



www

Donors came with a big delegation. We felt we couldn't share our ideas. Can you feedback for us so that we don't upset the relationship?

Original feedback submitted in English



Where can I find children's education services? We just arrived and don't speak the local language.

Original feedback submitted in Ukrainian



I don't feel safe. I need to speak to someone. Where can I go?

Original feedback submitted in Tonga



# The democratisation of feedback



On behalf of 120 households, we are a minority group and have been left out of the recent needs assessment.

Original feedback submitted in Cebuano



Mistakes occur in beneficiary registration. Can we ask for direct cash transfers via mobile phones?

Original feedback submitted in Somali (af Maay)



There is a water shortage in our town, all of us with disabilities can't get access to any.

Original feedback submitted in Bahasa



My village is no longer under occupation. Are there any organisations which can help me?

Original feedback submitted in Somali (af Maxatiri)



[alex@talktoloop.org](mailto:alex@talktoloop.org)

[www.talktoloop.org](http://www.talktoloop.org)

talk to loop

Is a global, accessible tool for people to safely share and receive feedback on what is important to them, at **any time**, from **anywhere**, in their **own language**, for **free**.



# What worked? (1)

After 2,5 years of implementation **we proved** that:



**People use it!**

**Communities will speak up.** They know how to and do feedback, on both positive and negative things.  
**30,000 calls and 400+ sensitive reports.**



**Wide range of use cases**

Ever growing range of use cases.  
Nearly 800 organisations registered from development, Peace, Government, INGOs, CSOs, UN Agencies etc



**Specific actionable information**

We received very specific key information **for organisations to act on.**

# What worked? (2)

After 2,5 years of implementation **we proved** that:



**Technology helped**

Key design features:

- 1) **Independence**
- 2) **Anonymity**
- 3) **Accessibility** to bridge the digital, literacy and language barriers.



**Kept people safe**

We can keep people safe and navigate the 'system' on their behalf, with the help of key specialists.



**Reduced whistleblowing**

We help reduce whistleblowing by providing prompt, real-time information to the right focal point and escalate where necessary.

# How did the sector respond to Open Feedback?

We received more than **5,500 pieces of feedback** from **14 countries** and nearly **800 organisations** registered on the platform.



Communities do feedback, especially to an independent actor

Referenced in research and reports nationally and globally.



**18%** response rate to feedback. Similar rate to other tools

Ie: Camp Coordination and Camp Management, (CCCM) etc.

## To mitigate this we need:

- Carrot - Reward positive engagement. Legitimacy through reference in meetings and reporting.
- Stick - requirement from donors to use Loop.

# How did the sector respond to Sensitive Reports?

We handled **409 cases**, made **80** assistance referrals and submitted 166 allegations to 110 organisations.



- All survivors were successfully referred on, for urgent assistance linked to Gender Based Violence.
- Organisations were responsive.
- All survivors reported being pleased with the assistance they received.



- Less than **50%** of organisations acknowledged receipt of a referral.
- No one else monitors the efficacy of reporting mechanisms.

## To mitigate this we need:

- Carrot - Monitor risks and fund gaps.
- Stick - requirement from donors to be registered. Donors and leadership monitor response rates.

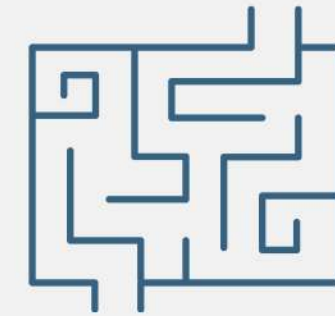
# What did we learn about the sector?



Some individuals within all parts of the system are very impressive and embraced Loop for impact.



CSOs recognise the value in Loop most quickly to enhance consistent engagement with their communities.



INGOs possess capacity to respond to sensitive reports, but did not proactively use Loop, due to existing internal systems.

CSOs and Ministries had a strong response to urgent referrals for assistance.



UN Agencies have to navigate complex power dynamics and UN centric systems. Some evidenced potential for impact.



All types of organisations prioritise brand protection and funding over accountability and transparency.



# What did we learn about the sector?



## Open feedback:

- Lots of duplication, lots of data.
- Tick box to meet donor requirements, but no measurement of use or effectiveness.



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## Sensitive feedback:

- Much of the sensitive reporting channels are hard for communities to access - email, written, clan dynamics, language, trust.
- Survivors/witnesses bear the burden to find and navigate reporting mechanisms.
- Low **Sexual Exploitation** and **Abuse** reports due to survivors well informed context analysis, not a lack of information.
- Sensitive referrals require specialists and time to map, follow up etc.

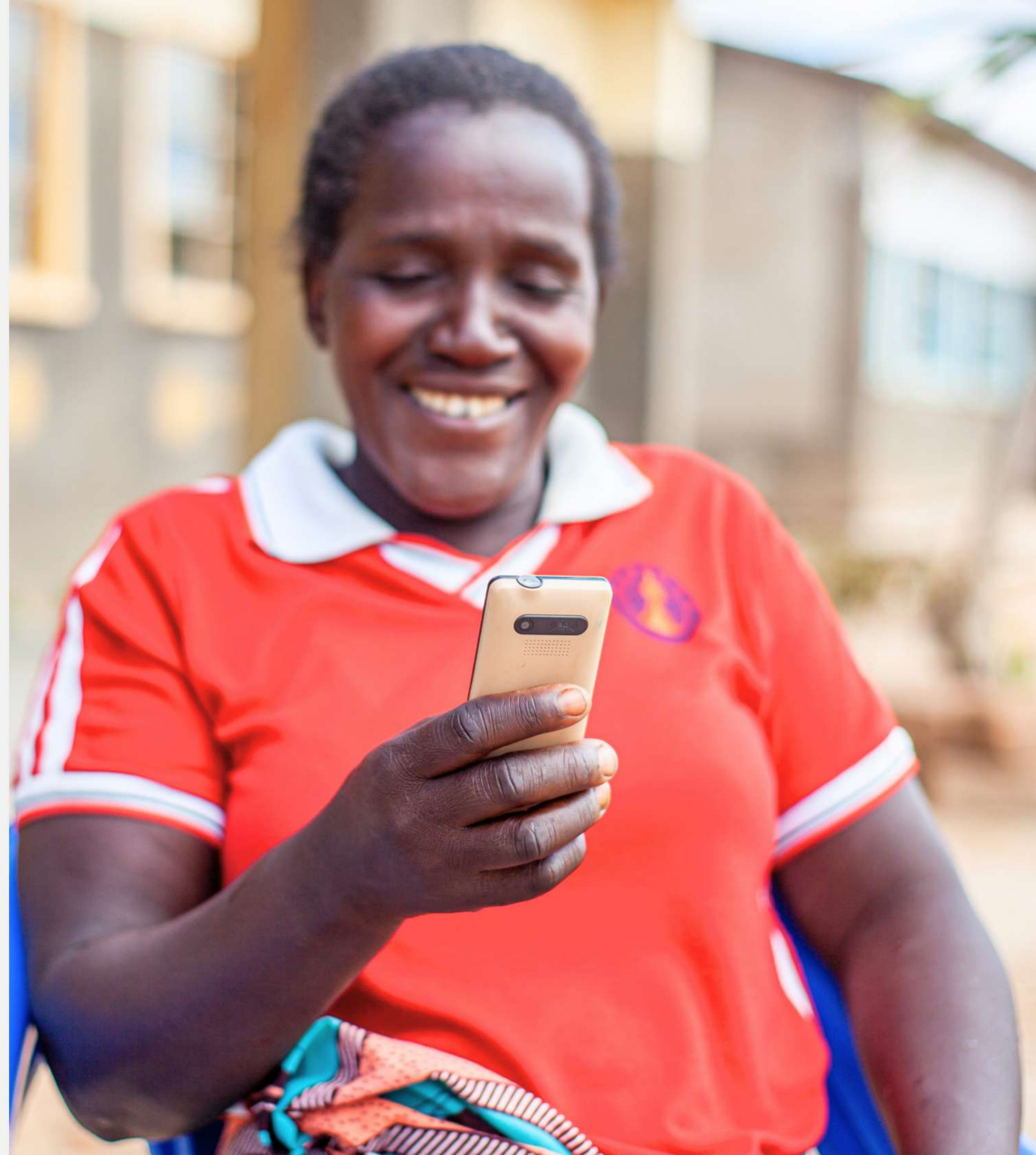




# Why are we in Hibernation?

- Threats to national host organisations.
- Blocking from large stakeholders.
- Low response rates from organisations – reinforcing community mistrust.
- Insufficient core funding.

Loop approach being copied into private sector. Ok, but doesn't deliver systems change.



Is it in our organisational best interests to have this information in the **public domain**?

Accountability requires transparency. Public information about how your organisation is responsive to reports and concerns, can actually work in your benefit, **building trust with communities and donors.**

We are not sure if we have the **internal capacity to respond** to the level of feedback and complaints we would expect.

Talk to Loop is a user-friendly tool, delivering notifications in near real-time and swiftly translating and relaying replies to communities, **minimizing unnecessary costs and steps to your feedback process.**

## What are organisations concerned about?

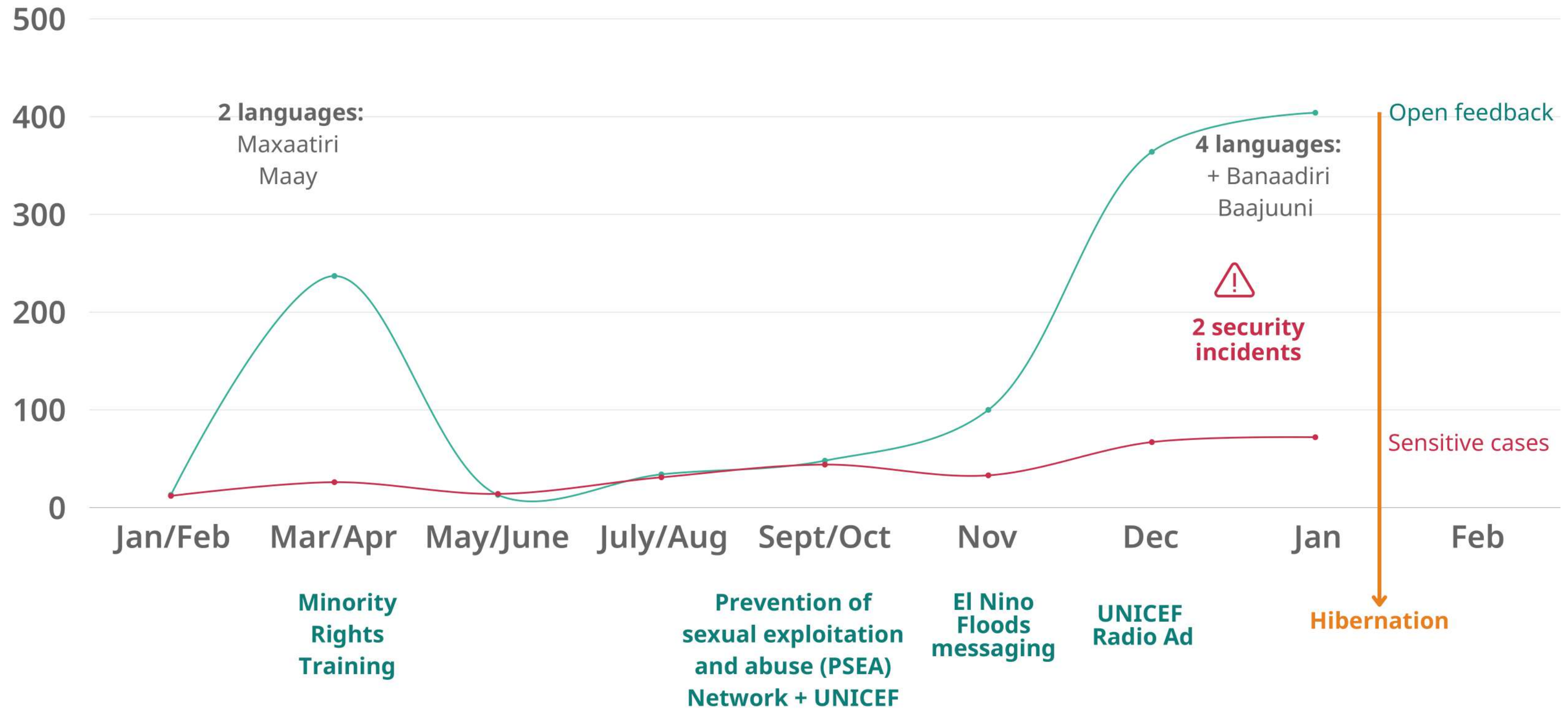
Why are you collecting this information? If our donor or an auditor sees this we might be **blacklisted.**

Talk to Loop is not a whistleblowing organisation. We refer sensitive reports on through your organisations Standard Operating Procedures until there is a response. **Don't you want to know what communities are saying?**

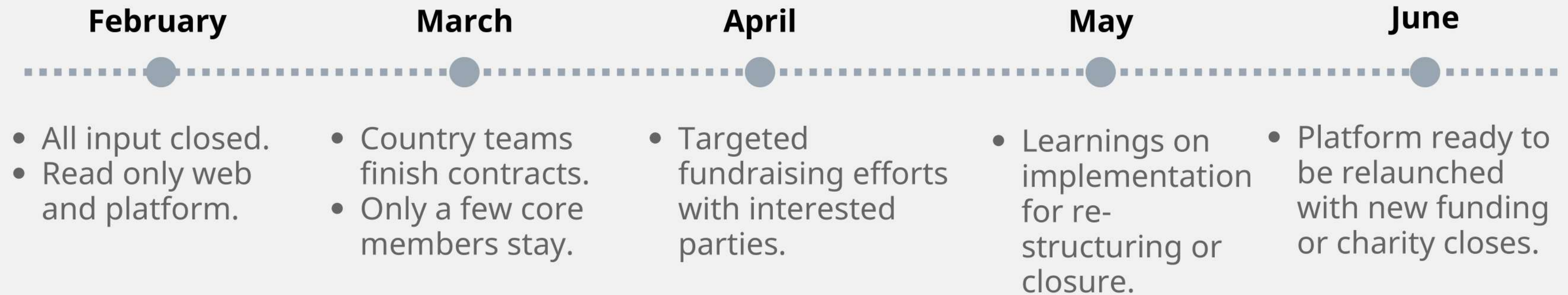
Why do you have information about my **beneficiaries**? Who gave you the permission?

We uphold communities' right to provide feedback anonymously through our accessible tool. This valuable information is then transformed into **actionable data** for your organization.

# Trend in Somalia



# What now?



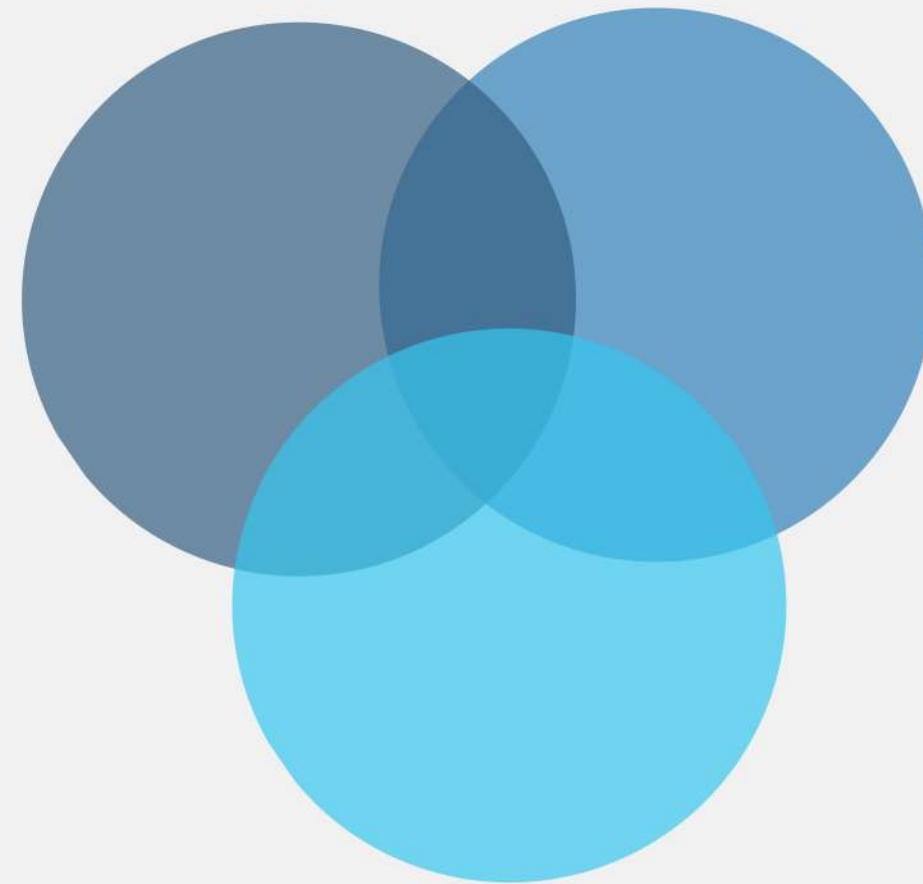
## We are currently exploring options for the future:

- Institutional donors collectively fund country by country – Existing system.
- Collective core funding to shift the system – Emerging system.
- Impact Investment - Use for Environmental Social and Governance - ESGs (trafficking, bonded labour, reporting pollution etc).
- Share learning and technology.

# What do we need to restart?

## Legitimacy and credibility

Support from key stakeholders – to expect a closing of the feedback loop.



## Safe structure

That allows our staff and partners to withstand pushback.

## Sustainable funding

Sufficient funding for 5 years (3 signed) to be able to operate and build trust in the platform

# What is our current funding model?

**Core costs:** to cover tech, comms, fundraising, sensitive management

€670,000

More countries, will increase core costs but bring efficiencies of scale.

Each **complex humanitarian crisis** costs approximately:

€165,000

With technology and core teams ready, deploying to new settings is easily done on demand.

Each **development context** costs approximately:

€60,000

Our **minimum operation** requires at least:

2  
complex humanitarian crisis

The **minimum yearly budget** we need to restart operations is:

€1,000,000

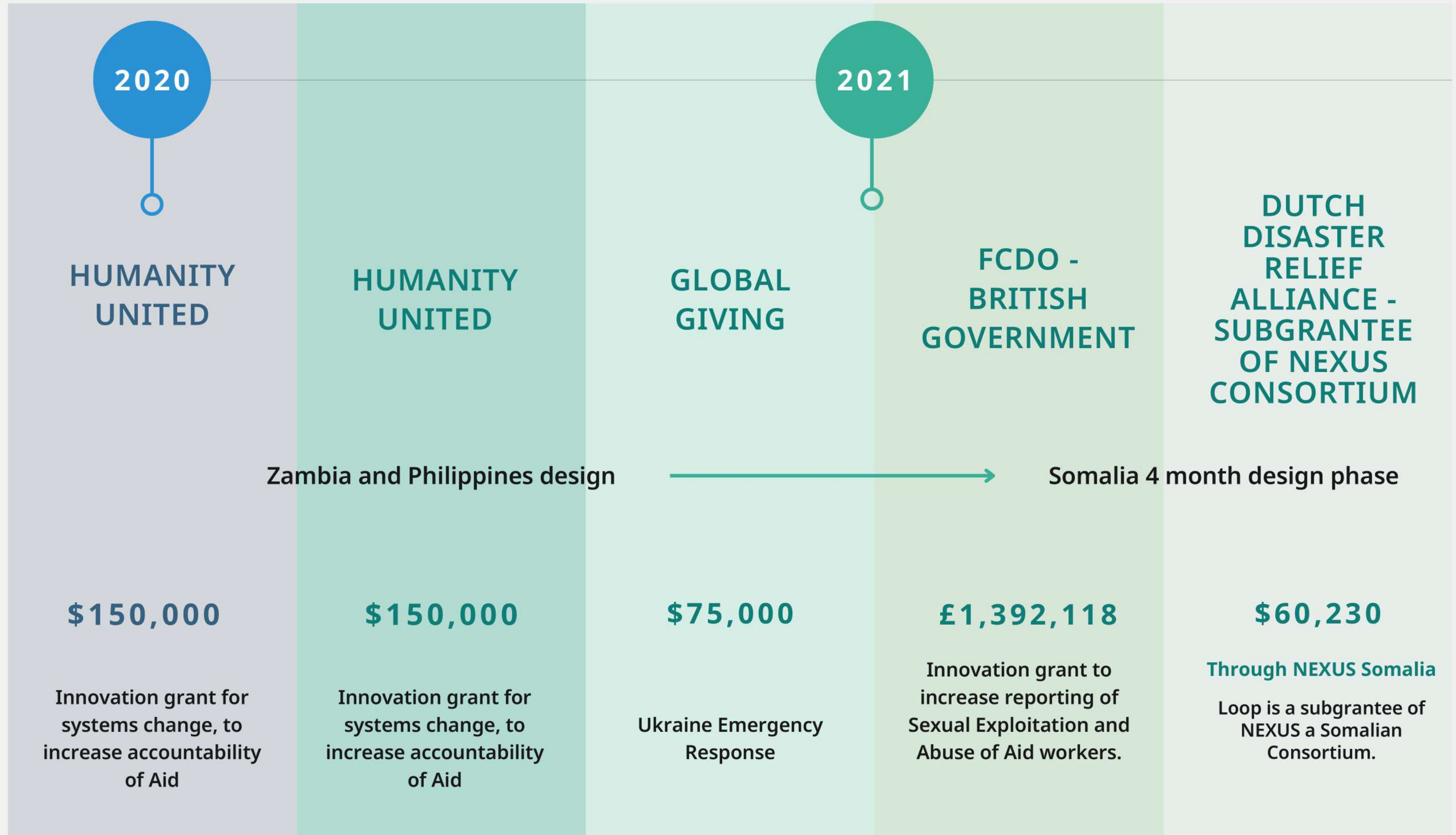
We need funding for 5 years, but can start with **3 years** and plan for 2 more.

These values represent annual costs and rely on a flexible funding structure to ensure the safety and effectiveness of operations.

# Live Discussions

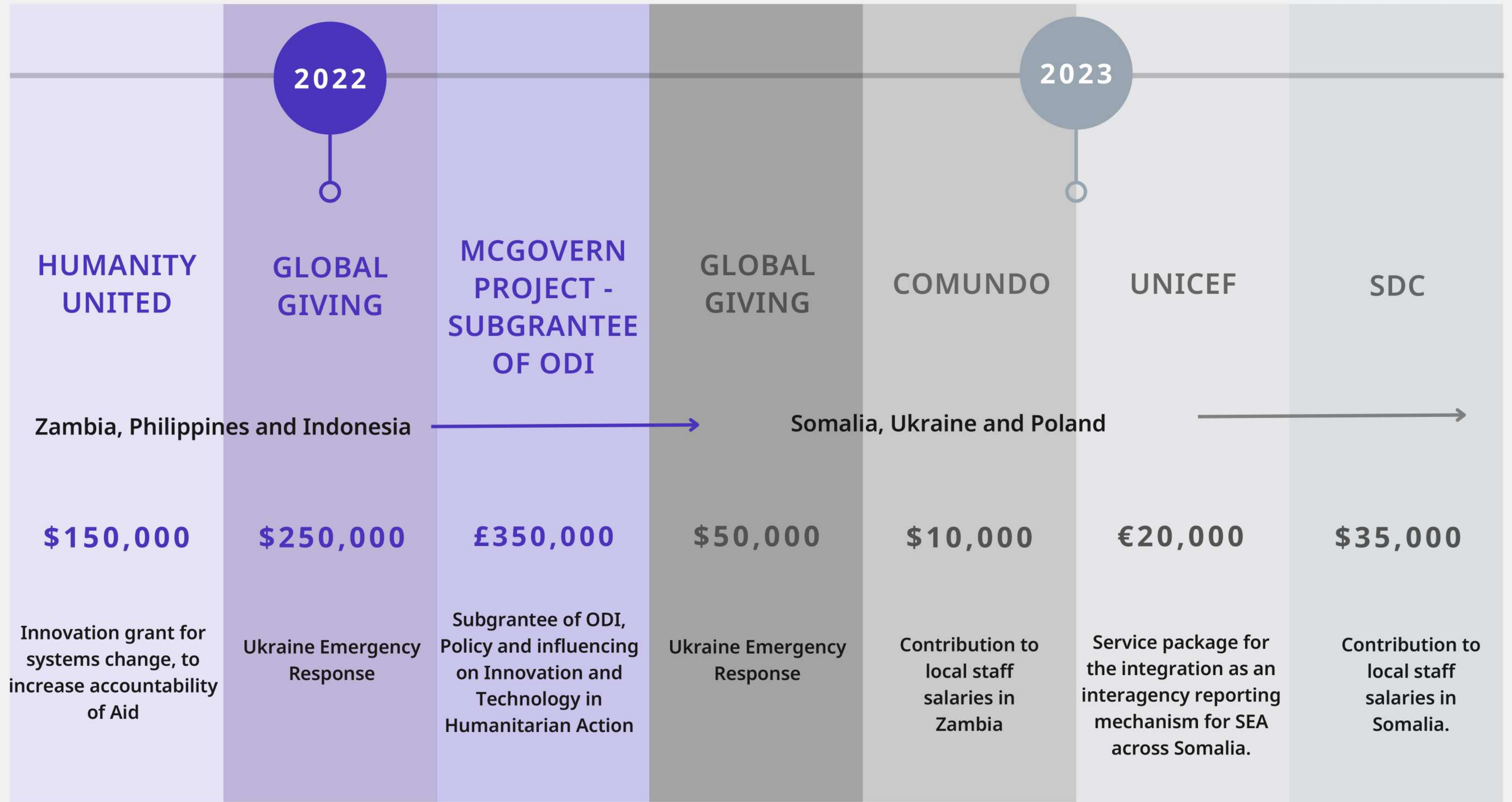


# Our funding journey





# Our funding journey



## Some reflections...

talk to loop

"All good ideas are challenged and that change requires time."

"How a sensitive report is managed feels like a systemic betrayal."  
Survivor.

"Talk to Loop can fulfill many of the requirements of the IASC guidance on Strengthening Participation."

"You cannot expect the system you are trying to change to fund that change" -  
Loop 2023 Annual Report.

"The wording has changed but the problem has stayed the same"  
ALNAP report.



**How are communities using talk to loop**  
Here are some real life case studies...

# 1. Reporting Sexual Exploitation

1



A woman in Somalia faces **abuse** from a humanitarian aid worker.

2



She lives in a **remote village**, speaks only Maay, has no internet access and doesn't feel comfortable writing.

3



She is **afraid** to report to focal points or village chiefs due to fear of retaliation and stigma.

4



She doesn't go to the hospital even though she needs **assistance** as she fears being further victimised.

7



She reports the abuse, and with her consent she is referred to support services as well as for accountability.

6



She hears a radio advert about an **independent channel** accessible in her language. She can call for free from her own phone or a borrowed one, and remain anonymous if she wishes.

5



She's aware of a **call center**, but it's only in Maxatiri, and she can't access the **complaint box** in another town because she can't be away from home for that long.



# 2. Cash Programming

1



A woman in the DRC hopes to receive **cash transfers**. She is being considered as part of a community outreach effort aimed at ensuring assistance reaches those in greatest need.

2



As the head of her household, she struggles to secure her family's livelihood amidst numerous **challenges**

3



After entering the program, a staff member from the distributing organisation tells her she **must give back** some of the transfer or lose her spot on the beneficiary list.

6



She reports the abuse, and with her consent and request for anonymity maintained, her report is investigated. Loop is updated with outcomes that are then relayed to her. **The organisation averts a whistle blowing case and further Aid diversion.**

5



She reads a poster promoting an **independent channel** that she can use for free, with or without access to the internet where she can remain anonymous if she wishes.

4

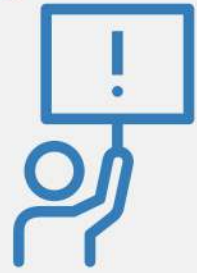


She realizes that reporting the incident to a focal point could risk her not getting any cash assistance and she's unsure how to contact headquarters.



# 3. Requesting Assistance

1



The chief of a village in a newly liberated part of Somalia wants to report that his **community has not received aid in months** and is now safe to access.

2



Their livelihood was destroyed by the drought, having a big toll on a community that takes care of a number of People Living with Disabilities and older persons. **They urgently need assistance.**

3



He doesn't have access to the internet and speaks only Benadiri. He's unaware of call centers or complaint boxes, as he is not on a beneficiary list. **He has no idea of who might be able to help.**

5



He records a message on Talk to Loop which is forwarded to cluster actors working in the area. He receives feedback from several organisations and **they exchange** to better understand the needs etc.

4



He hears a radio advert about an **independent channel** that can facilitate communication between him and the aid sector, even when he does not know who to direct his request to.



# 4. Reporting Exclusion



1



A young Ukrainian woman was **excluded** from a cash assistance program without explanation, despite meeting all requirements.

2



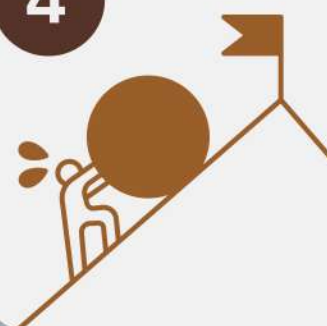
She lives in a war-affected village, speaks a Ukrainian-Russian dialect, and relies on her phone for internet.

3



She reported the concern through the **official hotline** that she knew about but **no one answered** her calls.

4



She's the sole provider for her family but can't support them due to **lack of financial stability**, worsened by the ongoing conflict.

6



Talk to Loop referred her concern to the named organisation using another official reporting channel and received a reply that an investigation would be opened. It was revealed that aid was only given to friends of employees. The woman was added to the beneficiary list.

5



She learned on Facebook to report her issue via a **Telegram** channel to Loop. There, she described her situation in her native language.

# 5. Shelter Risk Reduction

1



A woman is **forced to leave her land** due to the implementation of a mining project.

2



She has spent her entire life in an **indigenous reserve** now offered to private interests by the government.

3



She and her family, along with others from their community, have been **relocated** and as part of community development they need to build their own walls before the NGO will provide the roofing.

4



While the new housing meets global standards her family has to go into debt to pay for the increased cost of materials due to increased demand in the market from the project and, because they have to pay extra transport costs to get the children to school which is further away. **She feels ashamed to complain.**

6



The organisation moves their mid term evaluation forward and does market research and house to house interviews to learn more. **They reduce the criteria and stop the villagers getting into debt as part of the project.**

5



The NGO holds community meetings but no one reports any of these concerns. They advertise an independent reporting line. She builds up the courage **to report debt**. Loop shares this generic information with the organisations, maintaining her anonymity.



# 6. Early Warnings from Communities



**1** A young Filipino man living in a riverside village is **concerned** about rising extreme weather conditions



**2** Neither authorities nor Disaster Risk Management groups have issued any **alerts** or provided adequate **guidelines** for preparedness.



**3** Persistent rain and strong winds elevate river levels, posing **serious threats** to this remote village where approximately 3,000 families reside in a flood-prone area.



**4** He learns he can report the situation via Facebook Messenger to Talk to Loop, updating conditions for all families **awaiting preparation instructions.**



**7** In response to adequate assistance communities use Talk to Loop to **express gratitude** to organisations, for their help.



**6** After the flood crisis many families were left without a home and put into shelters. Communities kept using Talk to Loop to **request specific assistance**, like street lighting, clean water and food.



**5** Talk to Loop informs authorities and active Disaster Risk Management organisations. Who are able to **reply back** with relevant information to the community through Talk to Loop.

# 7. Local Agency

1



The Chief of a village in Cameroon hears about an NGO **Water Aid** wanting to come to their village to install some pumps.

2



He borrows his sons smart phone, visits [talktoloop.org](http://talktoloop.org) and **reviews feedback** about Water Aid in Cameroon.

3



He sees lots of positive reports about the staff and community owned approach. But also some mention about **how hard it is to repair or replace parts on the pumps longer term.**

6



The partnership progresses well. The Chief feeds back to the other communities about their solution and also posts **positive reports** about the partnership, that can be used for donor reporting.

4



The Chief agrees to meet with the Water Aid team and welcomes them. He **negotiates** the use of a different type of pump to be used in the project which is manufactured in the capital, Yaounde.



# 8. Project Adaptability



**1** A Civil Society Org (CSO) staff member is implementing a 1 year **Water Sanitation project** in a remote village.

**2**



She has established **committees** to communicate with the community in person. She introduces the committee to **Talk to Loop** as an ongoing way to communicate at no extra cost to their project.

**3**



Communities **feedback about the usefulness** of the new latrines at the school and how the well is helping women save time in collecting clean water.

**4**



A student reports to Talk to Loop that her disabled class mate cant use the new latrine safely. The CSO is able to **make adaptations** during the next visit.

**7**



Preparedness reduces the wider spread of cholera in the community as a result of the **adaptive, speedy response of the CSO to community reports**.

**6**



An extraordinary trip is planned by the CSO to monitor the situation and implement cholera **prevention protocols** at the school and the community well. They also alert the relevant health authorities.

**5**



Talk to Loop also gets feedback from **people reporting cholera symptoms**. These are forwarded to the CSO, because of their Water project.



# 9. Accountable Leadership

1



The head of programs for a large INGO is influencing their governments agenda on **what to fund in Sudan.**

2



The policy position is informed with the feedback from communities, including **quotes' and statistical data from** Talk to Loop and the country team reports.

3



Institutional donor funds are going to Food Distribution **but communities are asking for cash to support health, education** and income generation. Country team funding proposals continue to be for food distribution.

4



Head of Programs informs country team to **adapt proposals based on community needs** and to respond to feedback directly to build trust with the community.

7



The head of programs acknowledges the country teams excellent engagement at organisation level meetings.

6



**Trust with communities** is built as their questions have been responded to informing them of the project parameters and intent. This enables improved access and information sharing during spikes in conflict.

5



As a result funds are reallocated. Donor reports reference community feedback and **responsiveness** of the INGO team to feedback.

# 10. Reducing Risk of Fraud

1



Independent **rumors** and reports suggest **Aid Diversion** of a child feeding program.

2



The implementing agency develops a **radio program**, in coordination with Talk to Loop, to promote feedback and reports.

3



Radios air the program, **informing communities** of their right to nutrition supplement for free and to report miss use safely using Talk to Loop for free.

4



Talk to Loop receives many calls, all of which are forwarded to the Agency. Some authors consent to be contacted. Some authors share names, locations and prices they have paid for the nutritional supplements.

7



Child nutrition supplements are 100% free and available for those eligible for them.

6



Some reports continue to come in to Talk to Loop over the coming three months, which the Agency can investigate and shut down promptly.

5



The Agency uses the actionable data to **investigate directly** and stop further fraudulent activities.

# 11. Collecting Data Safely

1



A donor commissions a survey of community members to analyse needs.

2



A well respected organisation prepares the questionnaire and trains the enumerators. Enumerators are also provided with a flyer and informed about Talk to Loop.

3



Enumerators have focus group discussions and community interviews. At the end of every interview they invite community members to feedback on the interview and share any further information safely, to them through using Talk to Loop.

4



Communities feedback about the views of their disabled family members at home to complement the survey results. The company can reply to them directly and integrate the data into their statistical analysis.

7



Resulting reports include data from focus group discussions, interviews, and data shared through Talk to Loop.

6



Talk to Loop shares the report for the analysis and also refers the report on to the relevant Agencies, with the authors consent for action.

5



Community members also share concerns about power and Aid Diversion, which they did not feel safe to do in person because the enumerator was from the majority clan.





talk to loop

# Why is Talk to Loop still necessary?

Barriers to feedback include:

- A perceived lack of rights,
- Insufficient information on the feedback process,
- Accessibility gaps like:
  - language,
  - literacy levels and
  - connectivity and technology
- Fear of negative consequences of reporting directly.
- Not hearing from people not on the 'beneficiary list'.

**We have proven our technology can overcome those barriers!**



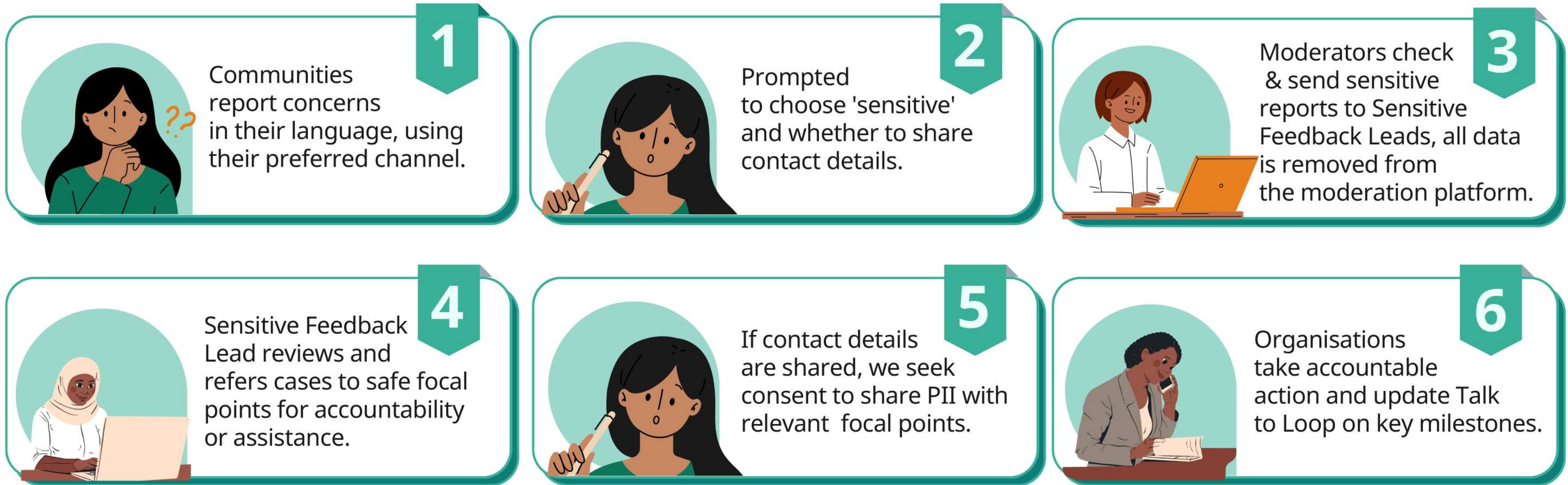


# Interactive Voice Response & Reply: Crossing the Digital

\*Pat. Pend. UK Patent Application No. 22 18446.9



# User flow - Sensitive Feedback



Once the case is reported and referred, moderators follow up with community members.

# Talk to Loop is accessible, safe and local:

**17 languages.**

**6 input channels:**



Online platform



Facebook  
Messenger



WhatsApp



Telegram



SMS



Voice

We can add on others if needed by local communities

**Moderation is done:**

- By local trained professionals
- In local languages
- Following Community Guidelines and Moderation Protocols
- According to global standards (GDPR, GBV, SEA, CP)
- Hosted by national CSOs



I don't feel safe. I need to speak to someone. Where can I go?

*Original feedback submitted in Tonga*



# Thank you

