Fostering trust, empowering survivors and facilitating accountability:

Loop's journey in 2023

Annual Report

Executive Summary

In 2023 Loop consolidated our work in the existing six countries, six input channels and 15 languages.

The most direct impact we have experienced in 2023, and which motivates the whole team to keep going, is the independence and anonymity that Loop offers to survivors of abuse and witnesses of fraud and corruption. We see that authors are more confident to report if they can protect their identity, addressing their valid fears of retribution and the trust deficit between communities and organisations. At the same time Loop can reduce the risk of wider whistleblowing because the right people in an organisation can hear about critical issues directly, in real time and take action.

We see a strong response rate to reports of Sexual Exploitation and Abuse and Gender Based violence from organisations and providers of assistance. Authors also report being satisfied with the services and follow up they received. However, for broader protection and corruption reports there is a slower or no response from organisations. In addition there is only a 14% response rate to feedback. This is a risk to the viability of the platform and the broader accountability to affected communities rhetoric.

While we see organisations signing up to Loop to receive notifications reactively about their organisations, only a few are using it proactively, and these tend to be smaller national organisations. Small organisations say that it takes time and finances to be able to mainstream Loop across their safeguarding, complaints reporting and monitoring and evaluation processes for all projects and activities, yet this investment will save them time and resources in the longer term.

Some large organisations that have invested in their own internal Community Feedback Mechanisms tend to be more reluctant to engage with Loop until they start to receive sensitive reports. Others, such as UNICEF Somalia, have harnessed Loop to gather additional complimentary information and to reach further into communities for real time feedback. The most success has been by partners using Loop as a tool to request specific feedback coupled with awareness campaigns.

We learnt that there are different drivers and incentives for Loop to be in humanitarian contexts compared to development settings. So far we see that there is increased interest in Loop in complex humanitarian contexts when access is challenged and traditional methods for accountability are not possible. There is also a value add when there is widespread donor focus on Aid Diversion or fiduciary risks.

In development or contexts of sudden onset crises, the interest in Loop to add value, primarily stems from communities and local organisations themselves.

In 2023 we have been able to extend our focus on inclusion of all voices further. We have added Voice as a feedback channel for Zambia to help access rural and elderly populations. We have also designed a methodology to efficiently cater for people who speak predominantly oral languages to be able to give feedback and get replies in their local language or dialect.

We received reports of exclusion and referred them on. It is hard to measure if this had an impact and if these communities could be verified and included where appropriate. The process to do that, within many project parameters, can sometimes be complicated.

Our Charitable Franchise Model is ensuring a locally led approach in each context, yet enables a system which meets global standards, has efficiencies of scale and builds in learning across different country contexts. We see an increase in host organisations raising a small amount of funds to cover some of the core costs of Loop in their country. However, we have still not found a sustainable clear pathway for financing Loop.

In 2024 we would like to explore further potential ways to integrate with other platforms, which are starting to scale, to enable an ecosystem of digital resources that local actors can draw down and use at low to no cost, to support their direct work. Also we hope to pilot how Loop can be used with digital cash and voucher payments as an automatic follow up to receive post distribution information across all targeted recipients over time.

The potential is huge but the approach is new and change takes time.

Table of Contents

How was Loop used in 2023?

During 2023 Loop published **2,005 open pieces of feedback**, across **15 languages** and through **6 feedback channels**, from **14 different countries**.

We received **466 replies from 243 organisations. 775 organisations are registered** on Loop to receive automated notifications if someone gives feedback about their organisation, **from 19 different countries.** We also received **198 sensitive reports, 24 of which were urgent. 118 referrals for accountability were made as well as 64 referrals for assistance**. As a result, 15 investigations were opened with 14 now closed.

Figure 1: **Feedback on Talk to Loop in 2023 by Feedback Type**
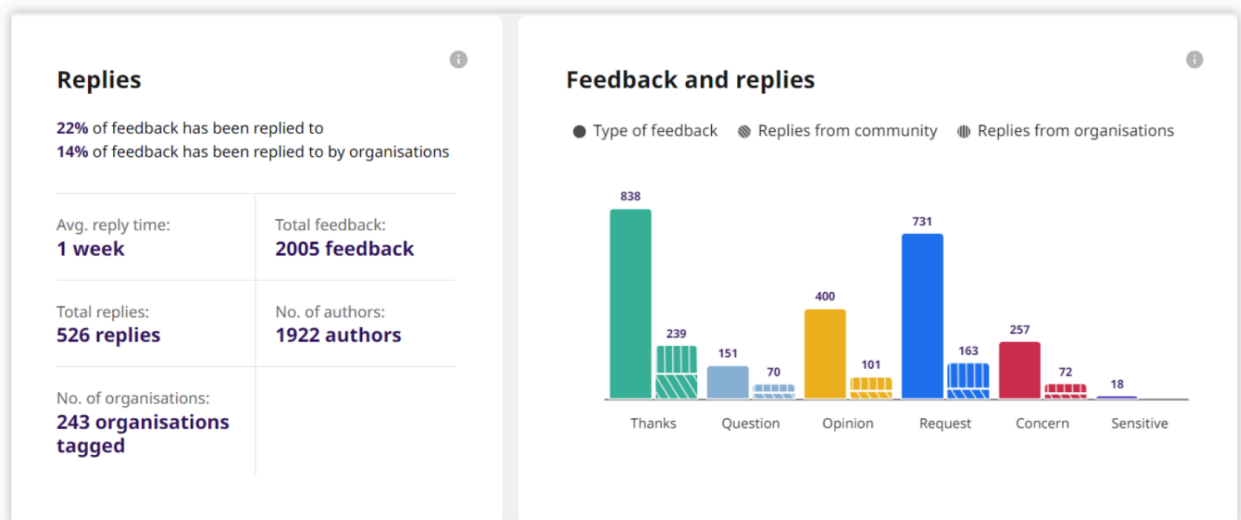
Feedback was primarily Thanks and Requests for support. A growing number of Questions, Opinions and Concerns were also shown. This pattern looks very different in each country. For example in Ukraine, it is primarily thanks and questions whereas in Somalia it is primarily requests for support. We can however see a **low level of responses** across the board from organisations to communities.

Figure 2: **Feedback received on Loop in 2023 by time**
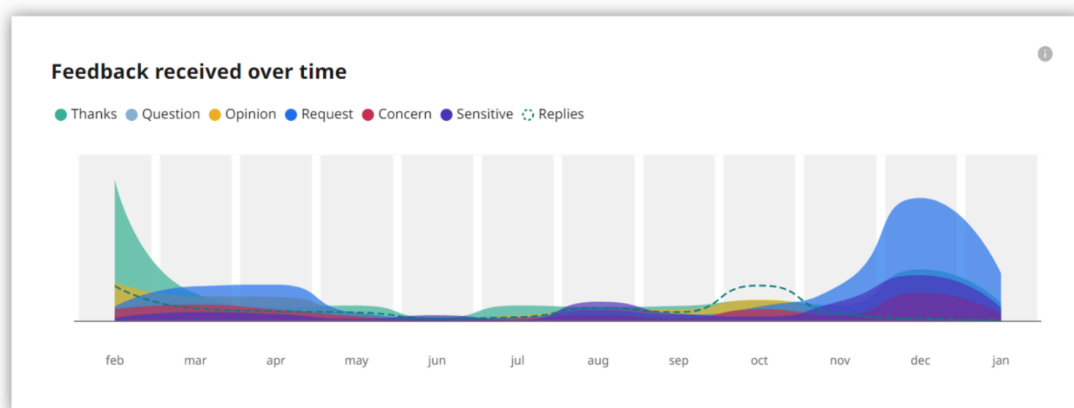
We saw a spike of feedback in January and February due to an increased use of Loop across Indonesia, the Philippines and the Ukraine and Poland response. We also see an uplift starting from October and continuing through until the end of December from

the scaling of Loop in Somalia due to the flooding. This has been coupled in Somalia with Agencies promoting Loop as a collective feedback mechanism, resulting in significant amounts of feedback each day and a resulting scaling of the Centre for Peace and Democracy (CPD) Loop team in Somalia.

Figure 3: **Feedback received on Loop in 2023 by Demographic Information.**
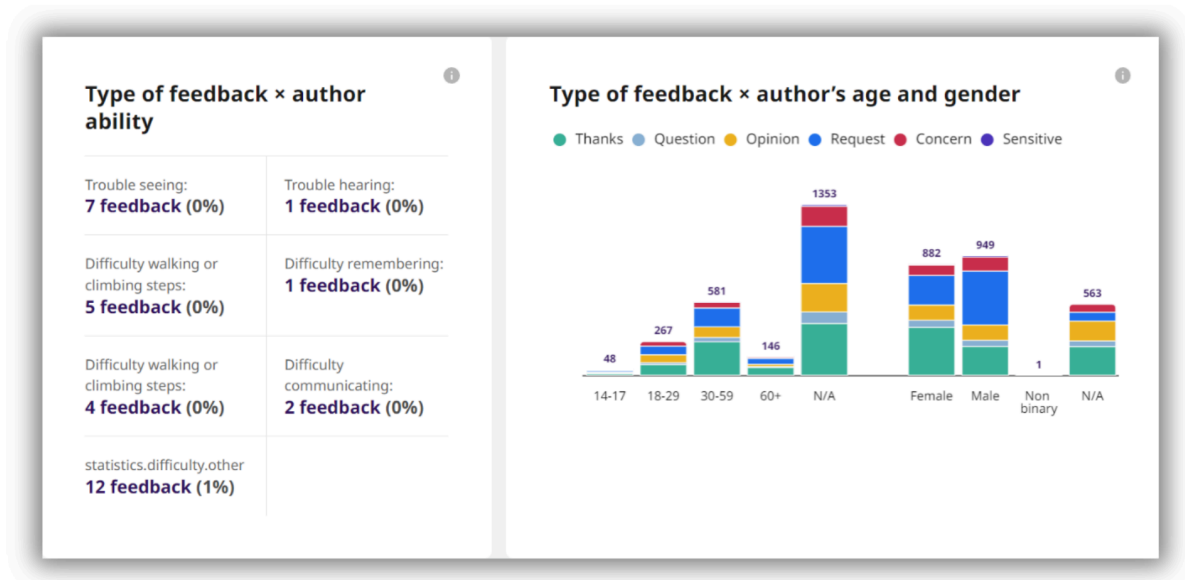
Feedback is coming from an even number of men and women and one self identifying non binary person. We have received feedback from all ages: from children through to people who are over 80 years of age with a wide spread of age across every country. While mostly 30 - 59 year olds use Loop the most, **the majority of people do not disclose their age**.

We find very few people feeding back by voice sharing their age group, as requested in the automated voice instructions, in their chosen language. When designing the Interactive Voice Response and Reply for less literate populations we found that every time we required them to wait for a beep or push a number to move to the next step we lost more than half of the users. Therefore, we have one explanation, followed by a beep where people can leave as much information for up to 10 minutes as they feel confident to do. People often simply forget to share their age as they are also asked to share their gender, location, if they have a disability, the organisation the feedback is about and if the feedback is sensitive. We hope to do some further user testing and design improvements to address this gap in the data.

In 30 pieces of feedback people self identified as living with a disability, however when we filter by Protection issue: *Person with a disability*, *Elderly* or *Chronically Ill,* there were

61 pieces of feedback. These tags are added by the Loop moderators based on the content of each piece of feedback.

Additionally if we filter by *Minority group* or *Indigenous person* we see 13 pieces of feedback. The Protection filter *IDP* or *Legal Status* results in 52 pieces of feedback, mostly from November as a result of the floods in Somalia.

We hope to improve the statistics filtering function to be more easily able to identify these trends and data that is open and available for anyone to use and complement their existing data sources.

Figure 3: **Feedback received on Loop in 2023 by Thematic Areas.**
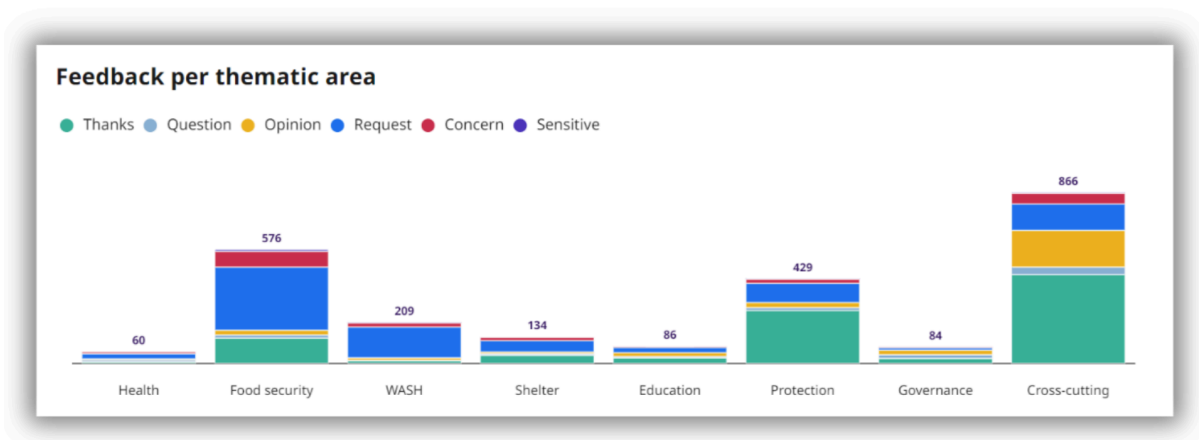
Analysing the type of feedback received throughout the year we see high numbers of food security feedback. This is heavily influenced by the high level of pieces of feedback from the droughts and floods in Somalia.

Cross cutting remains high as it includes both feedback from first time users testing the platform and giving feedback about Loop or awareness raising sessions as well as Cash programs.

We would like to improve the statistical analysis to lead users to the data more easily and to show additional layers of analysis.

So What?

Open feedback serves a dual purpose, offering valuable insights in two primary ways. Firstly, it plays a crucial role in decision-making processes, influencing adjustments in project trajectories, informing policy development, and shaping discussions regarding community priorities, funding allocations, and areas warranting further research.

Quantifying this impact proves challenging for Loop, as our evaluation is limited to metrics such as readership of online reports, social media engagement, and requests for our input in research or events. This assessment, however, does not encompass individuals who directly access the open platform or integrate the received information into their daily professional activities.

Secondly, it adds value to the author if they receive a direct response to their feedback, which they often expect. **In 2023, we received 466 replies to 2005 pieces of open feedback from 243 organisations.** This is a concern and something Loop and partners hope to focus on in 2024:

➔ Why do organisations not reply?
➔ How can the platform make this closing of the feedback Loop easier?
➔ How can Loop improve onboarding of organisations to the platform to understand how to engage, use Loop, reply, analyse and manage sensitive reports?
➔ How can Loop be even more complementary to existing mechanisms if they already exist?
➔ How can organisations without an existing mechanism easily use it across all of their systems to improve accountability and engagement and to help meet global due diligence requirements?
➔ What incentives exist to help build stronger accountability

We plan to continue to proactively engage with other platforms and partnerships and find ways to integrate into other existing initiatives - KujaLink, STEP etc.

To be able to better measure the impact of the use of Loop and closing the feedback loop in general, we would like to implement a mechanism to tag replies as well as feedback. This will enable more data on who is responding, how quickly and in what ways (information sharing, further referrals, etc), and eventually is the original author happy and if the feedback is now closed/ resolved satisfactorily.

We have **775+ organisations registered on Loop** to receive automated notifications if someone gives feedback about their organisation, from 19 different countries. However a much smaller number of these proactively use Loop as a tool to help them do their existing work even better. The proactive organisations tend to be national or community based organisations using Loop to seek feedback and use this to improve their services directly. We hope that these highly engaged organisations are more likely to receive donor funding as a result of this commitment to open transparent

accountability. In 2024 we hope to grow these active users much more and measure the direct impact where possible.

Sensitive Feedback received during 2023

Throughout 2023, Loop received a total of **198 sensitive reports, 24 of which were categorised as urgent.** The reports in the first half of the year came predominantly from Zambia, Ukraine, and Poland. Notably, there was a surge in reports from Somalia in August and September. This uptick can be attributed to a PSEA cluster and UNICEF radio announcement, which informed individuals about their entitlement to receive aid without any form of exploitation and encouraged them to provide feedback via the independent Loop free shortcode number.

Likewise, a secondary surge, which has shown sustained growth since October, was observed, primarily from Somalia. This increase can be attributed to heightened awareness efforts regarding Loop's role in flood response. That was coupled with a radio, TV program and SMS messaging, from UNICEF Somalia, encouraging individuals to use Loop to report instances of child food supplements being sold.

Figure 3: **Sensitive Feedback on Loop in 2023 by Time.**
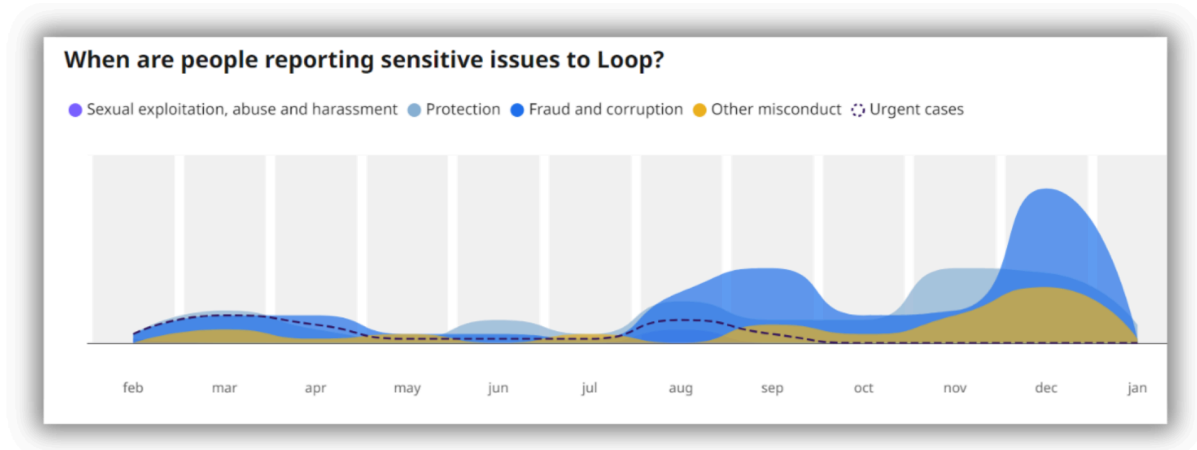
Notably, as a result of this wider awareness raising and use of Loop as a collective tool, we are now receiving 10 pieces of actionable sensitive feedback per week specifically from Somalia.

Of the 198 reports in 2024, the majority were about fraud or corruption, 63 were protection cases, 35 Misconduct and 4 Sexual Exploitation and Abuse. 24 of these cases were tagged as urgent by the moderators, showing the situation required urgent help.

So What?

Of the reports received, 118 referrals for accountability were made. As a result of the referrals 15 investigations were opened with 14 were closed by the end of the year. All of these were in relation to Protection except for one misconduct case.

In addition 64 referrals for assistance were made. **In Somalia we see that SEA and urgent cases tend to be responded to within the approved timeframe and when asked survivors report being happy with the service they received from the relevant organisation**.

There are many moving and impressive case studies of the direct impact to an individual or community after reporting into Loop. During 2023, we have learnt about how complex it is for any actor to map and stay on top of a mapping of active referral pathways, to ensure a timely response. This **burden of responsibility normally sits with the community who may not have the same language skills, access to technology or understanding of the policies and procedures of the different actors and duty bearers as Loop staff and sector professionals do. We can see that this is a structural barrier to why there continues to be low levels of reporting**. Power asymmetry also plays a role, including a trust deficit and fear of retribution, to increased reporting. However, from our experience to date, the current complex structures where the onus is on the individual community member to know where and how to report about which issues, acts as a significant barrier.

In 2024 Loop hopes to build greater trust in the Loop platform with key stakeholders. This will start with the publishing of our Sensitive Reporting Framework in January, to share with technical specialists about how we manage sensitive reporting and information in accordance with globally approved standards and approaches.

The data on the Loop Sensitive reporting statistics page often has errors and needs to be improved to show the real time, aggregate data to inform risk analysis, funding of assistance services etc.

Loop would also like to be linked to global SEA harmonised mechanisms, to reduce the duplication of sensitive data reporting requirements and storage needs.

Accessibility

Language

In 2023 we continued to learn a lot about language and how crucial this is for accessibility and trust building. We learnt from prototyping and testing that language and literacy are large barriers to feeding back, reporting, information and agency.

Oral and Written languages

Data analytics and research in 2023 illuminated the divergence between standard written languages and oral languages in various communities. For instance, in Somalia, Maxatiri, the primary language for education, dominates both written and spoken communication. In contrast, Maay, the second most prominent language, lacks a standardised written form, leading to multiple dialects and comprehension challenges.

For example, in Somalia, Maxatiri - the primary language for education, as a result, is the main language that is written and spoken across Somalia. So, if someone can read and write in any Somali dialect they will have first learnt to read and write in Maxatiri. This scenario appears to be representative of other contexts such as Bemba or Tonga in Zambia for example. In addition, we observe that some populations may speak 3 or 4 languages or dialects but not feel confident writing in any.

We learnt that efficiency and accuracy in moderation is essential to be able to scale the platform. Language is also a key element of inclusion and a valuable offer we can provide to marginalised communities. Based on this learning we have developed two tiers of languages: *written* and *oral* languages or dialects which are treated slightly differently on the platform.

By *written language* we mean languages such as Maxatiri or Nyanja, these are available across all platforms and feedback and data analytics can be accessed in these languages. Instructions and communication materials are also available in these languages, just like English, Spanish and French for example. **This inclusion of national languages targets people who are literate and do not speak a UN language (English, French, Spanish etc).**

On Loop an *oral language* refers to languages which tend not to be taught in schools but which are widely spoken as a first language by communities. On Loop these *oral* languages are available for people to listen to instructions, to feedback in, to read small, primarily visual communications materials and to receive voice mail replies in.

Loop tags this feedback in the *Oral language* (Maay, Tonga etc) but the written text on the platform is only available in the written language of the country and the other Loop written languages. **This targets people who speak an underserved language and are not literate in this language.** Having the predominantly oral language in a written format on the Loop platform does not necessarily increase accessibility to information.

To implement this distinction for Somalia (Maay, Benadiri, Benadiri af Murke, Banjuli) and Zambia (Tonga, Lozi) in 2024, we will be seeking additional funding.

Languages used on Loop

Loop is available in 17 languages and three scripts, covering a wide linguistic spectrum:

      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, Polish and Russian

Throughout 2022 and 2023, both sensitive reports and open stories were submitted in all 15 of the languages. Russian and three Somali dialects will be added in the first quarter of 2024. Our ongoing learning emphasises the importance of inclusivity, especially concerning oral dialects and languages in Somalia. Collaborating with Minority Rights Group (MRG), we developed a language strategy to engage communities effectively. The strategy recognises the significance of mother tongues, often the most comfortable means of communication around sensitive issues.
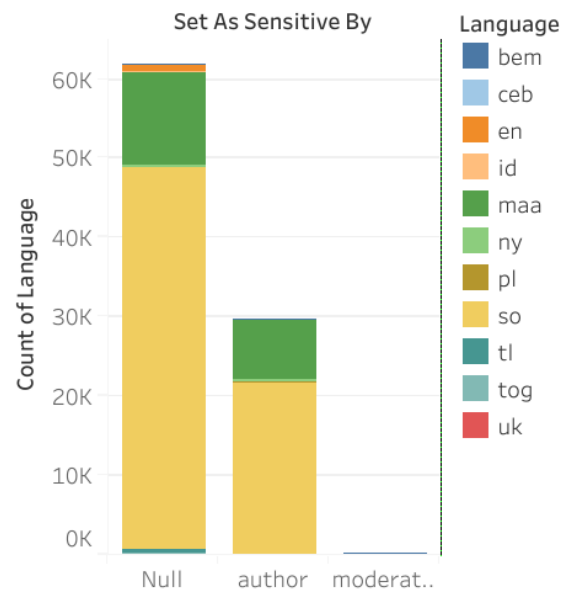
Language on Loop in 2023

In 2023 Loop received the majority of feedback in Somali Maxatiri, for both Open and Sensitive feedback. It was also the majority of sensitive feedback. We received the second largest amount of feedback in Somali Maay.

Amount of Feedback received on Loop in 2023 by Language

Figure 4: Feedback by language

| Code	Language	Country
Bem	Bemba	Zambia
Ceb	Cebuano	Philippines
En	English	
Id	Bahasa Indonesian	Indonesia
Maa	Somali Maay	Somalia
Ny	Nyanja	Zambia
Pl	Polish	Poland
So	Somali Maxatiri	Somalia
Tl	Tagalog	Philippines
Tog	Tonga	Zambia
Uk	Ukrainian	Ukraine or Poland

Feedback status per language

If we remove Maay and Maxatiri, the other languages used show that English, followed by Tagalog and then Bemba are the most used languages on Loop in 2023.

Feedback on Loop, Open and Sensitive feedback (tagged by author or moderator) by language, with Somali Maxatiri and Maay removed.

Figure 5: Feedback status by language.


Feedback status per language
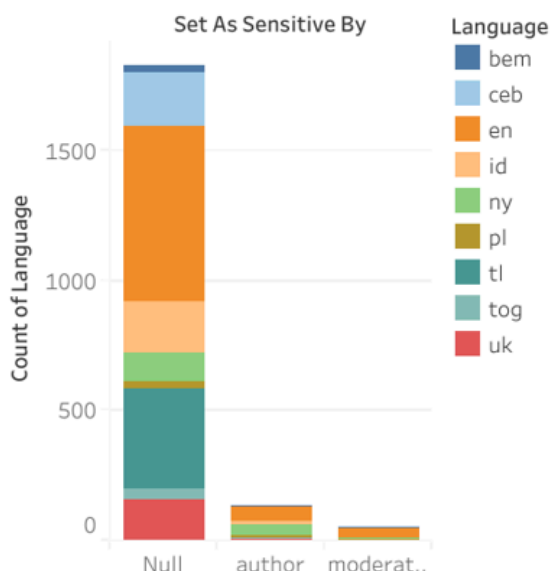
Nyanja and English are most prominent for Sensitive feedback. We see in Zambia feedback coming in a range of the 5 available languages and a larger percentage of sensitive reporting, specifically Gender Based Violence compared to other countries. This is received in both English and Nyanja.

Input Channel

The below table shows the amount of feedback received by input channels (SMS, WhatsApp etc) by each different country.

IVRR / Voice is only available in Somalia (all year) and Zambia (since August) due to delays with Mobile Network contracts. People from Ethiopia, affected by the Somali floods have been able to call the Loop number. We hope to also set up IVRR in the Philippines but await funds to meet the Mobile charges for the year. IVRR is also available on a paid international number which is expressed here as Poland.

Figure 6: Feedback received in 2023 by channel, country and number of feedback moderated.
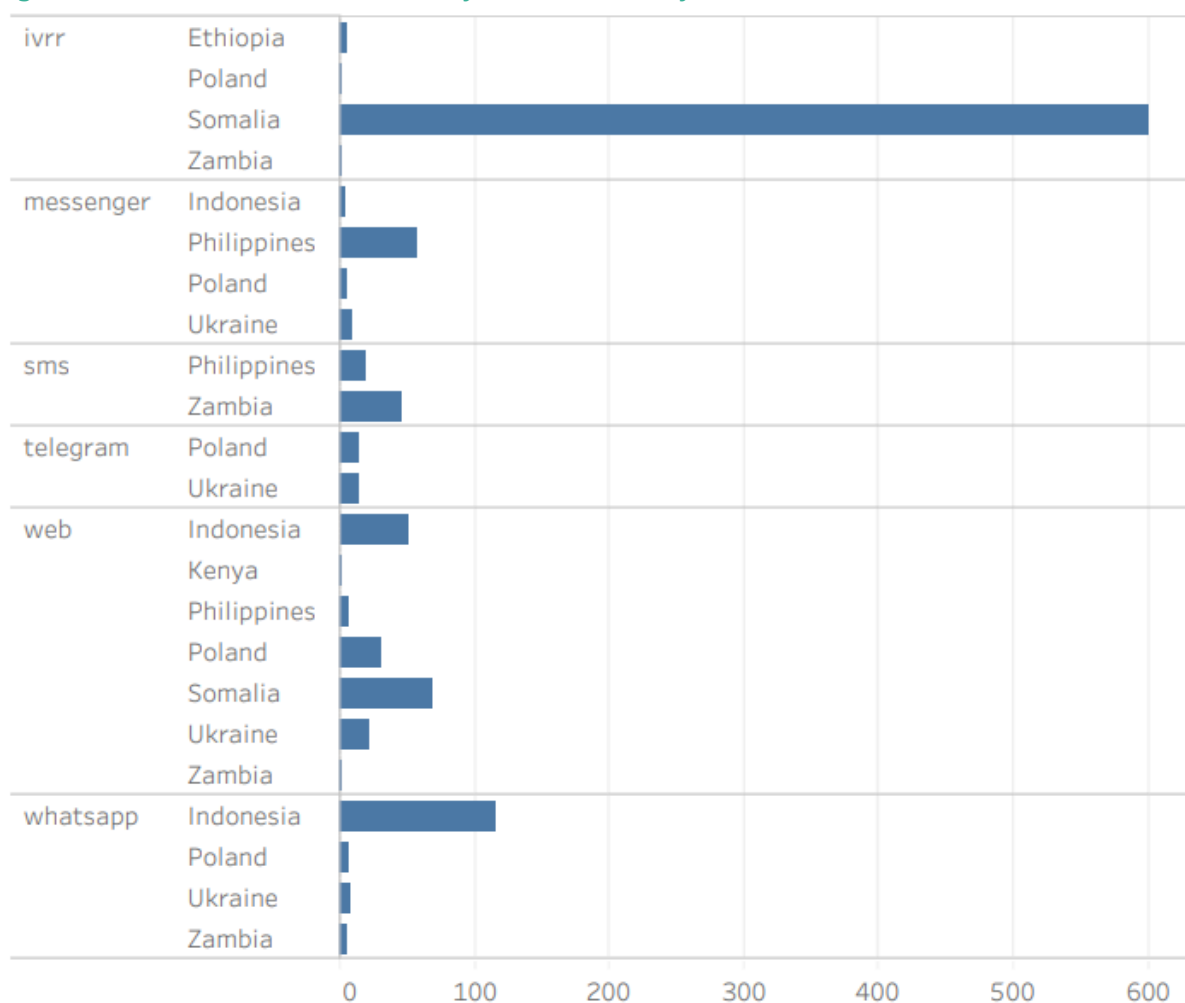
Facebook messenger was requested by the Philippines and is the primary channel of feedback received. There are small amounts of feedback received via facebook messenger in other countries as well.

Telegram, which was requested by Ukrainians, was only used in Poland and Ukraine as would be expected. We have not done any promotion or added on all of the languages to Telegram, based on community feedback.

We can see that WhatsApp is most dominant in Indonesia, where it was requested to be added.

Web feedback is used across all countries including Somalia where the only other feedback option during 2023 was through IVRR/ Voice.

Figure 7: Feedback on Talk to Loop in 2023 by language and feedback channel, with Somalia removed
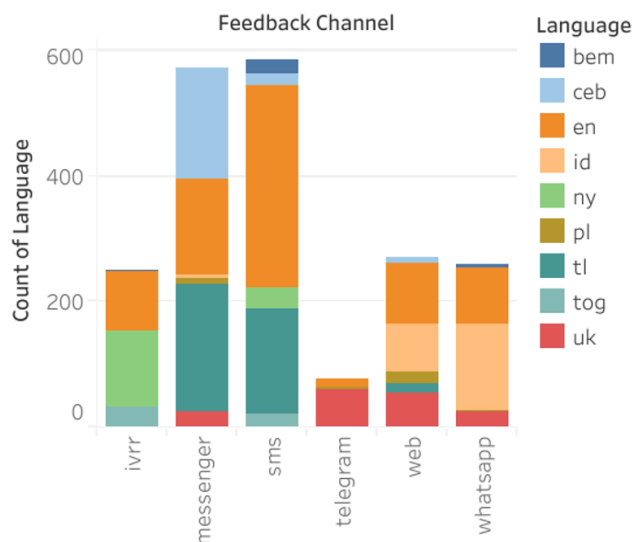
Together, this data shows us that different countries prefer different input channels but there is always a subsection of people who will prefer to use a different channel and method. Similarly we can see different languages being used across different input channels. Providing choice adds agency and increases inclusion.

Organisations using Loop in 2023

775 organisations were registered on Loop at the end of 2023. The majority come from the Philippines and Indonesia, followed by Zambia, Somalia (68) and Poland (56) and Ukraine (22).

We also have organisations signed up to the Loop platform from: Albania, Rmania, Switzerland, Ireland, Ethiopia, Australia, Kenya, Germany, Norway, South Africa, India, Netherlands and Kenya,

From November, we asked people to register their interest in Loop becoming operational in a new country to learn on an ongoing basis where there is greatest

interest. We will leave this survey open as a live learning about demand and interest, it can be found [here](#).

By the end December, when it had been open for 6 weeks we had received 36 requests from National Civil Society Organisations to have / host Loop in: Cameroon (13), Kenya (7) , Democratic Republic of Congo (DRC), Congo, India, Bahamas, Malawi, Nepal, Nigeria Pakistan, South Africa, and Vietnam.

17 of these organisations said that IVRR (Voice) was needed and all had noted requiring 2 or more languages.

We see feedback coming in from the six focus countries but also through the web link from a number of other countries.

Figure 8: Where Loop was used in 2023
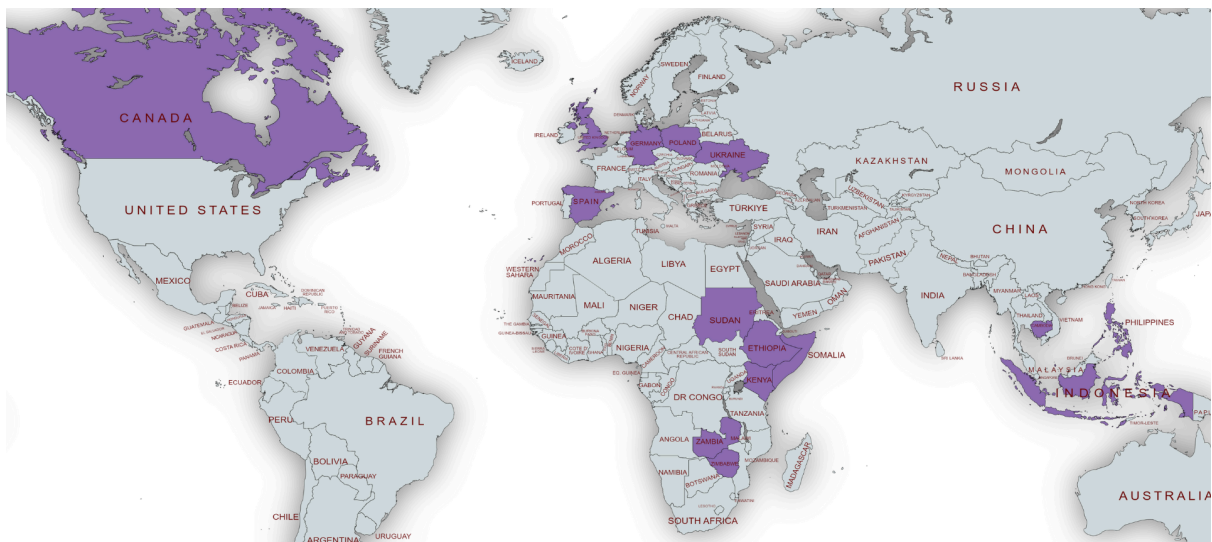
The Context

2023 has been a year of divergence. Strong demand from communities juxtaposed with a low response from organisations. This dynamic has been further compounded by constraints in available funding. We believe that this is primarily a symptom of the wider sector issues playing out on a small, new initiative. Issues, identified in the wider sector, which are impacting the uptake of Loop, include:

1. Funds across the sector are shrinking and organisations are holding onto what funds they have closely, reinforcing siloed project specific solutions.
2. An increased pressure on trying to protect existing ODA spend due to national pressures for accountability of tax payers money, results in zero tolerance

approaches for reports of SEA and corruption. This in turn drives risk averse organisational cultures which necessitates systems which can control all data in relation to negative reporting internally among a few individuals.

3. Innovation is funded for short periods of time with few grants supporting the longer term uptake and roll out which is necessary for culture and systems change to reach sustainability and or scale.
4. Inclusion is valued but not at the expense of efficiencies of project implementation, due to cost and time implications.
5. Due to a widely accepted culture of coordination and collaboration being critical, decision making and wider buy-in and uptake is often by consensus and thus real 'disruption' or rapid change is minimised.
6. Even though there is a strong discourse of localisation (in its many definitions), power and decision making sits overwhelmingly with a few key actors, especially in Humanitarian Response.
7. There is a clear call and wide acceptance of the need for accountability to affected populations, including the raising of affected communities' voices. Putting the rhetoric into action is necessarily taking a non linear, complex and slow process to build into a reality. Different countries have different forces and politics at play and this takes time to work its way through.
8. Change takes time and costs money, both at an organisational and sector wide level.

And finally, Loop as a tool is involved in the narrative of Accountability which covers an increasingly wide landscape of issues, from fiduciary risk management and Post Distribution Aid Diversion, to Sexual Exploitation, Abuse, and Harassment and broader Abuse and Exploitation through to Inclusion, localisation/ local ownership/ local decision making and Civic Engagement and Social Accountability. This can also include the huge area of technology and where this intersects with the above in humanitarian and development discourse including AI. It takes a lot of time, effort and specialist skills to be represented, following and somehow engaging in the plethora of relevant spaces and opportunities.

Considering all of this as a backdrop, and based on the experiences in the six countries to date, we are starting to see a different model for the use of Loop in Humanitarian vs Development contexts.

Loop in Humanitarian Crisis

We see that the level of interest in Loop, by various actors, differs depending on the challenges of the context which need addressing. For example, in Somalia there is a strong push from donors about Post Distribution Aid Diversion (PDAD) and a recognition that there is not sufficient reporting of Sexual Exploitation and Abuse and Harassment by Aid workers, considering the risk factors present in the crisis. With limited funding to fill the level of need and the risk of donors pulling out, due to

evidenced diversion, Loop is seen as a possible option to support addressing fiduciary risk, including PDAD.

In Somalia, Loop has been proven to safely get direct reports about SEA, GBV, beneficiary list manipulation, Aid diversion etc. The anonymity and non operational nature, as well as the accessibility of feeding back, seems to help address some of the trust deficit of Humanitarian actors across Somalia.

However, in Poland or Ukraine these same drivers have not yet been present. There is interest in Loop also going to the DRC and / or Sudan where similar dynamics and access issues open up the need for increased remote solutions.

Loop needs to continue to build trust with humanitarian actors to show our added value. Loop must maintain the careful balance of being a tool to safely pass on sensitive reporting to the appropriate actor directly, and not be seen as a whistleblower. In contrast, Loop is in fact a tool to help organisations to hear about things before a whistleblower needs to go elsewhere. It helps actors to get around various barriers to people reporting or getting the right information to the right specialist to respond in a safe and timely way.

We also have evidence that survivors will report SEA and GBV to Loop when they do not feel safe to do so through other existing mechanisms. Finally we have evidence that excluded communities can and will report to a third party to report their experiences. We hope to expand on this in collaboration with organisations and communities further in 2024.

In Somalia the multiple languages, remote nature and the ability to feedback by Voice without having to own your own phone, be literate or have internet access increases access considerably.

We see an untapped potential in the space of cash and vouchers which could also add to complex humanitarian contexts, through remote post distribution monitoring (PDM) as standard practice for all cash and voucher payments. We hope to test and learn about how to best reach communities and integrate data into standard cash PDM reports.

Loop is also watching as wider discussions about the Grand Bargain 2.0 and the next iteration and measurement of the Sustainable Development Goals (SDGs) are debated. We hope that the Flagship programs will pilot the use of Loop in the Philippines to integrate existing, locally owned and sustainable solutions to the country's approaches.

Loop in a Development Context

In contrast, in development contexts, or countries where there is a cycle of rapid onset disasters, we see an interest in how Loop can support culture change and systems change, from actors who are engaged in discussions about decolonisation, localisation, Diversity, Equity and Inclusion (DEI) etc. We see civil society based organisations (CBOs) and national NGOs, as well as philanthropic networks, exploring how Loop might contribute to the new normal they want to build.

☐ Can Loop help them reach due diligence requirements more easily?
☐ Can Loop help them get in real time data about changes in communities needs?
☐ Can Loop help them to hear from people about culturally sensitive issues such as access or inclusion?
☐ Will Loop be able to support information sharing and multidirectional early warning systems?

As a principle, we commit to being available as a free Community Based Feedback mechanism for CSOs and national NGOs, so that feedback and ongoing engagement with communities is not dependent on a donor budget line or ongoing project which is funded.

We are engaged in discussions with actors such as the Shift the Power network and Philanthropists, The Movement for Community Led Development (MCLD), Survivor and Community led Response (SCLR), The Local Coalition Accelerator, the START Network etc. We hope to have practical joint projects to explore and build evidence about how to successfully mainstream Loop across their existing practices and approaches over time.

So far, we have learnt that change takes time, local actors have a lot of great ideas and influence within a specific community but finances are tight and staff are stretched across various deliverables and budget lines. While those we discuss with, believe that Loop will reduce cost over time, they need the resources to systematically integrate and mainstream Loop across all teams and staff including all monitoring and evaluation processes, safeguarding reporting policies, etc. We have yet to unlock longer term investment in such a mainstreaming exercise across a network of actors in any one country, and without that Loop will not be able to get to scale.

We also see interest in Loop being complementary to international actors, or intermediaries in learning about their partnership models. Local or national partners sometimes fear sharing their experiences about partnership with upstream donor

organisations due to a fear of that funding and partnership being negatively impacted. Using Loop to anonymously report in to the relevant focal point or the CEO could help to open up that channel of information until trust has been built for it to happen directly.

Sustainable funding

In these early days of evidencing and trying to scale Loop we have been finding it hard to get funding to offer Loop as a collective service or public good in a sustainable way. We continue to explore potential revenue streams and costing brackets.

To support this thinking we did a survey to ask a range of actors about who they think should be paying for Loop and how much they would expect to pay. We sent the survey to actors across the spectrum of the Humanitarian, Development, Philanthropic and donor space. While it was a small sample it clearly shows that there is no one clear answer or costing that people / organisations are expecting.

For example: When we asked people what they thought it would cost to run a Community Feedback and Monitoring and Safe Reporting tool annually in each country, the responses ranged from *$2,000 per month at least* to *$3 million* (this budget included supporting 40 local organisations to mainstream Loop for one year as well).

40% respondents thought that donors should fund Loop as a public good. 1 thought UN and INGOs should fund it at the country level and 40% thought it should be part of program budgets of INGOs and UN Agencies. Only one respondent thought local organisations should pay for it.

When asked what budget lines you have available if you were to use it, 1 said: *zero as we have our own mechanism*. 1 said that they could include it in existing Safeguarding and HR budget lines. All others said they would have to fundraise for this specifically and include it in budget lines, *for example as an extra hotline service cost in proposal writing*.

We asked people, if it was 100% free would they be likely to use it? All said yes except 1 who said they had their own mechanism and didn't need anything else. 1 said yes but that there are other internal costs to consider to train staff, integrate it into systems etc. Nobody said it was not relevant to their work.

Some comments included:

'If established in a country it is easier to make the case internally, especially if others are part of it.'

There was a valid question:

'Not sure how much tech can reduce costs and provide economies of scale'.

Loop would be interested to look at cost benefit analysis and costs generally of Community Feedback Mechanisms and Sensitive Reporting, as well as data on the number of calls that can be managed by different approaches.

We continue to monitor data on how many pieces of feedback moderators can manage at a maximum per day. This differs across variables including if it is voice and needs to be transcribed, if automations such as transcription and translations already exist and the average length or complexity of the feedback. However the number varies between 50 and 150 pieces of feedback per day per moderator. We hope to define this further in 2024.

Charitable Structure

Finally, Loop is learning a lot about our Charitable Franchise Model. We did a Team Member Satisfaction Survey across staff, contractors, and host organisations, anonymously if they chose, to find out about how to improve the partnerships, sharing of work, funds, communications etc. The feedback was extremely useful and positive:

Figure 9: Results from satisfaction survey.

Would you recommend Loop as a good organisation to work with?
13 responses
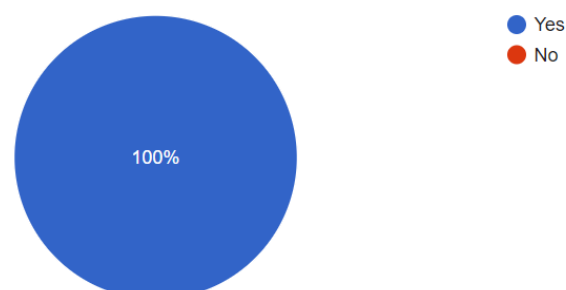
Everyone said that they would recommend Loop as a good place to work. That is staff, contractors, host organisation staff etc.

A lot of this was due to the strong purpose driven approach and impact that they see each day when working for Loop. Following are some examples of the feedback received:

"The fact that we are able to help the beneficiaries gets answers to their feedback and get assistance make my heart contented, when a GBV case is referred successfully and the survivor receives medication and counselling and we do follow-up for weeks and she shares her feeling and that she is better and things are okay, it motivates me to listen to every voice note each day and go out of my way to be great at what we do."

"Being part of a team and a project that have a great potential for real accountability."

"Personally I think the best part of my job is the everyday connection with other cultures and realities; the feeling that my work is aligned with my ethical values and political views on the world; and the realisation that whatever contribution I'm able to provide is helping Loop serve so many around the world."

"Building a product with purpose. No major internal bureaucracy or politics to navigate. People with ambition, and drive to build something great. Modern, and progressive work culture."

Other feedback was about the global nature and how host organisation staff got to work with other staff doing a similar role in a different country. They work remotely but as one large team learning from each other. This strongly reinforces the franchise and distributed models advantages:

"Feeling the connection and passion to work between all these people around the world"

"Maybe we can be doing case studies for each country and see what worked there and what didn't and we compare notes and see if it brought positive impact we can use that in the other countries."

"As Loop, we work in a very unique way, we have support from Global team and also have support from other countries, our structures and mode of communication is great."

"I really appreciate our work structure. I feel very comfortable with it. Although there is a lot on the agenda, and for sure it can be overwhelming, I believe there is great power that comes with the feeling of being allowed to be vocal about your opinions, being valued, listened to and welcomed. Unfortunately this doesn't happen in every work space, and although it may bring its own set of challenges I believe we are on the right path."

All global staff and some national staff have taken a pay cut when joining the Loop team, and we are not able to offer job security due to the nature of the funding to date.

People expressed this challenge of being stretched in such circumstances, and we are no doubt not alone in the sector.

"Everything I think of in terms of improving Loop is linked to funding and human resource :)"

The Role of Loop going forward:

There are known barriers to people reporting. We now have evidence of where Loop can or cannot contribute. Please see a breakdown below.

Figure 9: System level diagram: How it works?
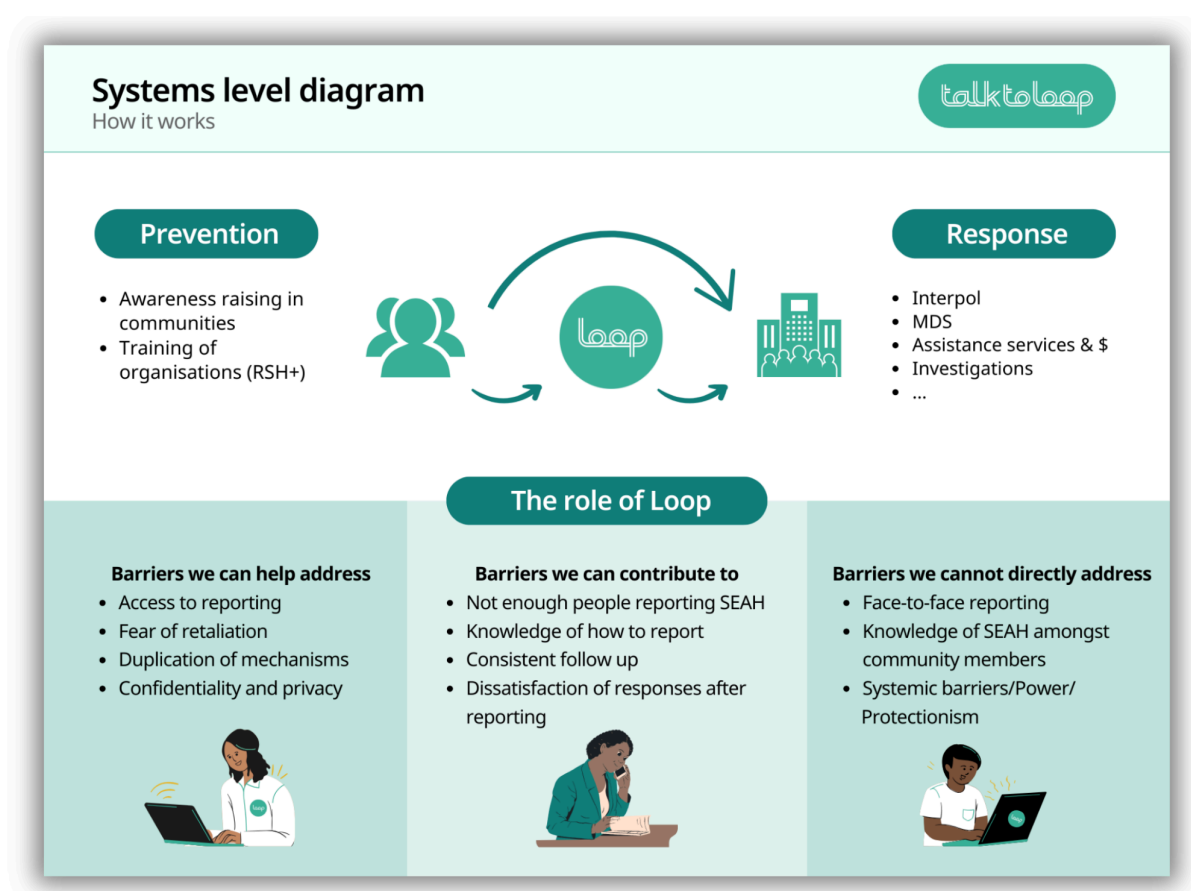
Barriers that Loop **can help to address**:

☐ Access to reporting

Loop has evidence of improving accessibility of communities to report issues as a result of having additional languages, crossing the digital (doesnt require a smart phone or internet access) and the literacy divides and being open 24 hours a day 7 days a week remotely.

☐ Fear of retaliation

Loop has evidence that people report to Loop because they can remain anonymous and because they are reporting to a non operational independent actor.

☐ Duplication of mechanisms

Loop acts as a safety net for communities who cannot access or do not know where to report. At the moment the burden of responsibility to find out where to report, what, from whom, is left to the community. Loop can help in this area. Choice gives people agency.

Some argue that Loop contributes to confusion amongst community members with multiple mechanisms being available and not knowing where to report what. In another way Loop can contribute to reducing the number of multiple mechanisms all being designed to address the known gaps in accountability. Loop can be used across different actors, different project time frames and even different responses. It can help smaller organisations without the funding to use Loop and this can be in a consistent way with their communities, regardless of their upstream donors. While Loop is complementary to some it can be a complete solution for others.

In addition Loop can help people or organisations who receive feedback which is not about them to pass it to Loop to help get it to the appropriate actor. We see ourselves as a safety net for feedback.

☐ Confidentiality and privacy

We have evidence that the independence of Loop and the anonymity offered is seen as offering a significant advantage to communities. However, some organisations and networks may find it troubling that another actor has data about their organisation. It is an important balance of building trust in our approaches and this takes time.

Barriers we can **contribute to reducing**:

☐ Not enough people reporting SEAH

By providing the independence and anonymity to address some fears to reporting, Loop can contribute to receiving more reports. We have learnt that if an organisation does awareness raising and asks communities for this feedback then Loop can bring in additional reporting due to the accessibility, anonymity etc.

☐ Lack of knowledge of how to report

Loop and partners can help to raise awareness about people's rights and how to report and offer simple, safe and accessible options.

☐ Inconsistent follow up

This is a significant barrier that we are seeing. In [our report for the last quarter on Somalia](#) for example we report that:

Finally, in this quarter we see a low rate of replies from organisations back to communities, coupled with a large number of pending requests for organisations to sign up to Loop and worryingly, 48% of sensitive reports that are referred to organisations, have not being acknowledged by simply confirming receipt of the referral by the specialist focal point of that organisation. This lack of acknowledgement is predominantly for corruption and general protection referrals but also for GBV and Child Protection cases.

We are pleased to report that we see immediate confirmation of receipt for all urgent sensitive cases and SEA reports. We also continue to see successful assistance referrals, with all survivors reporting a positive supportive experience from these referrals.

The lack of direct follow up and the delays in the process are a concern and is evidenced in other data sources as well. Loop is a tool designed to help organisations more easily reply to communities directly, across languages, input channels, time and projects.

This low level of closing the feedback loop is a wider systemic issue. Time is needed to build trust, incentives are needed (which Loop can help with regarding data) to motivate engagement, and time and resources are needed to prioritise this as an essential aspect of a project. The narrative around the prioritisation of accountability has been present and potentially growing for over five years.

☐ Dissatisfaction of responses after reporting

Loop has not experienced dissatisfaction with the level of engagement for SEA or GBV reports from survivors. We have experienced dissatisfaction for some sensitive reporting but that links primarily to a lack of follow up. When there is follow up people tend to be satisfied.

Similarly with open feedback. People are ringing back to say why is no one responding to me. This is a big risk to Loop as a mechanism because if communities continue to not get replies then there is no perceived value for them to continue providing feedback and adds to the survey / feedback fatigue that is prevalent in some contexts.

Barriers we **cannot directly address**:

☐ Face-to-face reporting

Loop is complementary and can be introduced to people after face-to-face meetings as a way of continuing the conversation remotely. But we are not and will never be

providing face-to-face feedback mechanisms. This is not cost efficient and is duplicative of many other actors' professionalisation.

☐ Knowledge of SEAH amongst community members

This links in to awareness raising and trust building, which organisations and authorities need to be doing and they can use Loop to help as a resource.

☐ Systemic barriers/ Power/ Protectionism

This is a larger issue with a lot of discussions and changes in the system each year. Loop is a tool which can be used to support change in an easy, cost efficient way.

Based on this learning, in 2024, we need to find answers, within the first 4 months of the year to the following key questions:

1) Will some aspects of the humanitarian system fund and embrace a collective mechanism which is owned and run nationally, long term on behalf of local and international actors? This is playing out in Somalia, DRC and Sudan.
2) Will philanthropic and donors supporting new locally owned systems and approaches fund the Loop host organisations in different countries, so as to integrate and scale Loop with relevant development, human rights and humanitarian actors over a 2 - 3 year period?
3) Will Loop need to close up as an initiative which provided evidence that a locally owned, country specific, collective, real time and transparent mechanism is possible and await to learn if the narrative is backed up by funding and action? Or will it be integrated into structures which are owned by the existing power holders in a more sustainable manner?

Annex 1. Platform functionality in 2023

There were only a few significant changes to the platform in 2023 compared to 2022. Funds are more limited for tech development and so we prioritised quick low cost wins. Loop has a technology road map and a features improvement and prioritisation plan in place for when time to manage maintenance and fixes is underspent.

All features on the Loop platform have been designed and built, together with Sonder Collective, Elite Crew, our partners in each country and communities, through User Centred Design processes. By the end of 2023 these features include:

1. Share a story, feedback to a story, upvote a story, in **17 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, Somali Benadiri dialect (Somalia), we are in the process of also adding on Benadiri Murke and Banjuni
    f. Ukrainian, Polish and Russian
    g. 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 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 through **Telegram, in Ukraine or Poland**
6. Share a story or reply using **WhatsApp**
    a. One Zambian number
    b. One Indonesian number in Bahasa Indonesian
    c. One global number in English

7. Share a story using IVRR
    a. In Somali (Maxatiri, Maay, Benadiri dialects) 6464/ conversion to 2023 to cover the whole country, through a reverse charge number
    b. One international number in English
    c. Operational in Zambia (Tonga, Nyanja, Bemba and Lozi) on 4343
    d. Operational in the Philippines when funding permits the monthly mobile network contract

8. Sign up to the platform and gain password access, through a two factor authentication.

9. A Case management tool to manage sensitive reporting in a safe way. Including design and testing of a Sensitive Feedback Framework and a Data Sharing agreement, to complement the existing Data Policy and DPIA.

Annex 2: Loop Team in 2023

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 seven active Governing Board members:
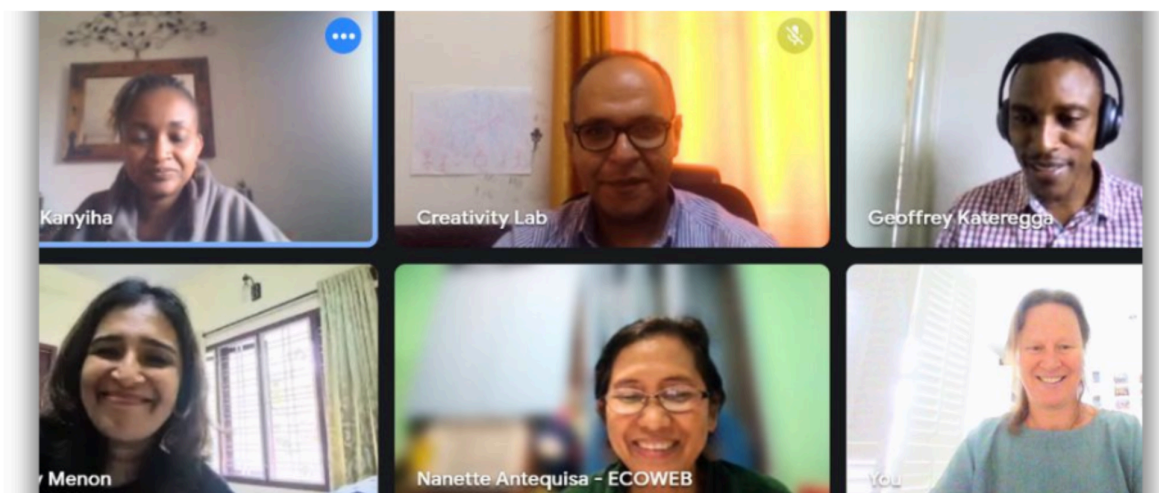
Who	Where Professional Area of Expertise	LinkedIn profile
Geoffrey Kateregga – President re-elected	Uganda. Africa Geospatial mapping. Community led initiatives.	[Linkedin](#)
Salama Bakhalah - Safeguarding focal point	Yemen. MENA United Nations and Red Cross. Gender.	[LinkedIn](#)
Nanette Antequisa	Philippines. Asia Survivor Centred programs.	[LinkedIn](#)
Wanjiru Kanyiha	Kenya, Global Public Investment, Shift the Power fellow, Community Philanthropy	[LinkedIn](#)
Mohammed Issa	Palestinian Occupied Territories. Middle East. Development specialist, entrepreneur and peace building	[LinkedIn](#)

Deepthy Menon	India, Asia. Communications specialist. Urgent Action Fund for Women's Human Rights	[LinkedIn](#)

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	[LinkedI](#)

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 full time person – the Communication and Fundraising Lead - Maria Piedrahita Garcia - Colombian in Europe.

- Two Sensitive Feedback Leads
  - 1x full time for Somalia: Mai Muhsen (Palestinian, living in the UK)
  - 1x part time: Emilie (American, living in Spain).

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 part time 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

We also have one wonderful volunteer from Argentina who has helped improve our financial bookkeeping, reporting and management.

This distributed, flexible approach reduces the risks for Loop, maintains a light and low level core costs, 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.

Loop hopes to maintain a small, slim global team, having as much as possible led and run by the Charitable Franchise hosts in each country to ensure a locally owned and financially sustainable model.

Charitable Franchise Model

Loop 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, which includes employing the Loop moderators for their country of operation and hosting the Mobile Network Operator contracts among other things. At the end of 2023 this staffing included:

- Philippines: One part time, while we recruit a full time role, hosted by ECOWEB
- Zambia: One staff hosted by ZGF (one being recruited if funding permits).
- Indonesia: One part time staff hosted by Predikt
- Somalia: One manager, three moderators (one focusing on Sensitive feedback) and three new moderators starting in January 2024. Hosted by the Centre for Peace and Democracy
- Ukraine and Poland: One 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 annually to share learning and brainstorm new approaches.

In 2023 we co-created a Partnership Agreement template with the country teams (moderators and leads), the Charitable Franchise CEOs and with the Loop Governing Board. We then adapted them to each context and have signed and implemented them with each partner.

We have also developed a toolkit of templates and documents to help with the set up of new Charitable Franchises, national Steering Groups and joint budgets. This will help with the efficiency of becoming established in new contexts.

The moderators from each country meet monthly to share learning, receive training and agree on suggested improvements to the platform. The moderators who work with the Sensitive Feedback Leads meet fortnightly as a peer support group.

The structure of Loop in 2023 has largely remained the same throughout the year. We have consolidated in 2023 as planned and now are considering expanding to other countries where at least 2 years of funding, a clear value add and strong requests from partners exists.

Annex 3: External Representation

We have continued to engage with a wide variety of actors to see how Loop can add value and to raise awareness about a new approach to collective feedback and accountability.

In 2023 we participated in the following events:

Global level Conferences in 2023:	
Accountable to Whom? panel discussion at the [Re-engineering the global disaster response system](#) conference held by the Centre for Humanitarian Leadership, April 2023.	Nanette Antequisa, Natalia Kotyla, Avianto Amri.
[Humanitarian Networks and Partnerships Weeks](#), Geneva, Switzerland, May.	Alex Ross, Emilie Minnick
[RINGO Community Gathering: Language](#), June 2023	Alex Ross
[Grand Bargain Annual Meeting 2023 organised by KUNO](#), June, Online	Nanette Antequisa
Catalyst 2030 Meeting	Amanda Mealand
CDAC Annual Conference, London, UK.	Alex Ross
[Shift the Power Summit](#) in Bogota, Colombia, December.	Alex Ross, Maria Piedrahita, Natalia Boyko.
Shabaka Annual meeting	Alex Ross

And we also led or collaborated in the publications of the following blogs, newsletter, articles, podcasts and others:

Publications in 2023:	
Newsletter archive on the web	6 newsletters
19 Loop blogs published.	- Voices of Resilience: Unveiling the Toll of El Niño Floods - Loop´s commitment to accessibility through language in Somalia - Somalia Trends and Analysis September 2023 - Zambia Trends and Analysis - Safeguarding in Schools: Lusaka, Zambia. - What are people saying in Ukraine and Poland? - Somalia Trends and Analysis August 2023 - The Scale Conundrum - Somalia Trends and Analysis - Building an ecosystem of tools - How to give sensitive feedback on Talk To Loop - Quick Route makes it even easier to access Loop - How to read statistics on talktoloop.org - How to sign up to Loop to receive notifications about feedback - Annual report case studies highlights year's learnings - Removing barriers to accountability - Imagine: a social media platform dedicated to helping people - Take part in the Live Premiere of the new Loop documentary - New protocols for Personally Identifiable Information
Talk to Loop: Transforming Feedback and Accountability , episode 60 on the Journey To Transformation podcast, April 2023.	Alex Ross and Mpala Nkonkomalimba.
Talk to Loop on the Trumanitarian Podcast, episode 60, June 2023	Alex Ross, Avianto Amri and Robert Wambu talk with Lars Peter Nissen.

[Voluntary Guidelines on the Nature of Contractual Partnerships](#) for the Ukraine Refugee Response within Poland, Published by the NGO Forum "Razem", Poland, October 2023.	As a member of the Forum Loop has endorsed these Guidelines.
[Powerful networks impose taxes on aid in Somalia. It's time for this to end](#), Published Article in The New Humanitarian, October 2023.	Claire Thomas and Nisar Majid, explore the complex issue of aid diversion and discrimination against minorities in Somalia's displacement camps. Talk to Loop is mentioned as one possible solution.
[Introducing Talk To Loop to Poland and Ukraine: Developing a marketing strategy for a non-profit organisation](#) - Published Article in Zambian Newsflash in Elite Crew, October, 2023.	Justyna Wiśniewska.
[Harnessing digital accountability: Youth-led organisation showcases Loop's impact](#) - Published Article in Zambian Newsflash	Interview with John Chingumbe, founder of the JEF Foundation.
[The transformative potential of listening](#) - Published article in Alliance Magazine, November 2023.	Alex Ross.
[Making people in Crisis areas heard](#) - Published article in Birgitte Issue No. 1 2024, Page 7, Germany.	Lena Bunker interviews Alex Ross.
[Talk to Loop: A digital platform set to increase youth participation in Civic Spaces](#) - Published article in Rainbow Nes , Zambia.	Derrick Sinjela and Simon Bonda interview Subilo Malema.
[Why Don't We Listen](#), an online conversation as part of the journey to the Shift the	Natalia Boyko, Maria Piedrahita, Barbara Nost, Barry Knight and Deepthy Menon.

Power Summit in Bogota.	
[Empowering communities: insights from the #ShiftThePower Summit in Bogotá](), Published article in CDAC, December 2023.	Alex Ross.

Online Community in 2023:			
Social Media	**2022**	**2023**	**Comments**
[Facebook Central Followers]()	985	1064	
[Facebook Zambia Followers]()	2713	2933	Very active Zambian Facebook community
[Facebook Philippines Followers]()	1000	1268	Very active Philippines Facebook community
[Facebook Somalia Followers]()	88	91	Only used by National organisations
[Facebook Ukraina Followers]()	194	232	Primarily on Telegram
[Facebook Polska Followers]()	151	198	
[Facebook Indonesia Followers]()	8	11	Primarily on WhatsApp
[Twitter Central followers]()	429	501	
[LinkedIn Central followers]()	1262	1962	
[Instagram Zambia Followers]()		99	New to Loop. Low priority
[Instagram Polska Followers]()		51	New to Loop. Low priority
[Instagram Ukraina Followers]()		65	New to Loop. Low priority

Annex 4. Ecosystem Commitments

Loop reports into the [Misconduct Disclosure Scheme (MDS)](#) 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 to the MDS annually.

In 2022 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 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 2023 we had an audit to ensure we meet the General Data Protection Regulation [GDPR](#) and other requirements, through an [AWS Well Architecture assessment](#).

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

Annex 5: Finances

We are a registered Charity in Holland and have received another year of equivalency status of a 501c3 charity in the United States.

Our audited accounts are in euros, and are 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. In summary in 023 we raised €734,024 which included €539,882 funds for 2023 and the remaining for 2024. This is a decrease from the income of 2021 with a high of £1,188,000 and 2022 income of €970,647 .

Our only direct donor in 2023 was Global Giving. McGovern and UNICEF grants went through the Loop host in Somalia, CPD and ODI with McGovern as part of a larger project on systems change. We also received some individual donations towards the Ukraine response through our Global Giving page.

In addition our Charitable Franchise partners received some funds directly from various donors including, among others: UNICEF, Cumundo, Comic Relief, Vitol Foundation.

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 and covered directly in each country.

Our Charitable Franchise hosts in each country continue to secure some funding to cover Loop costs in 2024 and beyond, as part of other projects for 2024. This in no way covers all costs and we hope to expand this significantly in 2024.