

# Platform Power: Digital platforms that are transforming the humanitarian sector

This webinar looked at three platforms which are offering transformational services in the humanitarian sector – KujaLink (Adeso’s platform which links CSOs to donors), Talk to Loop (enabling aid recipients to submit anonymous feedback), and Kaya (HLA’s free humanitarian learning platform). We heard from each of the organisations as to the difference they are making, the lessons they have learned in offering radical new platform-based services, and their vision for the future of digital services in the sector.

## Our key take-aways:

Whilst each organisation presented its *digital* service, there was agreement that the **people behind the platform**, and their values, are important. For KujaLink, this means building trust with CSO and donor audiences, offering group and 121 support, and maintaining ethical leadership & team dynamics, whilst for Talk to Loop, this means working with local moderators to provide sensitive translation and response. **Building trust with your community** is essential for success.



**The journey to scale for digital platforms is as much shaped by its users as by its developers.** The audiences that choose to interact, and how they choose to do so, has a big impact. KujaLink shaped for themselves a brokering role between CSOs & donors, in response to feedback. Kaya is shaped by high user numbers in particular countries, and large contingents from portal organisations. Talk to Loop’s franchise structure, and the sensitivity of the content, means the platform is highly tailored for specific contexts.



**We can learn much from the corporate sector**, in terms of how to create seamless flow for users between platforms used in the humanitarian sector. We talked about the idea of a **‘no closed door’ approach**, by which any digital platform used by humanitarians forms an entry point to a wider eco-system. In practice this would mean organisations working together behind the scenes, and ensuring our platforms signpost each other.



Given that the number of platform-based services for the humanitarian sector has rapidly increased in recent years, there is now **significant potential for collaboration** between them, in order to ensure that humanitarians are aware of the various services available to them, improve flow between platforms, and share learning. There is a case to be made to donors for **investing in integration and eco-systems**, as opposed to solo initiatives.



## Access resources referenced in the webinar:

- [KujaLink platform](#)
- [Kaya platform](#)
- [Talk to Loop](#)

## Contact the organisations:

- [Adeso](#)
- [KujaLink](#)
- [Humanitarian Leadership Academy](#)
- [Talk to Loop](#)