

kumacaya
Independent monitoring by local people

**Creating healthy ecosystems
for monitoring and transformation**

Bridging the trust gap

www.kumacaya.org





Update to lessons from bridging civil society and businesses

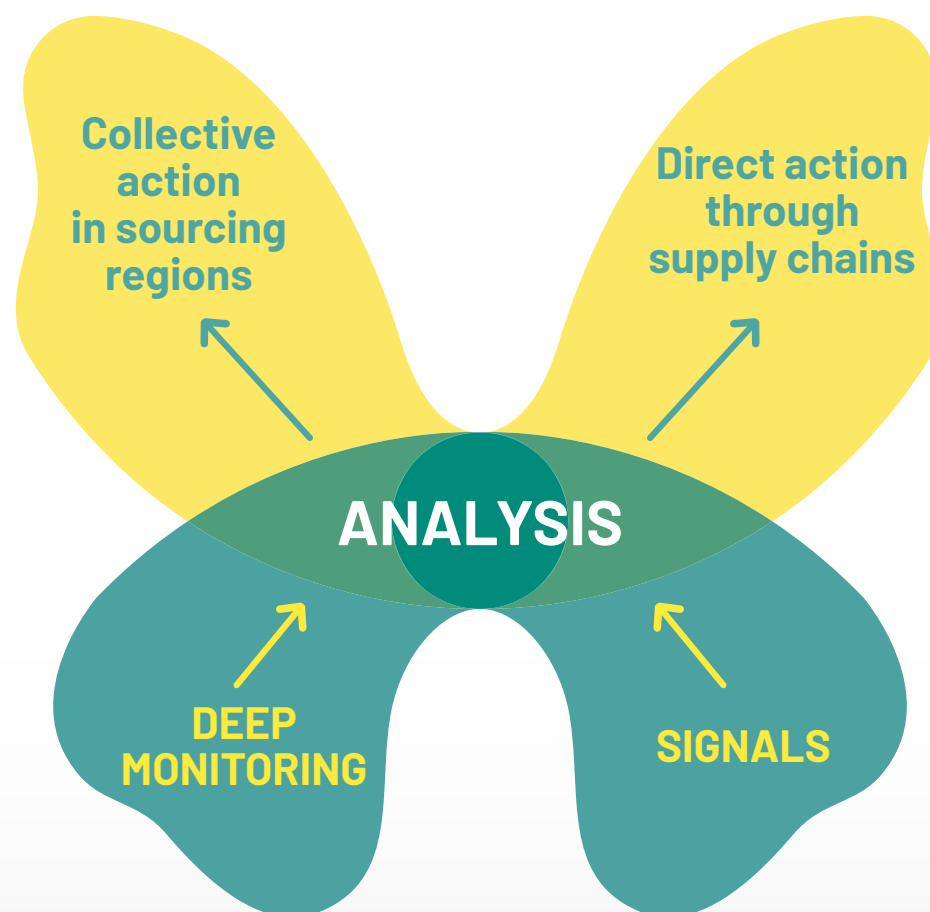
It is now **five years since Kumacaya started its first projects** aimed at bringing together the experience of those impacted by global supply chains with the people and organisations who influence decisions. **Our hope is that a better understanding of the different perspectives will increase awareness and improve the quality of policies and interventions.**

In that time, we have learnt a lot, listening and adapting as we go. The way we operate has evolved but we remain committed to our vision that the views of those impacted by global supply chains are heard, that they are part of the discussion on how best to serve people and nature and that these people are given the opportunity to shape the future of the communities and environments in which they live.

Update to lessons from bridging civil society and businesses



There are two interdependent components to Kumacaya.



Independent monitoring by local people



SIGNALS PLATFORM

The signals tool provides a platform for local people to report concerns anonymously. The objective is to identify broad themes occurring on the ground, for example, environmental, community and labour issues, in order to provide actionable intelligence and to monitor continuously on a wide scale in a participative way.

Kumacaya signals was created and incubated by Earthworm Foundation (EF) in recognition that the people most impacted by the actions of companies rarely had the ability to choose where and how they shared their experience. Traditional feedback systems were dominated by a relatively small number of channels and many of these were controlled or influenced top down not bottom up.

Kumacaya signals is open to all and the data produced is anonymised and aggregated to protect individual identities.

The platform is available here:

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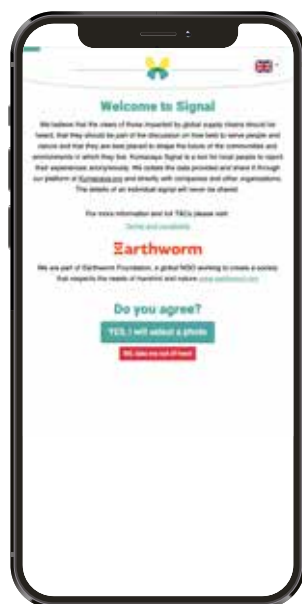
<https://signal.kumacaya.org/signal>



Independent monitoring by local people



SIGNALS PLATFORM



1

An individual or representative of an organisation or community sees an issue they wish to raise. They access the platform via a mobile optimised website.



2

They upload a photo and are guided through a series of questions.



3

Registered signals are analysed by EF and collated anonymised reports are shared with funders.

Independent monitoring by local people



SIGNALS PLATFORM

The platform was first trialled in Indonesia in East Kalimantan and Riau and, following feedback from communities and users, version 2 of the web-app was launched in 2021. **The second version aims to be more user-friendly and concise, making it as easy as possible to send a signal, thus encouraging widespread use.** The application provides a simple interface and a framework **to help categorise and understand the topics being raised.** In preparation for trials this year in other regions, **the application is available in 7 languages.** The new platform automatically flags issues such as child and forced labour, allowing users to quickly identify, prioritise and investigate concerns. Automated reports provide anonymised, actionable data to companies to inform decision making. We are exploring which other supply chain actors and stakeholders may be able to use the data to facilitate transformation.

To date, 3,159 signals have been recorded, the majority of these are linked to environmental concerns associated with palm oil and pulp and paper supply chains. Signals are currently active in Aceh and Riau provinces in Indonesia. We are also trialling it as a reporting tool for a workers' welfare deep monitoring project in Riau, to allow findings to be shared and to facilitate collective action.

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Independent monitoring by local people



DEEP MONITORING PROJECTS

Deep monitoring projects are specific to a topic and geography. **These projects might be as a result of signals intelligence but equally they could be driven by other data sources or a need for greater understanding on a specific subject.** Projects are based on an agreed Terms of Reference (TOR) outlining requirements for anonymity, selection etc. These TORs are adapted to the local context. Civil Society Organisations (CSOs) follow their own methodology, agreed as part of the selection process. The focus of these projects is on solutions, root causes and actions needed. In order to ensure we can use the data collected to leverage change, deep monitoring projects are only undertaken within EF landscapes. [See here more information:](#)

<https://www.earthworm.org/pt/our-work/programmes/landscape>



Our deep monitoring projects are explained in full here:

<https://kumacaya.org/pdf/Kumacaya.pdf>



Over the past five years we have worked closely with the CSOs contracted to support in report writing and simplifying the reporting process. In 2021, at the request of local organisations, we ran two training sessions on proposal and report writing for CSOs in Riau and East Kalimantan. We also trialled app-based reporting mechanisms to shorten time spent on reporting, which in turn allows CSOs to focus their energy on understanding root causes, formulating recommendations and identifying levers of change.

Providing the bridge between data and transformation



We envision supply chains where companies and civil society-organisations work and take action together. Data from signals and deep monitoring projects are overlaid with other data sets, such as supply chain mapping, to provide targeted information to companies and to facilitate transformation. Detailed analysis reports for signals are provided to funders (including the EF landscape programmes) quarterly. These reports include a breakdown of the types of signals registered, topics covered and locations (including geo-localizing signals within the company's supply chain (in or outside of boundaries)) to allow engagement with companies and to find solutions.

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Providing the bridge between data and transformation



There are two approaches to transformation:

Firstly,

collective action, where monitoring highlights an issue that affects multiple companies operating in a similar geography. In this case, we would look to engage producers and brands to investigate concerns and agree and implement action plans. This approach will usually be implemented through our landscape programme.

Secondly,

we engage bilaterally with individual companies through their supply chain. Whilst this can be an effective route to change, EF recommends collective action wherever possible as we see this as having the greatest impact.

Providing the bridge between data and transformation



When we receive reports from commodities and geographies in which we and our members and clients do not have influence, **we will endeavour to work with third parties to ensure the information is followed up on appropriately.** We have established networks of CSOs in the countries where we operate. We seek regular feedback and input from these organisations to identify where they are looking for support. We will continue to work closely with partners to ensure we are together creating a strong local network of capable CSOs who monitor impact and support the delivery of transformation.

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implementing lessons learned

Since our report last year, we have looked to
apply the lessons learnt:

implementing lessons learned...



... working with local CSOs and communities

- We continue to work closely with the in-country networks, listening to their concerns and identifying where we can support with resource gaps. In 2020/2021, **we held training sessions on proposal and report writing at the request of CSOs through our Centre for Social Excellence.** We are investigating how tools such as **the signals platform** can be used to provide information and increase technical awareness of rights and other topics.

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implementing lessons learned...



... working with international companies

- Improved data analysis and reporting in 2020/21 is significantly **reducing reporting times and providing companies with actionable intelligence**. We encourage companies not to take a defensive response to reports of concerns, but **to understand how to transform the situation, through clear, targeted and appropriate action and through improving and strengthening communication channels**. We have significantly improved collaboration with other EF teams. Kumacaya data is now integrated into **EF landscape reporting**, and we continue to work with our colleagues to understand how this information can be best used to steer change.

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implementing lessons learned...



... for Kumacaya's structure and organisation

- We are keeping some of the key components of Kumacaya such as, where appropriate, **the model for engaging CSOs in work**. However, in order to respond in the fastest and most appropriate way all projects will now **have a dedicated TOR established at the start, which identifies the most appropriate way of engaging in the local context**. TORs will include the reporting mechanism, the selection process and safeguards required. We are working **to reduce the reporting burden of the projects** for local CSOs and to focus **on identifying root causes, levers for change and recommendations**.

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what's next?

- **Increase the impact of the information we receive**, by continuing and expanding our integration with other tools, such as supply chain mapping, Starling and grievance reporting.
- **Ensuring that reporting is timely and efficient**, providing close to real time data to companies and decisions makers within landscapes.
- **Use supply chain data to inform and encourage collective action.**
- **Assess the potential for using the signals platform** as a reporting tool for deep monitoring projects worldwide.
- Investigate how the signals platform could be used **to improve understanding and awareness of rights and provide access to further information.**
- **Understand the potential and adaptations needed to establish Kumacaya within different geographies and commodities**, starting with the Cavally Landscape in the Côte d'Ivoire, trials in Ghana and in Brazil.
- **We want to see inclusive, participatory monitoring becoming the norm in all commodity supply chains.**

The Kumacaya team.

"Kumacaya allows us to ensure that our strategic decisions and actions are informed by the experiences of the people most impacted by our sourcing supply chains."

PZC

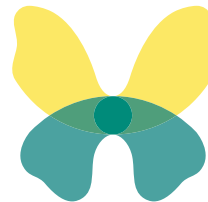
Check out our projects at:

www.kumacaya.org



Contact us at:

contact@kumacaya.org



partners

Incubated within:

Earthworm

With support from:

Earthworm members

&  Norad