew for Ukraine and Poland).



We have two active, functioning and integrated Steering groups (Philippines and Indonesia) and two more are being established (Poland and Zambia). It is important that the host and steering group/franchise approach is adapted and led by local actors in the national ecosystem and will evolve over time.

We are being approached by other organisations and actors in different countries to discuss how to bring Loop to their country.

What evidence exists of Loop's potential for impact and use?

While the above analysis is interesting to see the growth and changes over the last year, the most important element is what is the impact, or evidence of potential Impact?

The variety of use cases and local level impact as a result of using Loop has been significant in 2022. It has been more varied and interesting than expected. We have built up evidence that Loop is being used by local people:

- 1) to get services they need
- 2) to report where services are not being delivered and
- 3) to report safely about abuse, fraud and misconduct

We can see evidence that this information has been used by organisations to:

- 1) to respond to people with relevant and timely information
- 2) to course-correct implementation plans
- 3) to celebrate their successes and impact
- 4) to keep people safe by informing them of an independent anonymous reporting mechanism
- 5) to use the data to inform policy and
- 6) to get additional funding

We do not yet have evidence of donors or policy influencers using Loop to inform their own work, nor of researchers using trends in Loop to inform further analysis or research. This is primarily due to a lack of scale.

We have not yet been able to evidence large scale actors deploying Loop for their own purposes or collectively and as such the data is not impacting the systems level approach or thinking. We had hoped to be adopted or 'approved' as a tool by Accountability to Affected Populations (AAP)/ Community Engagement and Accountability (CEA), Protection from Sexual Exploitation and Abuse (PSEA) or Risk Communication and Community Engagement (RCCE) groups but this has not yet occurred in any country. Even though we have been receiving a lot of Gender Based Violence reports we have also not yet been adopted by key actors as a mechanism that they are rolling out as part of their action plan. However, we have been referenced and included on lists of possible feedback and reporting mechanisms by numerous actors including some government authorities.

Below is an outline of what we do have evidence for and also what we have learnt.

Learning 1: We have evidence that Loop can be used to give early warning data for a sudden onset crisis and continue to be used throughout the disaster management life cycle.

We can see that in a sudden-onset climate-related crisis, Loop enabled populations to use a reporting mechanism throughout the life cycle of the crisis, helping them to trust the platform, and to get direct responses to their calls for help and requests for provision of basic needs.

The resulting data showed the patterns of the needs changing over time by location and potentially population type (elderly people had additional needs in the Philippines and children in Indonesia). This shows that Loop can offer value before, during and after a crisis, thus having impact at the human to human level.

The secondary benefit is the use of the patterns of the resulting data to be openly available for project adaptations, funding decisions and to inform policy for future crises. All of which has been evidenced this year:

Case Study 1: Early Warning in Sudden Onset Climate Crisis. Typhoons in the Philippines.

In the Philippines, Loop was used by the local authorities and Disaster Response Committees to warn people, on the public platform, about the impending cyclones, volcanic eruptions and storms.

In the communities where Loop was used during the sudden onset crisis, we also see it continues to be used to share updates and information about where people in need were located and what help they required in real time. The data was translated and sent into the Emergency Response Data Centre and integrated with other information sources.

Joseph Marquez Aquino
 Sep 26, 2022 • Caloocan City, Metro Manila, Philippines

To: [Samahan ng Responsableng Anak ng Nayon, Inc. \(SARANAY\)](#) [ECOWEB](#)

+2

September 26, 2022, 2:00 a.m. the wind and rain are gusting. However, the strength of wind movement with rainwater is not continuous. There is no news yet to be alarmed in our area in DSWD property, Barangay 178, Camarin, North Caloocan City, where around 3,000 families live. BDRRMC does not have proper announcements or adequate notice of preparations for families in our area, especially for those living near the creek. Families who are close to creeks and rivers are expected to continue to prepare and stand by and are always flooded in...

Original story submitted in Tagalog • [Translated to English](#) ▾

4 views 0 replies Upvote

Story information

Story type

[Opinion](#)

[Request](#)

Age
Between 30 and 59

Gender
Male

Disability
-

Sent by
SMS

Katherine T. Roldan
 Jun 13, 2022 • Sorsogon, Philippines

To: [Tarabang Para sa Bicol, Inc.](#)

[National Disaster Risk Reduction Management Council \(NDRRMC\)](#) +1

Mt. Bulusan in Bulusan, Sorsogon in the Bicol Region erupted on June 5 and again at 3:37 am today June 12. The eruption is affecting communities in surrounding areas within the 4km danger zone. As of June 8, 2022, 123 families and 409 individuals were in Tughan Evacuation center, from Brgy. Puting Sapa which is in the 4km permanent danger zone. As of June 10, residents from Puting Sapa were sent back on Friday to the evacuation center due to PHIVOLCS warning that Bulusan may erupt again. As of 3pm of June 10, among those evacuated are from vulnerable population, such as, senior - 14 and 14 children, and other suffering from...

Katherine T. Roldan, 25 years old, Sorsogon, TABI (Tarabang Para

Story information

Story type

[Concern](#)

Age
Between 18 and 29

Gender
Female

Disability
-

Sent by
SMS

Yay
 Jun 13, 2022 •

Communities affected by the eruption primarily need food and water, as their resources were covered by ashes, especially vegetables. Hygiene kits as well are needed, such as kn95 facemasks and alcohol. As ashes can cause danger when breathing, irritation and most especially to those with respiratory illness.

ERWIN LEDDA
Nov 2, 2022 • Binangonan, Rizal, Philippines

To: [National Disaster Risk Reduction Management Council \(NDRRMC\)](#)
[Binangonan LGU](#) +4

Due to the recent typhoon, there were some affected populations in our area as tree branches fell on the house and the roof blown away. But what is very scary is a house of two seniors with children. Because it has a large tree now bent and it can fall at any time.

Original story submitted in Tagalog • [Translated to English](#) ▾

22 views 1 replies

Upvote

Story information

Story type
[Opinion](#)
[Concern](#)

Age
Between 30 and 59

Gender
Male

Disability

Loop was first used in the Philippines for Typhoon Rai, where a large population was affected. After this first experience it was then better understood and more efficiently integrated into the Philippines National Disaster Risk Management Council's Emergency Response Framework but also the Data Management Systems. This meant that later in the year it was also activated for the volcanic eruption and for two subsequent cyclones that hit different parts of the country.

Case Study 1b. Use of one feedback mechanism throughout the full Emergency Response Cycle - Typhoons in the Philippines



After being used for early warning and needs identification phases of the crisis in some communities, Loop was then used by the same communities to report their gratitude for the outpouring of help and to identify ongoing unmet needs through the response and into the recovery phase. We also saw people using it later for unrelated events such as election preparedness or the impact of COVID.

CDRC
Sep 7, 2022 • Baybay City, Leyte, Philippines

To: [Citizen Disaster Response Center \(CDRC\)](#) [German Doctors](#)

A CDRC Team (Citizens' Disaster Response Center Foundation, Inc) is in Baybay City today to help those affected by the landslide in Bgy. Kantagnos, Baybay City, Leyte. Mainly help will be given to young people who are going to school. They are contacting barangay and municipal officials for the distribution of aid from German Doctors.

Original story submitted in Tagalog • [Translated to English](#) ▾

4 views 0 replies

Upvote

Story information

Story type
[Opinion](#)

Age
Prefer not to answer

Gender
Prefer not to answer

Disability
-

Sent by
Facebook Messenger

Your reply

Recellyn posadas
Oct 13, 2022 • Baybay City, Leyte, Philippines

To: Citizen Disaster Response Center (CDRC) German Doctors

Good day, first of all thank you very much for the help especially me who was one of those affected by the typhoon in our country Bgry. kantagnos baybay city leyte,. thank you very much for the uniform, shoes and bag for my son... I am one of those who were happy from the assistance you provided usmore power and God bless you.. Together with your partner CDRC...a lot of thanks to mam malen and other CDRC staff...we are HAPPY

Original story submitted in Cebuano • [Translated to English](#) ▾

7 views 0 replies Upvote 0

Story information

Story type
Thanks

Age
Between 30 and 59

Gender
Female

Disability
-

Sent by
Facebook Messenger

This pattern continued through into recovery phases where communities' needs and priorities changed and the patterns of this data could be seen by organisations using Loop. Organisations took this data, both qualitative and quantitative, to seek additional funds to deliver the new emerging needs.

For example, after shelters were built in the Philippines people then asked for lighting because the electricity was still not connected. ECOWEB raised funds and distributed solar lighting. We can see that the organisations and donors that were responsive are recognised for this in the feedback directly.

Feedback

Ana virador
Oct 23, 2022 • Garcia Hernandez, Bohol, Philippines

To: CSO One Gaher One Gaher +1

Good evening. I wish there was a solar street light on our provincial road because it's very dark at night even if its done step by step or slowly, so that we won't be scared at night. from boundary to boundary. Thank you very much. Abijilan Garcia Hernandez Bohol. Philippines. Women's association

Original story submitted in Cebuano • [Translated to English](#) ▾

14 views 1 replies

Your reply

Story information

Story type
Request

Age
Between 30 and 59

Asteria Dumalag
Dec 16, 2022 • Loboc, Bohol, Philippines

To: IamFundingDirect Bohol Electric Cooperative I +4

Good morning, can I ask for some help about our electricity, we have not yet been able to light up since Typhoon Odette, we relocated to not be flooded Our house is not yet finished, even just a little assistance for our electric needs because I have my grandchildren who are studying and there was no light.. Asteria Wet Villaflor Loboc Bohol

Original story submitted in Tagalog • [Translated to English](#) ▾

2 views 0 replies Upvote 0

Your reply

Story information

Story type
Request

Age
Between 30 and 59

Gender
Female

Disability
-

Sent by
Facebook Messenger

Feedback on delivered services:

Anonymous
May 9, 2022 • San Jose Getafe Bohol

To: [Latter Day Saints Charities \(LDS Charities\)](#) [ECOWEB](#) +2

First of all, thank you very much for the time we had no light because of typhoon oddete because it was very difficult without light so many thanks to LDS Charities facilitated Distribution by ECOWEB and GYES, Loop for feedbacking tool, Bonaconso for environmental advocacy -Rudencio turtoga From: San Jose getafe bohola

Original story submitted in Tagalog • [Translated to English](#) ▾

33 views 2 replies

Upvote 0

Story information

Story type
[Thanks](#)

Age
Prefer not to answer

Gender
Prefer not to answer

Disability
-

Sent by
SMS

Reply from Charity

Nanette
May 9, 2022 •

Hello. Thanks for the feedback and happy to know that the solar lamp really helped. Also thankful to LDS charities for the donation. If you have any other concerns that you would like to share with ECOWEB, please do not hesitate to share them through Talk to Loop.

Original story submitted in Tagalog • [Translated to English](#) ▾

What we learnt from using Loop in a sudden onset crisis

We learnt that during the first sudden onset response where Loop was deployed – Typhoon Rai in the Philippines – there were issues with some populations not having internet connectivity and therefore not being able to use Loop or any other communications tool to report.

Some found workarounds, including typing in the full story to WhatsApp, instead of following the full flow. Then when they got internet connectivity the message was sent to Loop. Our moderators were able to pick this up and post the story anyway. We made a small adaptation to make this workaround more effective. We also have a technology solution – to develop an App so that Loop can be used offline and messages sent when connected. This can be built in the future when funding permits.

We found younger people reporting on behalf of older family members who felt less digitally literate. As a result in the Philippines and in the Ukraine regional response, we have trained some volunteers who understand the use of Loop, can encourage others to use it and can help them to input their feedback if needed. These volunteers are not involved in moderation but rather helping to sensitise community members to the opportunity that Loop provides and helping them to learn about how to use it effectively themselves on an ongoing basis.

In the Philippines, all of the Loop moderators were living in the location which was impacted by the typhoon. Their families and homes were badly affected. We now have a policy to have moderators located in different parts of a country and plan to develop a way to onboard volunteers to manage feedback, which is not tagged as sensitive or a complaint, to be able to scale up rapidly in a crisis.

In Indonesia we learnt that a moderator could moderate up to 70 stories in one day. There were delays compared to some contexts due to the lack of machine translation services and the long and complex feedback being received. While more efficient than a call centre, we will continue to monitor the average moderation time it takes in different contexts and find ways to increase efficiencies.

We also learnt that while organisations may not reply directly to authors through Loop, they do sometimes take the data and use it to improve programs and activities. We want to find ways to encourage organisations to respond, easily and efficiently to positively reinforce those who give feedback and to encourage the closing of the feedback loop directly, thus valuing local people's agency and experience.

In the future, as Loop scales, we would hope to see a greater use of Loop by local people, a greater number of replies to feedback by organisations and authorities and therefore a wider referencing of the more statistically viable data to improve the efficiency, effectiveness and ultimately impact of Aid.

Learning 2. We have preliminary evidence that Loop can be used as an additional data point for early warnings in a complex, slow onset context of protracted conflict.

Food insecurity in complex protracted conflict, plagued by worsening climate crises, is always slow onset. Local people feel their own hunger, thirst and the impact on their livestock, long before any international calls for funding or support occurs, let alone before meeting any criteria for declaring a 'famine'.

Hearing from local people in their own words, and seeing the patterns, locations and scale of the need could be one aspect to contribute to an early warning system. This first hand qualitative and quantitative data could also be used to build wider international attention and understanding by centering local people's authentic voices.

Case study 2. Early Warning in Complex, Slow onset Environment: Drought in Somalia

During our short term prototyping session in Somalia in 2021 we received approximately 50 stories. The vast majority were about food and water shortages. Over 20% had the words 'thirsty' or 'hungry' in them.

Image F: Somalia, October 2021, Stories by Thematic Area

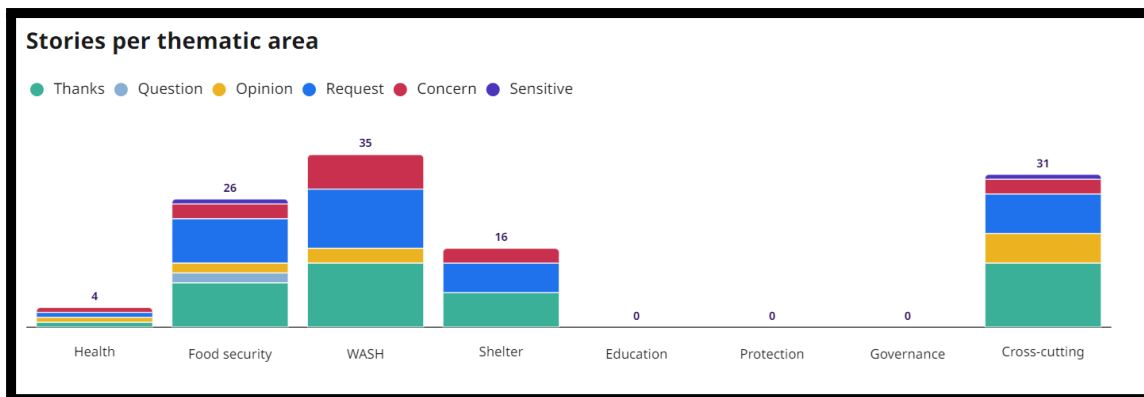
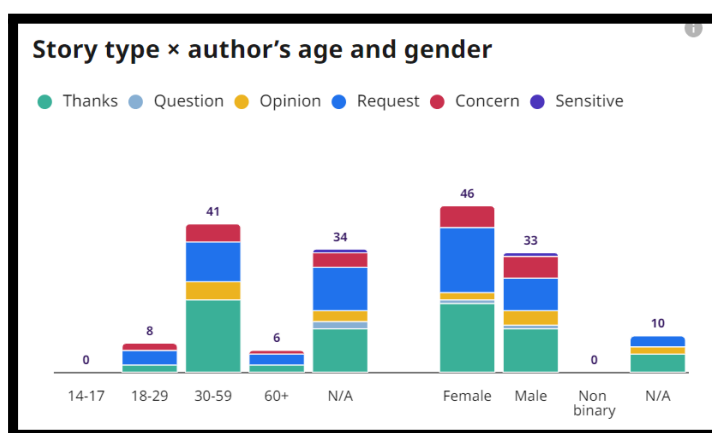


Image G: Somalia, October 2021, Stories by Author's Age and Gender



Interestingly a larger percentage of feedback came from women between the ages of 30 and 59. We had expected young men to be the early adopters and have increased access to new technology based approaches.

No-one self-identified as having a disability although we know some did.

In Somalia and in Ukraine we find that the vast majority of stories are about more than one person. The qualitative data brings the situation to life and is equally useful in funding, program design and course correction activities:

MAHAT SIYAT
Oct 11, 2021 • Awaq'geed

Hello! I live in Awaq'geed, there's lack of water in our area and we need assistance. The family I am with right now are 30 members and the other families can be more or less than mine. In my family, there are 65 members and there's no water and we are requesting immediate assistance from the organizations. Bye.

Original story submitted in English • [Change translation](#) ▾

60 views 0 replies

Upvote 2

Your reply 0 / 30000

Story information

Story type

⚠️ Concern 🔧 Request

Age

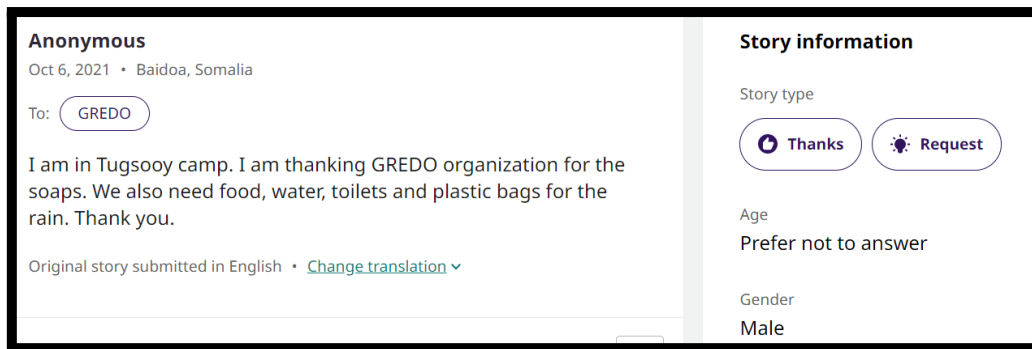
Prefer not to answer

Gender

Male

Disability

-



In February of the following year a Humanitarian Response was launched in Somalia with thousands of children, men and women as well as their livestock already perished. Now in November 2022, more than a year later, it is being declared as a famine-like regional crisis, [with more than 755,000 people internally displaced in Somalia because of the severe drought this year and the number of people facing crisis hunger levels in Somalia reaching 7 million. A total of 397,342 children were admitted for treatment of severe acute wasting in 2022 and 1,625,874 people received emergency water.](#)

While the Loop early warning is not a statistically significant analysis, the potential use of this first hand data, at scale, across a slow onset crisis is evident.

What we learnt from using Loop in a slow onset, complex crisis

Often in a slow onset crisis the needs greatly outweigh the ability to meet these needs. We can see this in the stories submitted in Somalia where people thank the NGO for their support and then go on to request additional items. We learnt that this does not portray poorly on the implementing or tagged organisation. Local people are aware of the funding issues, lack of resources and complex decision making processes. But they do want their needs to be logged, heard and to influence decision making. They also have the right to be responded to and informed of any relevant information.

We see that some organisations are reticent to sensitise local populations about Loop in fear that they will be overwhelmed with messages and requests for support. There is a fear of raising expectations. However, as Loop is an independent collective mechanism encouraging people to report, helps to build data for future funding proposals, requests for greater investment, adjustments to existing development activities and to get a sense of the changing needs over time. As Loop is a collective mechanism, it is not the sole responsibility of one organisation to respond to the needs reflected in the feedback. In 2023, we hope to explore why organisations are not yet replying at greater scale and how to help improve this.

In 2022, we also learnt that integrating Loop into existing well-established long term humanitarian response structures, even when there is an acknowledged gap in Accountability to Affected Populations, has not yet been achieved. Loop has engaged in AAP/CEA and PSEA cluster and coordination meetings. Being independent of multilateral actors, being new and as yet not sufficiently proven or understood, has been a barrier to getting greater scale than expected in both Somalia and the Ukraine regional response.

In Poland, the humanitarian response systems were not well established, including not having any coordinated SEA or Feedback mechanisms in place. In the initial coordination meetings on AAP, INGOs asked “if we can't use a collective common mechanism now, then when can we?”. Discussions around organisations' responsibility for managing their own accountability and questions about our Data Privacy Policy resulted in neither Loop, nor any other collective reporting mechanism, being broadly adopted. Now, a year later there is ‘learning’ that duplicate and confusing feedback mechanisms and reporting systems have been established.

In 2023 we hope to continue to share information about the value of using Loop as a collective mechanism to help address the many gaps and issues with existing approaches. We will also work to build trust in, and improvements to, the platform, so that it will be adopted more broadly to get greater scale and impact in a number of slow onset complex crises.

Learning 3. We have evidence that technology enables vulnerable populations to report highly sensitive information due to the anonymity it enables and that this information can be acted on.

We know that face to face feedback is generally the preferred feedback mechanism for about 70% of the population. However, in 2022 we learned that some feedback will only be shared if the author trusts that they can remain entirely anonymous and the data can be one part of an aggregated data set.

It is interesting to learn that technology enables a unique channel to provide this high level of anonymity resulting in significant positive implications. Anonymous reporting addresses one the largest barriers to reporting where large power imbalances exist. These situations are abundant in humanitarian crises. We know that survivors decide not to report because that will put them at risk of being further victimised. For example: being removed from a beneficiary list, being shamed or “defouled” and kicked out of their community, victimised or further blamed in work environments.

We can see in the Sensitive Reporting that so far 32 local, vulnerable people have chosen to report into an independent organisation anonymously, about very serious issues from every country where we are available. Thus Loop is providing a safe route around these existing barriers.

Case study 3: Anonymous Reporting: Somalia and Zambia

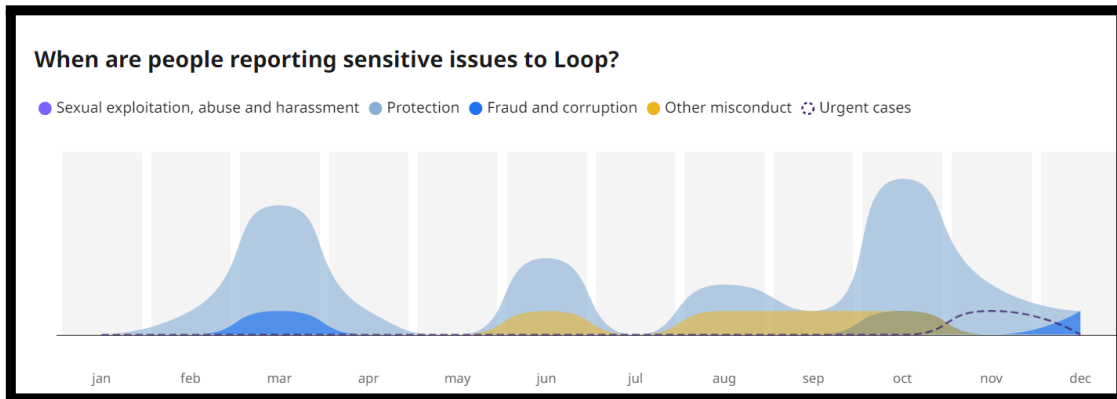
In the Loop design sessions, women in Somalia and LGBTQ+ communities and survivors of assault in Zambia, said that while some people may have good intentions and work for an organisation that says they want to help, trusting that person means putting their and their families' lives in someone else's hands. Thus they often decide that it is too dangerous to speak to the staff member or even risk them recognizing their voice through a hotline.

The aggregate, anonymised data received as a sensitive story during 2022, while still low in numbers, shows a few patterns:

People reporting in Zambia choose not to share any information, name, age, gender etc when they report. Reports are about Protection, including Gender Based Violence and Child Protection issues perpetrated primarily by Government Authorities or community members, including family.

Survivors who chose to report through Loop did not expect any accountability for the crimes committed against them but they did report to get assistance or safety when other mechanisms were not trusted, not working or failing them (promised action not happening).

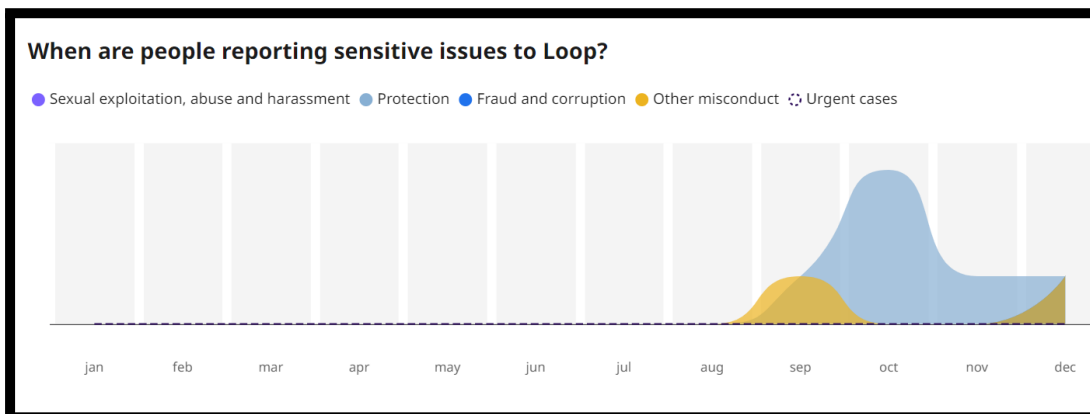
Image H: Sensitive Reports from Zambia in 2022



43 Sensitive reports came into Loop in 2022 in Zambia. There was a steady flow of reporting throughout the year but peaks tended to occur after awareness raising sessions were delivered on both the right to report and how to use Loop.

Surprisingly, only days after launching Loop in Somalia in September, serious sensitive stories from vulnerable groups were received. We saw disabled and single headed household women in Somalia reporting about sexual abuse on Loop and sharing their contact information as well as consenting to be referred for assistance.

Image I: Sensitive Reports from Somalia in 2022



We have been working successfully with National Organisations in Somalia who have promptly supported referrals for assistance.

Learning 4: We have evidence that an Independent actor allows people to get around systems which are failing them.

We have multiple examples where people have used Loop to get around a system which is failing them. For example, a reporting mechanism that is not being answered, a reporting channel which is not trusted due to the risk of further harm, a reporting mechanism which was started but nothing further happened, or where no existing safe reporting mechanism is available, known or accessible for the author. This has been a common element in the sensitive reports to date, across all countries and for reports about the private sector, public authorities, charities and employers.

For example: Staff who feel like the organisation they are working for is failing them and they do not know how to report safely without fear of retribution, have reported through Loop and we have been able to give information about possible options for them, including organisations which might be able to offer support.

For example: Reports of suspected human trafficking rings, fraudulent acts of police, beneficiary list manipulation etc, have all been reported to Loop. We have reported these concerns, and escalated them where appropriate, at all times protecting the identity and respecting the wishes of the survivor or author of the story. Those actors to whom the individual should have been able to report, were not trusted or in some way were blocking the active management of the case. In all cases the author of the report had tried other mechanisms, had been threatened and nearly always were frightened. The anonymity of the technology and the independence of Loop was critical in these people using Loop and in the eventual conclusion of the case.

In many of the examples Loop experienced in 2022, we were able to help the survivor(s) get the support that was needed. However in some situations the system was too large or entrenched and our data was not yet able to result in the appropriate actions being taken. We see that this could change with time.

What we are learning about the role of an independent actor to create safer responses

Some organisations in the sector are worried about 'bad actors' saying falsehoods about their organisation or their work. Loop has inbuilt mechanisms to identify some such reports. We also do not share the details of the organisation or sensitive reports publicly.

Based on our learnings this year, we worry more about bad actors within the organisations using these excuses to protect their organisation over the wellbeing of local people or their staff. Fraud and abuse exists everywhere, in every organisation. To root it out people need options and workarounds to ensure issues are identified and addressed. Independent collective mechanisms will help to create a system that doesn't protect the wrong people.

At a very small scale we are seeing increased reporting of misconduct from staff after they have received training about Loop and SEAH. Thus making them more likely to use Loop to report misconduct within their organisation. The information can be passed on anonymously, thus protecting the complainant. This makes them less of a Whistleblower and more finding a quiet solution around perceived barriers, to an appropriate and responsive actor.

We are also seeing a pattern where those responsible organisations, actively promoting Loop as a safe reporting mechanism, are not the ones getting reports back about their own programs and staff but are rather contributing to a safer, more accountable environment. We see these same communities instead submitting sensitive, anonymised reports about other actors who may not be investing in feedback and safe reporting measures to the same degree. Thus organisations promoting the use of Loop appear to be contributing to a safer response/ environment more broadly.

Some organisations are concerned about whether we can manage the authentication of authors and potential spam. Loop was tested on a number of occasions during 2022 and our multiple layers were able to stop misinformation and spam from infiltrating the platform - technology fixes, moderators, etc. This included duplicate feedback, election campaigning and misinformation.

Learning 5. We have evidence that technology enables aggregate data to identify clusters of red flags around key issues. This data can then be acted on or used to inform Policy and Funding decisions.

We have evidence of the aggregate data of very minimal and often vague information being shared by multiple, unrelated people. When this data is collated through an anonymous, open platform, the resulting information results in clusters of red flags which can then be acted on by leadership or technical specialists, thus contributing to a safer response.

Case Study 4: Aggregate Anonymous Reporting: Philippines

The national government used Loop to gather information from people across the Philippines about the COVID response to help inform a COVID People's Response Plan going forward. The information shared by the communities was quite consistent and reinforced data on the scale of the COVID outbreak in different geographic areas.

<p>Josephine S. De Vera Jun 20, 2022 • Dagupan City, Pangasinan, Philippines</p> <p>To:</p> <ul style="list-style-type: none"> National Anti-Poverty Commission - Persons with Disabilities Sectoral Council National Anti-Poverty Commission - Victims of Disasters and Calamities Sectoral Council <p>Ever since the beginning of COVID, the people here started to be afraid, people are very scared to leave the house. Because it's only now that they experiences an opponent which they dont see . Many are affected, especially the students. The momeent you enter an establishment you will have temperature check, and disinfect with alcohol. Most stays at home, especially senior citizens who do not go out. I received assistance 2 times from LGU-Dagupan City. In case there will be another surge or COVID returns, I am ready because I have my vaccine and booster.</p> <p>Original story submitted in Tagalog • Translated to English ▾</p>	<p>Story information</p> <p>Story type</p> <ul style="list-style-type: none"> Opinion Concern <p>Age 60+</p> <p>Gender Female</p> <p>Disability Mobility / Dexterity</p> <p>Sent by Web</p>
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However, an unplanned outcome was that in one geographic area there was a cluster of reporting, by different authors, of vague accusations of beneficiary list manipulation. Each story did not name a perpetrator, and did not have sufficient detail to follow up on, it on its own. However, collectively there was enough independent information for national authorities to decide to investigate the specific office further. In a second location, there was a pattern of anonymised reporting of child sexual abuse, which was also followed up by specialists.

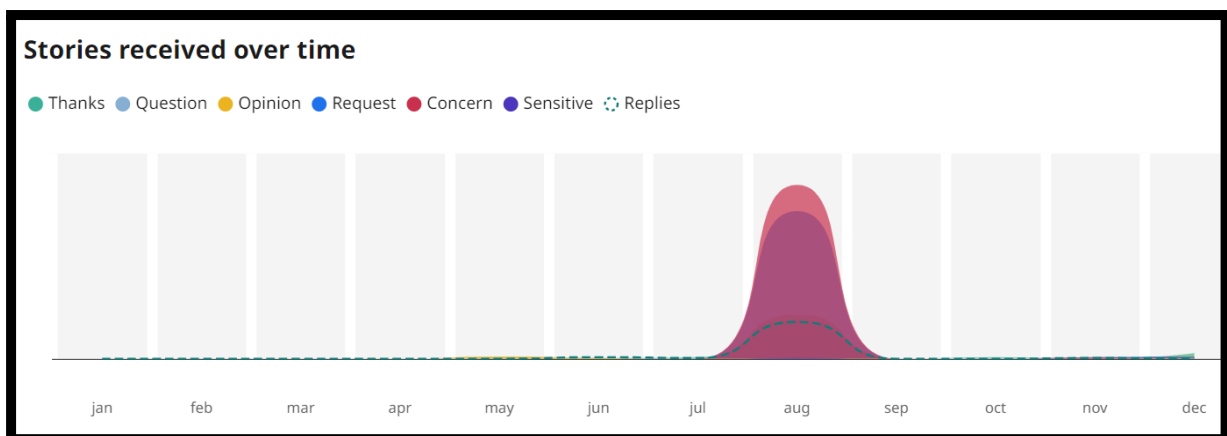
Resulting aggregate data can also be used to influence policy, funding and program decisions. We have seen that the clustering of data can show complex links between outputs and impact and this analysis can be used to influence policy:

Case Study 5: Aggregate Data and Policy Influencing: Indonesia

Following the Indonesian Lumajang Volcanic Eruption people were displaced and new housing was provided. During a learning session at the end of the project, Loop was used as a data collection mechanism.

From this assessment there was a strong finding (427 responses of the 2,000 households affected population) that while the houses were beautifully built and met the stated specifications, they were often not used because the displaced populations could not live in them. The aggregate data showed that the majority of the feedback was a Concern or a Request for further support.

Image J: Stories on Loop from Indonesia Emergency Response



The qualitative data corroborates this and clearly shows that the area to which they were relocated was so far away from employment opportunities, their farmland and even schools or shops that some people chose not to live in them. While the elderly and disabled became more isolated, more dependent on the state and more vulnerable long term as a result of the relocation.

Dina
Aug 19, 2022 • Lumajang, East Java, Indonesia

To: Sekretaris Daerah Kab. Lumajang Dinas Sosial Kab. Lumajang

I am an elderly, and I want a medical center to be build, because it would be too far to go to the ones we got back at my home. Thank God I have received my permanent housing... My husband can no longer work on the rice fields... If possible please watch over us.

Original story submitted in Bahasa Indonesia • [Translated to English](#) ▾

Story information

Story type

⚠ **Concern**

Age

60+

Gender

Female

Senipah

Aug 12, 2022 • Oro Oro Ombo Village, Lumajang, East Java, Indonesia

To: BPBD Kabupaten Lumajang Dinas PU dan Tata Ruang Kab. Lumajang

+1

Our condition in the temporary shelters in Oro Oro Ombo Village is very difficult because our workplaces are Summersari Village which will cost money and time on the transport every day, I wish the government would understand that our expectations are not a settlement in permanent shelters because of the far distance of work for the agricultural workers.

Original story submitted in Bahasa Indonesia • [Translated to English](#)

Story information

Story type

⚠️ Concern

💬 Opinion

Age

60+

Gender

Male

Mar Yasin

Aug 20, 2022 • Curah Kobokan, Lumajang, East Java, Indonesia

To: Sekretaris Daerah Kab. Lumajang Dinas Sosial Kab. Lumajang

I want the lighting here to be restored, this is a permanent housing but it feels like a rented place. It was too far from the workplace, farm lands are ruined no longer cultivable, and please fix the road. In this housing, I had no job whatsoever, meanwhile we had so many to pay here, back then when we need vegetables we just had to go outside and pick it out.

Original story submitted in Bahasa Indonesia • [Translated to English](#)

Story information

Story type

⚠️ Concern

Age

Between 30 and 59

Gender

Male

Disability

-

This data was used by a research company and presented to the Government Agencies After Action Review of the Emergency Response. While project reporting showed sufficient and well built houses these findings give a nuanced view of the attributed impact of this housing.

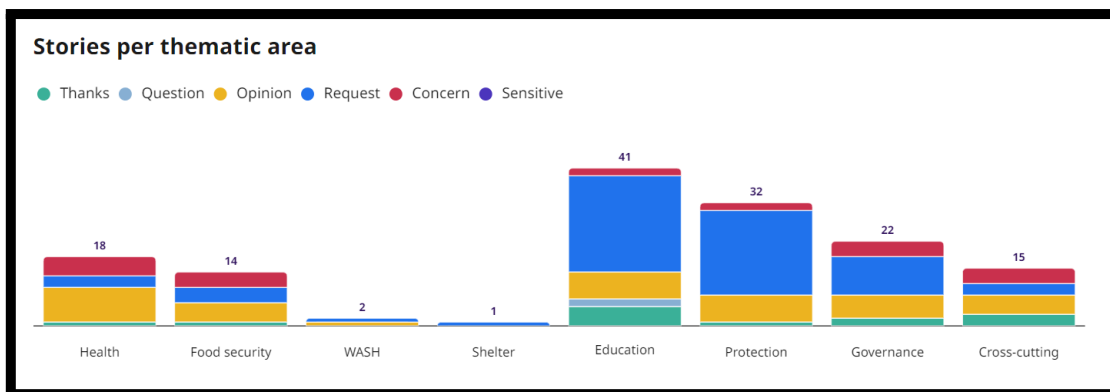
As a result, a policy paper is being written with recommendations on Government decision making processes when considering relocation of communities.

In this case study we see that the aggregate data is more powerful than organisation specific information about the quality of the shelters taken on its own. Giving people the freedom to talk about their priorities and to an independent actor (non-state), resulted in open discussion of the findings and agreement on ongoing support to the affected communities as well as learning for future displaced populations.

Case Study 6: Aggregate Data to seek additional funding: Philippines

In the Philippines one local government unit (LGU Garcia Hernandez) has used Loop as a key aspect of their community engagement campaign. They have invited all CSOs in their district to use Loop to gather feedback on their needs and the services they are offering. The LGU reviews the Loop reports to analyse the data in an open transparent way on an ongoing basis.

Image K: Philippines October



The feedback showed a majority of needs were from schools and preschools requesting additional learning resources to help children in their transition back to school post COVID. As a result of reporting on Loop, the LGU has funded some centres and the Latter Day Saints Charity, who also saw the feedback on Loop, is reviewing proposals to do the same.

Virginia Dahan Bachinilla
 Oct 23, 2022 • Garcia Hernandez, Bohol, Philippines

To: CSO One Gaher One Gaher +1

I am a CDW at the Tabuan Child Day Care Center. I lack learning materials / toys for the children. I have 24 children now. Because of typhoon Odeth, I make creative indigenous toys just so that the children can learn. This is my problem now because the children are crying and they don't have enough and I don't have a budget for those materials. So who has a soft heart to donate for this? Youth Hope Ng Bayan. Tabuan Child Development Center, not an Organization

Original story submitted in Cebuano • [Translated to English](#) ▾

11 views 0 replies

Story information

Story type
🔦 Request

Age
 Prefer not to answer

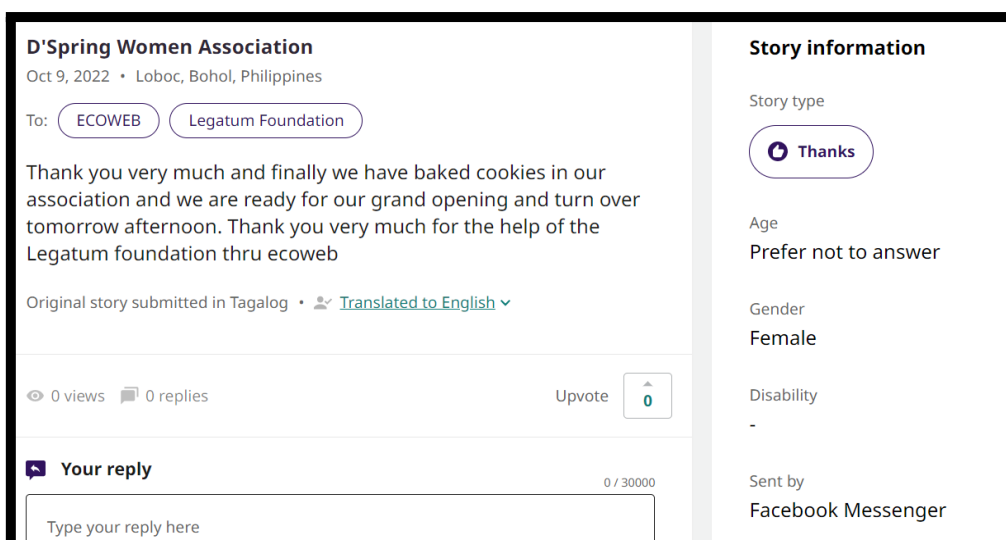
Gender
 Female

Disability
 -

Sent by
 Facebook Messenger

Upvote ▲
0

Similarly the Spring Women's Association responded to calls for support on Loop and coordinated with other NGOs to get additional funding to deliver Shelters and to rehabilitate a Women's livelihoods bakery that was affected by the Typhoon.



Hopefully with time, Loop can help to put the voices of local people on decision making tables everywhere, to inform funding, policy and program decisions.

What we learnt from collective aggregate open data:

Loop data shows that people feel confident to report vague, anonymised information to an independent platform and that collectively this information can be acted on. They reported the types of information and rumours that are often heard but where there are not enough facts to make an official report or complaint, but still somehow, ‘everyone knows about it’. This pattern of everyone knowing but nothing changing was identified by investigations exposing Sexual Exploitation and Abuse (SEA) cases which occurred in many humanitarian contexts including: in the Democratic Republic of Congo, South Sudan and Haiti, as well as the ‘Oxfam Scandal’. Investigations show that, in these examples, significant action was only taken when it was exposed in the press years later, by journalists. How many victims could be avoided if a safe, collective, independent, anonymised reporting mechanism is made available, accessible and known about?

We have also learnt that the sector is not yet seeing Loop as a viable tool to fill this gap. The reasons for this need to be explored further. We have not seen international actors promote or use Loop for SEAH reporting anywhere yet and as such have only had one SEA report all year. It is unlikely that we will see SEA reports on Loop until organisations promote it as a tool and local people are made aware of their rights and the independent, anonymous facility.

Some organisations have queried the amount of Personal Identifiable Information (PII) that we share on Loop and how this aligns with sector best practice. As a result we have asked local communities and created country specific policies on what PII can be shared, if the author gives consent, and what we should redact, even if the author gives consent for it to be shared.

For example: women in Ukraine felt that Loop, redacting their name from posts, is paternalistic and condescending, suggesting they don't know how to manage their identity, especially considering they were already using Telegram and other social media platforms actively, where there is no moderation and people can contact them directly. Alternatively survivors of abuse from Somalia or Zambia appreciated this additional level of scrutiny on what was shared online. We have thus enabled a

controlled, redacting of data for trained moderators, based on country and story specific criteria, and securely keeping the original text confidential. See our [blog](#) for more information.

We also see that organisations, representing survivors, are not yet supporting survivors to report in through Loop. During the prototyping in Zambia legal aid clinics and organisations providing shelter for survivors of sexual abuse, said that they saw the value in the aggregate data that can be collected through Loop to help them to evidence the scale and patterns of abuse that they see in their workplace. They stated that the Statistics page could help them to advocate for and influence greater accountability and increased investment in assistance services. However, we have not yet evidenced this happening and need to work more closely with key agents of change to understand what barriers they see in starting to use Loop.

Learning 6. We evidenced that real time data helps to improve data collection approaches

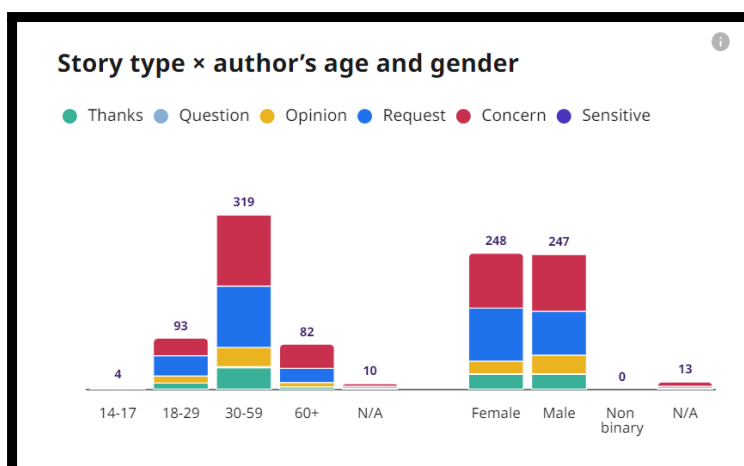
Often data collection approaches are designed by people from the head office and delivered by local populations. If these are done through systems which are paper based or offline, where all of the data is entered and analysed at the end, there is a potential to not be able to fix errors in the design process early on.

Many data collection methods involve a number of steps in the process, such as:

- an enumerator/volunteer writing a summary of what the ‘beneficiary’ said
- someone translating it
- someone inputting the data
- someone cleaning the data
- data analysis by one or two people who then write the report
- the report is then reviewed, cleaned and shared with a select group of people often months after the data is collected

The use of real time data collection methods can contribute to cutting out complex steps, potential errors in the processing and make the data more actionable by more people. We have seen that the real time analysis enabled changes to the collection processes in near real time.

Image L: Data on Loop from Indonesia, Emergency Response in August



In Indonesia for example, after the first three days of speaking with communities the data showed that over 90% of respondents were female. Enumerators reported that this was because the men were out of the town, and had travelled back to their own land to cultivate it. Enumerators adapted their plans and went to collect data in the evenings as well, thus resulting in

the data representing men and women equally.

Other data collection tools also enable this ongoing analysis of data to inform and course correct the design of data collection processes. We have seen that the important ingredients of real time approaches include:

- Ongoing analysis of the data coming through while the data collection is ongoing,
- Live updated statistical analysis to show trends as they emerge
- Having the authors' qualitative input available to reinforce and add granularity to the quantitative data analysis and understanding
- Having the data analysis open and available for multiple users to inform their approach and activities and to make sense of the data

People have reported that aggregated data presented in a report often leaves the author wishing for more, to better unpick and understand the possible causes or appropriate next steps. Being able to filter the data further and to swap between the resulting qualitative and quantitative data helps to resolve this issue.

We have a number of design improvements to the statistics pages on Loop as a result of the learning so far. These improvements, once funding permits us to implement them, will help anyone to find patterns in the data more easily.

Finally we have learnt that we have a lot to learn.

We have learnt that Loop is only a shell of what it could be and that we have a lot of work to do. This includes implementing a long (and growing) list of technical adaptations, as well as improving our communications and outreach to help grow the platform and ultimately its potential to contribute to a more impactful response and to keep people safe. We need to create tools to help organisations onboard and mainstream Loop as part of their existing systems and approaches more efficiently.

While we had hoped for a larger scale uptake by now, the actual numbers can be expected after such a short period of implementation in each context: 14 months in the Philippines and Zambia; 9 months in Poland and Ukraine; 4 months in Indonesia and: 1 month in Somalia.

Digital platforms often suffer from slow uptake because value is created by scale and uptake is by word of mouth and product visibility. Platforms which have gone viral have often been on the market for 4 to 7 years before getting the hockey stick growth curve. We hope to shorten that delay by building partnerships with actors who want to help deliver a safe feedback and reporting mechanism to improve accountability and effectiveness in the Humanitarian and Development sectors, among others. The need and call for a collective mechanism has been evident for a number of years.

Finally, we have learnt that funding for innovation is slow. To get that funding for a new charity/ start-up is even harder. Getting funding from a system that the platform will potentially disrupt in a climate of reducing resources, is one of the biggest challenges we face.

What will it take to get to the next level?

1: Reinforcing Charitable Franchises

For Loop to succeed we need to get greater buy-in and funding directly to the host organisations and Steering Groups in each country where Loop is operational. This will enable them to build stronger local partnerships, integrate research, learning and sensitisation across their national ecosystems.

2: Recommendations and Introductions within networks to use Loop

At the global and systemic level we would benefit from suggestions, encouragement and recommendations to use Loop by key actors - donors, AAP/ CEA/ PSEA experts etc - to help build confidence. Questions or concerns about the tool can be reported directly to Loop, through the open mechanism or directly to the Managing Director for us to find fixes and improvements where appropriate.

3: Research and Partnerships

Investment in greater research to better understand some of the learnings to date and to partner with key stakeholders such as organisations working with minority groups, survivors etc will help to build greater trust and evidence and result in recommendations on how to adapt and improve the platform further.

4: Tech development and bridge funding

Significant investment to design and implement the learnings to date, and from the above research, both for the technology but also the communications is required. Currently, as a new charity we feel stifled by the low levels of funding and as such are delivering a product that is not as good as we would like it to be and not adapting at the pace of our learning. Our current policy is to prioritise existing funding to anything linked to security and safety.

So far Loop has been funded by Humanity United which was interested in supporting the development of systems change tools in the Humanitarian and Peace ecosystem. We were also funded by the British Government who had a specific interest in an independent tool to enable safe reporting of Sexual Exploitation, Abuse and Harassment. Finally we continue to be funded by Global Giving for the Ukraine response. Global Giving are supporting the roll out and learning of a collective feedback mechanism which provides a consistent high quality tool for all of the organisations they fund to receive feedback and safe reports.

Based on our calculations, Loop at scale, is a fraction of the cost (calculated at 1/3rd) of numerous duplicative mechanisms and could provide more actors with greater value. However, like all technology it requires significant up front investment to continue to build and iterate on the tool, the data, the onboarding process and to improve accessibility.

Collective Action

Loop is only functional and operating today because of the disparate and passionate people operating across different parts of the humanitarian, development and funding sector who have rolled up their sleeves to help bring a new more accountable solution to their work. It is only in

partnership and using a collective decentralised approach that Loop will continue to function and bring its potential to reality.

I have learnt a lot from, and want to thank, all of the Governing Board members and the Host organisations in each country, especially the CEOs who are visionaries in their own fields.

I also want to thank the key donors who have kept Loop going to date: Humanity United's vision and commitment is impressive, as is Global Giving's decentralised powerful approach to funding. Thank you to the FCDO Safeguarding team for giving us a chance and seeing the potential so early on.

Finally, thank you to the many individual advocates and Loop staff who are busy working within their own circles of influence continuing to encourage more people and organisations to also be early adopters of a new decentralised, accountability system that is so widely called for.

Please help us shape this simple tool to centre the voices of affected people in all of your plans, activities, policy influencing and funding decisions.

See Loop 2023 Strategy for further plans in 2023.

See the below Annexes for more organisational level information:

- 1) The Platform functionality at the end of 2022
- 2) The Loop team at the end of 2022
- 3) Our external engagement in 2022
- 4) Our finances for 2022 and 2023
- 5) Our highest risks

Annex 1. Platform functionality in 2022

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 Processes. By the end of 2022 these features include:

- 1) Share a story, feedback to a story, upvote a story, in **15 languages**
 - a. English, Arabic, Spanish, French (global)
 - b. Tagalog, Cebuano (Philippines)
 - c. Indonesia Bahasa (Indonesia)
 - d. Bemba, Nyanja, Tonga, Lozi (Zambia)
 - e. Somali Maxatiri and Somali Maay dialects (Somalia)
 - f. Ukrainian and Polish
 - g. And set up to grow and add on any new scripts and languages efficiently to the platform when needed - discussing Roma and Russian
- 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 for two of three mobile operators) in Zambia 4343
 - b. 'Short' code reverse charging in the Philippines (8 digits)
- 4) Share a story or reply on **Facebook messenger** from the:
 - a. Loop Philippines Facebook page in English or Tagalog
 - b. Loop Zambia

- c. Loop Indonesia
 - d. Loop Ukraine and Poland
 - e. Loop Global Facebook page in English
- 5) Share a story or reply using **WhatsApp**
 - a. One Zambian number
 - b. One Indonesian number in Bahasa Indonesian
 - c. One global number in English
 - 6) Share a story using IVRR
 - a. In Somali (Maxatiri and Maay languages) 6464 reverse charge number
 - b. One international number in English
 - c. Operational in Zambia (Tonga, Nyanja, Bemba and Lozi) in process
 - d. Operational in the Philippines planned for Q1 2023
 - 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 2023.
 - 8) **Training of 17 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, DPIA, Emergency alert system and SOPs.**
 - a. We have trained 3 Case Managers

Annex 2: Loop Team in 2022

Governing Board

The **Loop Governing Board** holds full accountability for the Loop Charity. We meet four times per year at a minimum. Loop now has four active 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
Nanette Antequisa	Philippines. Asia	Survivor Centred programs.	LinkedIn

We seek to increase this to seven active members in 2023.

Advisory Board

The Loop **Advisory Board** operates as an advisory non-decision making body. We meet three times per year at a minimum. It now includes:

Who	Organisation	LinkedIn profile
Danielle Cornish Spencer	Principle Consultant Social Development Direct	LinkedIn
Christina Bennett	CEO of the START Network	LinkedIn
Heather Leson	Digital Innovation Lead - International Federation for the Red Cross	LinkedIn
Elise Ford	Peace Reimagined	LinkedIn
Tanya Wood	Executive Director CHS Alliance	LinkedIn
Sorcha O'Callaghan	Head of the Humanitarian Policy Group at the Overseas Development Institute	LinkedIn
Richard Harrison	Grounded Third party Monitoring	LinkedIn
Kimberly Gire	Private Sector and Innovative Finance	LinkedIn

The Advisory and Governing Boards meet jointly once per year.

Loop Staff

The Loop staff are now made up of:

- One full time person – the Managing Director (Alex Ross) - New Zealander in the UK
- One part time person (3 days per week) – the Communication and Business Lead (Simon Middleton) - UK
- Two Case Managers (part time each), Heidi Ayumi (Kenyan, leaving in February 2023) and Lian Yong (Australian, resigned in Nov). Two new part time Case Managers have been recruited and will commence in January 2023.

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 and include:

- One contracted Finance lead - Philippines
- One contracted People, Policy and Quality lead - UK
- Elite Crew - Marek Wrzosowski - Tech Development lead - Poland
- Sonder Collective - Ciaran Duffy - Design lead - Irish in Germany
- Mpala and Laura on M&E and learning - Zambia and UK

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.

Charitable Franchise Model

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 and host the Mobile Network Operator Contracts among other things. At the moment this includes:

- Philippines: three staff (FTE of two) hosted by ECOWEB
- Zambia: two staff FTE hosted by ZGF.
- Indonesia: two staff part time hosted by Predikt
- Somalia: three staff part time hosted by the Centre for Peace and Democracy
- Ukraine and Poland: two staff and one part time communications hosted by Elite Crew

This combined structure is one of the strongest assets we have to help bring Loop to scale in a meaningful localised way. The CEOs of each of the host organisations meet twice yearly to share learning and brainstorm new approaches. In 2023 we will be collectively developing clear foundational partnership documents.

The moderators from each country meet monthly to share learning, receive training and agree on suggested improvements to the platform.

Annex 3: 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 2022 we participated in the following events and wrote in the following publications:

Global level Conferences in 2022:		
Work stream 6/ Grand Bargain discussions	Ongoing	Alex Ross
CHS launch of the Humanitarian Accountability Report	Loop referenced	Alex Ross
START network annual conference	NEXUS host START Hub in Somalia	Alex Ross
ALNAP State of the Humanitarian System report launch	Loop referenced	Alex Ross
Web 3 Conference		Alex Ross
PARTOS Innovation festival	Netherlands. Collective presentation of ‘Atlas’	Alex Ross
GSMA Launch of their research	And Launch of funding	Alex Ross
Shabaka Annual meeting		Alex Ross

RINGO project conference		Alex Ross
REAP - Risk Informed Early Action	Ongoing AAP sub working group	Alex Ross
Discussions of an Ecosystem of Tools network	Ongoing	Alex Ross

Publications in 2022:		
Loop website	7 newsletters	Simon
Zambian Newsflash	Many references to Loop	ZGF
Loop blogs	27 blogs published on the Loop Website	Various
Published article in Published Daily	German News Paper Here	Lena Bunker
Loop Promotional Video	Imagine Video	Simon Middleton
The New Humanitarian Podcast	Fixing Aid	Alex Ross and Nanette Antiguaisa
CHS annual conference	Panel discussion	Nanette Antiguaisa

Online Community in 2022:		
Facebook Central	985	
Facebook Zambia	2713	Very active Zambian Facebook community
Facebook Philippines	1000	Very active Philippines Facebook community
Facebook Somalia	88	Only used by National organisations
Facebook Ukraine	212	Primarily on Telegram
Facebook Poland	717	
Facebook Indonesia	8	Primarily on WhatsApp
Twitter	429	
LinkedIn	1262	
Instagram		Deleted Account as not the right audience for Loop

Ecosystem Commitments

Loop reports into 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.

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 had 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.

We write a Carbon footprint report annually and in 2022 are carbon neutral. We try to reduce our environmental impact in our policies, employment contracts and dispersed structure (less travel).

Annex 4: 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 another grade A, two years running for our FCDO annual project.

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 3 months and available from the website.

2022 Income

In 2022 we raised €970,647 and we spent €710,450. This is a decrease from the income of 2022 high of £1,188,000. The remaining funds were forecast to be used in 2023.

Income 2022 - rounded	Cost in Euros
Humanity United	€137,233
FCDO*	€510,056
Global Giving*	€305,749
Ukraine Response	€11,909
Shabaka	€5,700
TOTAL	€970,647

*Funds to cover activities in 2023 as well

Our donors in 2022 were Humanity United, Foreign Commonwealth and Development Office (FCDO) and Global Giving. We received some individual donations towards the Ukraine response through our Global Giving page. We also had a short consulting contract with Shabaka, a Diaspora network.

2022 Expenditure

Expenses 2022	Cost in Euros
Staffing and associated costs	€103,404
Office costs – legal, financial, phone, registration etc	€ 6,855
Fees – audits, communications etc	€ 78,374
Platform development	€ 336,643
Partners and consultants for projects	€ 242,304
TOTAL	€ 767,580

We have appropriately spent-out each grant within the budgets and approved processes. Our expenditure was primarily spent on support to our partnerships in each country. In 2023 these costs are increasingly sought in each country.

2023 Income

In 2023 FCDO does not have additional funds to disburse due to large budgetary cuts across the Ministry. The remaining funds of €77,294 will be spent by May 2023 as per the existing planned program.

In 2023 Humanity United will continue to support Loop but is undergoing a strategy review and so will not be distributing funds.

The Grant from Global Giving for Ukraine will continue to cover costs up until September of 2023.

We have a new partnership with ODI and some joint funding from McGovern for 18 months.

Our Charitable Franchise hosts in each country have secured some funding to cover Loop costs, as part of other projects for 2023. This in no way covers all costs but includes support from partners such as Comic Relief, Legatum, Vitol, Global Giving etc. We hope to expand this significantly in 2023.

2023 Expenditure

The forecast expenditure for Loop to continue and deliver a collective feedback, complaints and safe SEA reporting mechanism across 6 countries for 2023, excluding SMS fees for specific large scale programs is:

Expenses 2023	Cost in Euros
Staffing and associated costs	€113,064
Office costs – legal, financial, phone, registration etc	€4,031
Fees – audits, communications, consultants etc	€316,372
Platform maintenance	€58,125
Platform development	0
Sub total	€491,592
Philippines	€45,000
Zambia	€75,000
Somalia	€100,000
Ukraine and Poland	€105,000
Indonesia (receiving in country costs directly from donors)	€20,000
New country	0
Sub total	€345,000
TOTAL	€836,592

We also require funds to implement the learning and improvements to the platform. This can be through AWS/ Twilio credits, developer time or funding. So far we have unlocked \$10,000 in AWS credits.

We have plans for specific technological improvements including:

- 1) Improved onboarding and organisational features
- 2) Development of a Survey tool for income generation for host organisations
- 3) Statistics Pages improvements
- 4) Accessibility improvements - Voice, offline features, WCAG 2.0
- 5) Partner with Minority and at risk groups to learn and improve functionality
- 6) Integrate into Cash programming - Social Safety nets, Early Warning etc

In 2022 we completed a Sustainability Business Plan which identified four longer term income revenue streams. These include:

- 1) Assessment Services
- 2) Feedback Services
- 3) Data Services
- 4) Global Public Good

We need four years for this plan to eventuate and generate sufficient funds to cover all costs. In the interim we are seeking financing from Government Donors, Philanthropists, INGOs at the country and program level. Also impact investors and any other partners willing to join us in creating a sustainable long term Public Social Good to increase the accountability, safety and impact of humanitarian and development action with affected people at the centre.

Annex 5: Risks in 2022

Our risks are better reflected in our open and consolidated Risk Register but three top risks include:

- 1) A small donor funding base

Loop needs to build evidence of impact and get greater scale to be able to attract further funding from existing sources/ actors investing in SEAH, AAP/ CEA and feedback mechanisms at the country and global level.

We need to unlock strategic partnerships with key stakeholders to reduce costs further including AWS, MNOs, Twilio etc.

There is a risk that because the Loop model is so new and a collective service no one feels responsible for ensuring its continued operation. 'Why should I fund something that others will also benefit from?'

- 2) 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 starting to be receptive and encouraging its use with their in-country 'downstream' partners as part of a wider capacity building approach. Some are concerned about the open aspect of the data and the risks that might pose to them as an organisation, while others have already invested in organisation specific complaints mechanisms.

Some large actors are hesitant to encourage the use of Loop for their SEAH reporting due to not wanting to have an external organisation having data on their internal issues.

There is a risk that if the rate of responses to peoples feedback does not increase then those individuals will stop using Loop as it does not bring them any meaningful value.

- 3) Data Protection should be on every technologists risk assessment

Concerns about data protection and secure infrastructure are an ongoing risk for all organisations. We have invested heavily in our Data Protection and Privacy measures and have tested systems in place, often much better than existing widely used tools. We need to continue to invest in keeping it updated, adapting to emerging risks and talking about and evidencing our prioritisation on safety, to reduce concerns.

Annex 6: Focus for 2023

Due to the lack of funding secured during 2022 many of the ongoing risks for 2023 remain similar. This includes: Going deep and building evidence in the existing countries and partnerships,

- 1) Build a broader sustainable donor base and investment to deliver our sustainable income strategy
- 2) Continue to develop a clear path for an effective Charitable Franchise model
- 3) 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 to increase the impact of Loop

See the Loop 2023 Strategy for more detail on our plans for 2023 at the global and country level.