

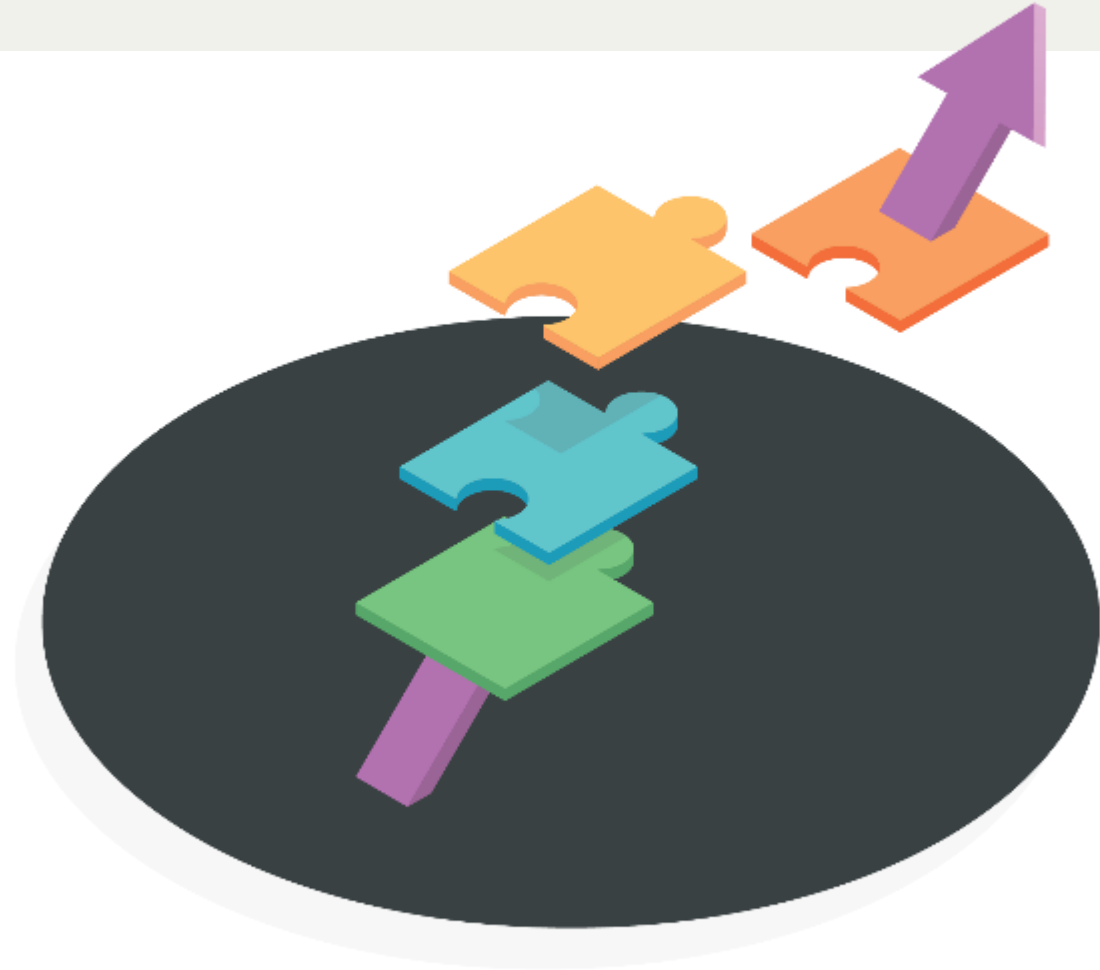


**Humanitarian
Leadership
Academy**

The Shift series:

**Platform Power!
Digital Platforms
that are
transforming the
humanitarian
sector**

24th January 2023





**Humanitarian
Leadership
Academy**

Platform Power! Digital Platforms that are transforming the humanitarian sector

The Shift series

In partnership with



Today's panel



Alex Ross
CEO, Talk to Loop



Angelina Ndung'u
Senior Programme
Manager, Kujalink (Adeso)



Dominic Courage
Deputy Director, HLA

Agenda

Introduction

- Platform Power! Digital platforms that are transforming our sector

Presentations:

- KujaLink: Connecting local humanitarians to funding opportunities
- Talk to Loop: A democratisation of feedback
- Kaya: Learning for the next generation of humanitarian leaders

Panel discussion & Q&A



Housekeeping

- Type your questions into the Q & A, for our discussion at the end
- Please keep questions and comments respectful & on-topic
- You can turn on captions (including translated captions) by clicking 'More' at the bottom of your screen, then

Show Captions 

..... and selecting your language





kaya

989,879 course completions....
& counting!





Internet access is
a on a steep
upward trajectory
everywhere



60-65% of people
globally have
access to the
internet



The figure varies
significantly
between regions



- Internet access is recognised by UNHCR as a human right
- In humanitarian situations, internet access is critical for affected people to communicate with loved ones, and access services and advice, and enables responders to coordinate
- Humanitarians are being urged to treat internet access as an essential commodity to which must be provided/restored to affected people

disasterready.org



Solvoz

kaya!KujaLink

Meaningful connections



HPass

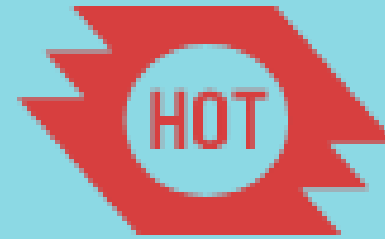


HDX
Humanitarian
Data Exchange



RedSafe

Digital Humanitarian Platform



Poll -

Can you name a digital platform you use in your work as a humanitarian?

Answers in the chat!



Platform fatigue?

Attention deficit?

Digital divide?

Who owns the tech?

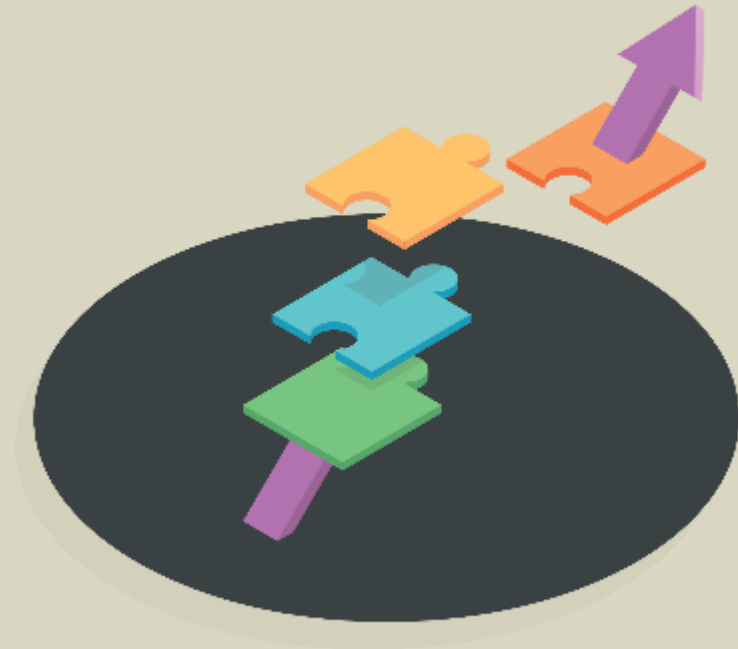
How can we collaborate to improve user experience?





Connecting local
humanitarians to donors
and funding opportunities

Angelina Ndung'u
Senior Programme Manager,
Kujalink (Adeso)



KujaLink
Meaningful connections





Summary

- ❖ What is and why KL.
- ❖ How we offer value.
- ❖ Who can join KL.
- ❖ Challenges & Lessons learnt



Changing the way people think about and deliver aid

- For over 30 years, Adeso has been working with communities to create environments in which everyone can thrive. Adeso's belief is that economic, social and environmental security is the bedrock of a healthy community.
- **KujaLink** is a critical component of Adeso's five-year strategy focused on systems change and infrastructure development to support the creation a **more democratic and equitable resourcing ecosystem and the strengthening of civil society in countries receiving humanitarian and development assistance.**

Working to increase the direct flow of resources from funders to organizations around the world

KujaLink is an online platform that aims to strengthen civil society organizations in the Global South by helping them access the resources necessary to support their work. KujaLink offers - education opportunities through webinars and content partnerships, information on funders interested in funding directly, curated funding opportunities and technical support through office hours and proposal reviews.



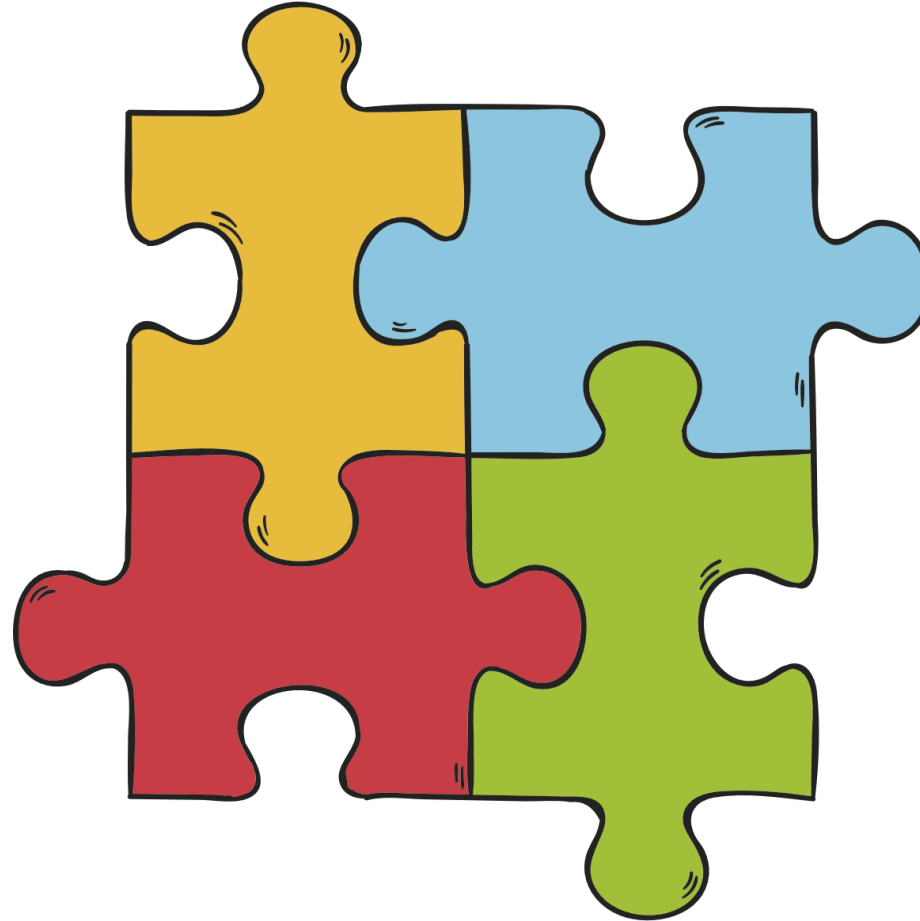
Desired Outcomes

Visibility

Increased visibility of local and national organizations

Connections

New and sustained connections between funders and organizations



Funding

Grow direct funding flows to local and national organizations

Pathways

Create new pathways for directly funding local organizations



KL Platform **capabilities**

- ❖ Organisational profiles and robust search
- ❖ Funding opportunities
- ❖ Groups
- ❖ Individual user accounts

The How

Educational Webinars

Continuous educational webinars aimed at providing in-depth insights into the ever-evolving climate landscape

Opportunities showcase and insights

Providing curated, relevant & classified data on existing opportunities on climate adaptation organisations

Technical Support

Providing valuable guidance and assistance on compliance & proposal development

Technical Capacity Enhancement

Facilitating webinars and capacity enhancement events to empower CSOs navigating the climate adaptation ecosystem

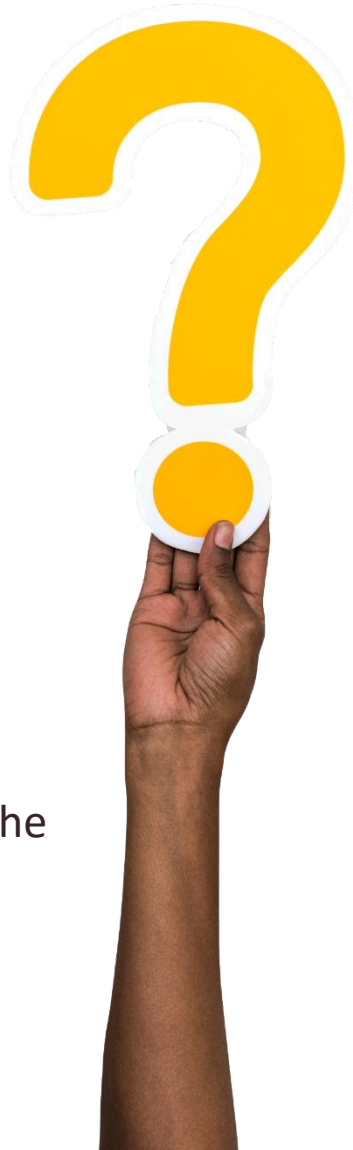
Dynamic mapping & linkages

Facilitating visibility & linking of local organisations to allies and partners in the north for lasting partnerships.

Who Can Join

CSOs in countries which receive humanitarian and development assistance

- With initial direct funding
- Ready to graduate to a direct relationship with a donor.
- Working in close proximity to those they serve and are led by proximate leaders
- Part of the civil society 'middle class' with the potential to expand and or deepen their work
- Grassroots organizations who are ready to grow their work



Funders with interest and ability to make grants to local and national organizations

- Who may be without field staff or extensive in-country networks
- Who are Committed to funding organizations with 'proximity' to those they serve
- Who are working through intermediaries and want to give more directly



Languages

We have community facilitators available to assist any user speaking English, French, Spanish and Swahili.

The site is currently available in **English** with translation from **Google Translate**. Assistance to complete your profile and learning how to use it is provided by a facilitator, in your language.

Educational webinars and groups are available in English, French and Spanish

Challenges & Lessons learnt

- Professionalism and ethical leadership
 - *Upholding Project Management Frameworks; strategically and tactically.*
 - *Adaptive Software engineering and Human Centered Design principles*
- *Collaboration vs competition*
 - *Internal teams*
 - *Strategic partnerships (The Unfunded list)*
 - *Networks: Leveraging existing networks for trust and credibility (NEAR - Humanitarian and Development mapping, CJ-JT, CECG)*
- Static mapping loses relevance with time.
 - *Dynamic mapping through automated profile creation & management by the CSO staff*
- Inclusivity and representation hindered by potential language barriers, connectivity limitations, and varying levels of digital literacy.
 - *Continuous engagement through webinars and personalized one-on-one interactions.*
- Receptivity of funders to adapt to changing community needs & experiences.
 - *Funder educationals help to spur engagement & participation in the crafting of community centric support.*



Q&A



KujaLink



[Angelina N. Ndung'u](#)



community@kujalink.org

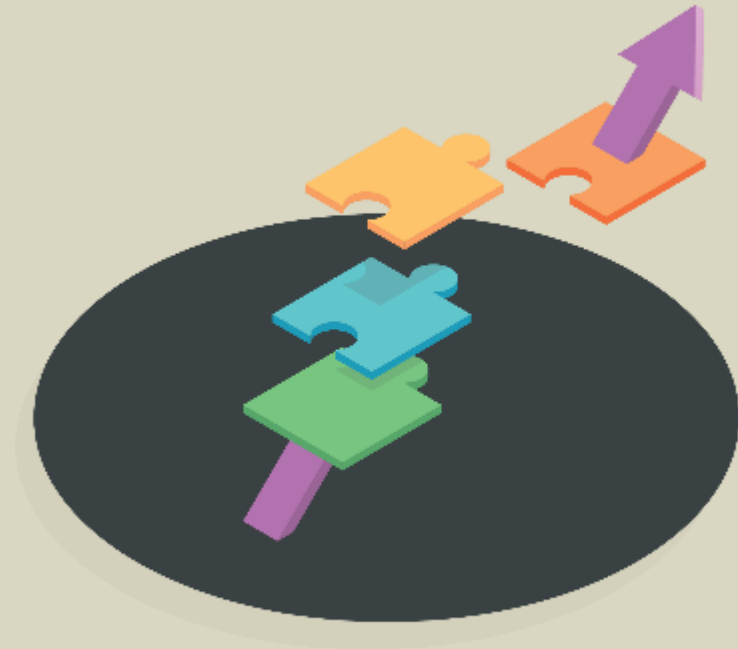


www.kujalink.org



A democratisation of feedback

Alex Ross
CEO, Talk to Loop



talk to loop

Community feedback made easy



Find us on:

talktoloop.org

  @TalkToLoop

Scan our QR code to start using Talk to Loop.

What is Talk to Loop?

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.

talk to loop



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

Original feedback submitted in Ukrainian



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



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

Original feedback submitted in Bahasa

Why is it needed?

Research shows that communities hesitate to share opinions and concerns or report incidents due to:

- A perceived lack of rights,
- Insufficient information on the feedback process,
- Barriers to feedback opportunities such as:
 - language,
 - literacy levels and
 - access to technology
- Fear of negative consequences of reporting directly.
- Not hearing from people not on the 'beneficiary list'.

talktoloop



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

Original feedback submitted in Somali (af Maay)



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

Original feedback submitted in Somali (af Maxatiri)



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

www

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

A Charitable Franchise Model



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

Original feedback submitted in Tonga

Interactive Voice Response & Reply: Crossing the Digital

A robo call sends a text-to-speech audio track to the original author. When the user picks up, they can listen to the message and reply.

Replies are moderated, translated and posted.



User dials short number and hears: "What language do you speak?". Then records a message in their chosen language, which gets sent for moderation.

Anyone can reply in any language, on any device, anytime. Text is translated to all languages, moderated, and posted on platform.

Message is transcribed (manual or AI) Moderated, translated and posted. Organisations tagged are notified of the feedback directly.

Innovation driving transformational changes

- 1 Feedback loops enabled across languages, and input channels.
Crosses the Digital and Literacy Divide.
Adds value for accessibility - [watch the "Imagine" video](#)
- 2 Open Collective Data.
Anonymous, independent actor. Helps to address the Trust Deficit between communities and organisations
- 3 Open Collective Data Analysis
You can filter Data on the Statistics Page and extract the open data into other documents (Excel, PowerBI)
- 4 Value for money
Collective, efficiencies of scale.

Digital Power - new opportunities

talk to loop

1

Crosses the Digital and Literacy Divide - risk mitigation of tech.
AI combined with national moderators

2

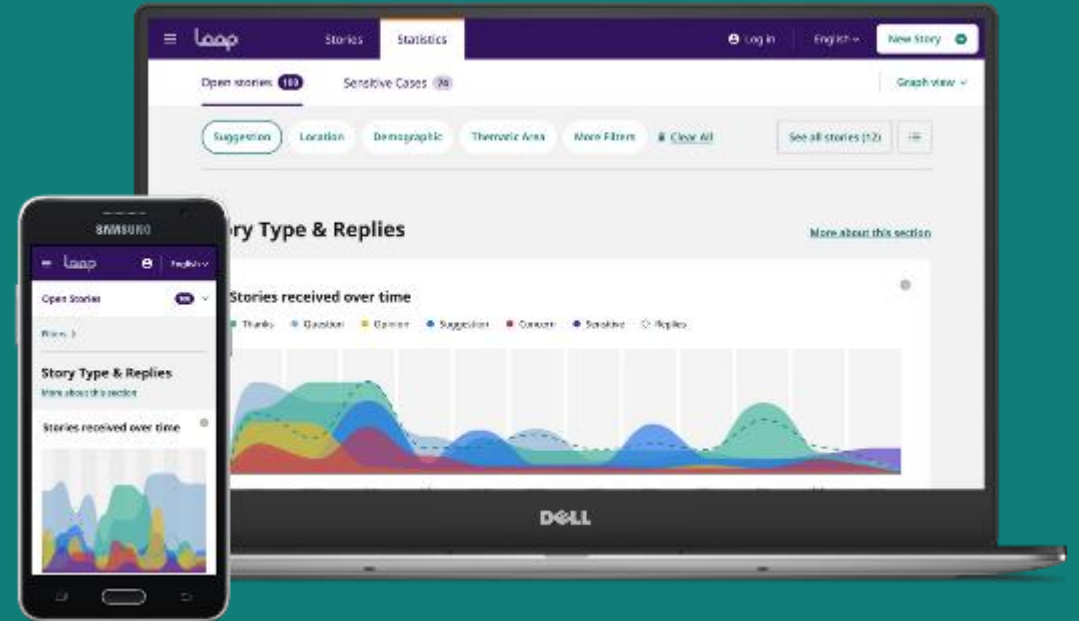
Anonymity - critical question

3

Power imbalances - aggregate or anonymised
feedback one starting point to build trust

4

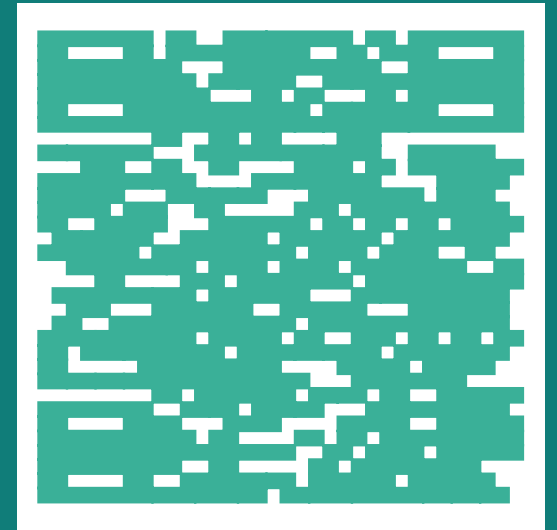
Open anonymised, aggregate data to filter by
each user and extract open data



Learning

talk to loop

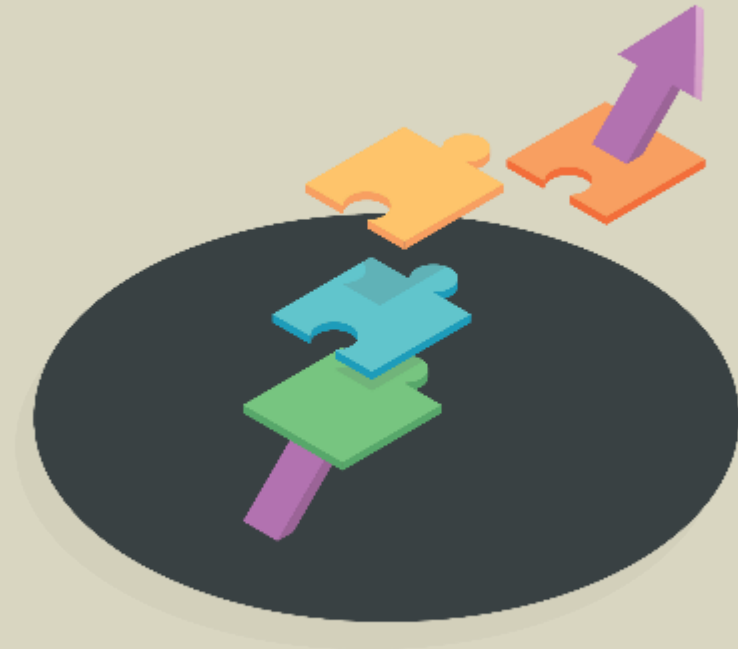
- 1 Inclusion - Choice = Agency
Open and Sensitive feedback
- 2 Language - Oral vs Written
- 3 Takes a lot of time to build trust and integrate with existing systems.
CHANGE TAKES TIME
- 4 Limited incentives and structure for common digital infrastructure.
Could link up some infrastructure tools - all open doors.



kaya

Learning for the next
generation of humanitarian
leaders

Dominic Courage
Deputy Director, External Relations, HLA





**Humanitarian
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Kaya:

**Learning for
the next
generation of
humanitarian
leaders**



Our mission:

enabling people
to prepare for
and respond to crises
in their own countries.

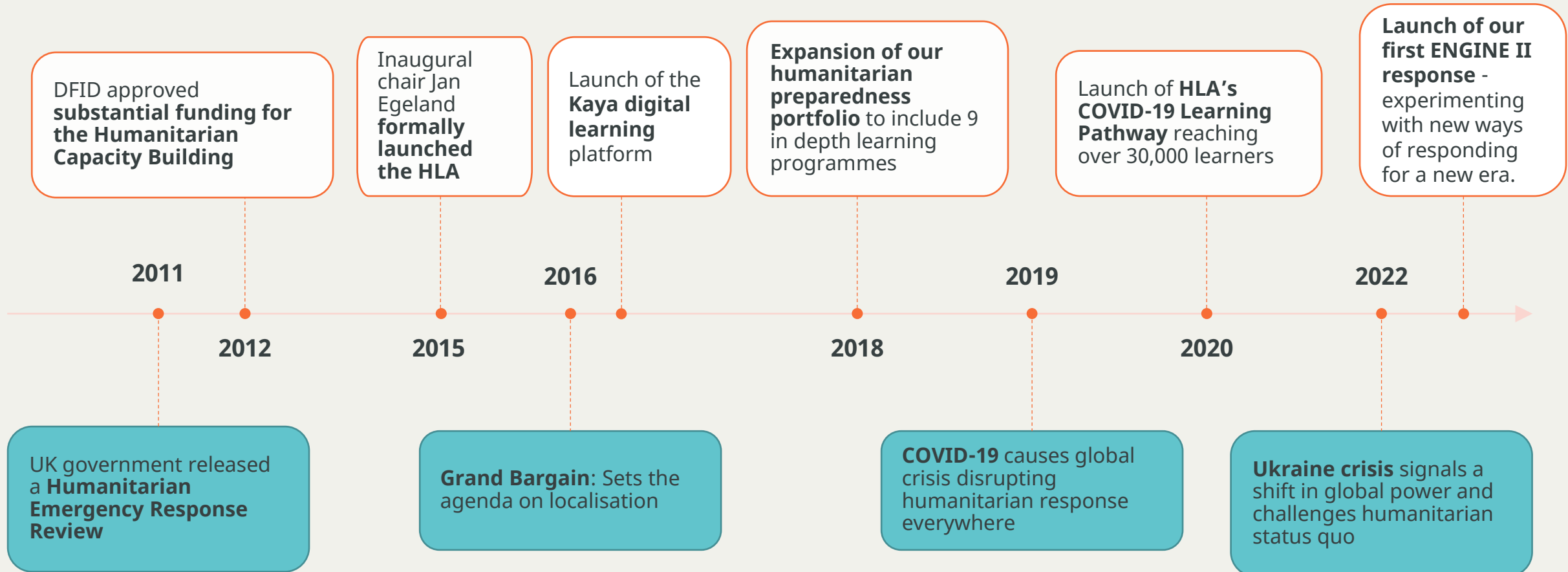


Our vision:

a world where
everyone has the
capabilities to handle
crises, ultimately
saving lives.



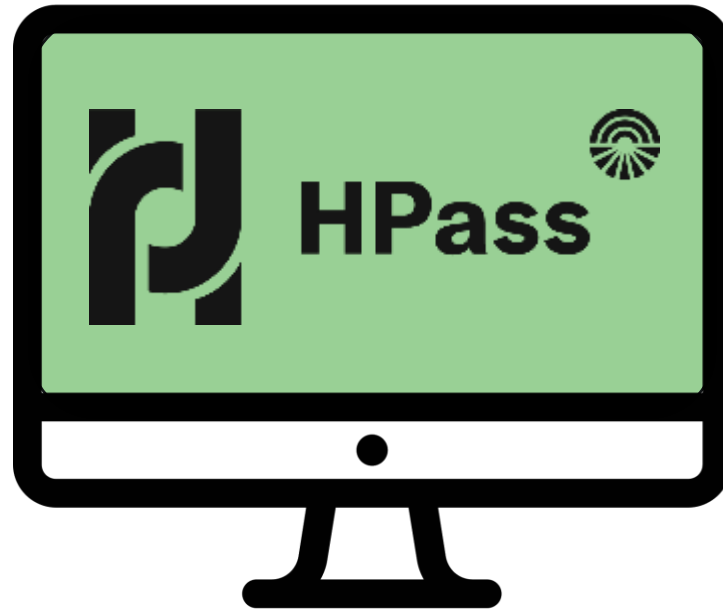
Leading the way at key moments



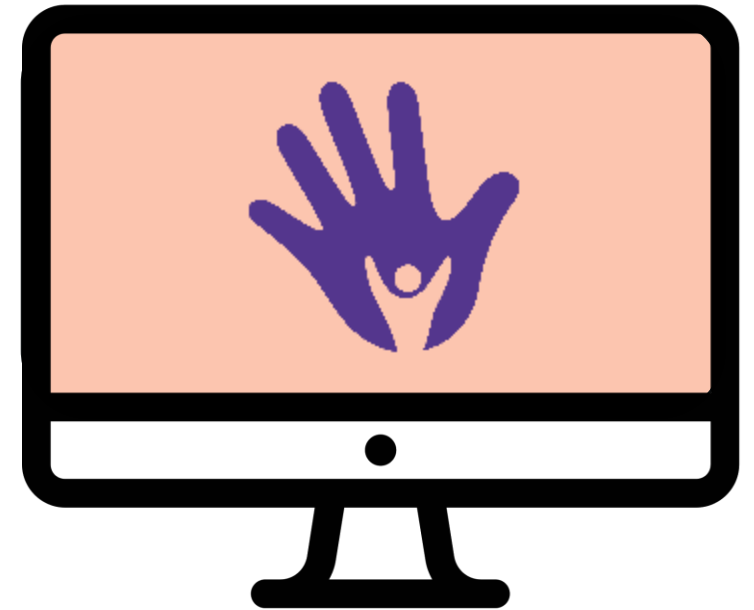
Our platforms



Kaya - our global learning platform with **750,000** users from **195+** countries, and courses from **55+** partners



HPass - our certification platform for humanitarians to demonstrate their skills, & for accrediting training providers



Response Learning Hub
- curated learning opportunities for specific emergency responses

On Kaya, learners have access to -

- ✓ Online self-directed courses and pathways
- ✓ MOOCs (Massive Open Online Courses)
- ✓ Webinars
- ✓ Information and registration for face-to-face workshops and events
- ✓ Videos, documents and resources
- ✓ Games, quizzes and assessments
- ✓ And much more!

Who is a Kaya Learner?



Volunteers



Students



Professional
Humanitarians



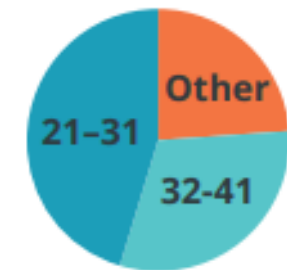
Researchers



The average Kaya learner
is **21 to 31 years old**

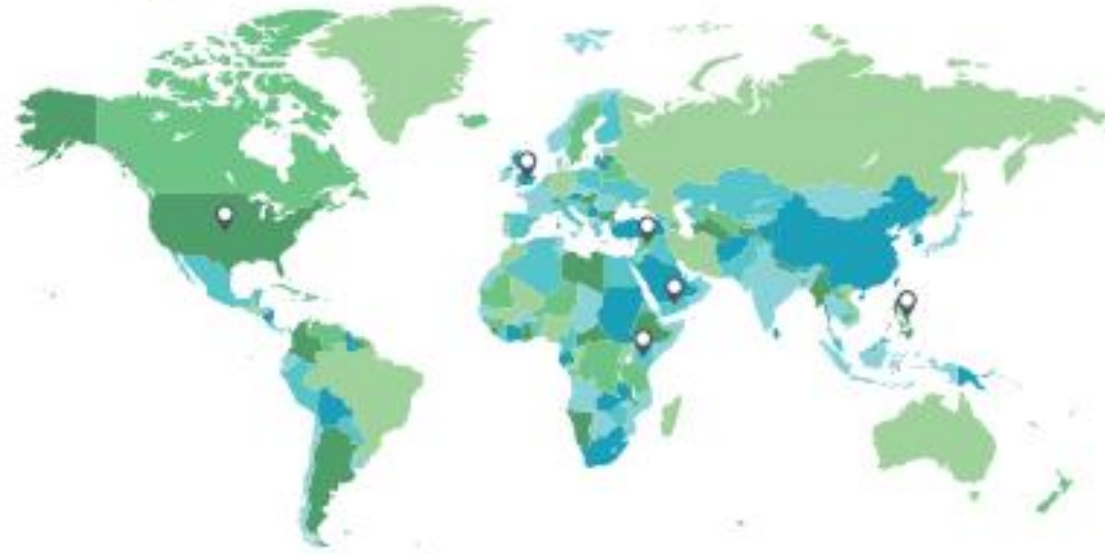
44% of Kaya learners are
21-31 years old and **30%**
are **32-41 years old**

or



53% of learners on Kaya
identify as **men** and **43%**
identify as **women**

Where are Kaya learners from?



Every country in the world has learners on Kaya. The top ten countries accessing training on Kaya are Nigeria, Philippines, Kenya, US, Syria, UK, Yemen, Ethiopia, Uganda & Somalia.

Challenges

- Measuring impact beyond learning
- Maintaining content across 700+ courses
- Maintaining and upgrading technology to harness new opportunities.
- Sustained funding in an environment focused on grant-making



<https://www.humanitarianxchange.org>



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Thanks!

Questions & discussion





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