

Theory of change

talk to loop

The problem we aim to address:

Communities face multiple barriers to providing feedback, which results in their experiences and priorities being underrepresented and limits their meaningful participation and agency in shaping the services intended to assist them.

Barriers for communities

- Exclusion of non-beneficiaries
- (Perceived) lack of rights
- Fear of negative consequences from reporting
- Language, literacy, and tech access
- Limited information on feedback mechanisms
- Low responsiveness from organisations back to communities

Organisational challenges

- Upward accountability takes precedence resulting in feedback treated as a risk rather than a tool for improvement
- Financial constraints hinder the funding and maintenance of, and as a result the learning from, feedback mechanisms
- Limited reach prevents mechanisms from serving all beneficiaries, especially in remote or marginalised communities

Donor-level challenges

- Financial & legal accountability has primacy for accountability over community experiences
- Siloed, self reporting from organisations, results in a lack of access to real-time and longitudinal analysis of trends on community feedback and needs as contexts change
- Zero tolerance policies incentivises under reporting, to protect funding pipelines
- Dwindling funding-deprioritises indirect operational expenses such as MEL or safe reporting

The Loop solution:

A global platform for anyone, anywhere to self-initiate feedback, for service providers to use, to improve lives and generate change across the sector.

IF people in crisis can freely and safely feedback and report issues important to them via trusted, independent mechanisms (like Loop), and IF service providers and donors listen, respond and based on feedback and reports of abuse or fraud via those independent mechanisms (like Loop), THEN communities will have greater agency and get more relevant, safe and timely Aid, which will contribute to a more accountable and transparent Aid ecosystem.

Our values

- Everyone has an opinion about Aid in their community.
- Everyone is an active agent of change.
- Technology exists to listen to everyone.
- People have the right to be heard.
- There will be better services as a result.

The Loop service:

- Accessible trusted input channels in multiple languages
- Safe anonymous referrals
- Trust building via community engagement
- Timely, safe moderation
- Partnerships, coordination and advocacy with duty bearers
- Real-time, periodic and open data

Our design principles

- Decentralised Control
- Open Data
- Open Dialogue
- Accountable Leadership

Long-term impact:

- Improved accountability and transparency across organisations, contexts, and sectors
- People's increased agency
- Communities receive more relevant, effective, efficient, impactful, sustainable and safe services
- A people-centred, inclusive and equitable ecosystem.

Assumptions and Risks:

Contextual:

- Donor and agency commitment to accountability continues, and there is a stable operating context.
- Service providers open to adaptation based on evidence.
- Loop data remains credible and accessible to decision-makers in line with data protection principles.

Accessibility and trust:

- More people will be able to safely use Loop's digital channels in their languages 24/7.
- Technology will improve to support scaling.
- Communities will increasingly have access to the internet.

Operational:

- Partnership with host organisation is solid and sustainable to enable continuous, independent operations
- Technical infrastructure and telco connections remain stable.
- Timely recruitment and onboarding of staff.
- Moderators are retained and quality of service is maintained.
- Referral partners available and safe pathways maintained.
- Secured funding and timely disbursement.
- Qualified staff available in-country/ remote, with low turnover.