SME Loop Standard M&E System Handbook

Part III

-

CiviCRM

CONTENT

List of Figures

Acronyms

2FA	Two-Factor Authentication
API	Application Programming Interface
CMS	Content Management System
CRM	Customer Relationship Management / Constituent Relationship Management
GDPR	General Data Protection Regulation
GIZ	Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH
ID	Identification Number
M&E	Monitoring and Evaluation
NGO	Non-Governmental Organization
SME	Small and Medium-sized Enterprises
SP	Service Provider
SSMS	SME Loop Standard Monitoring and Evaluation System
ToC	Training of Coaches
ToT	Training of Trainers
VVT	Notification to the Records of Processing Activities (German: Verzeichnis von Verarbeitungstätigkeiten)

1 Introduction

1.1 About This Handbook: CiviCRM's Role in SME Loop

This handbook is Part 3 of a three-part series documenting the SME Loop Standard Monitoring and Evaluation System (SSMS). If you are reading this handbook, you should already be familiar with Parts 1 and 2, which establish the foundation for SME Loop implementation and data management.

Handbook Part 1 provides a comprehensive overview of the SME Loop Standard M&E System framework, including the structure of the SME Loop approach (training and coaching cycles), data collection requirements, key performance indicators, user roles, and GDPR compliance principles. It defines what data needs to be collected, why it matters, and how it supports both individual program evaluation and global cross-country analysis.

Handbook Part 2 focuses on the technical implementation of data collection and analysis tools, specifically KoboToolbox for gathering business performance data from entrepreneurs and Microsoft Power BI for visualizing and analyzing that data. Together, these tools form the backbone of the SME Loop monitoring system, enabling programs to track business improvements, employment creation, and other key outcomes.

Handbook Part 3 (this handbook) introduces the newest addition to the SME Loop toolbox: a web-based software designed to manage the administrative and relational aspects of SME Loop programs. This new tool is based on the open-source software platform CiviCRM, a CRM system specifically designed for non-profit organizations. While KoboToolbox captures data about business performance and Power BI provides analytical insights, CiviCRM manages the people, processes, and workflows that make SME Loop implementation possible – from initial outreach and applications through training and coaching sessions to graduation ceremonies and certification.

CiviCRM complements the existing SME Loop tools by serving as the central system for:

- Managing contact information for all program participants (entrepreneurs / SMEs, trainers, coaches, service providers)
- Tracking each entrepreneur's progress through the loop cycle
- Organizing and documenting training and coaching events
- Managing invitations, registrations, and participation records
- Maintaining cases that link all activities related to an individual entrepreneur
- Providing additional data that feeds into Power BI dashboards alongside KoboToolbox data

1.1.1 Target Group

This handbook is written for a diverse set of user groups involved in SME Loop program implementation. In CiviCRM those user groups are assigned to four distinct roles that each have their own set of responsibilities, permissions and limitations in the system:

CiviCRM Admins

CiviCRM Admins are typically members of the implementing organization's program management team (such as GIZ project staff) who need comprehensive system access and administrative control. They configure loops, manage user accounts, oversee batch assignments, and maintain visibility across all program activities. CiviCRM Admins use the full range of CiviCRM capabilities including administrative functions not available to other roles.

This handbook provides CiviCRM Admins with guidance on system administration tasks (Chapter 2), complete program oversight workflows, and detailed explanations of system structure to support informed decision-making.

In this handbook CiviCRM Admins are also referred to as ‘Admins’.

Service Provider Coordinators

Service Provider Coordinators are staff members from organizations contracted to deliver SME Loop training and coaching services. They coordinate program activities across all batches, manage event scheduling and participation documentation, and work with the complete participant population. Service Provider Coordinators have the same access to contacts and cases as CiviCRM Admins but do not perform administrative functions like user account management or system configuration.

This handbook helps Service Provider Coordinators understand how to efficiently manage events, document participation, communicate with entrepreneurs, and track implementation progress using CiviCRM's workflow tools.

In this handbook Service Provider Coordinators are also referred to as ‘Coordinators’.

Trainers

Trainers facilitate training sessions for groups of entrepreneurs organized into batches. Each trainer is assigned to one or more specific batches, and their system access is limited to those assigned batches. Trainers coordinate training events, document attendance, and track progress for entrepreneurs in their batches.

This handbook explains how trainers navigate their batch-specific views, create and manage training events, work with participation records, and access the information they need about their assigned entrepreneurs – while understanding the access boundaries of their role.

Coaches

Coaches provide individual coaching to entrepreneurs throughout the loop cycle. Unlike trainers, coaches are assigned to specific cases rather than entire batches. Each coach's system access is limited to the entrepreneurs they are actively coaching as well as to contacts related to those entrepreneurs.

This handbook helps coaches understand how to access their assigned cases, document coaching activities, manage their coaching schedules, and work within their role's access parameters.

1.1.2 Prerequisites

To use this handbook effectively, you should:

- Be familiar with the SME Loop approach and M&E framework as described in Handbooks Parts 1 and 2
- Have experience working with web-based software and understand basic concepts such as frontend (user-facing interface) versus backend (administrative interface)
- Understand your assigned role(s) in the program and the scope of your responsibilities
- Have login credentials for your CiviCRM instance (provided during onboarding) or a test instance to be able to test out the features described in this handbook

Familiarity with CRM systems or contact databases is helpful but not required – the handbook explains CiviCRM concepts from first principles.

1.1.3 Objectives

By working through this handbook, you will learn to:

1. **Understand the CiviCRM data structure** – Comprehend how contacts, cases, events, and participations interconnect to represent SME Loop implementation (Chapter 3)
2. **Navigate role-based access** – Understand what you can see and do based on your assigned role(s), and how batch assignments and case roles determine your access to contacts and cases (Chapter 2.4)
3. **Manage contacts** – Create, edit, and search for contacts representing all stakeholders in your SME Loop program, including entrepreneurs, SMEs, trainers, coaches, and service provider organizations (Chapter 3.1)
4. **Track participant progress** – Monitor and document each entrepreneur's journey through the complete loop cycle in CiviCRM ‘cases’, from initial application and selection through training and coaching phases to graduation (Chapter 3.2)
5. **Organize events and participations** – Set up training and coaching events, manage invitations and registrations, track attendance and participation, and document outcomes (Chapter 3.3)

6. **Perform administrative tasks** (CiviCRM Admins only) – Manage user accounts, configure loops, assign batches to trainers, and maintain system organization (Chapter 2)

These core capabilities will enable you to use CiviCRM as the operational backbone of your SME Loop implementation, ensuring standardized workflows while maintaining the flexibility to adapt to your program's specific context. The level of functionality you access depends on your role, but all users benefit from understanding the complete system structure to collaborate effectively with colleagues in other roles.

1.2 CiviCRM: An Open Source Solution for Flexibility

CiviCRM is an open-source software platform specifically designed for non-profit organizations, NGOs, and civic sector entities. Since its first release in 2005, CiviCRM has grown to power the operations of over 11,000 organizations globally, supported by an active international community of developers, users, and implementers.

The decision to build the SME Loop management system on CiviCRM was driven primarily by its open-source nature, which offers critical advantages for international development programs. Unlike proprietary CRM systems, CiviCRM's source code is freely available for anyone to use, modify, and distribute. This openness translates into exceptional flexibility and customizability – the software can be adapted to meet specific workflows and data requirements rather than forcing programs to conform to rigid commercial structures.

This flexibility is at the heart of the SME Loop CiviCRM implementation. The specialized version of CiviCRM you will work with includes custom contact types (e.g. for entrepreneurs, trainers and coaches), tailored workflows for training and coaching cycles, specialized data fields for SME-specific information, and integration points with other SME Loop tools such as KoboToolbox and Microsoft Power BI. More importantly, this system is designed to evolve based on real-world implementation experience.

The open-source foundation also provides important advantages in data sovereignty and data protection compliance. Programs maintain complete control over where and how data is stored, which is essential when working with sensitive entrepreneur information across multiple countries with varying data protection regulations.

Finally, CiviCRM benefits from a robust global community that continuously contributes improvements, extensions, and support resources. This community-driven development model ensures the software evolves based on real-world needs. For SME Loop, this means you have access not only to the specialized CiviCRM version but also to a broader ecosystem of CiviCRM tools, documentation, and expertise that can support your implementation and help realize new ideas for improvement.

1.3 Why Use CiviCRM for your SME Loop Project?

Implementing CiviCRM for your SME Loop program requires an initial investment of time and effort – from learning the system to configuring it for your specific context. To understand why this investment is worthwhile, this chapter outlines the three main goals that CiviCRM helps achieve and provides concrete examples of how these goals translate into practical benefits for your program.

1.3.1 Goal #1: Ease of Implementation – Provide Tools and Automation to Make Work Easier

CiviCRM simplifies many of the administrative and coordination tasks that program teams and service providers face daily. By automating routine processes and centralizing information, the system reduces manual work and minimizes the risk of errors or duplicated effort.

Example A: Centralized Contact Management

Instead of maintaining separate spreadsheets for entrepreneurs, trainers, coaches, and service providers, all contact information is stored in one centralized system with proper relationships defined. The system tracks which coaches work for which service provider, which entrepreneurs are assigned to which batch, and which trainers are certified to deliver specific training modules. This eliminates duplicate data entry, makes it easy to find and update information, and ensures that everyone works with current, accurate contact data.

Example B: Bulk Invitation Management

Rather than sending individual emails to invite 25 entrepreneurs to a training session, users can select all relevant participants and send invitations in a single action. CiviCRM automatically generates personalized invitation emails with unique confirmation links for each participant. When entrepreneurs click their link to confirm or decline attendance, their participation status updates automatically in the system – no manual tracking required.

1.3.2 Goal #2: Standardization – Guiding Users Through Standard Workflows Digitally

One of the core challenges in scaling the SME Loop approach across multiple countries and implementing organizations has been ensuring consistency. When each program uses its own tools and processes, it becomes difficult to compare results, share best practices, or provide meaningful support across the SME Loop community. CiviCRM addresses this by embedding standardized workflows directly into the system.

Example A: Standardized Application Data Collection

The pre-defined application form in CiviCRM gathers entrepreneur data in a consistent, structured way across all programs. Custom fields relevant to the SME Loop context –

such as business sector, entrepreneur education level, and geographic location – are captured uniformly. This standardization makes meaningful evaluation possible by allowing to compare metadata across different contexts, regions, and implementation periods.

Example B: Unified Progress Tracking

Standardized case statuses (New, Approved, Training/Coaching, Certification/Graduation, Closed etc.) and participant statuses (Invited, Registered, Attended, No-Show etc.) provide a common language for tracking each entrepreneur's journey through the loop cycle. Admins and Coordinators can quickly identify all participants at a specific stage – for instance, writing to all entrepreneurs with case status 'Approved' to welcome them to the program, or following up with participants whose status is 'Invited' but have not yet registered for an upcoming training.

1.3.3 Goal #3: Documentation & Evaluation – Capturing Data for Analysis at Individual Program and Global Levels

Every action taken in CiviCRM – from recording an application to documenting attendance at a coaching session – creates data that supports both immediate program management and longer-term evaluation. Critically, this documentation happens as a natural byproduct of using the system for daily work, rather than requiring separate data entry for monitoring purposes.

Example A: Automated Participation and Completion Tracking

Every interaction throughout the loop cycle is automatically documented in CiviCRM: application submissions, selection decisions, training attendance, coaching sessions, and graduation ceremonies. This comprehensive participation data is anonymized and feeds into Power BI dashboards, enabling both individual program teams and global SME Loop management to analyze completion rates, identify dropout patterns, assess program effectiveness, and compare results across countries – all without manual data compilation or additional reporting burden on program staff.

Example B: Cross-System Data Integration for Impact Evaluation

The unique GIZ ID assigned to each SME (see Chapter 3.1.4 for a full explanation of GIZ ID formats and assignment) serves as the connecting thread across all SME Loop data systems. This ID links an entrepreneur's participation data – which trainings they attended, how many coaching sessions they completed, when they graduated – with their SME's KoboToolbox business performance data tracking revenue growth, employment created, and profit improvements. When both data streams flow into Power BI, evaluators can see the complete picture: not just that entrepreneurs completed the loop, but how their businesses actually improved as a result. This integration enables rigorous impact assessment at both program and global levels while protecting participant privacy through data anonymization.

By achieving these three goals – ease of implementation, standardization, and comprehensive documentation – CiviCRM transforms from a simple contact database into the operational backbone of SME Loop programs, supporting better outcomes for entrepreneurs while making implementation more manageable for program teams.

1.4 Getting Help and Requesting Changes

Working with CiviCRM for SME Loop implementation means you are not alone. A dedicated Support Team is available to help you navigate technical issues, answer questions about functionality, and consider improvements to the system based on your real-world experience. This chapter explains how to access support and how your feedback contributes to the ongoing development of the SME Loop version of CiviCRM.

1.4.1 The Support Team

The Support Team consists of people from several teams from inside and outside GIZ (subject to change):

- GIZ Data Service Center
- SME Loop Product Management
- Civiservice.de GmbH

All support requests – whether technical troubleshooting, configuration assistance, how-to guidance, or feature suggestions – are handled through a centralized email address or focal point that will be provided during your onboarding process.

1.4.2 Types of Support Requests

The Support Team can assist with a wide range of needs:

Bug Reports and Technical Issues

If you encounter unexpected behavior, error messages, or system malfunctions, report these as bug reports. Include details about what you were trying to do, what happened instead, any error messages displayed, and the exact date and time the problem occurred. Figures are particularly helpful for technical troubleshooting.

Configuration Assistance

Setting up a new loop, managing user accounts or adjusting system settings may require guidance. The Support Team is there to handle configuration tasks directly in coordination with CiviCRM Admins.

How-To Guidance

Questions about how to accomplish specific tasks – from creating event invitations to running searches – are welcome. The Support Team can provide step-by-step instructions or point you to relevant sections of this handbook.

Feature Requests

If you identify functionality that would improve your workflow or better support SME Loop processes, submit these ideas as feature requests. Because CiviCRM for SME Loop is an evolving system, your practical experience is valuable input for ongoing development.

1.4.3 User Feedback and System Improvements

As a user of the SME Loop CiviCRM implementation, your feedback directly influences how the SME Loop CiviCRM system develops. When you submit feature requests or suggestions for improvements, the Support Team reviews each proposal to assess its feasibility, potential benefits for the broader SME Loop community, and alignment with standardization goals.

If a proposed change would benefit all programs, it may be incorporated into the SME Loop CiviCRM master system and then distributed to all CiviCRM instances. If a change addresses a specific program need that does not apply universally, alternative solutions can be explored, such as creating custom displays or workflows specific to your instance.

Customization Requests

While CiviCRM for SME Loop is designed to be flexible, certain types of customizations must be coordinated with the Support Team to maintain system integrity and ensure smooth updates:

Custom Fields: Programs often need to track data specific to their context or target group. While you cannot create custom fields independently, you can request them through the Support Team. These requests are typically handled during the onboarding process, but additional custom fields can be added as needs emerge during implementation.

Contact Lists and Overview Screens: The pre-configured contact lists and overview screens (showing entrepreneurs, events, participations, etc.) are standardized across all programs to ensure consistency. If you identify improvements that would benefit all SME Loop implementations, submit these as change requests. In special cases where a program has unique reporting or workflow needs, custom displays can be created specifically for that instance.

Update Implementation

When Product Management approves a feature or change request, it goes through development and testing before being deployed to all productive instances. The timeline for implementing changes varies depending on complexity – simple modifications might be deployed within a day, while more substantial features may require longer development and testing periods.

1.4.4 Support During Initial Implementation

When your program begins using CiviCRM, the Support Team provides enhanced support during the initial implementation phase. This includes regular video call check-ins to address questions, troubleshoot issues, and ensure your team is comfortable with the system. These sessions provide a dedicated forum to discuss any aspect of the software and receive immediate guidance.

The duration and frequency of these check-ins are tailored to your program's needs. Some teams may need intensive support only during the first few weeks, while others may benefit from regular touchpoints over several months. The Support Team remains available as long as needed to ensure successful implementation.

This combination of responsive helpdesk support, opportunities to influence system development, and dedicated implementation assistance ensures that CiviCRM serves as a practical, evolving tool for SME Loop programs rather than a rigid system imposed from above.

1.5 Data Protection

Data protection is a fundamental requirement for all SME Loop programs, and CiviCRM plays a central role in managing personal data throughout the implementation cycle. As a GIZ-operated system handling personal information from entrepreneurs, trainers, coaches, and other stakeholders across multiple countries, the SME Loop CiviCRM implementation must comply with the EU General Data Protection Regulation (GDPR) as outlined in Part 1 of this handbook series.

This chapter describes how data protection principles are implemented in CiviCRM, what personal data is collected and stored, how data subject rights are managed, and what happens to data when a program concludes.

1.5.1 Personal Data Stored in CiviCRM

CiviCRM serves as the system of record for contact information and relationship data for all SME Loop participants. Understanding what personal data is stored and how it is structured is essential for proper data protection management.

Entrepreneur / SME Data Structure

Each entrepreneur participating in an SME Loop program is represented by two linked contact records in CiviCRM: an Individual Contact (Entrepreneur) containing personal information, and an Organization Contact (SME) containing business information.

Personal Data – Individual Contact (Entrepreneur):

- First and last name
- Email address
- Phone number

- Job title
- Gender
- Year of birth
- Highest attained education level

Business Data – Organization Contact (SME):

- Organization name
- Email address
- Phone number
- Address
- Sector of Economic Activity
- Location of business
- Size of business
- Start of business operation

Additional Contact Types

CiviCRM also stores basic contact information (name, email, phone) for trainers, coaches, master coaches, and service provider organizations, subject to the same data protection requirements.

1.5.2 Data Protection Framework Integration

The SME Loop CiviCRM implementation operates within the broader data protection framework described in Part 1 of this handbook. Key principles from that framework include:

Data Minimization

Only data necessary for SME Loop program implementation and evaluation is collected. Custom fields can be added during program setup if required for specific program contexts, but unnecessary data collection is avoided.

Personal Data: Purpose and Scope Limitations

All personal data collected in CiviCRM is used exclusively for SME Loop program implementation, monitoring, evaluation, and required administrative purposes as specified in the data privacy statement provided to participants.

Each SME is assigned a unique GIZ ID, which is stored in their contact record in CiviCRM. This ID serves as the linking element across all SME Loop data systems to provide data to external evaluation tools such as Power BI through the API output. Whenever data from CiviCRM is sent out through the API, the scope is limited to information on the organization as well as anonymized data on event participations and program progress of individuals. Personal information of associated Entrepreneurs (names, email addresses, phone numbers) is never transmitted.

Need-to-Know Principle

Access to personal data in CiviCRM should be limited to users who require it to perform their roles.

1.5.3 Consent Management

Before personal data can be collected and processed, participants must provide informed consent. When candidates use the CiviCRM application form to apply for SME Loop participation, they are presented with your program's data privacy statement and must provide their consent before submitting the application. This consent is stored as part of the application activity record in CiviCRM, creating an audit trail.

1.5.4 Data Subject Rights

Under GDPR, individuals whose personal data is processed have specific rights, including the right to access their data, correct inaccuracies, request deletion, and restrict processing. SME Loop programs must be prepared to respond to requests from entrepreneurs, trainers, and coaches exercising these rights.

Please consult with the Support Team when receiving data subject rights requests to ensure proper handling.

1.5.5 Technical and Organizational Safeguards

The SME Loop CiviCRM implementation includes multiple technical and organizational safeguards to protect personal data:

Encryption and Authentication

All CiviCRM instances are accessed exclusively through encrypted HTTPS connections, protecting data in transit between users and the server. User authentication is required for all CiviCRM access.

Audit Trails

Extended logging is activated in all CiviCRM instances. This logging functionality documents all significant changes made in the system, including who made each change and when. These audit trails support security monitoring, troubleshooting, and compliance verification.

Hosting and Server Security

All SME Loop CiviCRM instances are hosted by a German hosting provider with servers located exclusively in Germany. This ensures compliance with data residency requirements under GDPR. All program instances run on one dedicated server.

Backup Procedures

Two types of backups protect CiviCRM data:

1. **Automatic Daily Backups**: Created every 24 hours by the hosting provider and retained for 14 days (two weeks).
2. **Manual Update Backups**: Created each time the CiviCRM system or its extensions are updated, and retained for up to 6 months.

1.5.6 Records of Processing Activities (VVT)

Under GDPR, GIZ programs must maintain Records of Processing Activities (VVT – Verzeichnis von Verarbeitungstätigkeiten) documenting what personal data is processed, for what purposes, who has access, and what security measures are in place. Before beginning to collect personal data in CiviCRM, Admins must notify GIZ Data Protection Management through the VVT process via the Data Privacy Portal. A standardized VVT template is available through product management for this purpose that includes data usage in CiviCRM.

1.5.7 Data Management After Program End

When an SME Loop program concludes, personal data collected during implementation must be managed in accordance with GDPR principles and the purposes for which it was originally collected.

Data Retention Principles

As outlined in Part 1, personal data should not be retained longer than necessary to fulfill the purposes for which it was collected. Once a program ends and SME Loop implementation activities are complete, personal data should be either deleted or anonymized. Anonymized data – where individuals can no longer be identified – can be retained for long-term evaluation, research, and program improvement purposes.

Anonymization Process

When a program concludes, individual-level data in CiviCRM is intended to be anonymized. This means replacing personal identifiers (names, contact details) with generic placeholders while preserving the data structure needed for analysis.

Responsibility

The Support Team manages the technical aspects of the anonymization process. Admins are responsible for notifying the Support Team when a program ends and coordinating the appropriate data management actions.

1.5.8 Continuous Improvement

Data protection is not a one-time setup but an ongoing responsibility. As the SME Loop CiviCRM system evolves and new data protection requirements emerge, processes and safeguards will be updated accordingly. Admins should stay in contact with the Support Team regarding data protection questions and report any concerns or potential issues promptly.

1.6 Additional Resources: Learning More About CiviCRM

This chapter is optional and intended for users who want to deepen their understanding of CiviCRM as a platform beyond what is needed for day-to-day SME Loop implementation.

1.6.1 Your Primary Resource: The Support Team

As established in chapter 1.4, the Support Team is your primary resource for questions, guidance, and assistance with the SME Loop CiviCRM implementation. Whether you need help with specific workflows, troubleshooting, or understanding how a feature works in your instance, the Support Team should always be your first point of contact.

1.6.2 Online CiviCRM Resources

The SME Loop CiviCRM implementation has been extensively customized with specialized workflows, custom contact types, and a purpose-built user interface designed specifically for SME Loop processes. This means that much of what you see in your system differs significantly from standard CiviCRM installations.

The online resources listed below document standard CiviCRM functionality and interfaces. While they provide valuable insight into the platform's capabilities and underlying concepts, the screens, menus, and workflows they describe may not match what you see in your SME Loop instance. These resources are best used for:

- Understanding the broader CiviCRM platform and its potential
- Learning general concepts that apply across all CiviCRM installations
- Satisfying curiosity about how CiviCRM works 'under the hood'
- Gaining context for discussions with the Support Team

They are **not** substitutes for this handbook or for guidance from the Support Team on SME Loop-specific workflows.

CiviCRM User Guide

https://docs.civicrm.org

The CiviCRM User Guide is the primary learning resource for the CiviCRM platform, written explicitly for end-users. This comprehensive guide covers all CiviCRM functionality organized by components such as CiviContribute, CiviEvent, CiviMail, CiviMember, and CiviCase. While it describes standard interfaces that differ from your customized SME Loop screens, it provides useful background on CiviCRM's data model, concepts, and platform capabilities.

CiviCRM Stack Exchange

https://civicrm.stackexchange.com

CiviCRM Stack Exchange has served as the official Q&A platform for the CiviCRM community since 2017. This searchable repository contains thousands of answered questions organized by tags such as 'tutorials,' 'training,' 'events,' and 'cases.' The platform uses a reputation-based system that encourages quality answers, and questions receive votes and accepted answers to identify reliable solutions. Remember that most content assumes standard CiviCRM configurations, so solutions may not apply directly to your SME Loop instance.

CiviCRM Chat

https://chat.civicrm.org

CiviCRM Chat offers real-time community interaction through Mattermost, an open-source alternative to Slack. The 'Town Square' and 'User Support' channels are particularly welcoming to beginners. While conversations move quickly and are less focused on creating permanent documentation than Stack Exchange, the active and responsive community makes this excellent for immediate assistance and discovering new resources. Free registration is required.

1.6.3 Using These Resources Effectively

If you choose to explore these CiviCRM community resources, keep these guidelines in mind:

- **When you have questions about your SME Loop instance:** Always contact the Support Team first. They understand your specific configuration and can provide accurate guidance for your workflows.
- **When you're curious about CiviCRM concepts:** The User Guide and Stack Exchange are excellent starting points for understanding how CiviCRM works more broadly.
- **When you want quick community interaction:** CiviCRM Chat offers real-time engagement with the wider CiviCRM community, though remember that most participants work with standard CiviCRM, not the SME Loop customization.
- **When you find something interesting:** Feel free to discuss it with the Support Team, who can help you understand whether and how it might apply to your SME Loop implementation, or whether it might inspire future enhancements to the system.

The CiviCRM platform and its community are rich resources for those interested in learning more, but the Support Team remains your most valuable resource for actually using CiviCRM in your SME Loop program.

2 Getting Started – Preparing Your SME Loop CiviCRM System

This chapter is written specifically for **CiviCRM Admins** and covers the preparation steps necessary to configure your CiviCRM instance before beginning your SME Loop implementation. These configuration tasks are completed during the onboarding process in collaboration with the Support Team.

The preparation process is designed to be collaborative: as a CiviCRM Admin, you provide decisions, information, and materials (such as logos or contact lists), while the Support Team handles the technical implementation in the system. This approach ensures proper configuration while allowing the Support Team to maintain system integrity and apply consistent standards across all SME Loop implementations.

By the end of this preparation phase, your CiviCRM instance will be ready for daily use, with appropriate branding, user accounts configured, and — if needed — historical data imported to reflect your program's current status. Throughout this process, you will receive login credentials to a secure cloud server for exchanging files with the Support Team. For data protection compliance, this secure cloud storage is the only acceptable medium for transferring sensitive files such as account data or import data — please do not send such files via email.

2.1 Basic Pre-Configuration

Before your team can begin using CiviCRM for daily SME Loop activities, several foundational elements must be configured. These settings establish your program's identity within the system and ensure that communications sent from CiviCRM reflect your program appropriately.

2.1.1 Subdomain

Your CiviCRM instance will be accessible through a dedicated subdomain that identifies your program. The subdomain follows the pattern:

`yourprogram.sme-loop.de`

During onboarding, you will work with the Support Team to choose an appropriate subdomain name. This subdomain becomes your program's permanent web address for accessing CiviCRM, so choose something clear and memorable for your team. The subdomain typically reflects your program name, country, or implementing organization.

Once established, all users will access the system through this URL, and it will appear in automated email communications sent from CiviCRM.

2.1.2 Logos

CiviCRM can display your program's logo (and potentially logos of cooperating partners) in several locations:

- The header of the CiviCRM interface
- The login screen
- Email signatures for automated and manually triggered emails

File Requirements:

- **Preferred format:** SVG (scalable vector graphics)
- **Acceptable formats:** High-resolution JPG or PNG files

Not all programs will have logos to include, and some programs may have multiple logos representing different partner organizations. Simply provide whatever branding materials your program uses, and the Support Team will suggest the best implementation approach.

During onboarding, share your logo files with the Support Team, who will integrate them appropriately into your instance.

2.1.3 Default Sender Name and Email Address

All automated emails and mass mailings sent from CiviCRM require a sender email address as well as a sender name. **To ensure reliable email delivery, the sender address must use your program's subdomain.**

The email address follows this pattern:

`youraddress@yourprogram.sme-loop.de`

You decide the first part of the email address (the portion before the @ symbol). Common choices include:

- `info@yourprogram.sme-loop.de`
- `contact@yourprogram.sme-loop.de`
- `smeloop@yourprogram.sme-loop.de`

The Support Team will configure the email address once you have decided on the naming.

Since your team should be able to receive emails that are sent to this email address as well (e.g. replies to automated emails from the system), please provide a central email address that represents a proper email inbox your team has access to. Any emails sent to your subdomain’s email address will be forwarded to this inbox.

Example:

- Sender name and email address for system mails:
    - „Your Program“ <info@yourprogram.sme-loop.de>
- Your team’s central email address:

◦ „Your Program“ <xyz@giz.de>

Automated mails from the system are sent out as „Your Program“ <info@yourprogram.sme-loop.de> while replies to these emails are sent to „Your Program“ <xyz@giz.de>.

2.1.4 Email Signatures

If your program uses standardized email signatures for official communications, these can be integrated into CiviCRM so that emails sent from the system automatically include appropriate signature blocks.

Email signatures typically include:

- Program name and contact information
- Organizational branding or logos
- Relevant disclaimers or legal text
- Social media links or website URLs

If your program has standard email signature formatting, provide it to the Support Team in whatever format you have available – HTML, formatted Word documents, or PDF examples all work. If you do not currently use standardized email signatures, discuss with the Support Team how email signatures in automated emails should look.

The Support Team will implement the signature formatting in CiviCRM's email templates to ensure consistent branding across all program communications.

2.1.5 Setting Up Your First Loop

During onboarding, the Support Team will set up your first loop on your behalf. This section covers only what you need to provide to get that initial loop created. For a complete explanation of what loops are, how they are structured, and how to create and manage additional loops independently after onboarding, see Chapter 4.2.1.

To set up your first loop, provide the Support Team with the following information:

- **Loop name:** The name of your SME Loop program or cycle
- **GIZ project ID:** The internal GIZ project identifier for tracking and reporting, in either the old 14-digit format of YYYY.XXXX.X-XXX.XX or the new 10-digit format of G-XXXXXX-XXX
- **Start date:** When the loop officially begins (if applicable)

The Support Team will create your first loop based on the information you provide, establishing the foundation for all subsequent SME Loop activities in your instance. Once onboarding is complete, CiviCRM Admins can create and manage additional loops independently through the **Manage → Manage Loops** interface (see Chapter 4.2.1 for details).

2.2 Import Preparation

Many SME Loop programs will begin using CiviCRM at different stages of implementation. While some programs start with CiviCRM from the very beginning (using it for outreach and applications – see chapter 4.1), others may adopt the system after their program has already launched, with participants already enrolled and events already conducted.

For programs joining mid-implementation, the import process allows you to bring existing contact data and historical event participation records into CiviCRM, ensuring your system reflects your program's actual current status rather than starting from zero.

Import functionality is currently handled exclusively by the Support Team. The SME Loop CiviCRM data structure – particularly for participants, who require linked individual contacts, organization contacts, relationships, and case records – is too complex for standard CiviCRM import tools. Custom import procedures ensure all data relationships are properly established and maintained.

As a CiviCRM Admin, your responsibility is to prepare import data according to the provided templates. The Support Team then processes the import to populate your CiviCRM instance.

2.2.1 Contact Data Import Template

The Contact Data Import Template allows you to prepare existing contact information for import into CiviCRM. This template is structured to handle the dual-contact nature of entrepreneur records (individual + organization) as well as other stakeholder contacts.

The Excel template contains three sheets:

Sheet 1: 'Entrepreneurs and SMEs'

This sheet handles entrepreneur contacts and their associated SME organizations. Each row represents one entrepreneur-SME pair.

Required/available fields:

- Entrepreneur: First name, last name, email, phone
- SME: Name, email, phone, street, city, postal code, country, MSME ID

Sheet 2: 'Coaches, Trainers + Service Providers'

This sheet handles contacts for trainers, coaches, and their affiliated service provider organizations.

Required/available fields:

- Coach/Trainer: First name, last name, type, email, phone, coach ID, trainer ID
- Service Provider: Name, email, phone, street, city, postal code, country, SP ID

Sheet 3: 'Option Values'

This reference sheet lists the acceptable values for the 'Coach / Trainer Type' field. Use only the values listed here to ensure proper data validation during import.

Data Preparation Guidelines:

- Fill in all required fields (typically name and email as minimum)
- Use the exact option values from Sheet 3 for dropdown fields
- Leave fields blank rather than using placeholder text like 'N/A' or 'Unknown'
- Ensure email addresses are valid and properly formatted
- Enter only one email address and one phone number per field
- For entrepreneurs, provide both individual and SME information even if the entrepreneur is self-employed (this maintains consistent data structure)

2.2.2 Participation Documentation Import Template

Ideally, programs should begin using CiviCRM when they start their loop cycle and begin hosting training and coaching events. This allows all event and participation data to be captured directly in the system from the beginning, ensuring complete and accurate records throughout the program lifecycle.

However, in exceptional cases, a program may adopt CiviCRM after training sessions or coaching events have already been conducted. The Participation Documentation Import Template is specifically designed for these situations, allowing you to document historical events and participant attendance so that your CiviCRM records can reflect the complete participant journey from the beginning of your program.

When to Use This Template:

- Your program has already started its loop cycle
- Training sessions or coaching events have occurred
- You want CiviCRM to reflect participants' actual progress through the program
- You need historical attendance records for reporting and analysis

The Excel template contains three sheets:

Sheet 1: 'Event Participations'

This sheet combines event details with participant attendance records. Each row represents one participant's attendance at one event.

Event information:

- Title, start date/time, end date/time
- Type, location, description, medium, payment
- Host role, host details (first name, last name, email)

Participant information:

- First name, last name, email, employer organization
- Participation status, participation notes

Sheet 2: 'Locations'

This reference sheet lets you define event locations once and then reference them in Sheet 1, avoiding repetitive data entry for events held at the same venues.

Fields: Location name, street address, supplementary address, postal code, city, country

Sheet 3: 'Option Values'

This reference sheet lists acceptable values for several fields:

- Event Type (Training, Coaching, etc.)
- Participation Status (Attended, No-Show, etc.)
- Host Roles
- Payment (Free, Paid, etc.)
- Medium (In-Person, Online, Hybrid)

Once historical data is imported and your program begins using CiviCRM for creating and managing events going forward, you will not need to use this template again. It serves as a one-time migration tool to bring existing records into the system.

2.2.3 Submitting Data for Import

Once you have prepared your import data using the appropriate templates:

1. **Review your data** for completeness and accuracy. Check that all required fields are filled and that option values match the reference sheets exactly.
2. **Submit the completed Excel file(s)** to the Support Team by uploading it to the secure cloud storage. (During the onboarding process you will receive login credentials for the cloud storage.) Do not send import data via email.
3. **Turnaround time:** If the data is properly prepared according to the template specifications, the Support Team can typically complete imports within 2-5 business days.
4. **Validation:** The Support Team will review the data for any issues or inconsistencies. If problems are identified, they will contact you for clarification or corrections before proceeding with the import.
5. **Confirmation:** Once the import is complete, the Support Team will notify you, and you can log in to CiviCRM to verify that your contacts and historical data are properly reflected in the system.

Common Considerations:

- Data can only be imported in logical stages (e.g., contacts need to be imported first, then historical events)
- Coordinate timing with the Support Team if you have specific deadlines
- Keep backup copies of your source data in case clarifications are needed

2.3 Understanding User Roles and Permissions

The SME Loop CiviCRM system uses a role-based access control model that determines what each user can see and do within the system. Understanding these roles and their permissions is essential for both managing your team's access and understanding the scope of your own capabilities in the system.

The SME Loop CiviCRM implementation uses four user roles, each designed for specific responsibilities within program implementation. These four roles exist in a permission hierarchy, with higher-level roles having broader access to system functions and data:

1. **CiviCRM Admin** (highest permissions, in this handbook often referred to as 'Admin')
2. **Service Provider Coordinator** (in this handbook often referred to as 'Coordinator')
3. **Trainer** (specialized, limited permissions)
4. **Coach** (specialized, limited permissions)

Users can be assigned multiple roles simultaneously. For example, a person who both trains entrepreneurs and coaches them individually might have both Trainer and Coach roles. When a user has multiple roles, they receive the combined permissions of all their assigned roles, with broader permissions taking precedence over narrower ones.

CiviCRM Admin

CiviCRM Admins have comprehensive access to all contacts, cases, and administrative functions within their CiviCRM instance. This role is intended for program team members who need full visibility and control across the entire implementation – typically staff members working directly for the implementing organization (such as GIZ project team members).

CiviCRM Admin capabilities include:

- Access to all entrepreneur, trainer, coach, and organization contacts
- Ability to view and manage all cases across all batches
- Access to all training and coaching events
- Access to the **Manage** menu, which provides:
    - Loop management (creating, editing, and configuring loops)
    - User account management (creating, editing, and deactivating accounts for all subordinate roles)
    - Batch Management (activating/deactivating and renaming batches)
    - Deleted contact recovery (viewing and restoring contacts from trash)
- System configuration and reporting functions

CiviCRM Admins can create and manage user accounts for all four roles, including other CiviCRM Admin accounts. This self-service capability reduces dependency on the support team for routine account management tasks. **CiviCRM Admins can find detailed information regarding user account setup and management in chapter 4.2.2 of this handbook.**

Service Provider Coordinator

Service Provider Coordinators have the same contact and case access as CiviCRM Admins, but without administrative privileges. This role is designed for service provider staff members who need to work with all program participants but do not need to manage system configuration, user accounts, or other administrative functions.

Service Provider Coordinator capabilities include:

- Access to all entrepreneur, trainer, coach, and organization contacts
- Ability to view and manage all cases across all batches
- Access to all training and coaching events
- Full use of bulk actions and workflow tools
- Creation and management of events and participations

Service Provider Coordinators cannot:

- Access the **Manage** menu
- Create, edit, or deactivate user accounts
- Configure loops or system settings
- Access duplicate management or deleted contact recovery tools

The distinction between CiviCRM Admins and Service Provider Coordinators reflects the operational reality that service providers need comprehensive access to work with participants effectively, but the implementing organization retains control over system administration.

Trainer

Trainers have focused access limited to the batches they are assigned to manage. This role is designed for training facilitators who need to coordinate training events and document participation, but whose work is restricted to specific groups of entrepreneurs.

Trainer capabilities include:

- Access to entrepreneurs and organizations in their assigned batches only
- Access to all other trainers and coaches in the system (to facilitate coordination)
- Ability to view and manage cases in their assigned batches
- Creation and management of training events for their batches
- Documentation of event participation

How Trainer access is determined:

Trainers are explicitly assigned to one or more batches by CiviCRM Admins or Service Provider Coordinators. This assignment happens on the trainer's contact record (see Chapter 3.2.2 for step-by-step instructions). Once assigned, trainers automatically gain access to all contacts and cases associated with their assigned batches.

Coach

Coaches have access determined by their individual case assignments rather than batch assignments. This role is designed for coaches who provide one-on-one or small-group support to entrepreneurs, where access should be limited to only those entrepreneurs they are actively coaching.

Coach capabilities include:

- Access to entrepreneurs and other contacts in any case where the coach has the 'Case Coach' role
- Access to all other trainers and coaches in the system (to facilitate coordination)
- Ability to view and manage only those cases where they have the 'Case Coach' role
- Documentation of coaching activities and participation

How Coach access is determined:

Coaches are assigned to cases through the 'Case Coach' case role (see Chapter 3.2.5 for details on case roles and how they are assigned). When a coach is assigned as Case Coach on a case, they gain access to all contacts that have an active role on the case. Coaches are not assigned to batches directly, so their access can span multiple batches depending on which cases they are coaching.

Understanding the role structure is the essential first step before creating user accounts. The practical tasks of creating accounts, sending password reset links, editing roles, and deactivating accounts are covered in Chapter 4.2.2, alongside the other administrative functions that CiviCRM Admins perform during and after the onboarding process. This separation reflects a natural workflow: once you understand what each role can see and do, you will be better equipped to make informed decisions about which roles to assign to which team members when setting up their accounts.

2.4 Accessing Your CiviCRM System

Once the Support Team has completed your system preparation and user accounts for your team have been created, each user will receive an email containing a password reset link (see chapter 4.2.2). This chapter explains how to access your CiviCRM instance for the first time, manage your password securely, and use two-factor authentication to protect your account.

2.4.1 First Login

Your initial access email will include a link to set your password for your new CiviCRM account. This link expires 60 minutes after the email is sent, so set your password promptly after receiving the email. Clicking the link takes you to a password reset screen where you will create your permanent password. If your link has already expired, you can always go to:

`https://yourprogram.sme-loop.de/civicrm/login/password`

On the “Reset Password” site, enter your email address and click on “Request Password Reset”. The system will automatically send out an email with a new activation link.

Creating a Strong Password

When setting your password, follow these security best practices to protect your account and the sensitive data it provides access to:

- Use at least 16 characters
- Include a mix of uppercase letters, lowercase letters, numbers, and special characters
- Avoid common words, personal information (names, birthdays), or easily guessable patterns
- Create a unique password that you do not use for any other service or account

Strong passwords are essential for protecting sensitive data stored in CiviCRM. Because creating and remembering complex passwords can be challenging, we strongly recommend using a password manager – software specifically designed to generate, store, and automatically fill strong passwords securely. Password managers eliminate the need to remember dozens of complex passwords while significantly improving your overall security.

After setting your password, you will be redirected to the login screen.

2.4.2 Two-Factor Authentication (2FA)

After logging in for the first time with your newly created password, you will be required to set up two-factor authentication (2FA). Two-factor authentication adds an essential second layer of security to your account by requiring two different forms of verification when you log in:

1. Something you know (your password)
2. Something you have (your mobile device)

Even if someone were to obtain your password, they would not be able to access your account without also having physical access to your mobile device.

Setting Up 2FA

After your first successful login, the system will automatically redirect you to the 2FA setup screen.

To complete the setup:

1. Install an authenticator app on your mobile device if you do not already have one. There are many good, free, open-source authenticator apps available for both iOS and Android devices.
2. The CiviCRM system displays both a QR code and a text seed code. You can use either method:

    - **Scan the QR code** using your authenticator app's camera function, or
    - **Manually enter the seed code** displayed on the screen into your authenticator app
3. Your authenticator app will immediately begin generating six-digit verification codes that change every 30 seconds.
4. Enter the current six-digit code displayed in your authenticator app into the CiviCRM system to confirm the setup.

Once 2FA is configured, your authenticator app will continue to generate verification codes for your CiviCRM account whenever you need to log in.

2.4.3 Regular Login Process

After completing first login and 2FA setup, your normal login process will follow these steps:

1. Navigate to your program's CiviCRM URL in your web browser (e.g., yourprogram.sme-loop.de)
2. Enter your username (email address) and password
2. After submitting your credentials, a second screen will prompt you for your two-factor authentication code
3. Open your authenticator app on your mobile device and check the current six-digit verification code for your CiviCRM account
4. Enter the verification code when prompted
5. You will be logged in to your CiviCRM instance

The verification codes generated by your authenticator app change every 30 seconds, so make sure to enter the code while it is still valid. If a code expires before you can enter it, simply wait for the next code to appear and use that one instead.

2.4.4 Changing Your Password

You can change your password at any time from within the CiviCRM system. After logging in, navigate to the CiviCRM logo in the main menu → ‘My Account’ and select 'Change Password.'

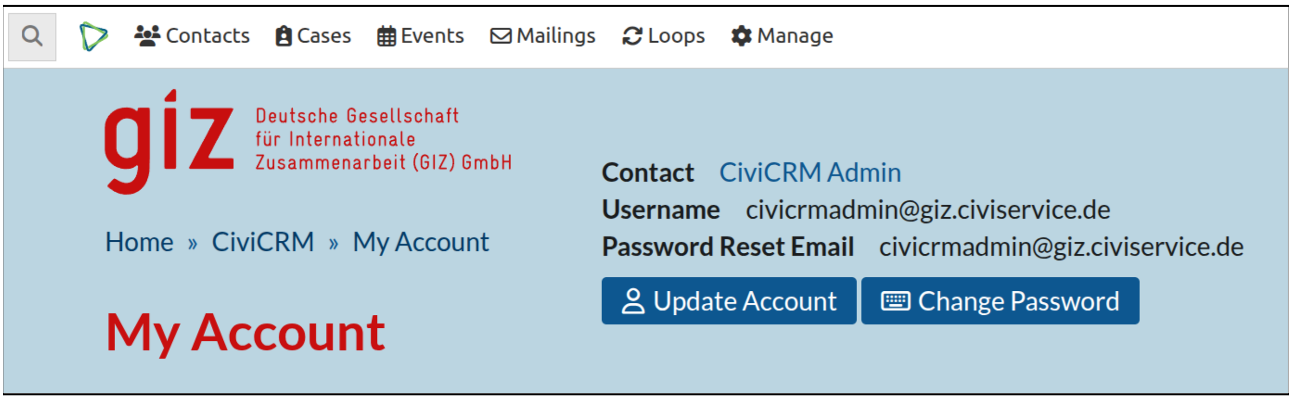


Figure 1: My Account

You will be taken to a password change form where you must:

1. Enter your current password to verify your identity
2. Enter your new password
3. Re-enter your new password to confirm it

2.4.5 Password Reset and Account Recovery

If you forget your password, you can reset it yourself using the self-service password reset function. On the login screen, click the 'Forgotten password?' link.

Enter your username or email address and click 'Request Password Reset.' If your username or email matches an active account, you will receive an email with a password reset link.

Check your email for the password reset link. This link expires 60 minutes after the email is sent. Clicking the link takes you to the password reset screen where you can enter and confirm your new password.

If You Lose Access to Your Authenticator App

If you lose access to your mobile device or authenticator app and cannot generate 2FA verification codes, contact the Support Team through the designated support email address provided during your onboarding. The Support Team can temporarily disable 2FA on your account to allow you to log in, after which you can set up 2FA again with a new device or restored authenticator app.

For security reasons, only the Support Team can disable or reset 2FA settings. This manual process protects against unauthorized access attempts.

2.4.6 Account Security Reminders

Protecting your CiviCRM account is not only about following the technical steps described above but also about maintaining good security practices:

- Never share your password or verification codes with anyone, including colleagues or Support Team members
- Log out of CiviCRM when you finish working, especially when using shared or public computers
- Do not write down passwords or store them in unencrypted files
- Keep your mobile device secure with a PIN, password, or biometric lock
- Report any suspicious activity or security concerns to the Support Team immediately

The SME Loop CiviCRM system contains sensitive personal and business information about program participants. Maintaining strong account security protects not only your program's data but also the privacy and trust of the entrepreneurs, coaches, and other stakeholders who participate in SME Loop programs.

2.5 CiviCRM Preparation - Chapter Summary

Preparing your SME Loop CiviCRM instance is a collaborative process between CiviCRM Admins and the Support Team. During the onboarding phase, you will:

- **Establish your program's identity** through subdomain selection, logo provision, and email configuration
- **Set up your loop** with basic program information and parameters
- **Define user access** by setting up appropriate accounts for your team members
- **Migrate existing data** (if applicable) using the provided import templates

Each of these preparation steps ensures that when your team begins daily CiviCRM use, the system properly reflects your program's context, maintains appropriate branding, provides secure access to team members, and – if you are joining mid-implementation – accurately represents your program's current status.

The Support Team remains available throughout the preparation process to answer questions, provide guidance, and handle the technical implementation of each configuration element. Once preparation is complete, your CiviCRM instance will be ready for the daily operational workflows covered in subsequent chapters.

Remember that system configuration is not a one-time event. As your program evolves, you may need to adjust settings, add new user accounts, or request additional customization. The Support Team is always available to help with these ongoing configuration needs.

3 CiviCRM Workflows, Entities and Data Structure

This chapter introduces the core building blocks of the SME Loop CiviCRM system: **contacts** and **cases**, as well as **events** and **participations**. Understanding these fundamental concepts and how they relate to each other is essential for effective use of the system, whether you are a CiviCRM Admin or Service Provider Coordinator overseeing the entire implementation or a Trainer or Coach managing day-to-day activities.

3.1 Contacts

Contacts are the foundation of CiviCRM. Every person and organization involved in your SME Loop program – entrepreneurs, SMEs, trainers, coaches, service providers – is represented as a contact in the system. Understanding how contacts are structured, categorized, and linked to each other is essential for navigating CiviCRM effectively.

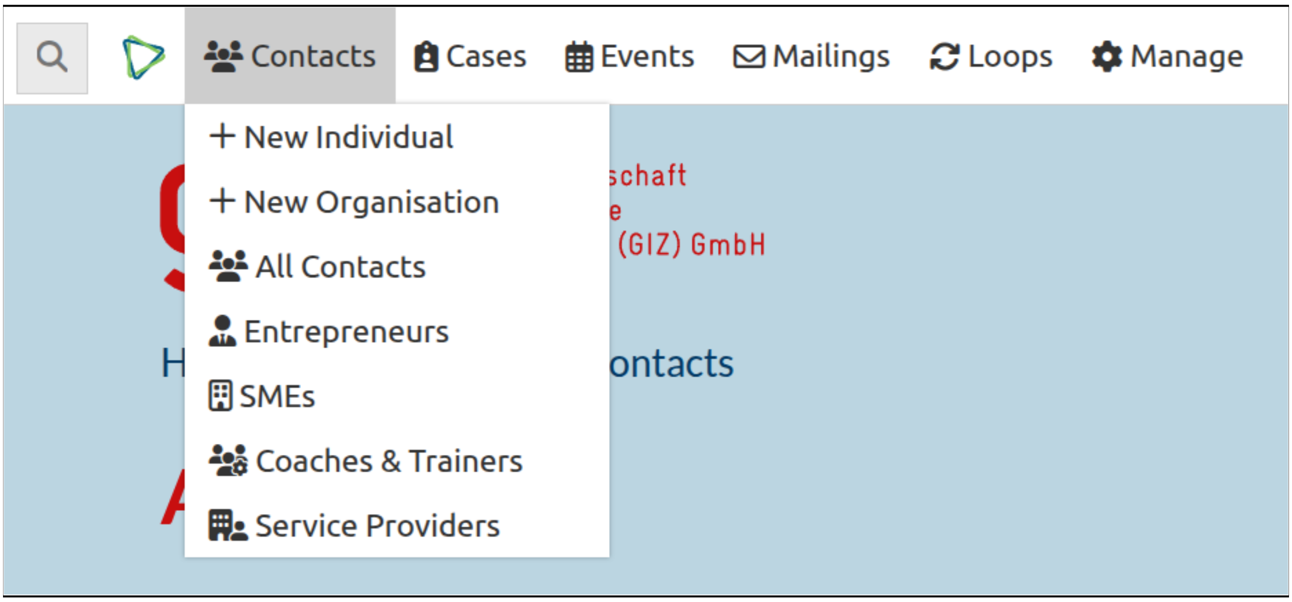


Figure 2: Main Menu / Contacts Sub-Menu

3.1.1 What Contacts Represent

In the SME Loop context, contacts serve multiple purposes:

- **Record Keeping**: Contacts store all relevant information about individuals and organizations participating in or supporting your program, from basic details like names and email addresses to program-specific information like education levels, business sectors, and assigned batches.
- **Relationship Mapping**: The system tracks relationships between contacts – which entrepreneurs work for which SMEs, which coaches are employed by which service providers, which entrepreneurs are assigned to which coaches. These relationships provide context and enable efficient program coordination.
- **Activity Tracking**: Every interaction in CiviCRM – applications submitted, emails sent, event registrations, case activities – is linked to contacts. A contact's record becomes a comprehensive history of their involvement in your program.

- **Data Integration**: Contacts serve as the linking element between CiviCRM and other SME Loop tools. The GIZ IDs assigned to SMEs, for example, connect participation data in CiviCRM with business performance data collected through KoboToolbox and analyzed in Power BI.

3.1.2 Contact Types and Subtypes

CiviCRM organizes contacts using a two-level classification system: Types and Subtypes.

Contact Types: Individuals and Organizations

At the highest level, every contact is classified as either an Individual (a person) or an Organization (a company or institution). This fundamental distinction determines what kinds of information can be stored. Individuals have fields for first name, last name, gender and birth year, while organizations have fields for organization name, legal name, and similar institutional details.

Contact Subtypes: Specialized Roles

Within these two main types, CiviCRM uses subtypes to identify the specific role a contact plays in the SME Loop program. These subtypes enable the system to display relevant information, apply appropriate filters in overview screens, and ensure contacts appear in the right places.

Individual Subtypes:

- **Entrepreneur**: Program participants who are business owners or key employees receiving SME Loop training and coaching
- **Trainer**: Individuals who deliver standardized training modules to entrepreneurs
- **Coach**: Individuals who provide one-on-one or small-group coaching to entrepreneurs
- **Master Coach**: Experienced coaches qualified to train new coaches and trainers
- **Trainer Candidate**: Individuals in training to become certified trainers
- **Coach Candidate**: Individuals in training to become certified coaches

Organization Subtypes:

- **SME**: Small and medium-sized enterprises that employ participating entrepreneurs
- **Service Provider**: Organizations that employ coaches and trainers to deliver SME Loop services

Important note: A CiviCRM contact can be associated with multiple subtypes. Some trainers for example act as coaches too. This can be reflected in the system by assigning them to the two distinct CiviCRM subtypes “Trainer” and “Coach”.

From Candidate to Certified: Training of Trainers and Coaches

The distinction between 'Candidate' and certified 'Trainer' or 'Coach' reflects the Training of Trainers (ToT) and Training of Coaches (ToC) process. Master Coaches act as multipliers by hosting specialized training sessions for individuals who want to become trainers or coaches. Upon successful completion of these training programs, a candidate's contact subtype is updated to reflect their new certified status.

3.1.3 The Entrepreneur-SME Relationship

One of the most important structural concepts in SME Loop CiviCRM is how entrepreneur contacts relate to their businesses. Understanding this relationship is crucial for interpreting what you see in the system.

Why Two Contact Records?

Every entrepreneur participating in an SME Loop program is represented by two linked (related) contact records:

1. **Individual Contact (Entrepreneur)** – Stores personal information about the entrepreneur as an individual: their name, contact details, gender, year of birth, and education level.
2. **Organization Contact (SME)** – Stores information about the business entity: the company name, business address, sector of economic activity, business size, location, start of operations and their unique GIZ ID (MSME ID).

This dual structure exists because the unit of analysis for SME Loop programs is the business (the SME), not just the individual. Business performance data collected through KoboToolbox relates to the enterprise, not the person. At the same time, program activities like training sessions and coaching involve specific individuals. The system needs to track both dimensions.

Linking Entrepreneurs to SMEs

The connection between an entrepreneur and their SME is established through a relationship in CiviCRM. You can see this employer/employee relationship on all contact summary pages (in the upper right corner).

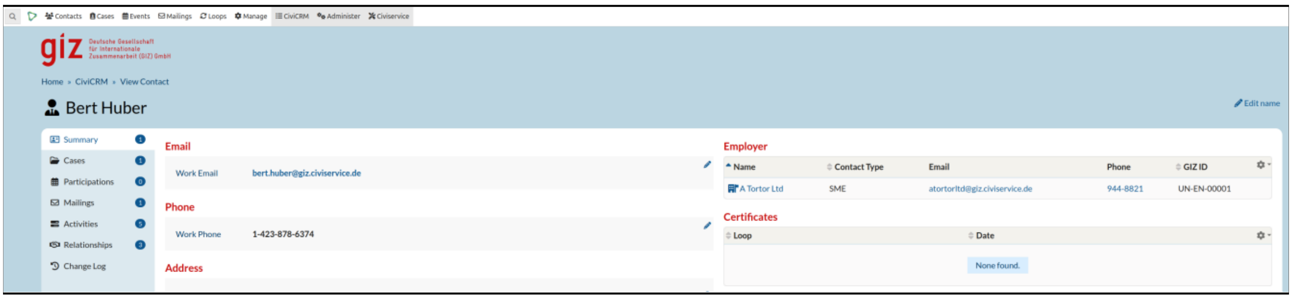


Figure 3: Entrepreneur Contact Summary with visible Employer

You can also see this relationship – alongside all other relationships of a contact – by navigating to the 'Relationships' tab of a contact record. Here you will see an 'Employee at [SME Name]' relationship for entrepreneur contacts. Similarly, when you view an SME's contact record, you'll see 'Employer of [Entrepreneur Name]' relationships for each entrepreneur associated with that business.

Multiple Entrepreneurs, One SME

A single SME can be linked to multiple entrepreneurs if, for example, both the business owner and a key manager participate in the program, or if the program works with the same business across multiple implementation cycles. In these cases, one SME organization contact will have relationship links to multiple individual entrepreneur contacts. This prevents duplicate business records and enables accurate tracking when multiple people from the same enterprise participate.

Figure 4: Relationships Tab of Contact Record

Solo Entrepreneurs

Even entrepreneurs who work independently (self-employed individuals without separate employees) are represented using this dual structure. A solo entrepreneur has both an individual contact record and an SME organization record, with the SME typically named after the individual's name plus a business designation. This consistency in data structure ensures that all entrepreneurs – whether solo or part of larger organizations – can be managed uniformly in the system and in reporting.

3.1.4 GIZ IDs: Unique Identifiers in the SME Loop Ecosystem

The GIZ ID is a unique identifier that enables SMEs, coaches, trainers, and service providers to be tracked consistently across the entire global SME Loop ecosystem, linking data between CiviCRM, KoboToolbox, and Power BI (as explained in Chapter 1.3).

Who Gets a GIZ ID?

GIZ IDs are assigned to four types of contacts:

- **SMEs**: Referred to as 'SME ID' in the system
- **Coaches**: Referred to as 'Coach ID'
- **Trainers**: Referred to as 'Trainer ID'
- **Service Providers**: Referred to as 'Service Provider ID'

Important Note: Entrepreneurs do not receive their own GIZ IDs but their anonymized participation data feeds into the data ecosystem through their relationship with SMEs.

ID Format and Structure

GIZ IDs follow a consistent format: `[COUNTRY CODE]-[TYPE]-[NUMBER]`

Examples:

- `UG-EN-00001` – An SME (EN = Enterprise) from Uganda (UG)
- `UG-CO-03` – A coach (CO) from Uganda
- `UG-TR-02` – A trainer (TR) from Uganda
- `UG-SP-01` – A service provider (SP) from Uganda

Global Uniqueness and Assignment

GIZ IDs are globally unique across all SME Loop programs worldwide, assigned by a central SME Loop team. This centralized assignment ensures that each individual or organization is counted only once in global reporting and that data can be accurately linked across systems and program cycles.

ID Permanence

Once assigned, GIZ IDs should not be altered. If there is an exceptional circumstance requiring a change, contact the Support Team – only system administrators can make such modifications.

Visibility in CiviCRM

GIZ IDs are displayed throughout the system: in overview screens, contact summary pages, case summaries, search results, and exported data. This consistent visibility ensures you can always identify contacts accurately.

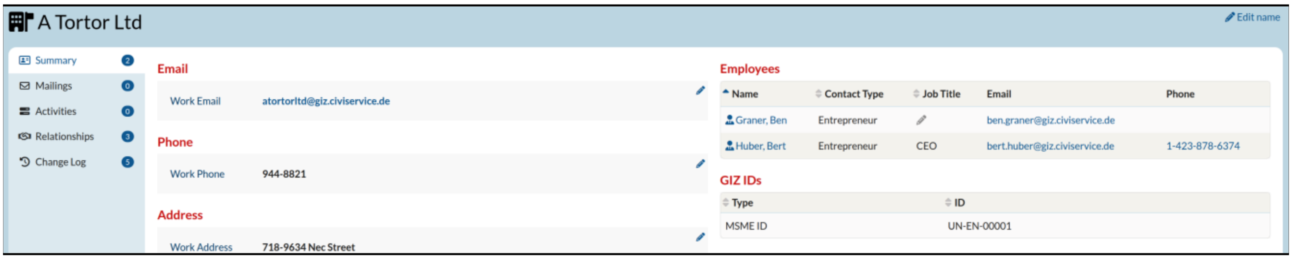


Figure 5: GIZ ID in Contact Summary

3.1.5 Finding Contacts: Navigation and Search

CiviCRM provides multiple pathways to locate and view contact information, from specialized overview screens to quick search functions.

Overview Screens

The primary method for browsing and managing contacts is through pre-configured overview screens accessible from the main 'Contacts' menu. Each overview screen displays a specific category of contacts with relevant columns and filtering options:

All Contacts: Displays every contact in the system regardless of type or subtype. This comprehensive view is useful when you're unsure which category a contact belongs to or when you want to search across all contact types simultaneously. The screen includes columns for name, GIZ ID, address, city, country, email, phone, and employer/employees relationships.

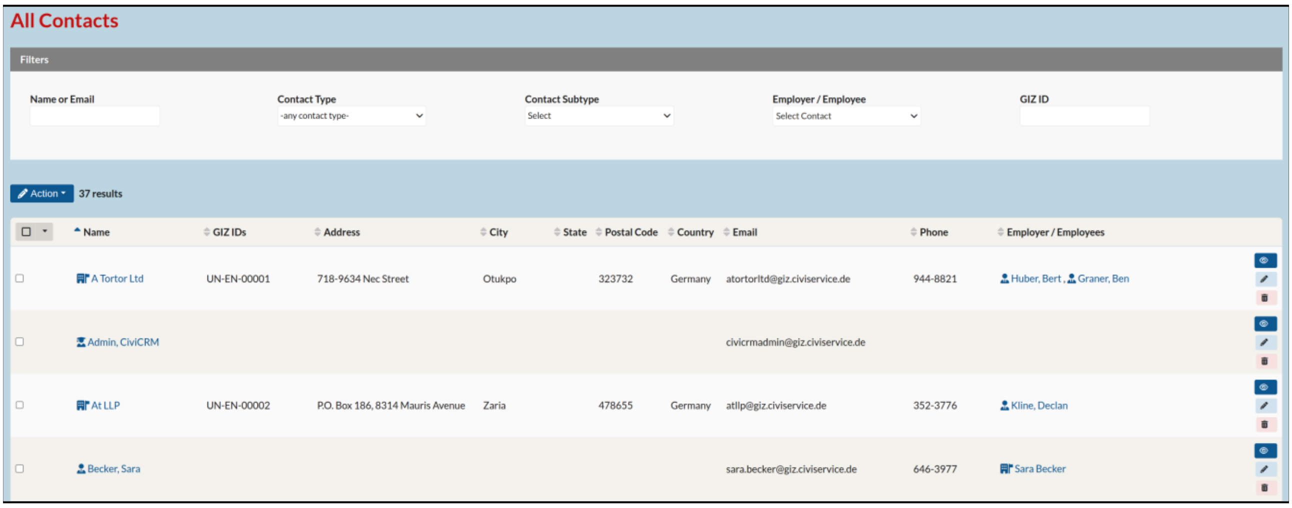


Figure 6: All Contacts Overview

Entrepreneurs: Shows only contacts with the Entrepreneur subtype. This focused view includes entrepreneur-specific information such as associated SME, education level, and engagement metrics like number of cases and event participations.

SMEs: Displays organization contacts representing the businesses of participating entrepreneurs. Columns include SME name, MSME ID, location, economic sector, business size, and the entrepreneurs associated with each business. This view is particularly useful for understanding which businesses are participating and identifying when multiple entrepreneurs from the same SME are involved.

Coaches & Trainers: Combines coaches and trainers (including master coaches and candidates) into a single overview. This screen shows GIZ IDs, associated service provider organizations, and engagement metrics such as number of cases coached and event participations. The Type column distinguishes between coaches, trainers, master coaches, and candidates.

Service Providers: Lists organization contacts representing the entities that employ coaches and trainers. This overview shows which individuals work for each service provider and provides quick access to service provider contact information.

Using Filters

Each overview screen includes a 'Filters' panel that allows you to narrow the displayed results based on various criteria. The available filters vary by screen, reflecting the different types of information relevant to each contact category.

Common filter options include:

- **Name or Email**: Search by partial or complete name or email address
- **Contact Type/Subtype**: Further refine which contacts are shown
- **GIZ ID**: Search for contacts by their unique identifier
- **Employer/Employee**: Filter individuals by their organizational affiliation
- **Loop**: Show only contacts associated with a specific program loop
- **Custom fields**: Additional filters specific to contact subtypes

To use filters, enter your criteria in the relevant fields within the Filters panel and the overview screen will automatically update to show only matching contacts. Filters can be combined – for example, searching for all entrepreneurs in a specific batch working in the agriculture sector.

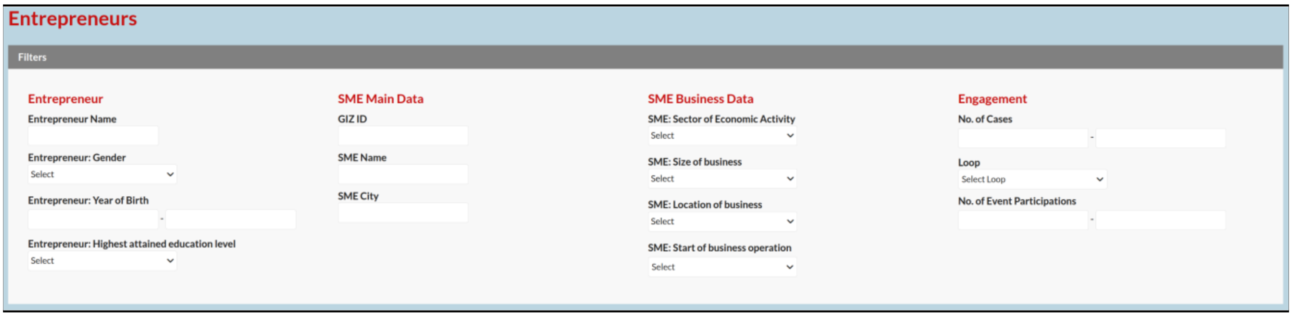


Figure 7: Entrepreneur Overview Filters

Quick Search

In addition to the filtered overview screens, CiviCRM provides a quick search function located in the upper left corner of the interface. This search bar allows rapid lookup across all contacts by:

- **Name / Email**: Find contacts by entering any part of their name or email address
- **City**: Locate contacts based on their city of residence or business location
- **Current Employer**: Search for individuals by the organization they work for
- **GIZ ID**: Directly retrieve a specific contact using their unique identifier

Figure 8: Quick Search

The quick search is particularly useful when you know exactly which contact you're looking for and want to access their record immediately without navigating through overview screens and filters.

3.1.6 Contact Summary Pages

When you click on a contact's name from any overview screen or search result, you access their contact summary page. This page serves as the central hub for all information and activities related to that individual or organization.

Summary Tab: Core Information

The Summary tab displays the contact's essential information and is organized into several sections:

Entrepreneur Contacts
The entrepreneur summary page includes:

- **Basic contact information**: Email address, phone number, physical address
- **Employer**: The SME organization the entrepreneur works for, displayed prominently with a direct link to the SME's contact record
- **Certificates**: A table showing any certificates earned through the program, including certificate subject, associated loop, date earned, and related SME
- **Additional Data**: Program-specific information such as job title, gender, year of birth, and highest attained education level
- **Communication Preferences**: Contact's preferred language, communication style, and personalized greetings

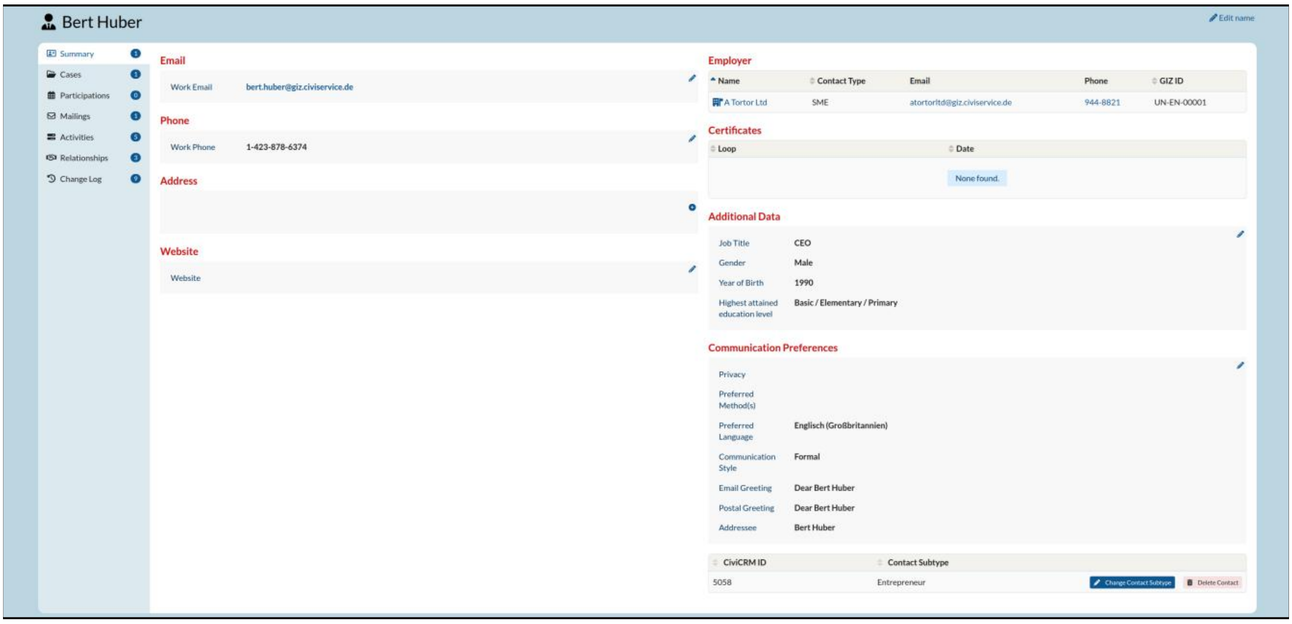


Figure 9: Entrepreneur Contact Summary

SME Contacts

The SME summary page includes:

- **Basic organization information**: Email address, phone number, business address
- **Employees**: List of entrepreneurs associated with this SME, with direct links to their individual contact records
- **GIZ ID**: The enterprise's unique identifier, labeled as "MSME ID".
- **Certificates**: Certificates earned by entrepreneurs from this SME
- **Additional Data**: Business-specific information including sector of economic activity, business location, business size, and start of business operation
- **Communication Preferences**: Organization's communication preferences

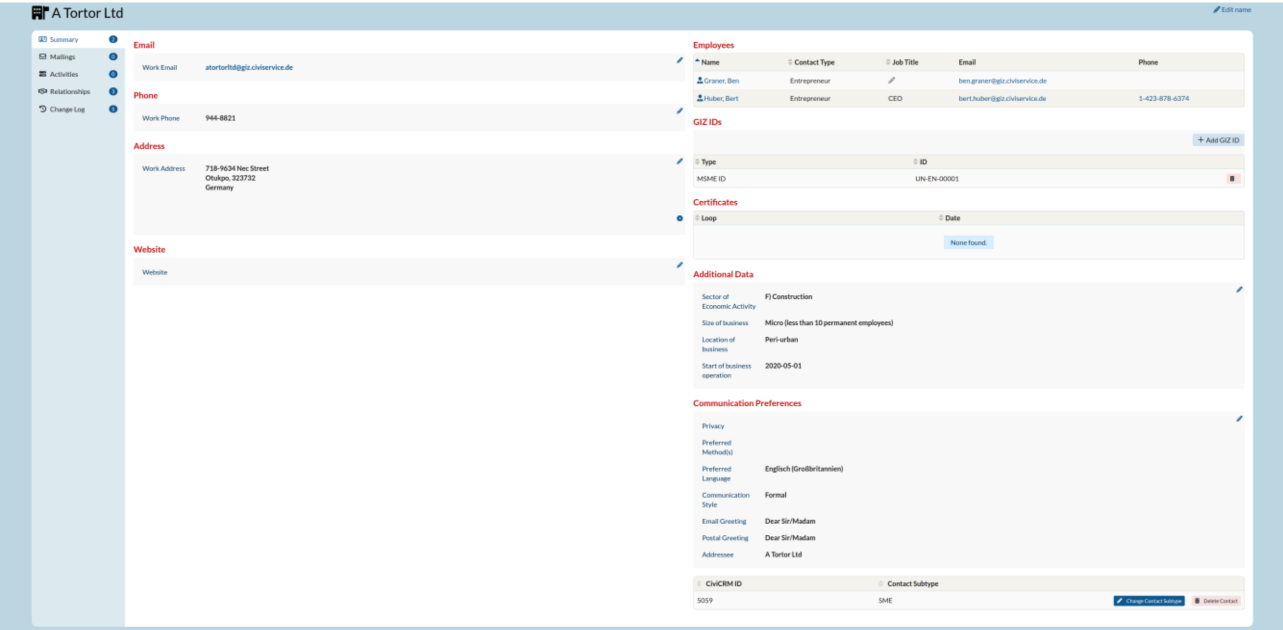


Figure 10: SME Contact Summary

Navigation Tabs

Beneath the summary section, a series of tabs provides access to different categories of information and activities related to the contact:

- **Summary**: The main view described above
- **Cases**: Lists all cases in which this contact plays a role (entrepreneurs will see their own cases; coaches will see cases they're coaching)
- **Participations**: Shows all event participations for this contact across training sessions, coaching sessions, and other program activities
- **Mailings**: Record of mass emails sent to or from this contact
- **Activities**: Chronological log of all activities involving this contact, including emails, phone calls, meetings, and system-generated activities
- **Relationships**: Displays all relationships between this contact and other contacts (discussed in detail below)

- **Change Log**: Audit trail showing who modified this contact record and when

For day-to-day SME Loop activities, the most frequently used tabs are typically Summary, Cases, Participations, and Relationships.

Relationships Tab: Understanding Connections

The Relationships tab deserves special attention because it reveals the web of connections between contacts – essential for understanding program structure and coordination.

For an entrepreneur, you might see relationships such as:

- **Employee at [SME Name]:** The general employment relationship between the entrepreneur and their business
- **Case Coach is [Coach Name]**: Links the entrepreneur to their assigned coach within a specific case
- **Case SME is [SME Name]**: Links the entrepreneur to their business within the case context
- **Case Service Provider is [Service Provider Name]**: Links the entrepreneur to the service provider organization delivering program services through the case

These relationships serve different purposes. The 'Employee at' relationship represents the real-world employment connection that exists outside the program. The 'Case Coach is,' 'Case SME is,' and 'Case Service Provider is' relationships document the specific program roles within a case context. These case-related relationships are created and managed through the case itself and preserve a record of program structure even if other circumstances change – for example, if an entrepreneur changes employers, their case relationships still reflect the business they were working for during that program cycle.

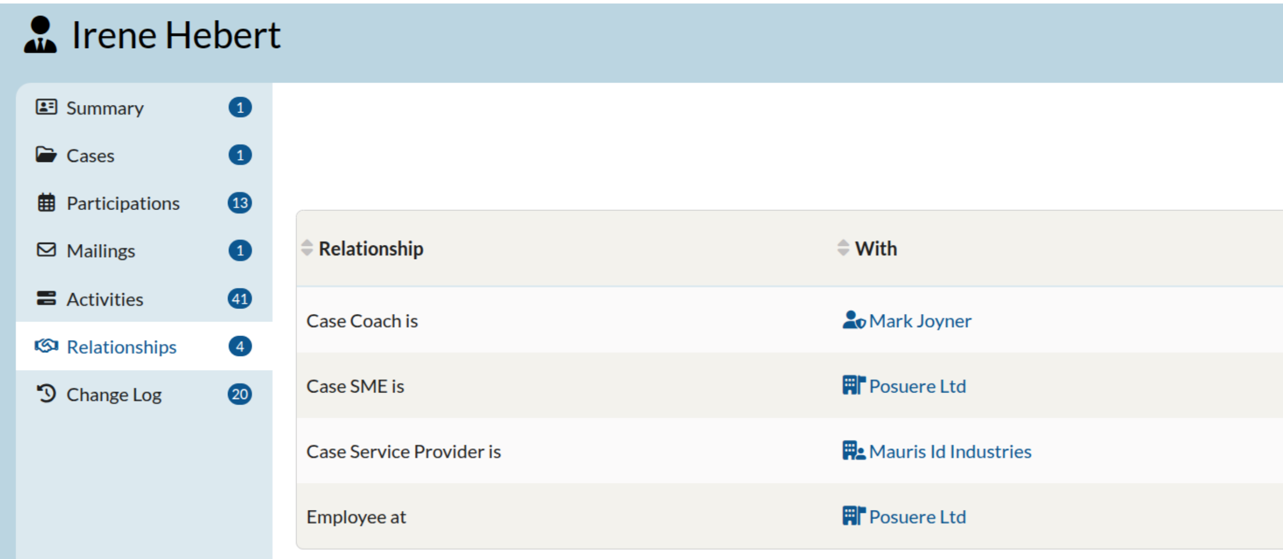


Figure 11: Entrepreneur Relationship Tab

3.1.7 Working with Contacts

While finding and viewing contact information is the primary day-to-day activity, there are times when you need to add new contacts or update existing information.

Adding New Contacts

New contacts enter the system through several pathways:

- **Application forms**: When entrepreneurs apply to the program through the online application form, their individual contact, SME organization contact, and initial case are created automatically with appropriate relationships established (see Chapter 4.1 for details on the application process).
- **Import**: For programs joining CiviCRM mid-implementation or when adding multiple contacts at once, the import process described in Chapter 2.3 allows bulk contact creation from prepared data files.
- **Manual creation**: Individual contacts can be created manually when needed – for example, when adding a new coach or trainer to the system, or when an entrepreneur applies through a non-standard pathway.

Editing Contact Information

Contact information can be updated when needed – for example, if an entrepreneur changes their email address or phone number, or if a business relocates.

To edit a contact's metadata, simply click on any section on the contact summary screen. The chosen section will instantly become editable.

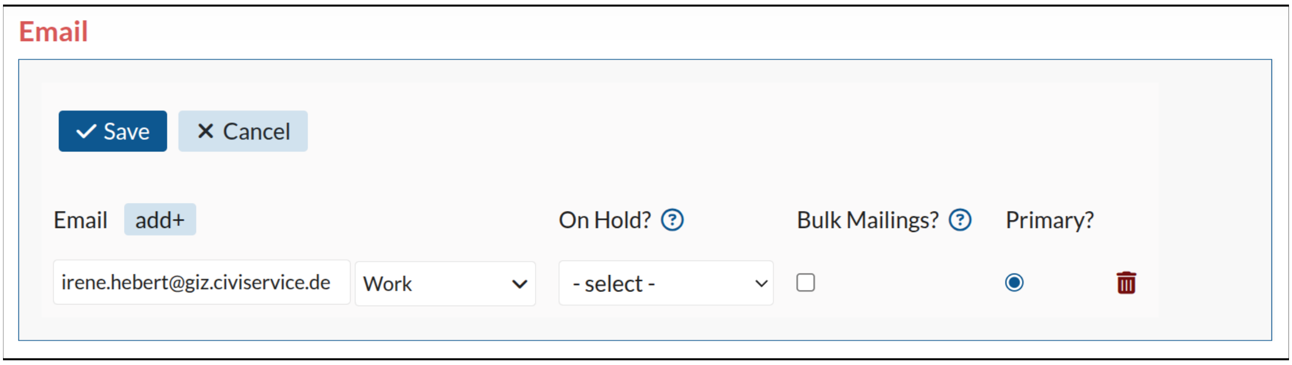


Figure 12: Editing data directly on Contact Summary

Changes to contact records are tracked in the system's audit trail (visible in the Change Log tab), documenting who made modifications and when. This audit capability supports data integrity and accountability.

Bulk Actions for Contacts

When working with multiple contacts simultaneously, the contact overview screens provide bulk actions accessible through the Actions dropdown menu after selecting contacts using checkboxes. The available bulk actions vary slightly depending on which overview screen you are using, but several common actions are available across all or most contact types.

- **Add contact(s) to (new) mailing list**: Enables you to add selected contacts to an existing mailing list or create a new mailing list. Mailing lists are used to organize contacts for targeted communications, particularly during outreach phases when inviting potential applicants to apply for program participation. Once contacts are added to a mailing list, mass emails can be sent to all list members efficiently. This functionality is essential for managing communication campaigns and outreach workflows. (For detailed information about using mailing lists for participant outreach and sending application invitations, see Chapter 4.1.)
- **Dedupe – Merge 2 contacts**: If CiviCRM Admins identify two contact records that are potential duplicates, they can use this function to make use of the built-in CiviCRM functionality to “dedupe” or “merge” two contact datasets.
- **Download Spreadsheet**: Exports the selected contacts as a CSV, XLSX, or ODS file. This export functionality supports offline analysis, reporting to external stakeholders, or data backup. The spreadsheet includes all columns displayed in the overview, making it easy to generate custom contact lists for specific purposes.
- **Delete Contacts**: Removes selected contact records from the system. As mentioned in the previous section, contact deletion should be handled cautiously and typically in coordination with the Support Team, as deleting contacts may affect historical data integrity, audit trails, and relationships with other records such as cases and participations. Once deleted, contacts remain stored in the contact trash. CiviCRM Admins as well as the Support Team are able to restore contacts from trash (see chapter 4.2.4).
- **Invite contacts to event / Register contacts for event**: These bulk actions enable you to invite or register multiple contacts for an event in a single operation. The important difference between the two actions: If you invite contacts, they get an email with a feedback link so that they can confirm or cancel their participation. Directly registering contacts as participants doesn’t involve any feedback from the contact, but rather simply documents that contacts are “registered” for an event.
- **Send email to contacts**: This is a simple tool to send out emails to many contacts at once. Users can define which loop an email is associated with, choose from pre-defined email templates and add up to 3 attachments. This bulk action also enables you to easily invite contacts to apply for participation in a specific loop. To do this , simply choose the template “Email – Application Invitation”, choose the loop the invitees can apply for and click send. Contacts will receive a personalized email including an individual link to the application form of the selected loop.

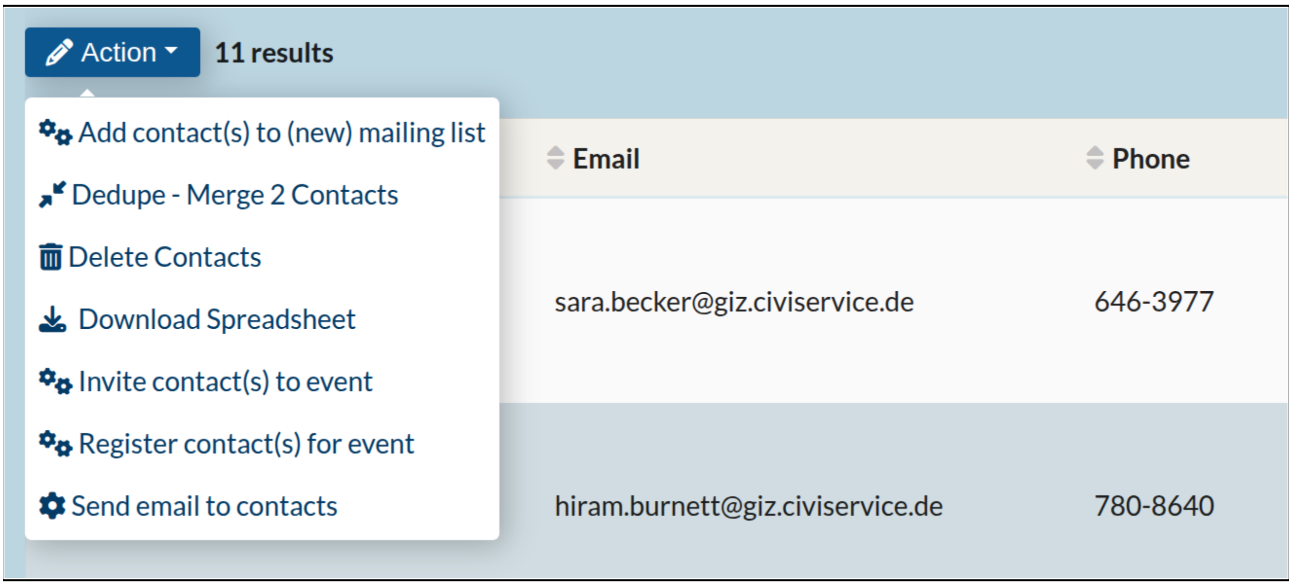


Figure 13: Bulk Actions Menu - Entrepreneurs

The bulk action functionality reduces repetitive manual work when managing large numbers of contacts, enabling efficient program administration while maintaining data consistency.

3.1.8 Contacts – Chapter Summary

Contacts form the foundation of your SME Loop CiviCRM system. Understanding how contacts are classified through types and subtypes, how entrepreneurs link to their SMEs, what GIZ IDs represent, and how to navigate overview screens and contact summary pages will enable you to efficiently manage program participants and coordination.

The next section explores cases – the mechanism through which CiviCRM tracks each entrepreneur's journey through one complete SME Loop cycle.

3.2 Cases

Cases are the operational heart of the SME Loop CiviCRM system. While contacts store information about who is involved in your program, cases track what happens during implementation – documenting each entrepreneur's complete journey from initial application through training and coaching to graduation. Understanding how cases are structured and how to navigate them is essential for managing your SME Loop program effectively.

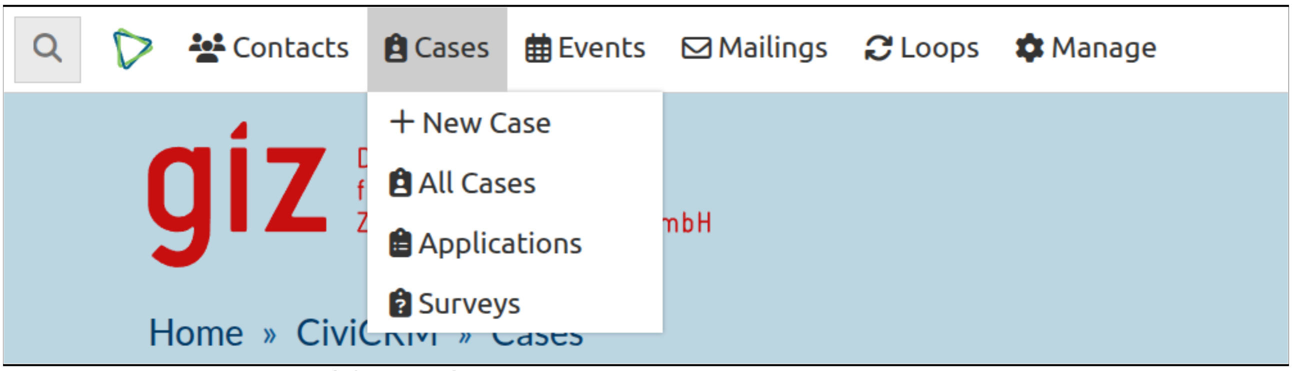


Figure 14: Main Menu / Cases Sub-Menu

3.2.1 What Cases Represent

In the SME Loop context, a case represents one entrepreneur's complete participation in one loop. Think of a case as a file folder – a container that holds all relevant documents, records, and activities related to that entrepreneur's journey through the loop cycle.

Purpose and Function

Cases serve multiple critical functions in the system:

Progress Tracking: A case provides a structured way to monitor where an entrepreneur is in the loop cycle – from application and review through training and coaching phases to certification and graduation. The case status reflects their current position in this journey.

Activity Documentation: Every interaction related to an entrepreneur's participation is recorded in their case. Applications, reviews, email communications, status changes – all of these create a chronological record that tells the complete story of their program experience.

Relationship Context: Cases preserve the connections between entrepreneurs and the coaches, service providers, and organizations involved in their program participation. These case-specific relationships provide historical context even if circumstances change later.

Evaluation Foundation: The structured data captured in cases feeds into Power BI dashboards alongside KoboToolbox business performance data, making it possible to evaluate program effectiveness, track completion rates, and identify areas for improvement.

One Entrepreneur, One Loop, One Case

Each case is tied to one entrepreneur and one specific loop. If an entrepreneur participates in a second loop at a later time – which is rare but possible – a new case is opened for that second participation. This structure ensures that data about each program cycle remains distinct and accurately reflects the timing and context of participation.

3.2.2 Batches

Batches are organizational units that group entrepreneurs together for coordinated training and coaching delivery. Understanding how batches work is important for both program structure and access control – batches determine not only which entrepreneurs move through the loop cycle together, but also which user roles can access which cases and contacts.

What Batches Represent

A batch represents a cohort of entrepreneurs who progress through the SME Loop program together. Typically, all entrepreneurs in a batch:

- Start the loop cycle at approximately the same time
- Attend training sessions together
- Are assigned to the same service provider or coordination team
- Move through program milestones on a similar timeline

Organizing entrepreneurs into batches provides several operational benefits:

- **Coordination efficiency:** Training events can be scheduled for entire batches at once
- **Role assignment:** Relevant case roles can be assigned responsibility for complete batches
- **Progress tracking:** Program staff can easily monitor how entire cohorts are advancing through the loop
- **Access control:** Trainers and coaches can be granted access to specific batches, ensuring they only see and work with their assigned groups

How Batches Work in CiviCRM

From a technical standpoint, batches are implemented as dynamic groups (Smart Groups) in CiviCRM. That means: Each batch automatically contains all contacts who have roles on cases assigned to that batch. This includes:

- Entrepreneurs
- SMEs
- Coaches
- Service providers
- Any other contacts with case roles

This automatic group membership means that when a case is assigned to Batch #1, all contacts involved in that case immediately become members of the Batch #1 group. This group membership is what drives the access control system described in Chapter 2.4 – trainers assigned to Batch #1 automatically gain access to all contacts in the Batch #1 group.

Assigning Cases to Batches

Every case must be assigned to exactly one batch. This assignment happens through the Batch ID field on each case record.

Batch Assignment for individual cases: You can change the assigned batch for a case directly from the case summary. Clicking on the batch field in the case summary header opens a popup form where you can select and assign a batch.

Batch Assignment in bulk: Cases are typically assigned to batches in bulk. To do this go to the Cases overview, select all cases you want to assign, click on the 'Action' menu and select 'Assign to batch'.

Notice that you can only select batches that are enabled.

Assigning Trainers to Batches

Admins and Coordinators can assign trainers to specific batches by navigating to the trainer's contact summary page and clicking "Assign Batch".

Batch Information in Cases and Contacts

Batch assignments are visible throughout the interface wherever cases and contacts are displayed:

- **Case summaries** show the assigned batch prominently
- **Case overview tables** include a Batch column for filtering and sorting
- **Search results** can be filtered by batch

This pervasive visibility ensures that program staff always know which batch they are working with, supporting coordination and preventing errors like scheduling a Batch #1 entrepreneur for a Batch #2 training session.

3.2.3 How Cases are Created

Cases are typically created automatically through one of these pathways:

Application Form: When an entrepreneur completes and submits an online application form, the system automatically creates their individual contact record, their SME organization record, the relationship between them, and a new case with appropriate roles assigned. This is the standard pathway for most programs. (For complete details about the application form, including how to distribute it to potential participants and manage the application review process, see Chapter 4.1.)

Backend Form 'New Case': For special circumstances where manual case creation is needed, Admins and Coordinators can access a dedicated backend form through **Cases → New Case**. This form allows users to create an entrepreneur, SME, and case in a single workflow – either by selecting existing contacts from the system or by creating new contacts directly within the form. This pathway is useful for situations where entrepreneurs are identified through non-standard channels.

Import Process: Programs that are adopting CiviCRM mid-implementation or working with service providers who conduct their own application processes can import contact data and create cases in bulk. The import process follows the templates described in Chapter 2.3 and creates the same complete data structure (entrepreneur, SME, relationships, case) as the application form.

3.2.4 Case Statuses and Workflow

Case statuses provide a standardized vocabulary for describing where an entrepreneur is in their loop cycle. Understanding these statuses and how they flow from one to another is essential for managing program implementation.

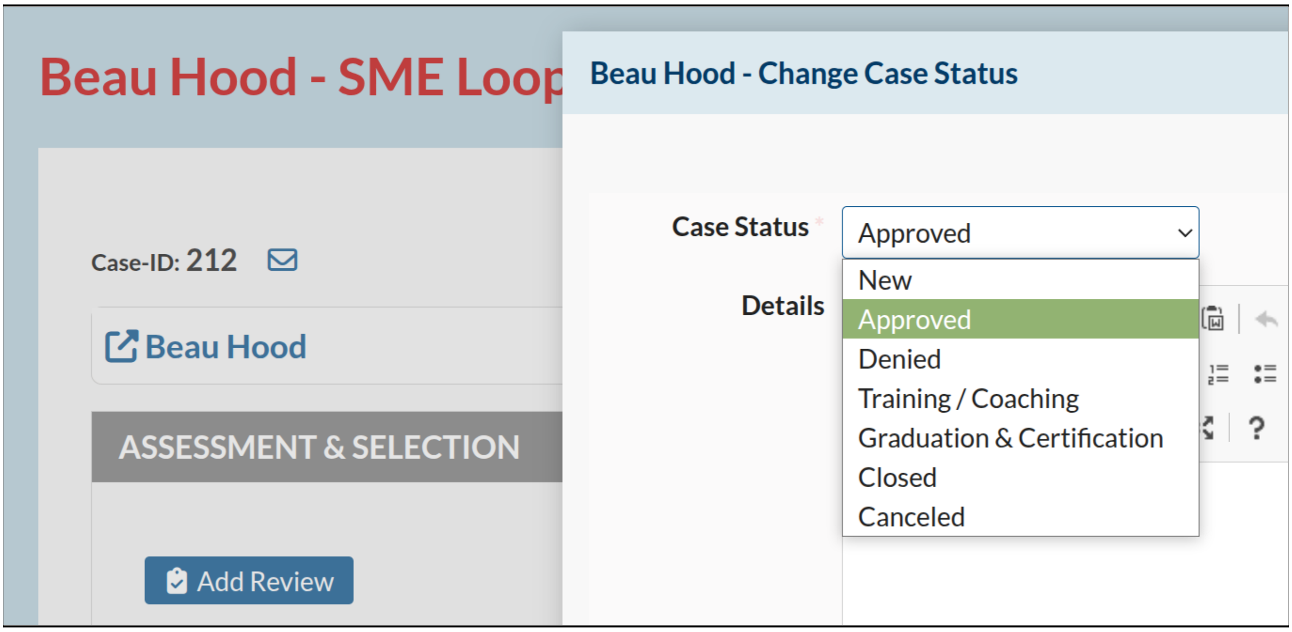


Figure 15: Case Summary - Status Change Form

Complete Status List

The SME Loop system uses the following case statuses:

- **New**: An entrepreneur record exists and needs initial review
- **Approved**: The entrepreneur has been selected to participate in the loop
- **Denied**: The application has been reviewed and the entrepreneur does not meet program criteria
- **Training / Coaching**: The entrepreneur is actively participating in training sessions and coaching
- **Certification / Graduation**: The entrepreneur has completed all required program elements and is ready for or has attended graduation
- **Closed**: The entrepreneur successfully completed the loop; no further action required
- **Canceled**: The entrepreneur withdrew their application or discontinued participation

Typical Workflow

The standard progression through case statuses follows this sequence:

Application → Approved → Training / Coaching → Certification / Graduation → Closed

However, not all cases follow every step in this sequence. Programs importing pre-approved entrepreneurs may create cases that begin directly at 'Training / Coaching' status, skipping the review phase entirely. This flexibility accommodates different implementation approaches while maintaining data structure consistency.

Status Distinctions

Two status pairs deserve clarification:

Denied vs. Canceled: A case is marked 'Denied' when program staff determine that an applicant does not meet the program criteria – for instance, if the program focuses on a specific economic sector and the applicant works in a different sector. A case is marked 'Canceled' when the applicant voluntarily withdraws their application or discontinues participation for personal reasons.

Certification/Graduation vs. Closed: 'Certification / Graduation' indicates an entrepreneur has met all program requirements and is awaiting or has attended the graduation ceremony. 'Closed' is the final status applied after all program activities are complete and documented, signaling that no further action is needed on this case.

Manual Status Management

Status changes are manual – users update statuses based on actual program events. There is no automatic status progression. Statuses can be changed individually from the case summary page – including automatically as part of the application review workflow (see section 3.2.7) – or for multiple cases simultaneously using the 'Change Case Status' bulk action in the 'All Cases' overview (see section 3.2.8). This manual approach gives programs control and flexibility while ensuring that status changes reflect real-world implementation progress.

3.2.5 Case Roles

Cases link together all the people and organizations involved in an entrepreneur's program participation through a system of case roles. Understanding these roles and how they are assigned is crucial for interpreting case information.

Available Case Roles

Every case can have up to five distinct roles:

Case Client: The entrepreneur participating in the program. This role is automatically assigned when a case is created, whether through the application form or import process. The case client is the central figure around whom all other case activities revolve.

Case SME: The SME organization that employs the entrepreneur at the time of case creation. This role is also automatically assigned during case creation, linking the business to the entrepreneur's program participation. Even for solo entrepreneurs who work independently, an SME organization record is created and linked as the Case SME to maintain consistent data structure.

Case Coach: The individual assigned to provide coaching to this entrepreneur. This role is assigned individually for each case. One coach may serve cases in multiple batches, meaning they hold the Case Coach role in multiple cases simultaneously. The Case Coach assignment can change during the case lifecycle if coaching responsibilities are reassigned. To reassign coaches for multiple cases simultaneously, use the 'Case - Assign Role' bulk action described in section 3.2.8.

Case Service Provider: The organization that employs the Case Coach.

Case Manager: An optional role intended for users who manage cases administratively.

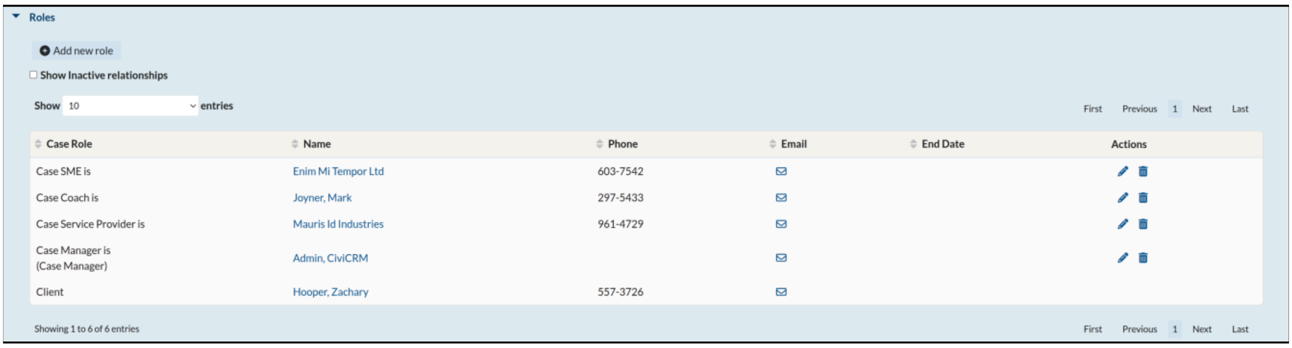


Figure 16: Case Roles

Case Roles as Contextualized Relationships

An important technical concept underlies case roles: in CiviCRM, case roles are not separate from relationships – rather, they are relationships that are also linked to a specific case. This means that when you view an entrepreneur's contact record and navigate to the Relationships tab, you will see case-specific relationships like 'Case Coach is [Coach Name]' alongside general employment relationships like 'Employee at [SME Name].'

This dual structure serves a critical purpose: it preserves historical context. If an entrepreneur changes employers during their program participation, the general 'Employee at' relationship updates to reflect their new employer, but the 'Case SME is' relationship remains linked to the business they worked for when they participated in the program. This preservation ensures that evaluation data accurately reflects program circumstances at the time of participation.

Assigning Roles in Bulk

When assigning roles to multiple cases simultaneously – such as designating coaches for an entire batch of newly approved cases – Admins and Coordinators can use the 'Case - Assign Role' bulk action available in the 'All Cases' overview. This action allows selection of the role type (Case Coach, Case Manager, etc.) and the contact to assign, with options to either add roles to cases without existing assignments or replace existing role assignments. For detailed information about bulk actions on cases, see section 3.2.8.

3.2.6 Finding Cases: Navigation and Search

Locating specific cases or groups of cases is a frequent task for program staff. The CiviCRM interface provides several pathways for finding cases, with the primary access point being the 'All Cases' overview accessible from the main navigation menu.

The 'All Cases' Overview

Navigate to **Cases → All Cases** from the main menu to access the comprehensive case overview. This searchable, filterable table displays all cases you have permission to access.

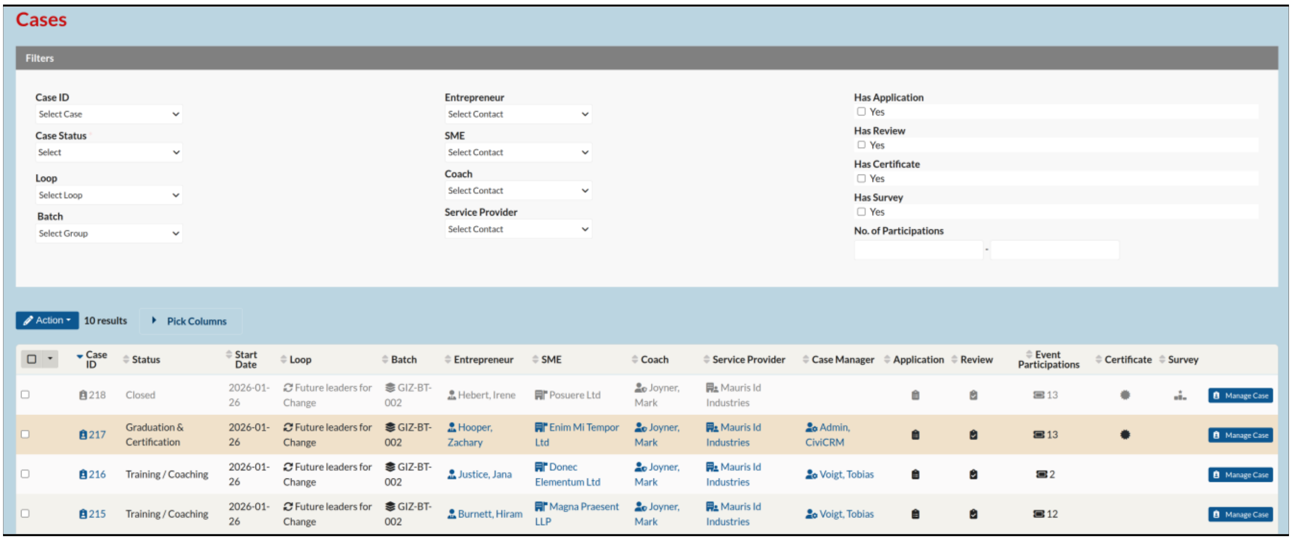


Figure 17: All Cases overview

What you see depends on your role:

- **CiviCRM Admins and Service Provider Coordinators** see all cases in the system across all batches, loops, and statuses
- **Trainers** see only cases in the batches they are assigned to (see Section 2.4 for details about batch assignment)
- **Coaches** see only cases where they have the 'Case Coach' role assigned

For users with multiple roles: If you have both Trainer and Coach roles, you see the combined set of cases from both permissions.

Case Overview Columns and Information

The All Cases overview displays key information about each case in table format:

- **Case ID:** Unique identifier for the case
- **Status:** Current status (New, Approved, Training/Coaching, etc.)

- **Start Date**: The date the case was created
- **Loop:** Which loop cycle the case belongs to
- **Batch:** The batch assignment (if assigned)
- **Entrepreneur:** The entrepreneur's name →click to view contact details
- **SME:** The organization's name →click to view contact details
- **Coach:** Name of the assigned coach (if assigned) →click to view contact details
- **Service Provider:** The organization providing services (if assigned) →click to view contact details
- **Case Manager:** Name of the assigned Case Manager (if assigned) →click to view contact details

Column visibility can be customized and the table can be sorted by clicking column headers.

Filtering and Searching

The All Cases overview includes robust filtering capabilities to narrow down case lists:

Status filters: View only cases in a particular status (e.g., all cases in 'Approved' status)

Batch filters: For users with access to multiple batches, filter to view a single batch

Loop filters: When your system manages multiple loop cycles, filter to view cases from a specific loop

Associated Contacts: Search by entrepreneur name, SME name, Coach or Service Provider to filter cases

Case Progress data: Filter for cases that have applications, reviews, certificates, surveys or certain numbers of participations

Filters can be combined to create highly specific views, such as 'all cases in Batch #2 with status 'Training/Coaching' in the 2026 loop.'

Alternative Access Paths

While the 'All Cases' overview is the primary access method, cases can also be reached through related contacts. When viewing an entrepreneur's contact summary page, the Cases tab lists all cases associated with that entrepreneur. Clicking a case ID from any location – whether in the 'All Cases' overview, a contact record, or an Applications overview – opens that case's summary page.

3.2.7 Case Summary Pages

The case summary page is the central workspace for managing and tracking an entrepreneur's journey through the SME Loop program. The case summary is organized into phase-based sections that mirror the SME Loop cycle structure, providing a clear visual timeline of progress while consolidating all essential actions and information in a single, scrollable page.

Overview of the Phase-Based Structure

The case summary is divided into four major phase sections, each with its own header, action buttons, and dedicated display area:

1. **ASSESSMENT & SELECTION** – Application submission and review process
2. **TRAINING & COACHING** – Both training and coaching phases in a two-column layout
3. **GRADUATION & CERTIFICATION** – Graduation event attendance and certification
4. **SURVEY FEEDBACK** – Program evaluation and feedback collection

All four phase sections are visible at all times, regardless of case status. Empty sections serve as placeholders showing what comes next in the entrepreneur's journey, while completed sections provide a complete record of program participation.

Below the phase sections, the case summary includes standard collapsible sections for Roles (case relationships) and Activities (the complete activity log).

Header Information

The header area displays essential case identification and status information:

- **Case-ID**: The unique case identifier (e.g., '218')
- **Entrepreneur Name**: The case client's name, displayed as a clickable link to their contact record. An email icon appears next to the name, providing quick access to send emails.
- **Status**: The current case status (e.g., 'Status: Approved') displayed as a clickable badge. Clicking the status opens a dropdown to change the case status.
- **Batch**: The assigned batch (e.g., 'Batch: UG-BT-002') displayed as a clickable link. Clicking the batch name opens a form to reassign the case to a different batch.
- **Loop**: The loop or program name displayed as a clickable link. Clicking the loop name allows reassignment to a different loop.
- **Progress Indicators**: Three circular icons in the top-right corner indicate completion status for major program phases. These icons display as green checkmarks for completed phases, empty circles for pending phases, or red X marks for denied or cancelled phases. The exact phase mapping is determined by the case status.

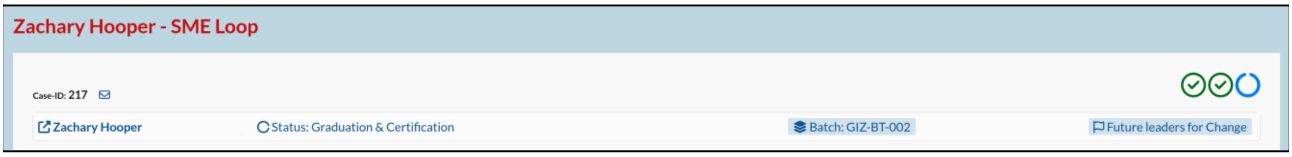


Figure 18: Case Summary Header

Phase 1: Assessment & Selection

The Assessment & Selection section documents the application and review process for new participants.

Action Button: ***Add Review***

This section displays two types of activities in a side-by-side layout:

Left Column – Application: Shows the application submission activity, including the date submitted, the applicant's name, and the application text (motivation statement). Clicking the eye icon opens the full application details. Clicking the pencil icon allows editing the application record. Clicking the trash icon deletes the application activity.

Right Column – Review: Shows the review activity if one has been added, including the review date, reviewer name, and review notes. The same action icons (eye, pencil, trash) provide viewing, editing, and deletion capabilities.

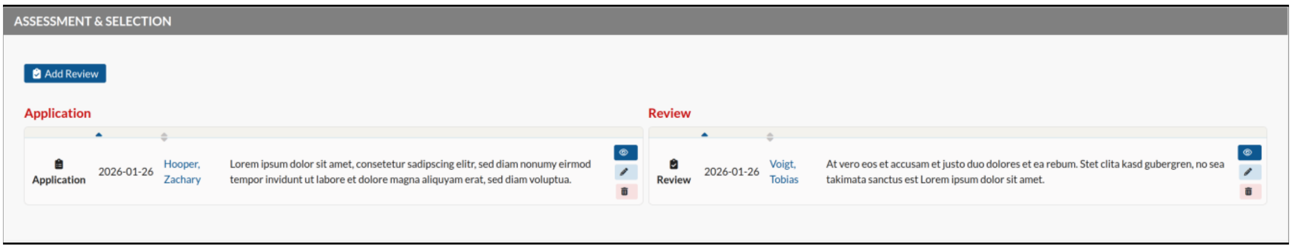


Figure 19: Assessment & Selection Section

<u>**Add Review** (Action Button)</u>

Clicking **Add Review** opens a form that consolidates the entire review decision workflow:

- **Approve Application?** (Yes/No): Select whether to approve or deny the application.
- **Update Case Status (Approved / Denied)?** (Yes/No, default: Yes): When enabled, the system automatically updates the case status to 'Approved' if the application is approved, or 'Denied' if the application is denied. This eliminates the need for a separate manual status change.
- **Add Review Notes** (text area): Optional free-text field for documenting the rationale behind the approval or denial decision.
- **Send confirmation email?** (checkbox, default: checked): When checked, the system automatically sends an approval or denial email to the entrepreneur using the appropriate message template.

This integrated approach allows users to review an application, update the case status, document the decision, and notify the entrepreneur – all in one single action.

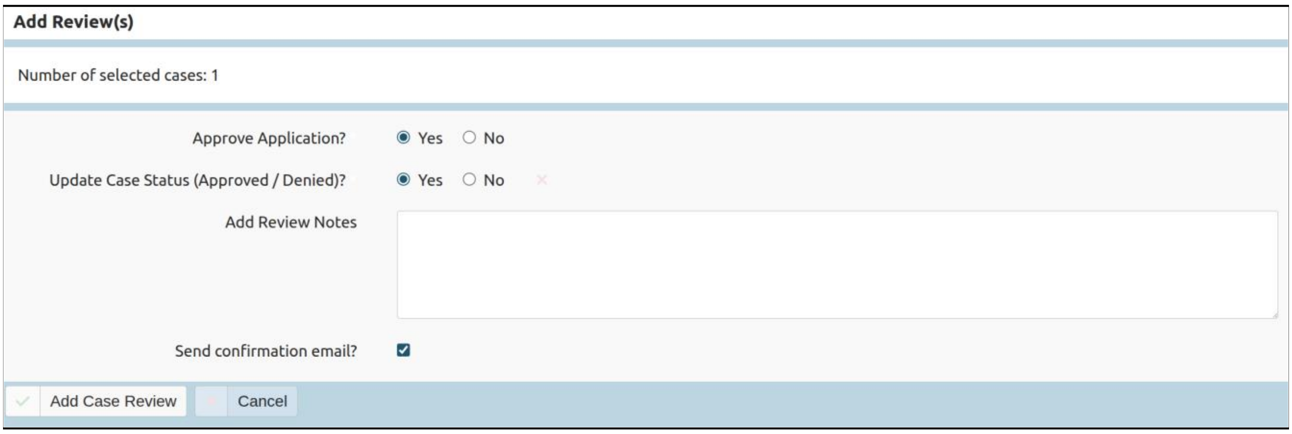


Figure 20: Add Review Form

Phase 2: Training & Coaching

The Training & Coaching section is the most detailed portion of the case summary, presenting a comprehensive view of all training events and coaching sessions across the two main loop phases.

Action Buttons (four buttons):

- ***Invite to event***
- ***Register for event***
- ***Add new coaching session***
- ***Send email***

The section uses a two-column layout to separate the two training and coaching phases:

Left Column – Training & Coaching 1: First training event and four coaching sessions (1-1 through 1-4)

Right Column – Training & Coaching 2: Second training event and six coaching sessions (2-1 through 2-6)

Coaching 3 sessions are not currently displayed in the case summary visualization. This feature will be added in a future system update.

Participation Display Format
Each training event or coaching session appears as a row with the following elements (left to right):

- **Status Badge**: A colored badge indicating participation status:
    - **Invited** (blue badge): Participant has been sent an invitation but has not yet responded
    - **Registered** (orange badge): Participant is registered but has not yet attended
    - **Attended** (green badge with checkmark icon): Participant attended the event
    - **Cancelled** (red badge): Participation was cancelled
    - **No-show** (red badge): Participant was registered but did not show up

- **Date**: The event date (e.g., '2026-01-27')
- **Event Icon and Type**: An icon indicating the event type (graduation cap for training, handshake for coaching) followed by the event type label (e.g., 'Training 1' or 'Coaching 1')
- **Session Number** (coaching only): For coaching events, the specific session identifier (e.g., '1-1', '2-3')
- **Event Title**: The full event title. Clicking the event title opens the event record for editing.
- **Trainer/Coach Name**: The person who facilitated the event, displayed as a clickable link. Clicking the name navigates to that person's contact record.
- **Event Summary** (when present): Some events display summary text below the main event information–typically the event description or notes entered during event creation.
- **Action Icons** (three icons on the far right):
    - **Eye icon**: View full participation details
    - **Pencil icon**: Edit the participation record (change status, add notes, etc.)
    - **Trash icon**: Delete the participation record

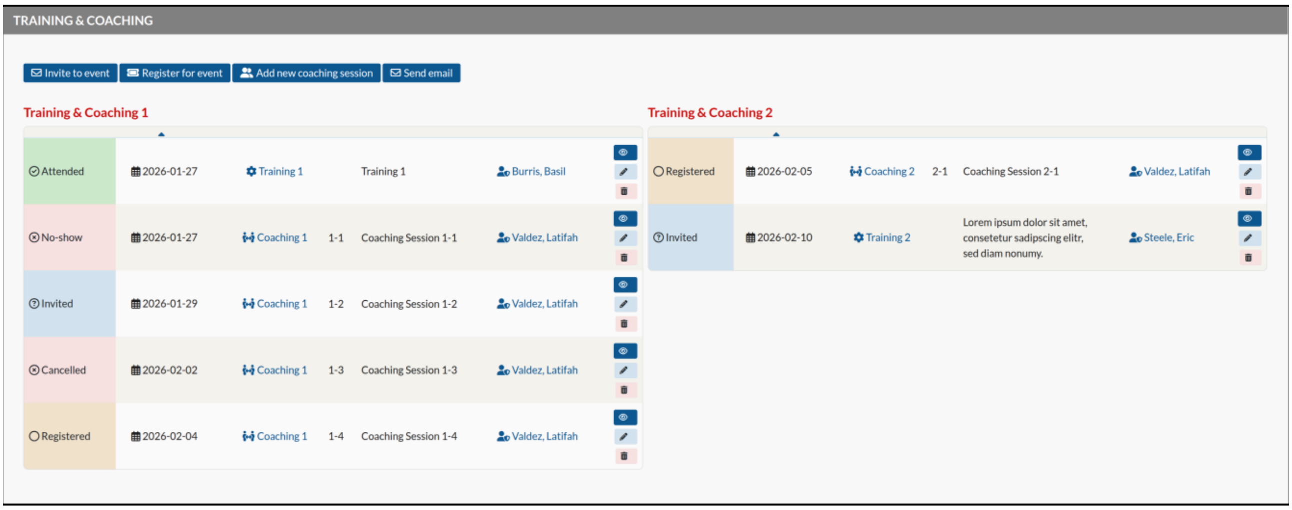


Figure 21: Training & Coaching Section

<u>**Invite to Event** (Action Button)</u>

Clicking **Invite to event** opens a form for sending event invitations:

- **Event** (dropdown): Select an existing event from the system (typically a training event or graduation ceremony already created for this loop/batch).
- **Participant Role** (dropdown): Select the role in which the entrepreneur will participate (usually 'Entrepreneur,' though other roles like 'Trainer' or 'Coach' are available for capacity-building events).

Clicking **Invite case clients to event** creates a participation record with status 'Invited' and sends the invitation email to the entrepreneur. The participation appears immediately in the appropriate phase column based on the event type.

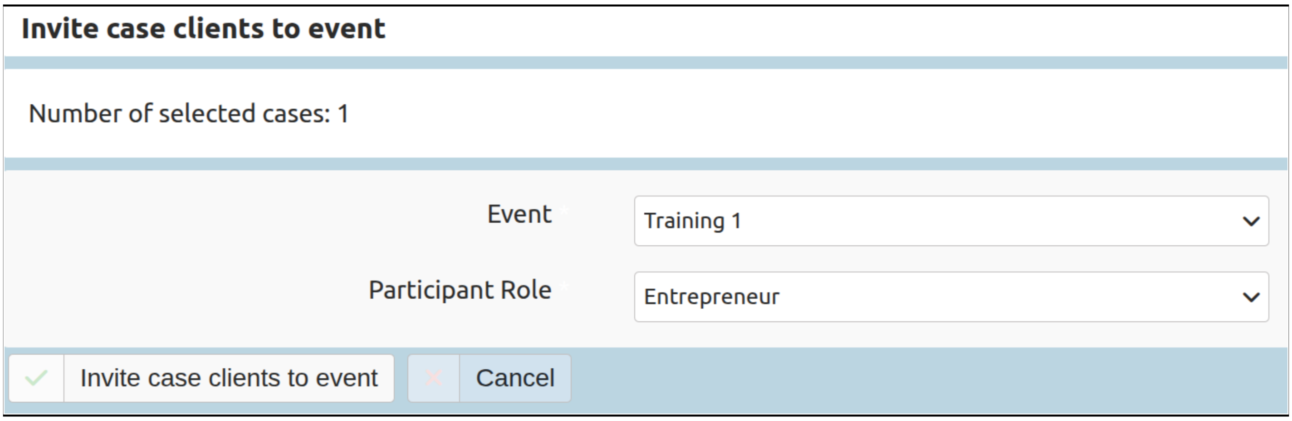


Figure 22: Invite to Event Form

<u>**Register for Event** (Action Button)</u>

Clicking **Register for event** opens a streamlined form for direct registration:

- **Event** (dropdown): Select an existing event.
- **Participant Status** (dropdown): Select the initial participation status (Registered, Attended, No-show, Cancelled, etc.). This flexibility allows users to register participants for events that already occurred (selecting 'Attended') or future events (selecting 'Registered').
- **Participant Role** (dropdown): Select the participation role (typically 'Entrepreneur').

Clicking **Register case clients for event** creates the participation record immediately with the selected status. Unlike the 'Invite to event' action, no email is sent – this is a backend registration action for cases where invitations are handled through other channels or where participation is documented after the fact.

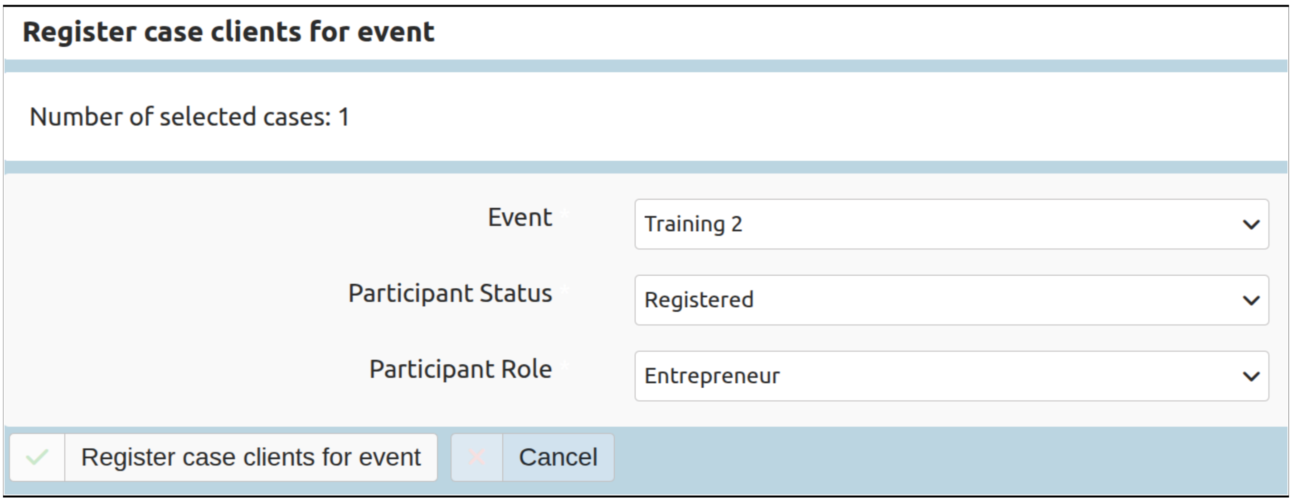


Figure 23: Register for Event Form

<u>**Add New Coaching Session** (Action Button)</u>

Clicking **Add new coaching session** opens a modal form pre-populated with context from the current case:

- **Entrepreneur**: The case client. Cannot be changed.
- **SME Name / MSME ID**: Information regarding the employer SME associated with the Entrepreneur. Cannot be changed.
- **Coach** (dropdown, pre-filled): The Case Coach assigned to this case, automatically populated from the case roles.
- **Loop** (dropdown): The loop this case is assigned to.
- **Event Type** (dropdown): Select the coaching phase (Coaching 1, Coaching 2, or Coaching 3).
- **Session** (dropdown): Select the specific session number. The available options depend on the selected event type:
    - Coaching 1: 1-1, 1-2, 1-3, 1-4
    - Coaching 2: 2-1, 2-2, 2-3, 2-4, 2-5, 2-6
    - Coaching 3: 3-1, 3-2, 3-3
- **Event Date / Time**: Date picker and time selector for scheduling the coaching session.
- **Event Title** (auto-generated): The event title is automatically generated based on the session (e.g., 'Coaching 1-3 Business Analysis') but can be edited.
- **Summary** (text area): Optional description or notes about what will be covered in the session (e.g., 'Analysis of business opportunities').

Clicking **Add coaching session** creates the coaching event in the system and automatically registers both the entrepreneur and coach as participants with status

'Registered.' The coaching session immediately appears in the appropriate Training & Coaching column (left for Coaching 1, right for Coaching 2).

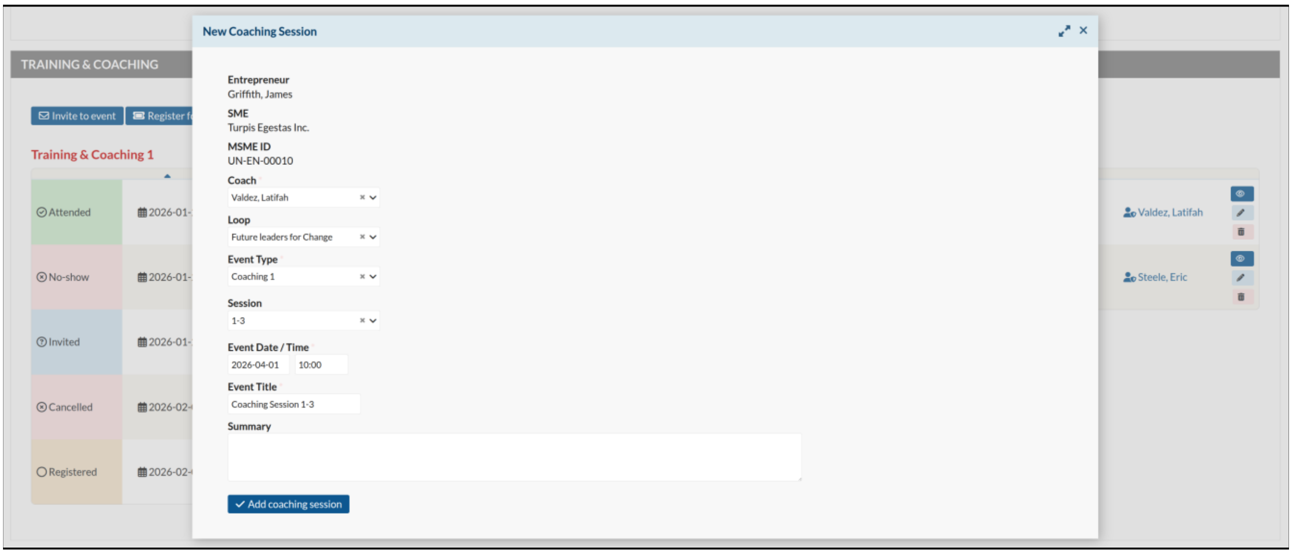


Figure 24: Add New Coaching Session Form

<u>**Send Email** (Action Button)</u>

Clicking **Send email** opens the action interface for “Send email to case clients”, allowing users to send ad-hoc communications in the context of the case without leaving the case summary. Users can choose whether to send the email to the Case SME in CC. When sending out emails directly from the case summary, case tokens can be used in the email subject and message body.

Phase 3: Graduation & Certification

The Graduation & Certification section documents the entrepreneur's successful completion of the loop cycle.

Action Buttons (three buttons):

- ***Invite to event***
- ***Register for event***
- ***Add certificate***

The section uses a two-column layout:

Left Column – Graduation Ceremony: Shows participation in the graduation event with the same display format as training events (status, date, event type, title, facilitator, action icons).

Right Column – Certificate: Shows the certificate activity record with date, issuer name, and any notes about the certification.

The **Invite to event** and **Register for event** buttons work identically to those in the Training & Coaching section, allowing users to invite entrepreneurs to graduation ceremonies or register them directly.

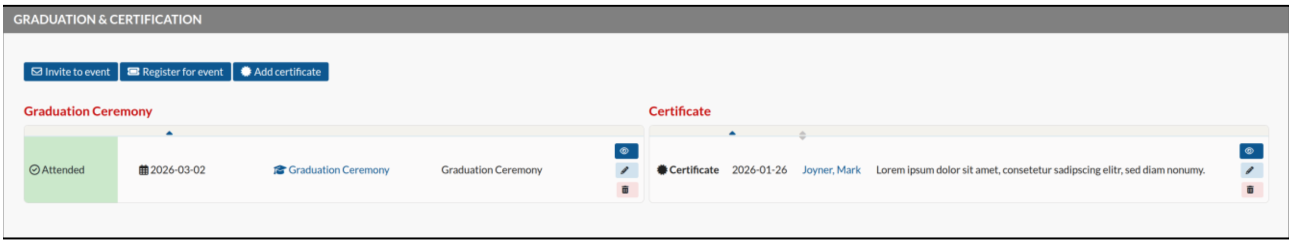


Figure 25: Graduation & Certification Section

<u>**Add Certificate** (Action Button)</u>

Clicking **Add certificate** opens a simple form:

- **Close Case?** (Yes/No): Option to immediately change the case status to 'Closed' when adding the certificate.
- **Certificate Notes** (text area): Optional notes documenting the certification, such as certification date, performance highlights, or special recognitions.

Clicking **Add Certificate(s)** creates a certificate activity in the system and optionally closes the case if selected. The certificate activity serves as a formal record that the entrepreneur completed all program requirements and received their certification.

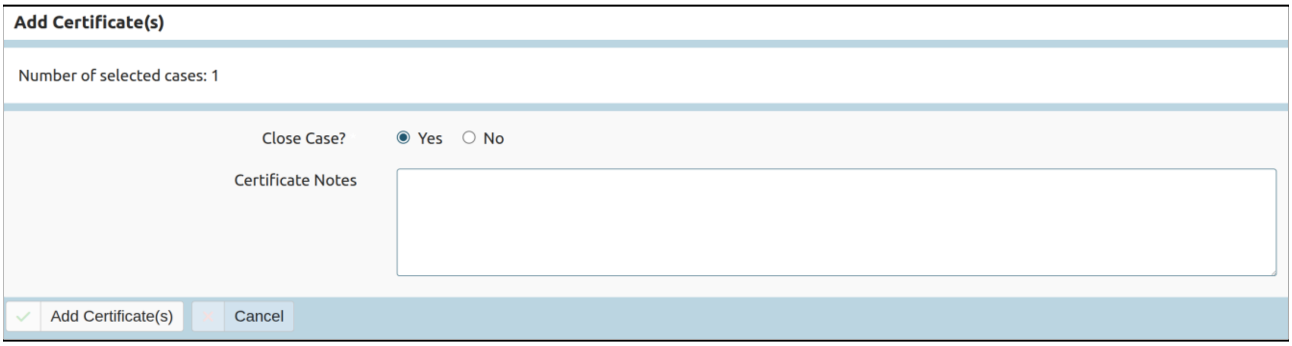


Figure 26: Add Certificate Form

Phase 4: Survey / Feedback

The Survey Feedback section displays program evaluation data collected from entrepreneurs after loop completion.

Action Button: ***Send survey invitation***

The section displays a table with the following columns:

- **Training feedback**: Star rating (1-5 stars) for training quality
- **Coaching feedback**: Star rating (1-5 stars) for coaching quality
- **Overall feedback**: Star rating (1-5 stars) for overall program experience
- **Notes and Questions**: Free-text feedback field containing the entrepreneur's detailed comments about their experience

Each case has one survey feedback record. The **Send survey invitation** button triggers an email to the entrepreneur containing a link to the feedback survey form. When the entrepreneur completes the form, their responses automatically populate this section with the star ratings and text feedback displayed in the table.

The star ratings are visual representations of numeric scores (1-5) provided by entrepreneurs through the survey form. The ratings are not editable in the case summary – they reflect the entrepreneur's submitted responses.

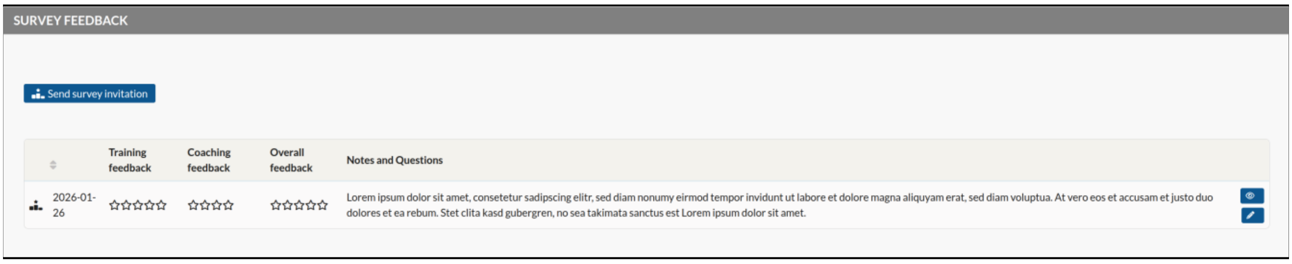


Figure 27: Survey Feedback Section

Roles Section

The Roles section appears below the phase sections as a collapsible table displaying all case relationships:

The table includes the following columns:

- **Case Role**: The type of relationship (Case SME, Case Manager, Case Coach, Case Service Provider, Client)
- **Name**: The contact name, displayed as a clickable link to their contact record
- **Phone**: Contact phone number
- **Email**: Email address with clickable email icon
- **End Date**: The date when a role assignment ended (typically empty for active roles)
- **Actions**: Edit and delete icons for modifying role assignments

The section includes two controls at the top:

Add new role button: Opens a form to assign a new case role

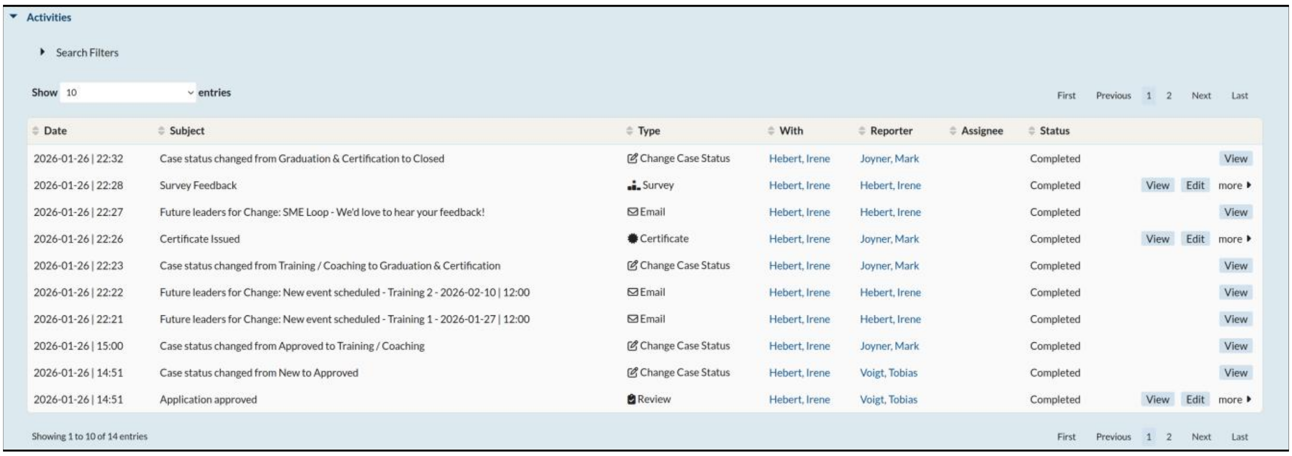
Show Inactive relationships checkbox: When checked, displays role assignments that have been ended or deactivated, allowing users to see the complete history of who worked with this case over time

Activities Section

The Activities section displays the complete chronological log of all activities related to this case:

The expandable **Search Filters** section allows filtering activities by date, type, status, or other criteria.

The activities table includes columns for Date, Subject, Type, With (the contact involved), Reporter (who recorded the activity), Assignee, and Status. Each activity row includes **View**, **Edit**, and **Delete** buttons (when applicable).



Date	Subject	Type	With	Reporter	Assignee	Status	
2026-01-26 | 22:32	Case status changed from Graduation & Certification to Closed	Change Case Status	Hebert, Irene	Joyner, Mark		Completed	View
2026-01-26 | 22:28	Survey Feedback	Survey	Hebert, Irene	Hebert, Irene		Completed	View Edit more
2026-01-26 | 22:27	Future leaders for Change: SME Loop - We'd love to hear your feedback!	Email	Hebert, Irene	Hebert, Irene		Completed	View
2026-01-26 | 22:26	Certificate Issued	Certificate	Hebert, Irene	Joyner, Mark		Completed	View Edit more
2026-01-26 | 22:23	Case status changed from Training / Coaching to Graduation & Certification	Change Case Status	Hebert, Irene	Joyner, Mark		Completed	View
2026-01-26 | 22:22	Future leaders for Change: New event scheduled - Training 2 - 2026-02-10 | 12:00	Email	Hebert, Irene	Hebert, Irene		Completed	View
2026-01-26 | 22:21	Future leaders for Change: New event scheduled - Training 1 - 2026-01-27 | 12:00	Email	Hebert, Irene	Hebert, Irene		Completed	View
2026-01-26 | 15:00	Case status changed from Approved to Training / Coaching	Change Case Status	Hebert, Irene	Joyner, Mark		Completed	View
2026-01-26 | 14:51	Case status changed from New to Approved	Change Case Status	Hebert, Irene	Voigt, Tobias		Completed	View
2026-01-26 | 14:51	Application approved	Review	Hebert, Irene	Voigt, Tobias		Completed	View Edit more

Figure 28: Case Summary Activities Log

Activities displayed in this log include all events documented in the phase sections above, plus additional activities such as:

- Email communications
- Status changes
- Case role assignments
- Application submissions
- Reviews
- Certificates
- Surveys
- And any other case-related actions

This complete activity log provides an audit trail of everything that happened during the entrepreneur's participation in the loop.

3.2.8 Bulk Actions on Cases

When working with multiple cases simultaneously, the 'All Cases' overview provides several bulk actions accessible through the Actions dropdown menu after selecting multiple cases:

Figure 29: Bulk Actions Menu for Cases

Add case clients to (new) mailing list: Add the entrepreneurs from selected cases to a mailing list for targeted communications. This action is primarily used during outreach workflows to organize contacts for mass email campaigns. (For detailed information about creating and managing mailing lists and conducting outreach, see Chapter 4.1.)

Add Review(s): Bulk-review applications.

Add Certificate(s): Bulk-add certificates to cases.

Assign to Batch: Apply a batch assignment to multiple cases at once, useful when organizing approved applicants into training groups / cohorts.

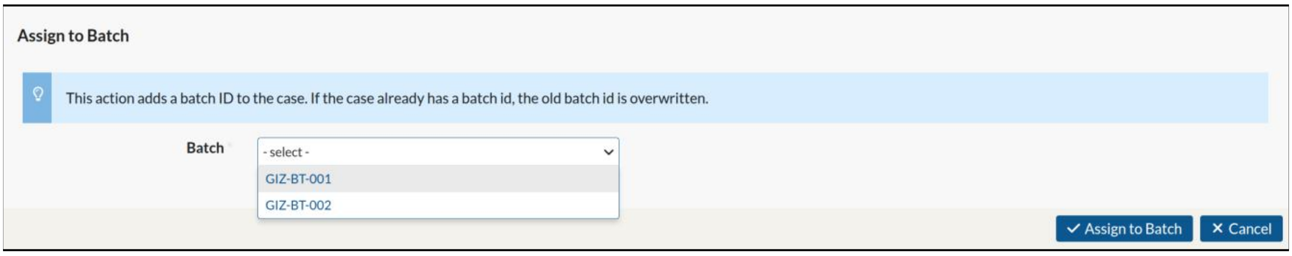


Figure 30: Bulk Action - Assign to Batch

Case - Assign Role: Designate case roles for multiple cases simultaneously. This flexible bulk action allows you to assign any case role (Case Coach, Case Manager, Case Service Provider, etc.) to selected cases. The form includes options to either add roles to cases that do not yet have the specified role assigned, or to replace existing role assignments with a new contact. This is particularly useful during batch setup when assigning coaches to newly approved cases, or when reassigning cases due to coach changes or organizational restructuring.

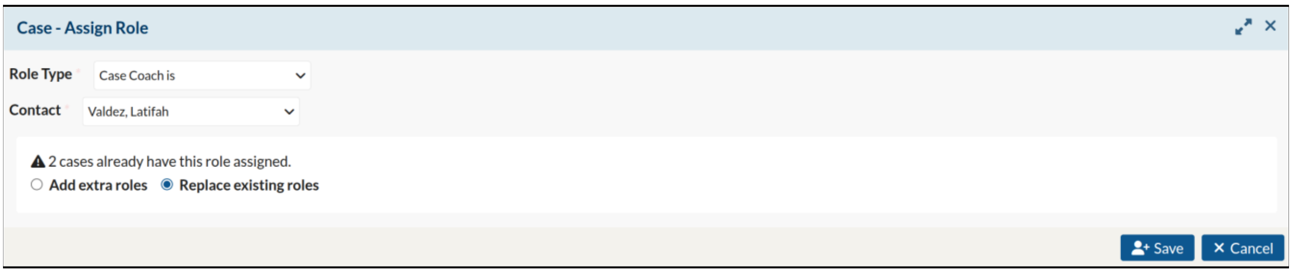


Figure 31: Bulk Action - Case Assign Role

Change Case Status: Update the status for multiple cases in a single action – for instance, moving all cases in a batch from 'Approved' to 'Training / Coaching' when the first training session begins.

Delete Cases: Removes selected case records from the system. This action should be used with extreme caution and typically only in coordination with the Support Team, as deleting cases affects historical data, evaluation records, and may impact data integrity across the system.

Invite Case Clients to event: This is the bulk invitation workflow referenced in Chapter 1.3. Selecting this action opens a form where you can:

- Select an event from the existing events in the system
- Choose the participant role (default: 'Entrepreneur')

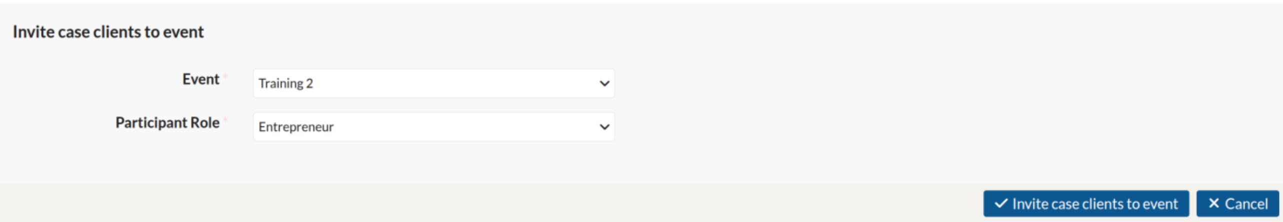


Figure 32: Bulk Action – Invite case clients to event

After submitting the form, each entrepreneur receives a personalized email with a unique link. Clicking this link takes them to a feedback form where they can confirm or decline their participation. Their responses automatically update their participation status in the system – confirmed responses change status to 'Registered' while declined responses change status to 'Canceled.'

This bulk invitation capability dramatically reduces administrative workload. Rather than manually inviting 25 entrepreneurs to a training session individually, users can complete the entire invitation process in a single action.

Register Case Clients for Event: With this bulk action, you can directly store an entrepreneur’s participation in an event. In the action form you can:

- Select an event from the existing events in the system
- Choose the participant role (default: 'Entrepreneur')
- Choose the participation status (default: “Registered”)

Directly registering contacts as participants does not involve any feedback from the contact, but rather simply documents that contacts are “registered” for an event.

Send email to Case Clients: This action is similar to the “Send email to contacts” action – with two differences:

- You can choose to send the email to the Case SME in CC
- You can use case tokens or use email templates that make use of case tokens. Case token information is automatically filled for each case and each email during sendout.

Send Survey Invitation: This bulk action sends entrepreneurs a link to the feedback survey form where they can rate their experience with training sessions, coaching sessions, and the overall program.

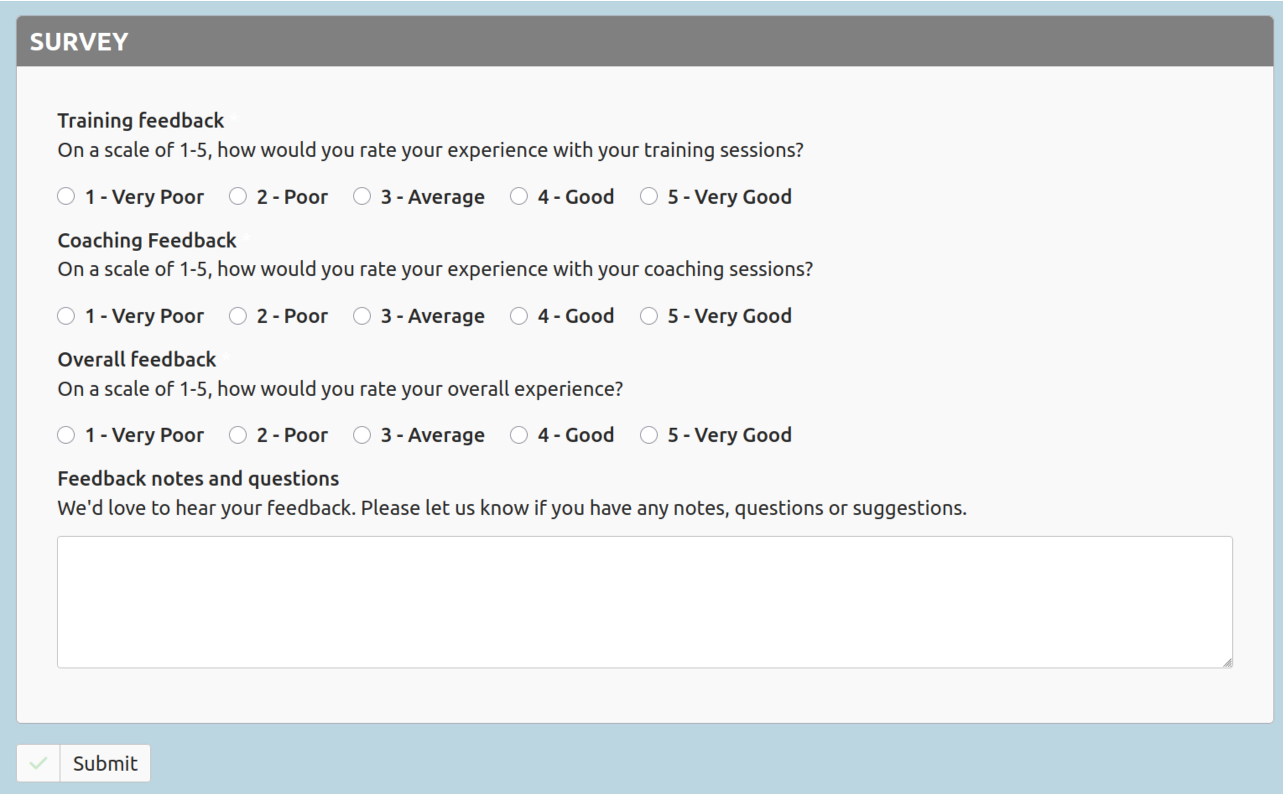


Figure 33: Survey Frontend Form

Sending Emails from Cases

Throughout the case summary page, envelope icons provide quick access to send emails to contacts involved in the case. Clicking an envelope icon opens the email composition interface where you can:

- Select from pre-configured message templates
- Use tokens that automatically populate case-specific information (case ID, entrepreneur name, loop name, batch ID, etc.)

- Compose custom messages

Emails sent from the case context are automatically recorded as Email activities in the case's Activities log, maintaining the comprehensive record of all case-related communications.

3.2.9 Applications and Surveys Overviews

Two specialized overview screens provide filtered views of specific case activity types:

Applications Overview: Lists all application submissions with details from the application form, including entrepreneur name, SME, case information, motivation, and creation date. This overview provides a dedicated workspace for reviewing and managing incoming applications. (The Applications Overview displays applications that were submitted through the application form. For information about how the application form works, how to distribute it to potential participants, and how to manage the complete outreach and application workflow, see Chapter 4.1.)

Surveys Overview: Displays survey responses submitted by entrepreneurs through the feedback form. Survey data includes ratings for training experience, coaching experience, and overall program satisfaction, along with free-text feedback.

Both overviews show activities that are also visible in individual case summaries. These specialized views are designed to help Admins and Coordinators manage specific workflows (application review, feedback analysis) without navigating through individual cases.

3.2.10 Cases – Chapter Summary

Cases form the operational backbone of the SME Loop CiviCRM implementation, transforming the system from a simple contact database into a comprehensive program management tool. By organizing all activities, relationships, and progress tracking around individual cases, the system provides structure while maintaining flexibility to accommodate diverse program contexts.

Understanding cases – what they represent, how they are structured, how to navigate them, and how to interpret case summaries – enables users to manage implementation effectively. The case-centric approach ensures that nothing falls through the cracks: every entrepreneur's journey is documented, every activity is tracked, and every relationship is preserved for evaluation purposes.

As we move to the next section, we will explore how events and participations work within this case framework, examining how training events, coaching sessions and graduation ceremonies are organized and how participant attendance is recorded and tracked throughout the loop cycle.

3.3 Events and Participations

While cases provide the framework for tracking each entrepreneur's journey through the SME Loop, events and participations capture the actual program activities that make up that journey. Training sessions, coaching meetings, and graduation ceremonies are all implemented as events in CiviCRM, and each entrepreneur's attendance at these events is recorded as a participation. Understanding how events and participations work, and how they connect to cases, is essential for managing day-to-day program implementation and ensuring accurate evaluation data.

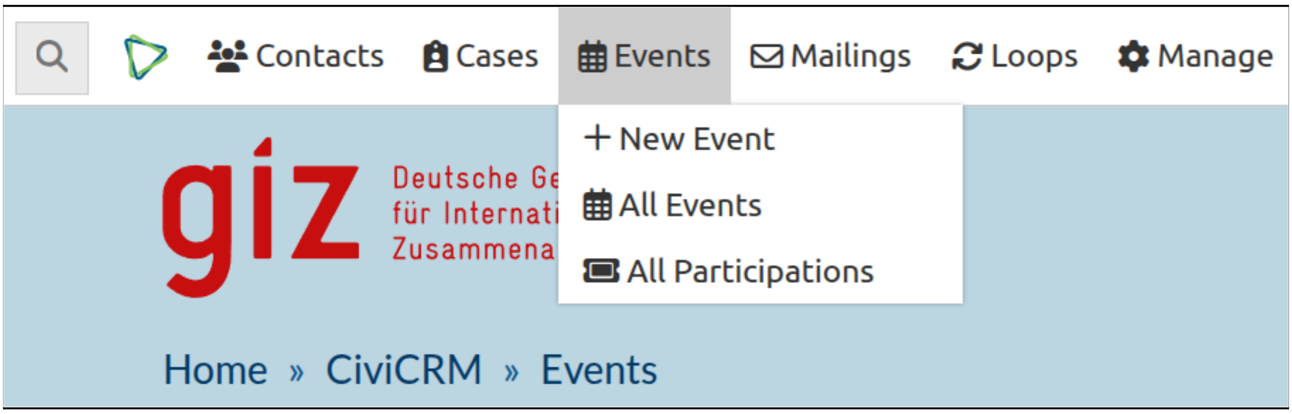


Figure 34: Main Menu / Events Sub-Menu

3.3.1 What Events Represent

In the SME Loop context, events are scheduled program activities that bring together participants for a specific purpose. Every training session, coaching meeting, and graduation ceremony is created as an event in the system. Events serve as the organizational backbone for implementation, providing structure for scheduling, participant management, and attendance tracking.

Purpose and Function

Events fulfill several critical functions in the SME Loop system:

Activity Organization: Events provide the structure for organizing and scheduling all program activities. Each event has a defined date, time, type, and linked loop, enabling users to plan and coordinate implementation across multiple batches and service providers.

Participant Management: Events connect participants to program activities. When entrepreneurs are invited to or registered for a training session or when a coach and entrepreneur meet for a coaching session, these connections are captured as participations linked to the event. This participant tracking enables users to monitor attendance and ensure all required activities are completed.

Case Progress Tracking: The link between events, participations, and cases creates the data structure that powers the case progress visualization. Because each event is linked to a loop, and each case is also linked to a loop, participations automatically appear in the correct case timelines. This connection enables users to see at a glance which training sessions an entrepreneur has attended, how many coaching sessions have occurred, and whether they have registered for graduation.

Evaluation Data: Event and participation data feeds into monitoring dashboards alongside business performance data from KoboToolbox. Attendance rates, coaching session frequencies, and completion patterns all contribute to understanding program effectiveness and identifying areas for improvement.

Group Events vs. One-on-One Events

Most events in the SME Loop system are group activities where multiple entrepreneurs participate together. Training sessions typically include all entrepreneurs in a batch, and graduation ceremonies bring together multiple batches. These group events are created once, and then participants are invited / registered for them through bulk actions or individual registration processes.

Coaching sessions follow a different pattern. Each coaching session is a one-on-one meeting between a single entrepreneur and their assigned coach. While coaching sessions are still events in the system, they are created individually through a streamlined process that automatically registers both the entrepreneur and coach as participants.

3.3.2 Event Types

The SME Loop system uses distinct event types that correspond to the phases of the standard SME Loop approach. Each event type serves a specific purpose in the program cycle and helps organize events into the appropriate phase columns in the case progress visualization.

Standard SME Loop Event Types

The following event types align with the standard SME Loop structure described in the SME Loop Handbook Part 1:

Training of Trainers / Training of Coaches: Capacity-building events where trainer candidates and coach candidates receive instruction and practice to develop their skills. These events support the broader SME Loop ecosystem by building the pool of qualified trainers and coaches.

Training 1: The first training phase focused on business analysis. These training sessions typically include all entrepreneurs in a batch and cover fundamental business concepts, record-keeping practices, and analytical skills. Training 1 events appear in the 'Training / Coaching #1' column of the case progress visualization. Each batch has one Training 1 event, though the duration and structure (such as number of days) may vary based on program context.

Coaching 1: Individual coaching meetings during the first coaching phase, focused on strategy formulation. According to the standard SME Loop approach, this phase includes two coaching sessions per month for two months, totaling four coaching sessions per entrepreneur. The specific coaching sessions are identified as 1-1, 1-2, 1-3, and 1-4. These one-on-one sessions appear in the 'Training / Coaching #1' column alongside the first training event.

Training 2: The second training phase focused on business improvement planning. This training builds on the first training and the insights gained during the first coaching phase. Training 2 events appear in the 'Training / Coaching #2' column of the case progress visualization. Each batch has one Training 2 event, with duration and structure varying based on program needs.

Coaching 2: Individual coaching meetings during the second coaching phase, focused on business improvement and linkages development. The standard approach includes two coaching sessions per month for three months, totaling six coaching sessions per entrepreneur. The specific coaching sessions are identified as 2-1, 2-2, 2-3, 2-4, 2-5, and 2-6. These sessions appear in the 'Training / Coaching #2' column.

Coaching 3: An optional follow-up coaching phase that may occur after entrepreneurs have successfully completed the standard loop cycle. This phase provides entrepreneurs with three additional coaching sessions (coaching vouchers) to revisit topics from earlier phases, evaluate their progress, and address emerging challenges. The three sessions are identified as 3-1, 3-2, and 3-3. Coaching 3 is not part of the required program structure but can be offered to support sustained business improvement.

Graduation Ceremony: The culminating event where entrepreneurs who have successfully completed all program requirements are recognized and certified. Graduation ceremonies typically bring together multiple batches and appear in the 'Graduation / Certification' column of the case progress visualization.

Coaching Session Identification

All coaching events (Coaching 1, Coaching 2, and Coaching 3) include a mandatory 'Coaching Session' field that identifies which specific session in the coaching sequence the event represents. This field ensures clear tracking of entrepreneur progress through the structured coaching phases.

When creating a coaching event, users select from the appropriate session options based on the coaching phase:

- **Coaching 1 sessions**: 1-1, 1-2, 1-3, 1-4
- **Coaching 2 sessions**: 2-1, 2-2, 2-3, 2-4, 2-5, 2-6
- **Coaching 3 sessions**: 3-1, 3-2, 3-3

This structured identification system serves multiple purposes:

- **Progress tracking**: Program staff can quickly identify which coaching sessions each entrepreneur has completed and which remain
- **Quality assurance**: The defined sequence ensures coaching follows the intended program structure

- **Evaluation support**: Session-level data enables analysis of coaching patterns and entrepreneur engagement throughout the cycle

The session identifier appears in event lists, case summaries, and participation records, making it easy to see at a glance where each entrepreneur is in their coaching journey.

Event Type and Phase Visualization in Case Summary

The system determines which phase column an event appears in based on its event type. Training 1 and Coaching 1 events appear in the first cycle column, Training 2 and Coaching 2 events appear in the second cycle column, and graduation ceremonies appear in the corresponding section. This automatic organization creates the visual timeline in case summaries that shows entrepreneur progress at a glance.

3.3.3 Creating Events

Events are created through two distinct pathways depending on whether the event is a group activity or a one-on-one coaching session.

Creating Group Events: Training Sessions and Graduation Ceremonies

For training sessions, graduation ceremonies, and other group activities, users use the 'New Event' form accessible from the main Events menu as well as from the Events overview. This form provides a streamlined interface for creating events.

The form captures essential event information:

Loop (required): Select the loop this event is part of. This selection is crucial because it creates the link between the event and cases, enabling participations to appear in case summaries. Every event must be linked to exactly one loop.

Event Type (required): Select from the available event types (Training 1, Training 2, Graduation Ceremony, etc.). This selection determines where the event appears in case progress visualizations.

Start Date and Time (required): Specify when the event begins.

End Date and Time (optional): For multi-day events like three-day training sessions, specify when the event concludes. For single-day or shorter events, the end date can be left blank.

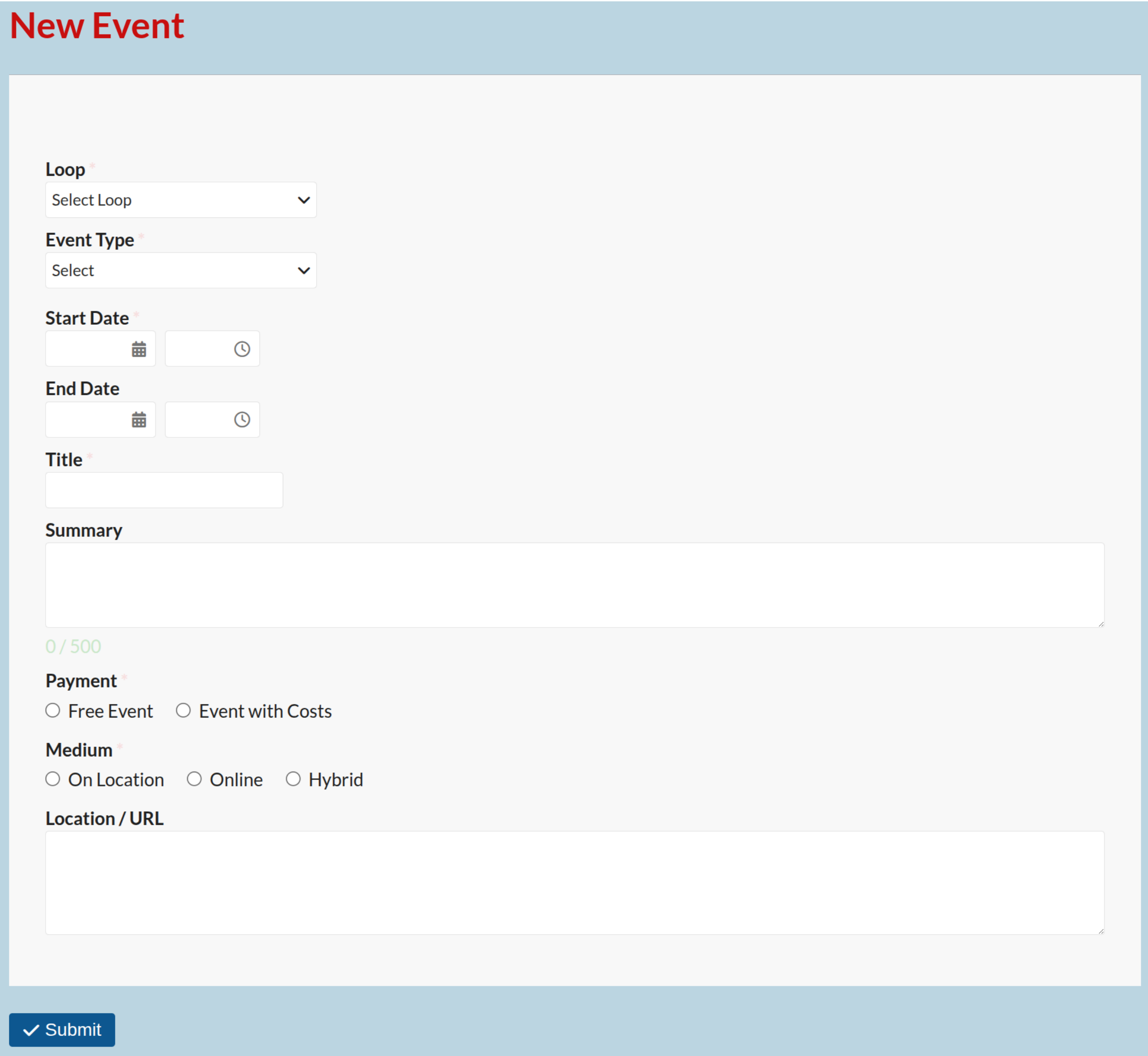


Figure 35: New Event Form

Title (required): Provide a descriptive name for the event, such as 'Batch UG-BT-002 Training Session 1' or 'Graduation Ceremony - November 2025.'

Summary (required, 500 characters maximum): Describe the event purpose, location, and any other relevant details. Since the system does not have separate structured fields for event location, venue information is typically included in the summary. For example: 'Three-day business analysis training for Batch UG-BT-002. Location: Community Center, 123 Main Street, Kampala. Participants should arrive by 8:30 AM each day.'

Medium (required): Indicate whether the event is On Location (in-person), Online (virtual), or Hybrid (combination of in-person and online participation). This information helps with logistics planning and evaluation.

Payment (required): Specify whether this is a Free Event or an Event with Costs. This field is informational only and does not activate payment processing functionality.

Location / URL: Specify a location for on-location events or enter a URL for the event's virtual room or videocall.

After creating a group event, participants must be registered separately. The typical workflow involves using bulk actions from the Cases overview to invite or register multiple case clients simultaneously.

Creating Coaching Sessions: One-on-One Meetings

Coaching sessions are created differently because they are one-on-one meetings that require registering both the entrepreneur and the coach as participants. Rather than creating the event separately and then adding participants, users can use the 'New Coaching Session' button available on case summary pages. (See chapter 3.2.7)

When the form is submitted, the system creates both the coaching session event and the two participation records (one for the entrepreneur as a participant with the 'Entrepreneur' role, and one for the coach as a participant with the 'Coach' role) in a single action.

3.3.4 Finding Events: Navigation and Search

CiviCRM provides a comprehensive Events overview for browsing, searching, and managing events.

Events Overview

The Events overview screen, accessible from the main Events menu, displays all events in a searchable table format.

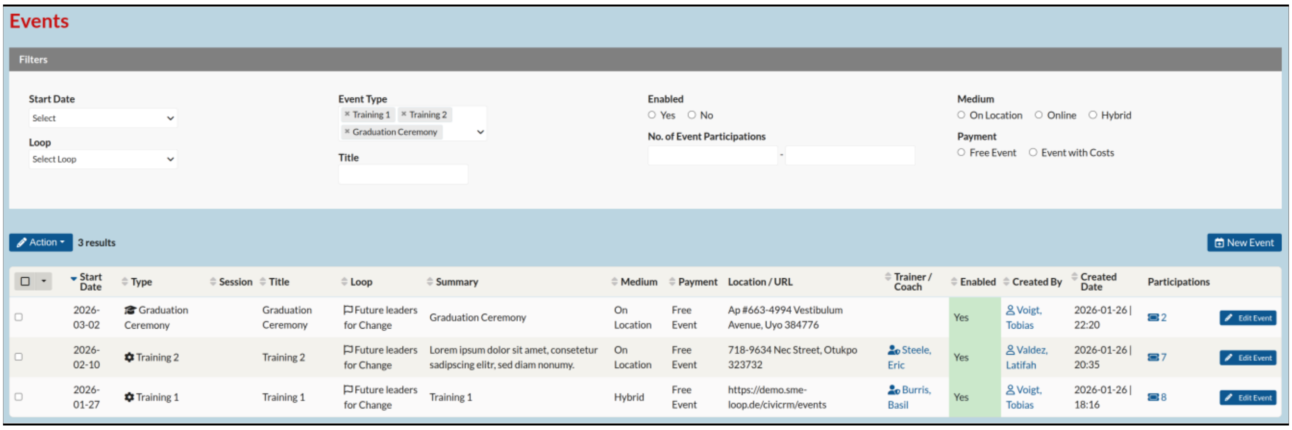


Figure 36: Events Overview

The overview includes columns showing:

- Start Date
- Type (Training 1, Coaching 1, etc.)
- Session (for Coaching Sessions)
- Title
- Loop

- Summary (brief description)
- Medium (On Location, Online, or Hybrid)
- Payment (Free Event or Event with Costs)
- Location / URL
- Enabled (Yes or No, indicating whether event is active)
- Created By (who created the event)
- Created Date (when the event was created)
- Participations (number of registered participants, with clickable link)

Filtering Events

The Filters panel provides multiple ways to narrow the displayed events:

Start Date: Select a specific date or date range to show only events scheduled during that period.

Loop: Filter by loop to show only events belonging to a specific program cycle.

Event Type: Select a specific type (Training 1, Coaching Session 2, etc.) to show only events of that category.

Title: Enter text to search for events with matching titles.

Enabled: Show only active events (Yes) or inactive events (No).

Participations: Use the range sliders to show events with a specific number of registered participants, useful for identifying events that need more participants or that have reached capacity.

Medium: Filter by delivery method (On Location, Online, or Hybrid).

Payment: Show only free events or events with costs.

These filters can be combined to create very specific views. For instance, you might filter to show all Training 1 events in a specific loop that are scheduled for next month and are delivered on location.

Editing Event Details

From the Events overview, clicking the 'Edit Event' button opens the event configuration form where you can modify event details or enable/disable the event.

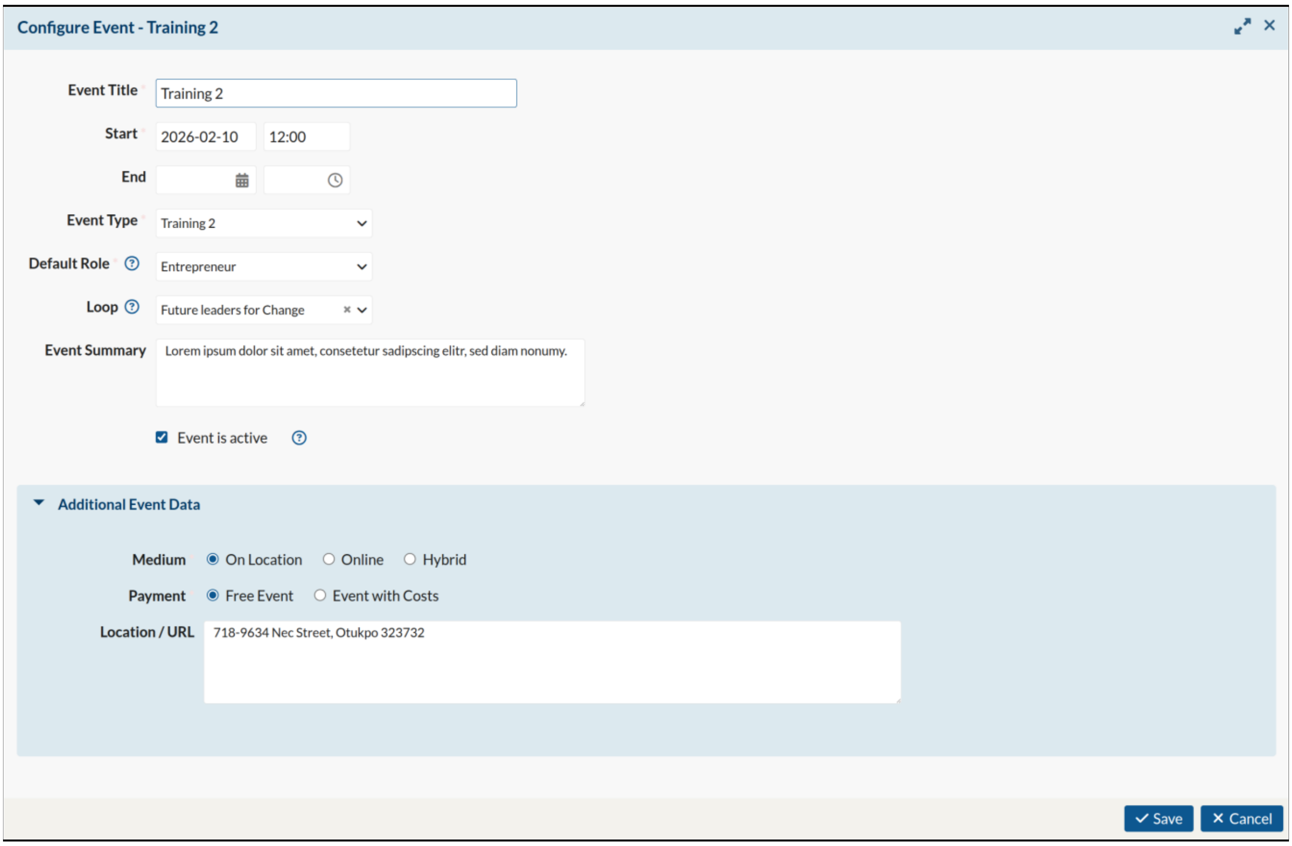


Figure 37: Edit Event Form

The edit form includes the same fields as the New Event form, plus the ability to mark an event as active or inactive using the 'Event is active' checkbox.

Accessing Participant List for a Single Event

The Participations column in the Events overview shows the number of registered participants for each event. Clicking on this number provides a shortcut to view all participations for that specific event – the system redirects to the Participations overview with the event filter automatically applied. This quick access helps review attendance lists, check participant statuses, and manage event registrations efficiently.

Event Bulk Actions

When multiple events are selected using the checkboxes, the Actions dropdown provides bulk operations:

Enable Events: Mark selected events as active, making them visible in standard views and available for participant registration.

Disable Events: Mark selected events as inactive, which can be useful for events that have been postponed or canceled but should not be deleted from the system.

Delete Events: Removes selected event records from the system. This action should be used with extreme caution and typically only in coordination with the Support Team, as deleting events affects historical data, evaluation records, and may impact data integrity across the system.

Download Spreadsheet: Exports the selected events as a CSV, XLSX, or ODS file. This export functionality supports offline analysis, reporting to external stakeholders, or integration with other systems. The spreadsheet includes all displayed columns from the overview.

3.3.5 Understanding Participations

While events represent scheduled program activities, participations represent the connection between individual contacts and those events. Each time an entrepreneur attends a training session, each coaching session between an entrepreneur and coach, and each person registered for a graduation ceremony creates a participation record.

What Participations Capture

A participation record documents:

- **Who**: Which contact participated (the entrepreneur, coach, trainer, etc.)
- **What**: Which event they participated in
- **When**: The date they were registered for the event
- **Role**: What capacity they participated in (Entrepreneur, Coach, Trainer, etc.)
- **Status**: Whether they were invited, registered, attended, canceled, or did not show
- **By Whom**: Who registered them for the event

This information serves multiple purposes. For program management, participations enable users to track attendance, monitor whether entrepreneurs are completing required activities, and follow up with those who miss sessions. For evaluation, participation data contributes to completion rates, engagement metrics, and program effectiveness analysis.

Participations and Case Progress

The link between participations and cases creates the case progress visualization. When you view a case summary, the timeline showing training sessions, coaching sessions, and graduation ceremony participation is built by querying all participations where:

- The participant is the case client
- The event is linked to the same loop as the case

This connection explains why the event-loop link is so critical. Without that loop link, participations would exist in the system but would not appear in case timelines, breaking the visibility into entrepreneur progress. When creating events, always ensure the Loop field is set correctly (see section 3.3.3).

3.3.6 Participation Statuses and Workflow

Participation statuses track where an entrepreneur is in the process of attending an event, from initial invitation through final attendance confirmation.

Available Participation Statuses

The SME Loop system uses five participation statuses:

Invited: The entrepreneur has been invited to attend an event but has not yet confirmed (or canceled) participation. This status is typically set when using the bulk invitation workflow, where entrepreneurs receive personalized emails with confirmation links.

Registered: The entrepreneur has confirmed they will attend the event. Registration can happen in two ways: either by the entrepreneur clicking a confirmation link in an invitation email, or by users directly registering participants without sending invitations.

Canceled: The entrepreneur has declined to participate or has withdrawn from the event. This status can be set by the entrepreneur through the email confirmation system or manually in the backend.

Attended: The entrepreneur participated in the event. This status is typically updated by program staff or service provider after the event occurs, either through bulk status updates or individual participation edits.

No-show: The entrepreneur was registered but did not attend the event. This status is set after the event to distinguish between entrepreneurs who actively canceled and those who simply did not show up.

Typical Participant Workflows

Two common workflows exist for managing participation statuses:

Workflow A: Invitation with Confirmation

1. Users use the bulk action 'Invite case clients to event'
2. Entrepreneurs receive personalized emails with unique confirmation links
3. Entrepreneurs click their links and either confirm (changing status to Registered) or decline (changing status to Canceled)
4. After the event, backend users update statuses to Attended or No-show based on actual attendance

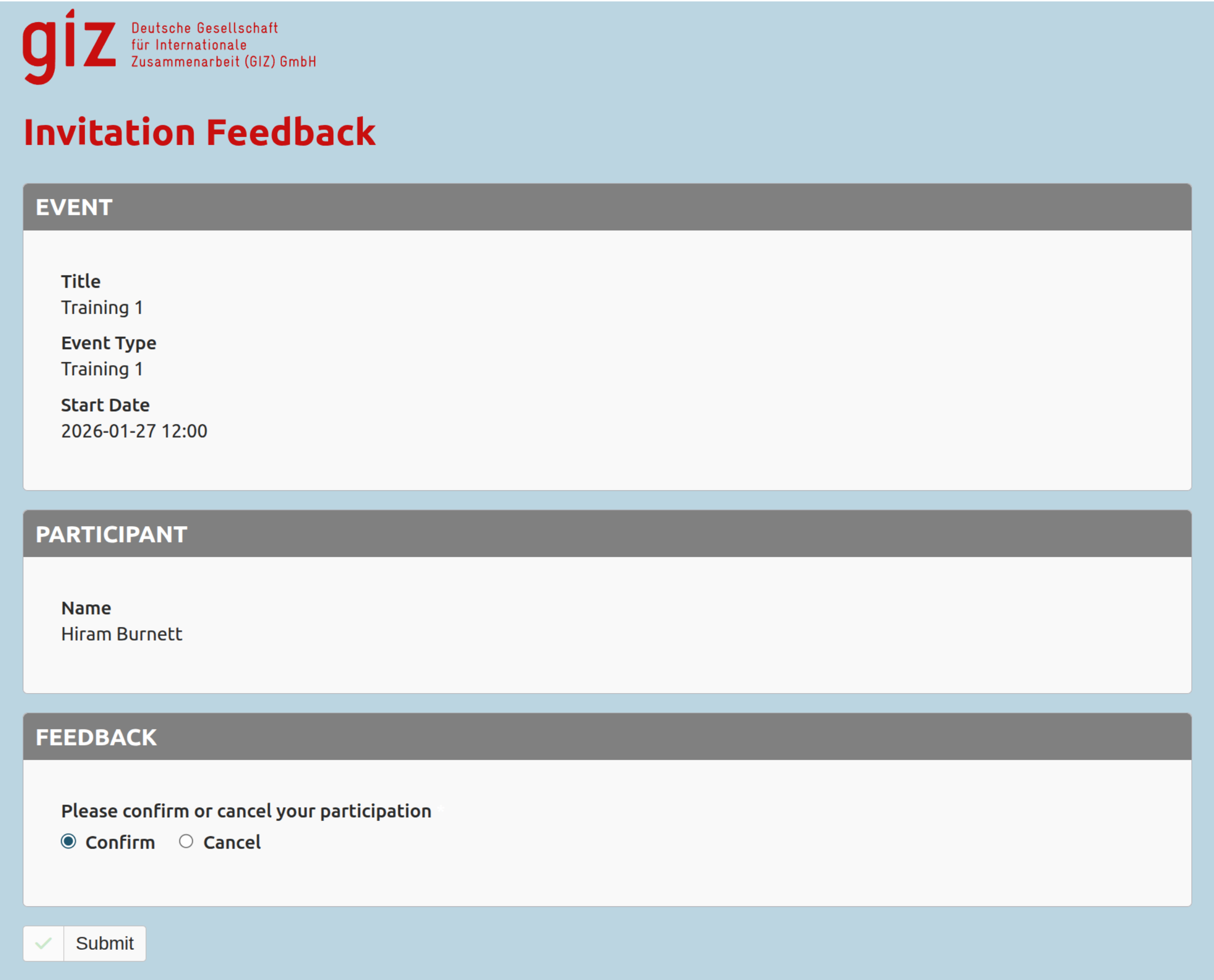


Figure 38: Confirming Invitation via Frontend Form

Workflow B: Direct Registration

1. Users use the bulk action 'Invite / Register case clients to event' and select 'Registered' as the participant status without sending invitation emails
2. This workflow is used when invitation coordination happens outside CiviCRM, or when entrepreneurs have already confirmed attendance through other channels
3. After the event, users update statuses to Attended or No-show based on actual attendance

Status Updates

Status changes can occur automatically (when entrepreneurs use email confirmation links) or manually (when program staff update records). Manual updates can be applied to individual participations through the edit form, or to multiple participations simultaneously using bulk actions in the Participations overview.

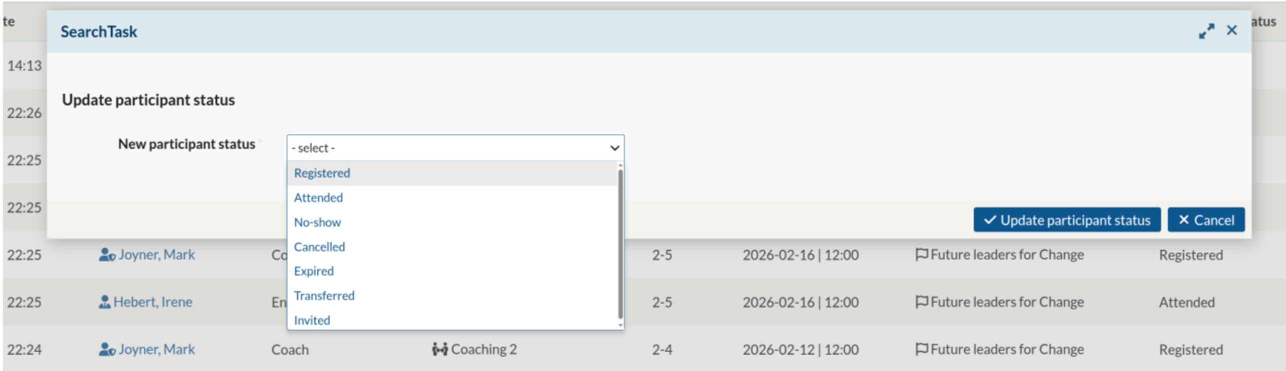


Figure 39: Update Participant Status – Bulk Action Dropdown Menu

3.3.7 Participant Roles

Each participation includes a role designation that clarifies the capacity in which someone participated in an event. While events have types (Training 1, Coaching 1, etc.), participants have roles that specify their function within that event.

Available Participant Roles

The SME Loop system includes six participant roles:

Entrepreneur: The primary beneficiaries of SME Loop programs. Entrepreneurs participate in training sessions, coaching sessions, and graduation ceremonies as the recipients of capacity development services.

Trainer: Qualified individuals who facilitate training sessions. Trainers participate in training events in the facilitator role.

Coach: Certified coaches who provide one-on-one coaching to entrepreneurs. Coaches participate in coaching sessions alongside the entrepreneurs they are supporting.

Master Coach: Experienced practitioners who train and mentor trainers and coaches. Master Coaches may participate in Training of Trainers or Training of Coaches events as facilitators.

Trainer Candidate: Individuals undergoing training to become certified trainers. Trainer Candidates participate in Training of Trainers events as learners.

Coach Candidate: Individuals undergoing training to become certified coaches. Coach Candidates participate in Training of Coaches events as learners.

Roles and Event Types

While certain roles naturally align with certain event types (for instance, Entrepreneurs typically participate in training events and coaching sessions), the system does not enforce these associations. When creating or editing participations, any role can be selected regardless of the event type. This flexibility accommodates exceptional circumstances but requires users to select appropriate roles based on context rather than relying on system validation.

3.3.8 Finding Participations: Navigation and Search

The Participations overview provides comprehensive access to all participation records across all events and contacts.

Participations Overview

The Participations overview screen, accessible from the main menu, displays participation records in a searchable table format.

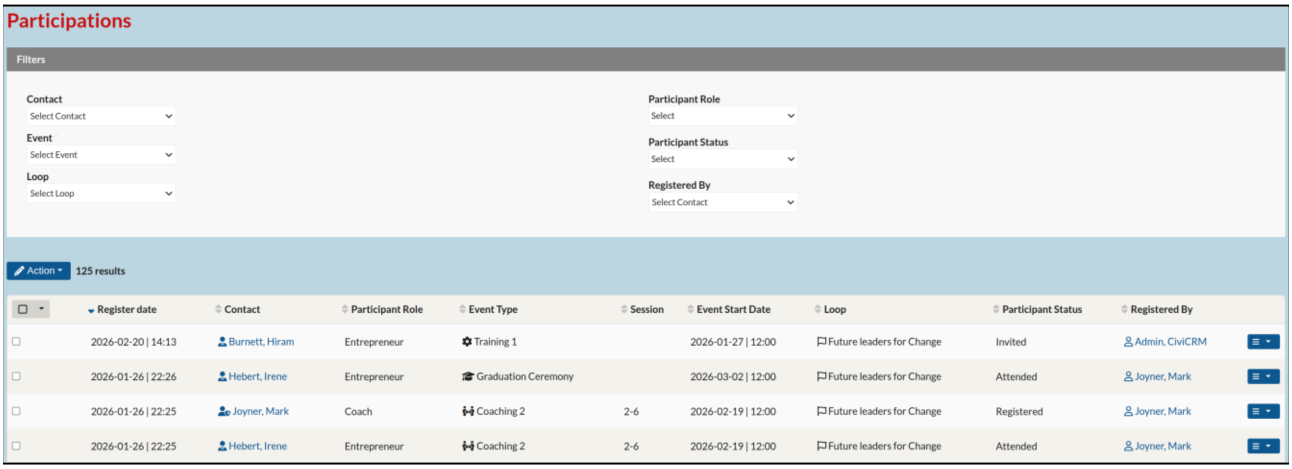


Figure 40: Participations Overview

The overview includes columns showing:

- Register date (when the participation was created)
- Contact (who participated, with clickable link to contact record)
- Participant Role
- Event Type
- Session (for Coaching Sessions)
- Event Start Date
- Loop
- Participant Status
- Registered By (who created the participation record)

Each row also includes an action menu where users can view, edit and delete participation records.

Filtering Participations

The Filters panel provides several options for narrowing displayed participations:

Contact: Select a specific contact to show only their participations across all events.

Event: Select a specific event to show all participants for that event. This filter provides the same view you access by clicking the participation number in the Events overview.

Loop: Filter by loop to show participations within a specific program cycle.

Participant Role: Show only participations with a specific role (Entrepreneur, Coach, etc.).

Participant Status: Filter by status to show, for example, only participants who attended, or only those who were invited but have not yet registered.

Registered By: Show participations created by a specific user, useful for tracking which staff members are handling participant registration.

The Event filter is particularly useful and is the primary way to review attendance lists for specific training sessions or other group events.

Alternative Access Paths

Participations can also be accessed through related records:

From Case Summaries: The case progress visualization columns on case summary pages show all participations for the case client in events linked to the case's loop.

From Contact Records: Every contact record includes a Participations tab that lists all participations for that contact across all events and all loops. This comprehensive view helps track an individual's complete event attendance history.

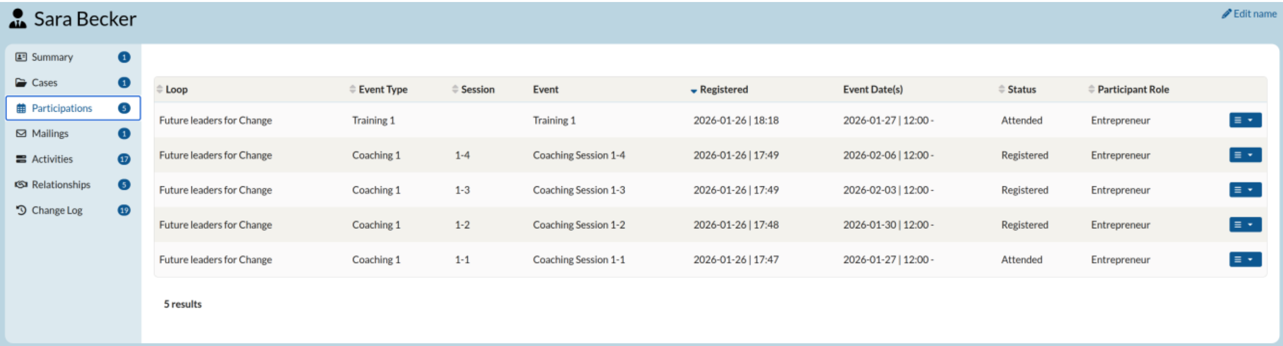


Figure 41: Participations Tab on Contact Record

From Events Overview: Clicking the participation count number in the Events overview automatically filters the Participations overview to show only participations for that specific event.

3.3.9 Working with Participations

While participation management happens automatically through event creation and bulk actions from cases, program staff have several options for viewing, editing, and managing participation records.

Viewing and Editing Individual Participations

Clicking 'View' in a participation's dropdown menu opens a read-only display of participation details, while clicking 'Edit' opens an editable form where program staff can modify the participant status, role, or other details.

From the edit form, users can update participation status (changing Invited to Registered, or Registered to Attended, for example), change the participant role if it was set incorrectly, or add notes about the participation.

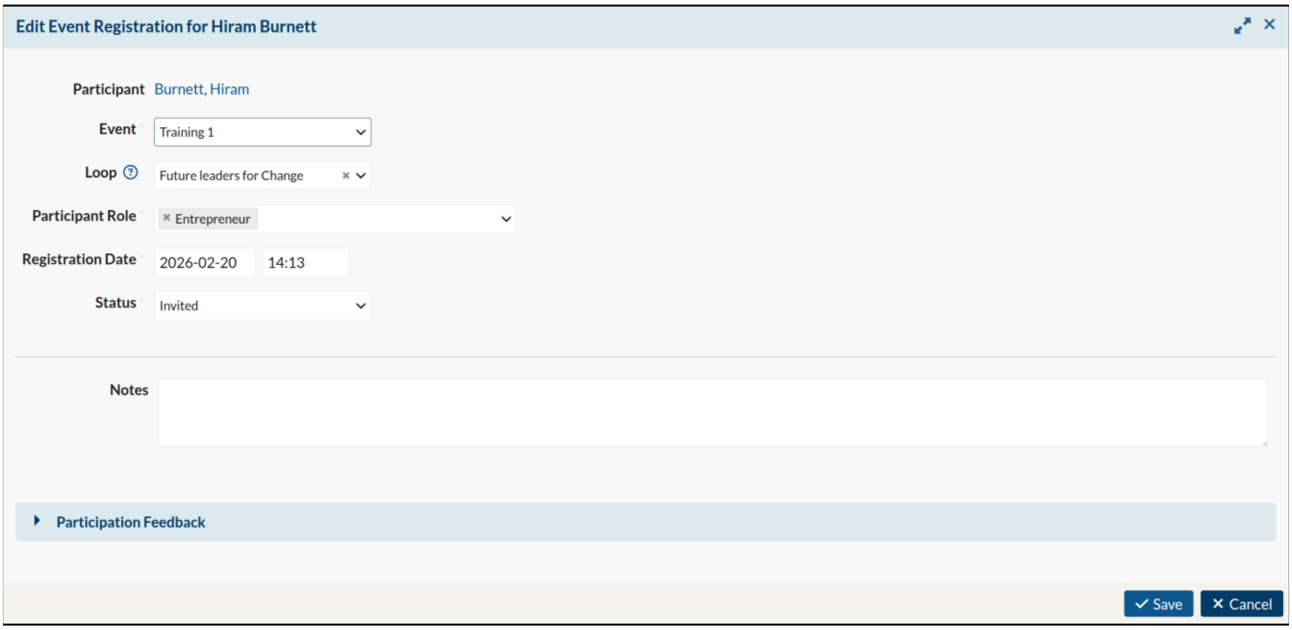


Figure 42: Edit Participant Form

Bulk Actions for Participations

When multiple participations are selected using checkboxes in the Participations overview, the Actions dropdown provides several bulk operations:

Send email to participants: Opens an email composition interface for sending messages to all selected participants — useful for event reminders, logistics information, or post-event follow-up. Email templates with tokens can personalize messages with participant names and event details.

Update participant status: Changes the status for all selected participations to a specified value. This is the primary tool for post-event documentation, enabling users to quickly mark all attendees as "Attended" or absent participants as "No-show" in a single action rather than editing each record individually.

Download Spreadsheet: Exports selected participations as a CSV, XLSX, or ODS file for offline analysis or reporting.

Delete Participants: Removes selected participation records permanently. Use with caution — deleted participations will no longer appear in case timelines or monitoring dashboards.

Registration Workflows from Cases

While the Participations overview provides tools for managing existing participations, the primary method for creating participations is through bulk actions from the Cases overview, as described in Chapter 3.2. The 'Invite case clients to event' bulk action simultaneously creates participation records for multiple case clients, sends invitation emails with confirmation links, and sets the initial participation status. The “Register case clients for event” action directly creates participation records. This workflow integrates case management with event participation, ensuring that entrepreneur attendance at program activities is tracked in the context of their complete program journey.

3.3.10 Participations in Case and Contact Views

The connection between participations and cases creates two important views that help program staff track entrepreneur progress.

Case Progress Visualization

The case summary page features sections that represent loop phases. Within these sections, the system displays events where the case client has participations, showing event titles, dates and other relevant participation and event metadata.

This visualization relies entirely on the event-loop-case connection described earlier. Events appear in phase columns based on their event type, and participations appear within those events because the case client is registered as a participant and both the case and the event share the same loop.

Contact Participations Tab

Every contact record – whether an entrepreneur, coach, or trainer – includes a Participations tab that lists all participations for that contact. This comprehensive view spans all events and all loops, providing visibility into the complete event attendance history for any individual in the system. For entrepreneurs who might participate in multiple loops, this tab shows participations from all their program cycles in one place.

3.3.11 Events and Participations – Chapter Summary

Events and participations transform the SME Loop CiviCRM system from a contact and case management tool into a comprehensive program implementation platform. By capturing scheduled activities as events and documenting attendance as participations, the system provides the operational structure needed to coordinate training sessions, coaching sessions, and graduation ceremonies across multiple batches, service providers, and geographic locations.

The event-loop-case connection is the technical foundation that makes case progress visualizations possible. Understanding this implicit linking – how cases and events both link to loops, and how participations therefore appear in the correct case timelines – helps program staff create events correctly and troubleshoot when expected participations do not appear where anticipated.

Participation statuses and roles provide the granular data needed for both day-to-day program management and long-term evaluation. Status workflows, whether using invitation emails with confirmation links or direct registration, give users flexibility in how they manage attendance while maintaining consistent data for analysis. Participant roles clarify who participated in what capacity, supporting diverse program activities from entrepreneur training to coach capacity building.

The Events and Participations overviews, combined with filters and bulk actions, provide program staff with the tools needed to manage great numbers of participation records efficiently. Whether inviting an entire batch to a training session, updating attendance statuses after an event, or reviewing completion rates across a loop, these interfaces balance comprehensive functionality with usability.

As the final major entity covered in Chapter 3, events and participations complete the picture of how CiviCRM structures SME Loop program data. Contacts (entrepreneurs, coaches, organizations) participate in cases (program cycles), which track progress through events (scheduled activities) documented as participations (attendance records). These interconnected entities create a data structure that supports both operational program management as well as rigorous monitoring and evaluation of SME Loop effectiveness.

4 Additional Workflows

This chapter documents workflows that extend beyond the core daily operations covered in Chapter 3. Section 4.1 covers the outreach and application workflow, which is relevant for CiviCRM Admins and Service Provider Coordinators. Section 4.2 covers administrative functions that are exclusively available to CiviCRM Admins. Additional workflows will be added to this chapter as the SME Loop CiviCRM system evolves.

4.1 Outreach and Participant Application

4.1.1 Overview of the Workflow

The CiviCRM system provides integrated tools for managing the complete participant recruitment cycle, from initial outreach to application submission and review. While these tools are optional – some projects may prefer to use their own established recruitment channels and only begin using CiviCRM after participant selection – the integrated approach offers significant advantages. By managing outreach and applications within CiviCRM, all contact and case data is created automatically in a standardized structure, ensuring consistency and facilitating monitoring and evaluation across individual programs and aggregated at the global level.

The outreach and application workflow follows this sequence:

1. Admins and Coordinators create mailing lists of potential candidates

2. Application invitation emails are created (custom or based on templates) and sent through CiviCRM's mailing system
3. Candidates receive personalized application links
4. Candidates complete and submit the online application form
5. The system automatically creates all necessary data structures (contacts, relationships, cases, activities)
6. Admins and Coordinators review applications and update case statuses
7. Approval or denial notifications are sent to applicants

Projects that prefer to manage outreach through their own channels can simply share the application form URL directly through their website, social media, or other communication platforms.

4.1.2 Preparing Candidate Lists

Before sending application invitations, Admins and Coordinators must first create mailing lists containing potential candidates. Candidate contacts must already exist in the system – either through data import (Chapter 2.3) or because they participated in previous loop cycles within the same country of implementation.

Creating and Populating Mailing Lists

To add contacts to a mailing list, navigate to any contact overview (such as 'All Contacts' or 'Entrepreneurs'), select the desired contacts using the checkboxes, and choose 'Add contact(s) to (new) mailing list' from the Actions menu.

This opens a form with two options:

- **New mailing list name**:
  - Enter a name to create a new mailing list and add the selected contacts to it
- **Existing mailing list**:
  - Select a previously created mailing list to add the contacts to it

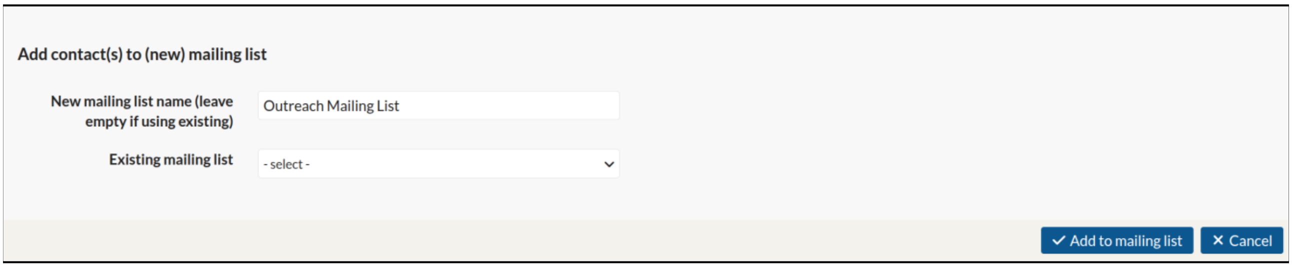


Figure 43: Add contact(s) to (new) mailing list form

This flexible approach allows Admins and Coordinators to build candidate lists gradually – adding contacts in multiple steps – or all at once if the complete candidate pool is already identified. Mailing lists can be viewed, edited, or deleted through the 'Mailing Lists' overview accessible from the main navigation.

4.1.3 Creating and Sending Application Invitations

Once a mailing list of candidates is prepared, Admins and Coordinators can send application invitations using CiviCRM's mailing system.

Creating a New Mailing:

Navigate to **Mailings** → **New Mailing** from the main menu. The mailing creation process has two steps:

Step 1: Define Mailing

The mailing form includes several key fields:

- **Mailing Name**: Internal identifier for the mailing (not visible to recipients)
- **Loop**: While not required, linking the mailing to a specific loop is recommended for evaluation purposes
- **Template**: The pre-configured 'Email - Application Invitation' template can be selected, or Admins and Coordinators can compose their own message
- **From**: The sender name and email address configured in Chapter 2.2.3
- **Recipients**: Select one or more mailing lists to receive the invitation
- **Subject**: The email subject line
- **Message Body**: The HTML editor provides formatting options and includes tokens for personalization (such as recipient name and greeting)

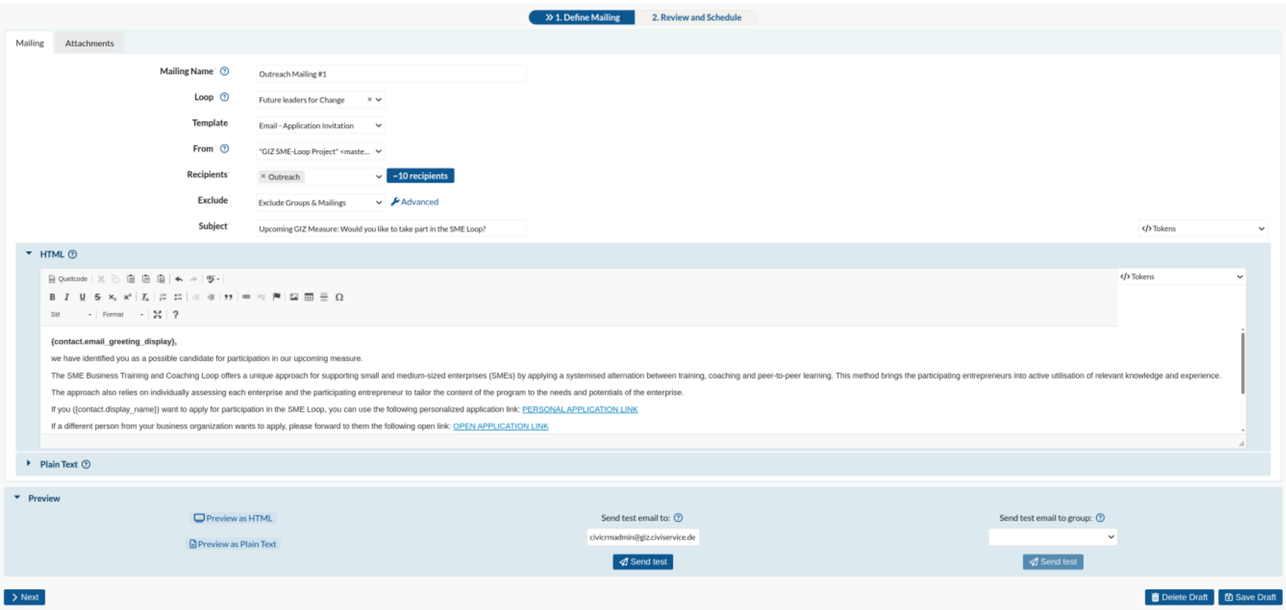


Figure 44: New Mailing Form - Step 1: Define Mailing

The 'Email - Application Invitation' template includes two types of application form links:

- **Personalized link**: Pre-fills the recipient's contact information in the application form

- **Open application link**: Provides an empty form that can be forwarded to colleagues

Including both link types accommodates situations where recipients identify other suitable candidates within their networks who may benefit from forwarding the invitation.

Testing the Mailing:

Before proceeding, users should use the 'Send test email to' field to send a test message and verify that the content, formatting, and links work correctly.

Step 2: Review and Schedule

The review screen displays a summary of the mailing configuration:

- **Recipients**: Shows the number of recipients. Clicking the number opens a list of email addresses that will receive the mailing, allowing verification that the correct contacts are included.
- **Content**: Links to preview the HTML and plain text versions
- **Tracking and Responding Options**: Standard CiviCRM mailing features

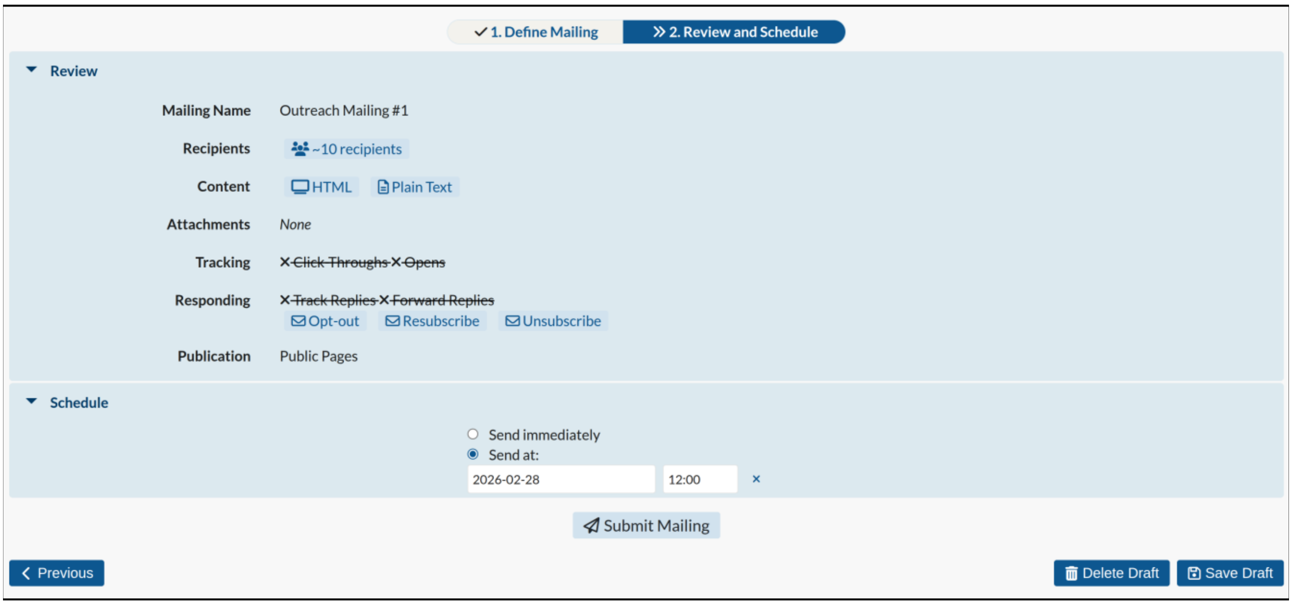


Figure 45: New Mailing Form - Step 2: Review and Schedule

Users can choose to send the mailing immediately or schedule it for a specific date and time. After clicking 'Submit Mailing,' the invitation emails are delivered to all recipients on the mailing list.

Alternative Distribution Methods

Projects that prefer to manage outreach through their own established channels can obtain the application form URL from the Support Team and share it directly. The URL follows this pattern:

`https://yourprogram.sme-loop.de/civicrm/application#?Campaign1=7`

The number at the end ('7' in the example above) corresponds to the system ID of the loop.

4.1.4 The Application Form

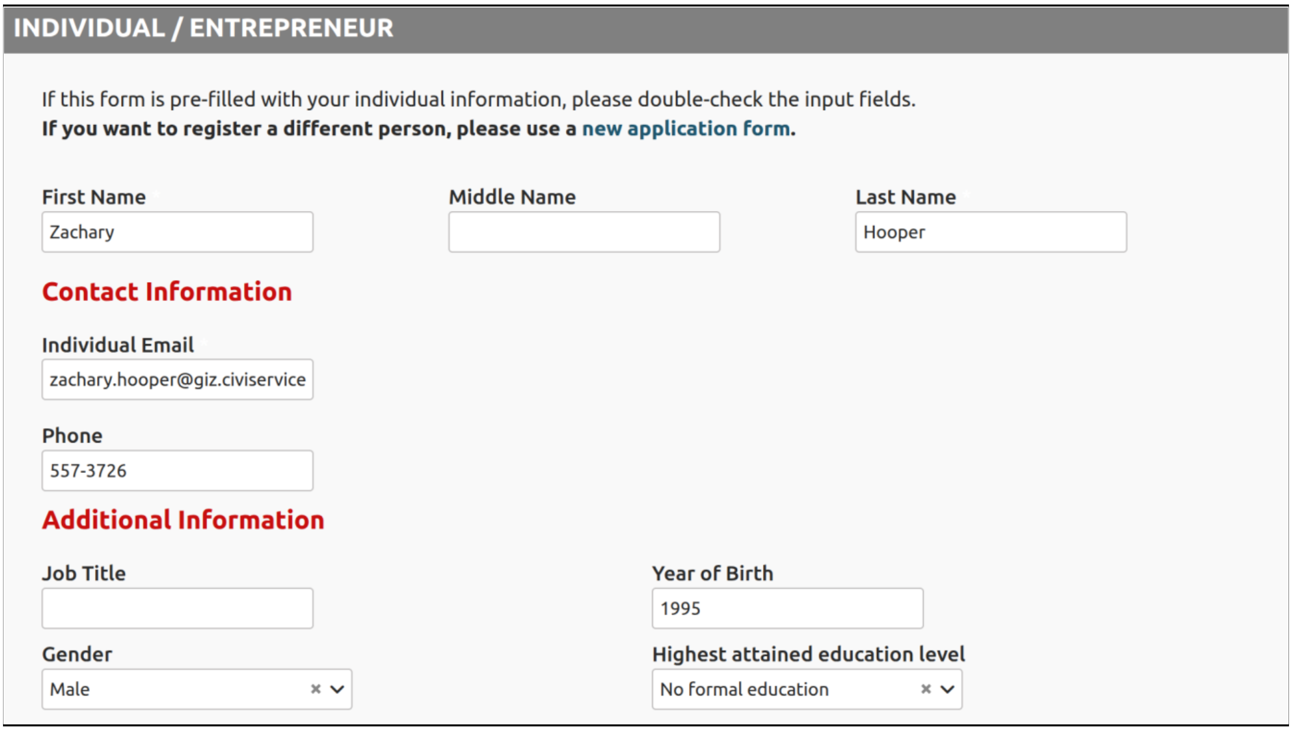
The online application form captures all necessary information about potential participants and their businesses. The form is organized into three main sections:

INDIVIDUAL / ENTREPRENEUR

This section collects personal information about the applicant:

- Name (first, middle, last)
- Contact information (email, phone)
- Job title
- Demographic information (gender, year of birth, education level)

When applicants access the form through a personalized link from an application invitation email, their contact information is automatically pre-filled. When accessing the form through an open link, all fields are empty.


INDIVIDUAL / ENTREPRENEUR

If this form is pre-filled with your individual information, please double-check the input fields.
If you want to register a different person, please use a new application form.

First Name: Zachary
Middle Name:
Last Name: Hooper

Contact Information

Individual Email: zachary.hooper@giz.civiservice
Phone: 557-3726

Additional Information

Job Title:
Year of Birth: 1995
Gender: Male
Highest attained education level: No formal education

Figure 46: Application Form Part 1 – Individual / Entrepreneur

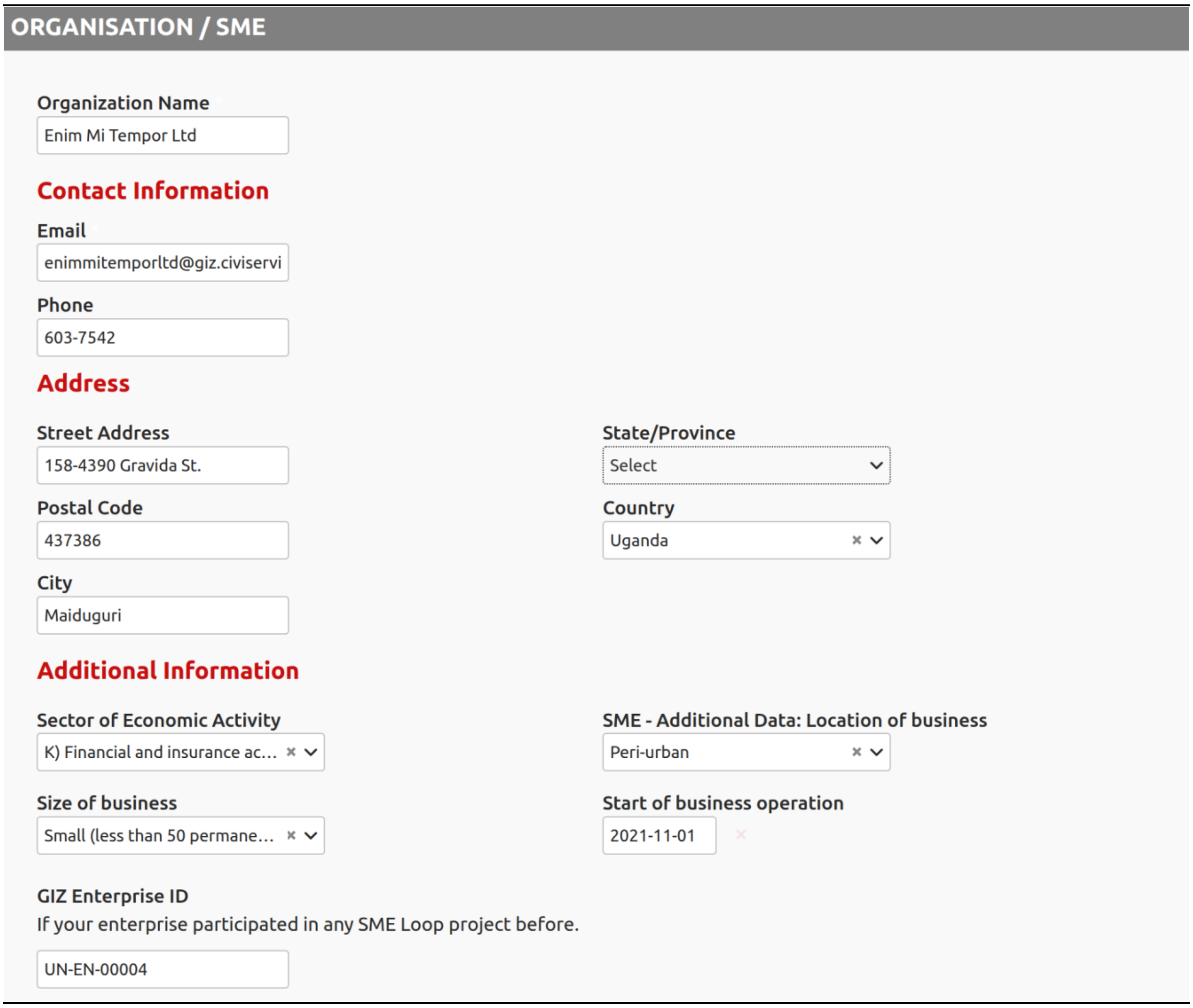
ORGANISATION / SME

This section captures information about the applicant's business:

- Organization name and contact details
- Business address
- Sector of economic activity

- Business location, size, and start date
- GIZ ID (MSME ID for SMEs that were previously involved in SME Loop programs)

If the applicant accesses the form through a personalized link and has an employer relationship already recorded in the system, the organization information is also pre-filled.


ORGANISATION / SME

Organization Name
Enim Mi Tempor Ltd

Contact Information

Email
enimmitemporltd@giz.civiservi

Phone
603-7542

Address

Street Address
158-4390 Gravida St.

State/Province
Select

Postal Code
437386

Country
Uganda

City
Maiduguri

Additional Information

Sector of Economic Activity
K) Financial and insurance ac…

SME - Additional Data: Location of business
Peri-urban

Size of business
Small (less than 50 permane…

Start of business operation
2021-11-01

GIZ Enterprise ID
If your enterprise participated in any SME Loop project before.
UN-EN-00004

Figure 47: Application Form Part 2 – Organisation / SME

APPLICATION

This section includes:

- A free-text motivation field where applicants explain their interest in participating in the program
- A link to the Data Privacy Statement
- A required checkbox confirming that the applicant has read and accepts the Data Privacy Statement

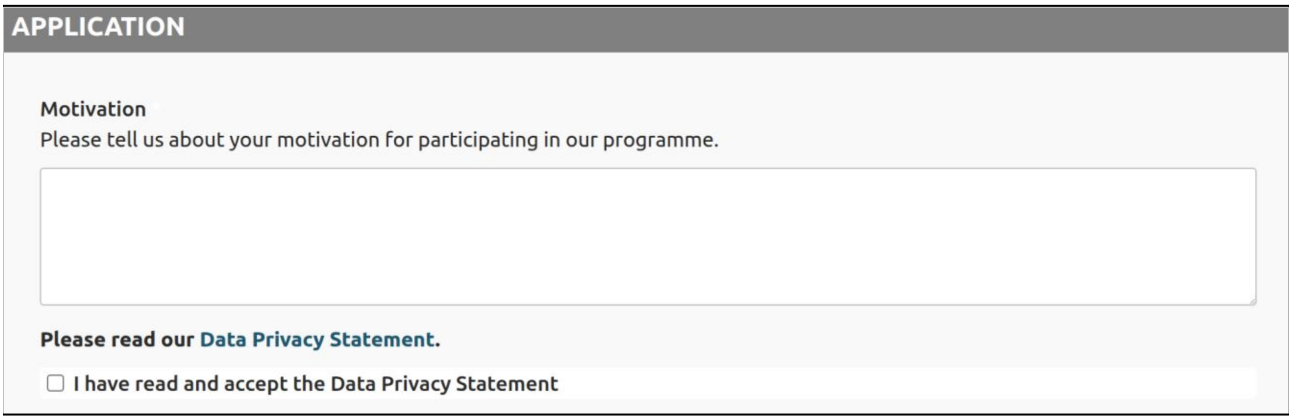


Figure 48: Application Form Part 3 – Motivation / Data Privacy

After Form Submission

After clicking 'Submit,' applicants see a confirmation message on screen and receive a confirmation email. Behind the scenes, the system automatically creates:

- An Individual contact record for the entrepreneur
- An Organization contact record for the SME
- The employer-employee relationship between them
- A new case of type 'SME Loop' with status 'New'
- Case roles assigning the entrepreneur as Case Client and the SME as Case SME
- An 'Application' activity recorded in the case's activity log

This automated data creation ensures that all applications are captured in a consistent, standardized structure.

4.1.5 Reviewing and Processing Applications

New applications appear in multiple locations within CiviCRM:

- The **Cases Overview** (filtered by status 'New')
- The **Applications Overview** (providing a dedicated workspace for application review)
- Individual **Case Summary** Pages

Reviewing Application Details

The Applications Overview displays key information from each application submission, including entrepreneur name, SME name, case details, motivation statement, and submission date. From this overview, users can navigate to individual case summaries to review complete application details.

On the case summary page, users can access:

- The entrepreneur's complete contact record

- The SME's complete contact record
- The full application details, including the motivation statement (by clicking the 'Eye' icon of the application activity in the “Assessment & Selection” section).

Documenting Review Decisions

When there is a new application, users can document their review decision by clicking the 'Add Review' button on the case summary page (see section 3.2.7 for a complete description of the Add Review form and all available options). This opens a form where users can

- choose to approve or deny the application
- choose to reflect this decision by automatically changing the case status appropriately
- add optional notes explaining the rationale for approval or denial in a free-text field
- choose to send a pre-defined approval or denial email to the entrepreneur

The system automatically records who made the decision (the logged-in user) and when.

The review activity is also recorded in the case's activity log, creating a documented record of the decision-making process.

4.2 Administrative Functions for CiviCRM Admins

4.2.1 Managing Loops

The Manage Loops Overview

Navigate to **Manage** → **Manage Loops** from the main menu to access the loops overview.

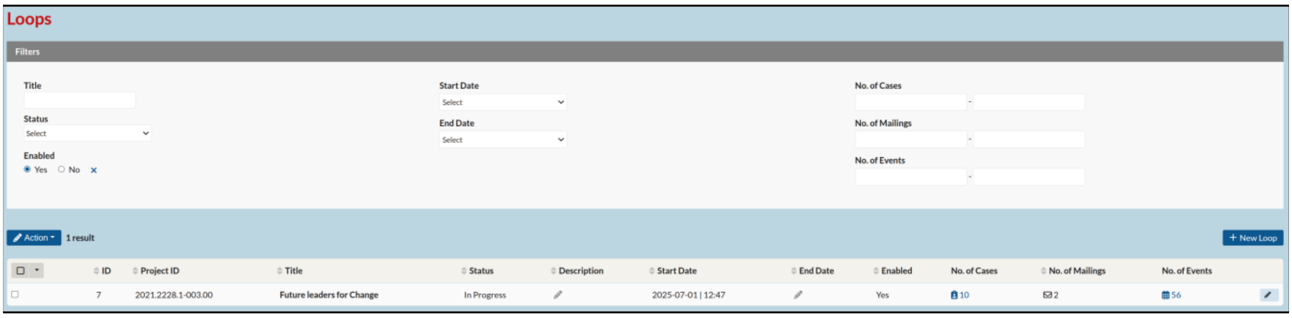


Figure 49: Manage Loops Overview

The overview displays all loops in a searchable table with the following columns:

- **ID**: The internal CiviCRM loop identifier
- **Project ID**: The GIZ project identifier (External ID) used for linking data across systems like Power BI

- **Title**: The loop name
- **Status**: Current loop status (Planned, In Progress, Completed, Cancelled)
- **Description**: Optional text describing the loop purpose or focus
- **Start Date**: When the loop cycle begins (includes date and time)
- **End Date**: When the loop cycle ends (optional)
- **Enabled**: Whether the loop is active (Yes/No)
- **No. of Cases**: Number of entrepreneur cases assigned to this loop (clickable)
- **No. of Mailings**: Number of mass email campaigns sent for this loop (clickable)
- **No. of Events**: Number of training sessions, coaching sessions, and other events associated with this loop (clickable)
- **Actions**: Edit icon for each loop

The clickable numbers (Cases, Mailings, Events) open the corresponding overview screens pre-filtered to show only items associated with that specific loop. This provides quick access to loop-specific data without manually applying filters.

Filter Options: Above the table, filters allow searching loops by Title, Start Date, End Date, Status, Enabled status, and the number of cases, mailings, or events. These filters help locate specific loops quickly when managing multiple program cycles.

Creating New Loops

Clicking the **+ New Loop** button in the top-right corner opens the loop creation form. The form is identical to the edit form described below, with all fields empty.

Important: When creating a new loop, inform the Support Team so they can ensure the application form is properly configured.

Editing Loop Details

Clicking the edit icon for any loop opens the Edit Loop form.

Available fields:

Title (required): The loop name displayed throughout the system. Choose a descriptive name that clearly identifies the program cycle or cohort (e.g., 'Uganda 2026 Cohort 1,' 'Kampala SME Training Program').

Type (required): Select 'SME Loop' from the dropdown. Currently, this is the only loop type available in the system.

Description (optional): Free-text field for additional context about the loop. This might include program objectives, target participant demographics, geographic focus, or other distinguishing characteristics. The description appears in the Manage Loops overview table.

Start Date (required): The date and time when the loop cycle begins. This typically corresponds to when application review or participant onboarding starts, though programs may define this differently based on their workflow.

End Date (optional): The date and time when the loop cycle concludes. This might correspond to graduation, final evaluation completion, or program closure. End dates can be left blank if the timeline is uncertain or open-ended.

Status (required): Select from four status options:

- **Planned**: Loop is scheduled but has not yet begun
- **In Progress**: Loop is currently active with ongoing activities
- **Completed**: All loop activities have concluded
- **Cancelled**: Loop was discontinued before completion

Status changes are typically made manually by CiviCRM Admins as the program progresses. Status does not automatically affect system functionality but provides important context for reporting and filtering.

External ID (required): The GIZ project identifier that connects this loop to external systems like Power BI dashboards and global reporting structures. This ID must match the project identifier used in other SME Loop tools to ensure data integration works correctly. External IDs follow GIZ's project numbering conventions (e.g., 'G-123456-123').

Is Active? (checkbox): When checked, the loop is enabled and appears in loop selection dropdowns throughout the system (when creating cases, events, sending mailings, etc.). When unchecked, the loop becomes hidden from most interfaces, though existing cases and events remain associated with it. The 'Is Active?' setting corresponds to the 'Enabled' column in the Manage Loops overview.

Click **Save** to update the loop details or **Cancel** to discard changes.

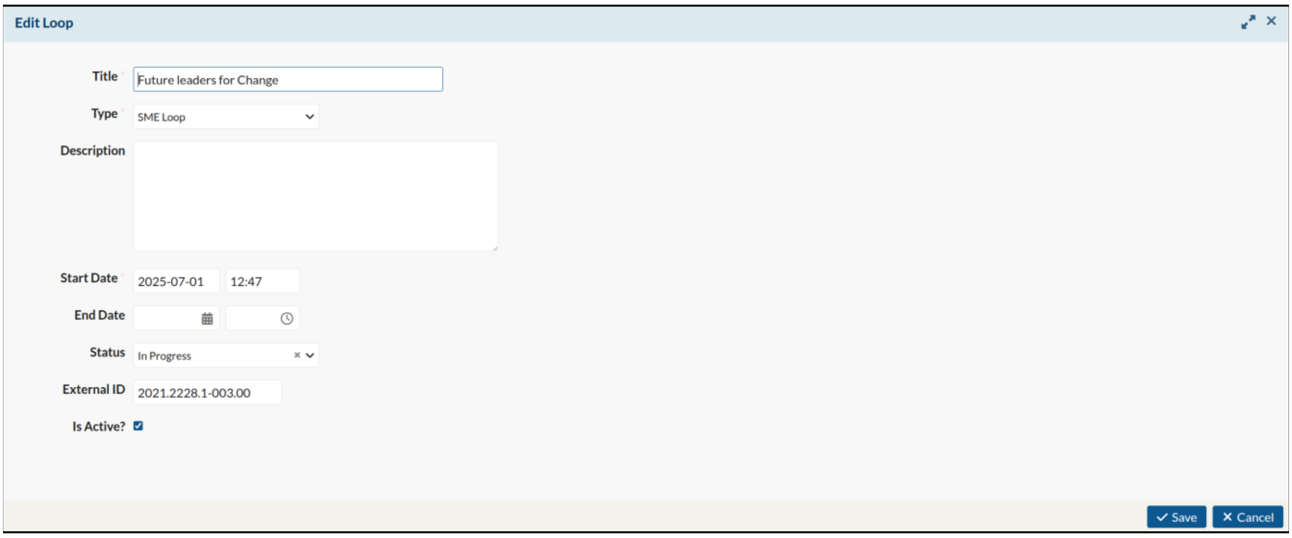


Figure 50: Edit Loop Form

4.2.2 Managing User Accounts

CiviCRM Admins can create, edit, and manage user accounts for all four roles through the **Manage User Accounts** interface. This self-service capability allows program teams to onboard new staff members, update access as responsibilities change, and deactivate accounts when team members leave.

The Manage User Accounts Overview

Navigate to **Manage** → **Manage User Accounts** from the main menu. This menu item is only visible to CiviCRM Admins.

The Manage User Accounts screen displays all existing user accounts with the following information:

- Username (the user's login name)
- Email address
- Role(s) assigned to the account
- Linked Contact (the CiviCRM contact record associated with this user)
- Enabled status (whether the account is active)
- Created date
- Last Accessed date (when the user last logged in)

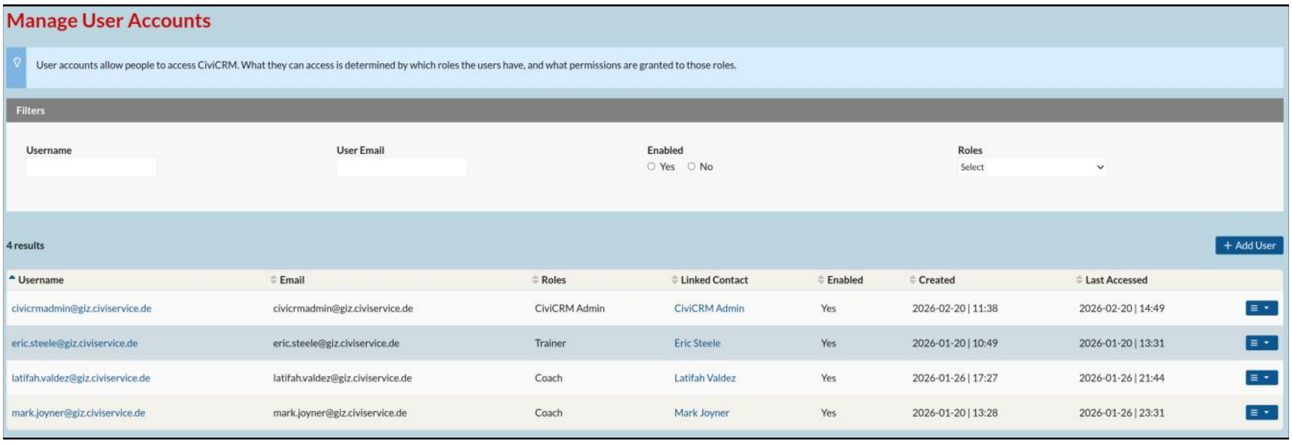


Figure 51: Manage User Accounts overview

The interface includes filters to search for specific accounts by username, email, enabled status, or role. This is useful for finding accounts when your system has many users across multiple roles.

Creating New User Accounts

To create a new user account, click the **Add User** button in the top-right corner of the Manage User Accounts screen. The new account form includes the following fields:

Role (checkboxes, can select multiple):

- CiviCRM Admin

- Service Provider Coordinator
- Coach
- Trainer

Select one or more roles that reflect the person's responsibilities. Users can have multiple roles if they perform multiple functions.

Username (required): Enter a unique username for the account. This is what the user will enter when logging in. Usernames are typically based on the person's name or email address.

CiviCRM Contact Record (required): Select the CiviCRM contact record for this person. Every user account must be linked to a contact record.

Creating the contact record: If the person does not yet exist as a contact in CiviCRM, click the 'Select Contact' field to access a quick-add form where you can create a new individual contact.

User Email (optional): Enter an email address for password reset communications. If left blank, the system uses the primary email from the linked contact record. This field should only be filled if the user needs password reset emails sent to a different address than their primary contact email.

Timezone (optional): Set the user's timezone for displaying dates and times correctly. If left blank, the system uses the default server timezone.

Enabled (toggle): Set to 'Yes' to create an active account that can immediately log in (after password setup). Set to 'No' to create a disabled account that cannot log in until enabled.

Once you have completed the form, click **Submit** to create the account.

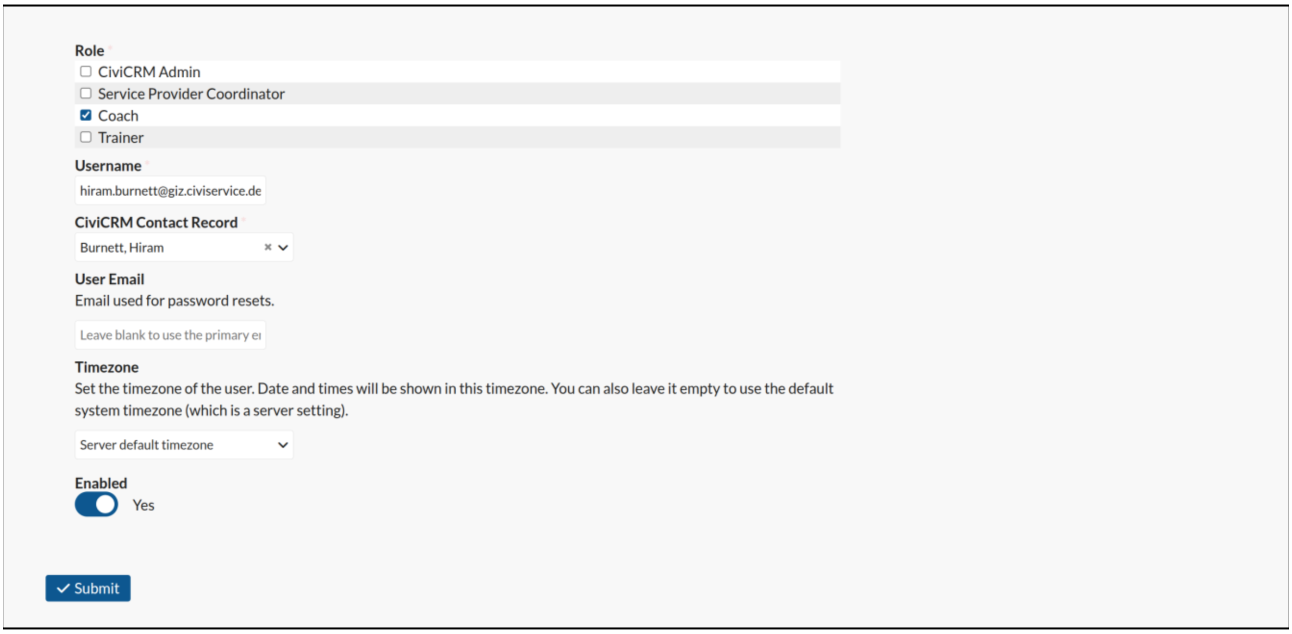


Figure 52: Add User Form

Sending Password Reset for New Accounts

After creating a new user account, the account exists but the user does not yet have a password. To allow the user to set their password and log in, you must send them a password reset link.

From the Manage User Accounts screen, locate the newly created account and click the action menu icon (three horizontal lines) next to the account. Select **Send Password Reset**.

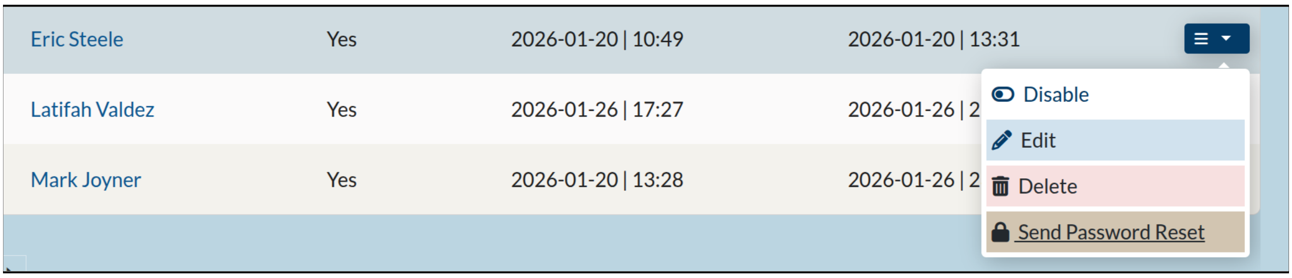


Figure 53: Send Password Reset via Dropdown Menu

This triggers an automated email to the user's email address containing a password reset link. The link expires after 60 minutes for security purposes. When the user clicks the link, they are taken to a password setup form where they can create their password. After setting their password, they can log in normally using their username and new password.

Important: The password reset link must be used within 60 minutes. If the link expires before the user sets their password, you must send another password reset from the Manage User Accounts interface.

Editing and Deactivating Accounts

User accounts require updates throughout their lifecycle – roles change as responsibilities shift, contact information needs correction, and accounts must be deactivated when team members leave.

Editing Existing Accounts

To edit a user account, locate the account in the Manage User Accounts screen and click the action menu icon for a user account you want to edit. Select **Edit**.

The edit form is identical to the new account form, allowing you to modify:

- Assigned roles (add or remove role checkboxes)
- Username
- Linked contact record
- Email address for password resets
- Timezone
- Enabled status

Changes take effect immediately after clicking **Submit**. If you change a user's roles, their access permissions update accordingly the next time they log in or refresh their browser.

Resetting Passwords

When a user forgets their password or needs it reset for security reasons, use the **Send Password Reset** action from the account action menu. This follows the same process as initial password setup – the user receives an email with a time-limited reset link and sets a new password through the web form.

Users can also reset their own passwords by using the 'Forgot password?' link on the login screen, so you typically only need to send password resets when specifically requested.

Deactivating Accounts

When a team member leaves the program or no longer requires CiviCRM access, their account should be deactivated promptly to maintain system security and data protection compliance.

To deactivate an account, locate it in the Manage User Accounts screen, click the action menu icon, and select **Disable**.

Disabled accounts cannot log in, but the account record remains in the system along with its activity history. This preserves audit trails showing which user performed which actions during their time with the program – important for evaluation purposes and GDPR compliance.

To reactivate a disabled account (for example, if someone returns to the program), edit the account and change the Enabled toggle to 'Yes.'

Deleting Accounts

The **Delete** option permanently removes a user account from the system. Account deletion should be used sparingly and only in specific circumstances:

- Accounts created in error before they were ever used
- Test accounts created during system setup
- Duplicate accounts that should never have existed

Do not delete accounts for team members who legitimately used the system but have now left. Use the **Disable** function instead to preserve activity history and audit trails.

Important: Deleting an account does not delete the associated contact record. The person remains as a contact in CiviCRM; only their user account and login credentials are removed.

4.2.3 Managing Batches

CiviCRM Admins can view and manage batches through the **Manage → Manage Batches** interface accessible from the main menu.

Each batch has two identifiers:

- **CiviCRM Batch ID:** An internal identifier (e.g., 'Batch 001', 'Batch 002') only visible in the “Manage Loops” overview.
- **GIZ Batch Number:** A project-specific identifier (e.g., 'GIZ-BT-001') that corresponds to the SME-Loop naming conventions. This is the ID that is displayed in case summaries, filters and search results.

The Manage Batches overview displays all available batches with the following information:

- **CiviCRM Batch ID:** The internal batch identifier
- **GIZ Batch Number:** The project-specific batch identifier
- **Enabled:** Whether the batch is currently active
- **Cases:** Number of cases assigned to this batch
- **Entrepreneurs:** Number of entrepreneur contacts in this batch
- **Trainers:** Names of trainers assigned to this batch
- **Case Coaches:** Names of coaches working with cases in this batch
- **Case Managers:** Names of case managers assigned to cases in this batch

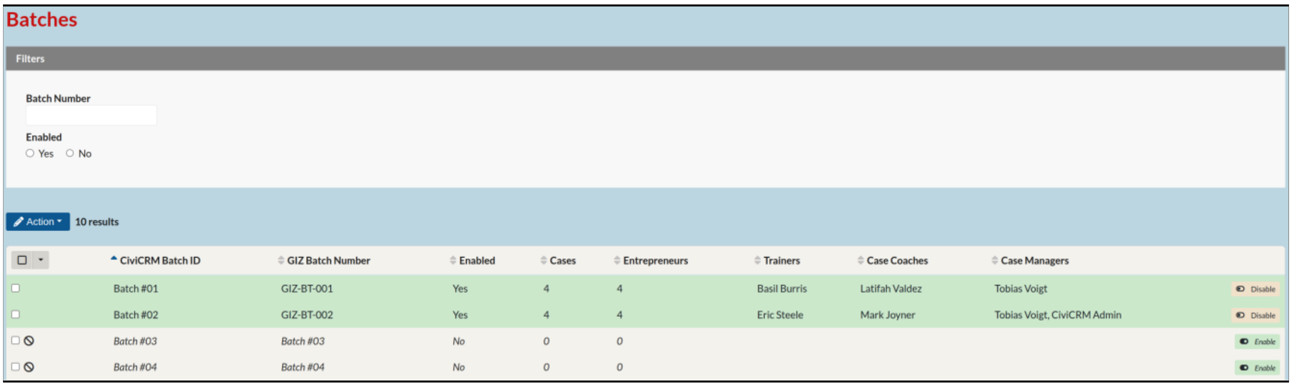


Figure 54: Manage Batches Overview

Pre-Defined Batches

To simplify batch management and prevent configuration errors, the SME Loop CiviCRM system includes 10 pre-defined batches (Batch 001 through Batch 010). These batches exist in the system from the beginning but can be enabled or disabled as needed.

Enabling and Disabling Batches

New programs typically start with only a few batches enabled. As your program scales or launches additional cohorts, you can enable additional batches.

To enable or disable a batch, locate it in the Manage Batches overview and click the appropriate action button. Enabled batches show 'Yes' in the Enabled column and appear in batch selection dropdowns throughout the system. Disabled batches show 'No' and are hidden from most interfaces.

Important: Disabling a batch does not delete cases or contacts. It simply removes the batch from active use and filters it out of batch selection menus. If entrepreneurs are still active in a batch when you disable it, their cases remain assigned to that batch, but the batch becomes less visible in the interface.

Renaming Batches

The GIZ Batch Number field can be customized to match your program's naming conventions. For example, you might rename 'Batch 003' to have the GIZ Batch Number 'GIZ-BT-001'. To rename a batch, edit its GIZ Batch Number field in the Batches interface by directly clicking on it.

4.2.4 Managing Deleted Contacts

When contacts are deleted from the system, they are not permanently removed but instead moved to a 'trash' area where they can be reviewed and restored if needed. This safeguard prevents accidental data loss while maintaining the ability to remove contacts when necessary.

Deleting Contacts

Contacts can be deleted through two pathways:

From Contact Overviews: Select one or more contacts using the checkboxes in any contact overview (All Contacts, Entrepreneurs, Coaches, etc.), then choose 'Delete Contacts' from the Actions menu. The system prompts for confirmation before moving the selected contacts to trash.

From Contact Summary Pages: Each contact summary page includes a 'CiviCRM ID' section displaying the contact's internal system identifier. A **Delete Contact** button appears on the right side of this section. Clicking this button prompts for confirmation before moving the contact to trash.

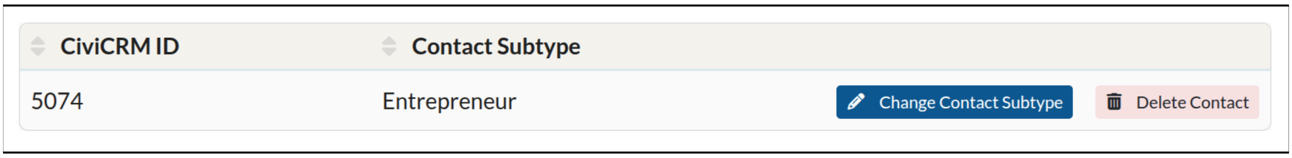


Figure 55: Contact Summary - Delete Contact Button

When a contact is deleted, all related data remains intact and connected to the contact record:

- Cases and case roles
- Event participations
- Relationships (employer-employee, case roles, etc.)

- Activities and communication history
- Custom field data

The contact simply becomes invisible in regular contact overviews and searches. All connections are preserved so that restoration returns the contact to exactly the same state.

Accessing Deleted Contacts

CiviCRM Admins can view all deleted contacts through **Manage → Deleted Contacts** from the main menu. This interface is only accessible to CiviCRM Admins–other roles cannot view or restore deleted contacts.

The Deleted Contacts overview provides:

Filter Options: Search for deleted contacts by Display Name, Contact Type (Individual, Organization, Household), or Contact Subtype (Entrepreneur, Coach, Trainer, SME, etc.).

Contact List: A table displaying all deleted contacts with columns for Contact ID, Sort Name (last name, first name), Contact Type, and Contact Subtype.

Restore Actions: Each contact row includes a **Restore Contact** button for individual restoration. Contacts can also be selected using checkboxes and restored in bulk using the **Restore contacts from trash** button above the table.

Restoring Contacts

When viewing a deleted contact's summary page (accessible by clicking the contact name in the Deleted Contacts overview), the 'CiviCRM ID' section displays a **Restore Contact** button instead of the Delete Contact button.

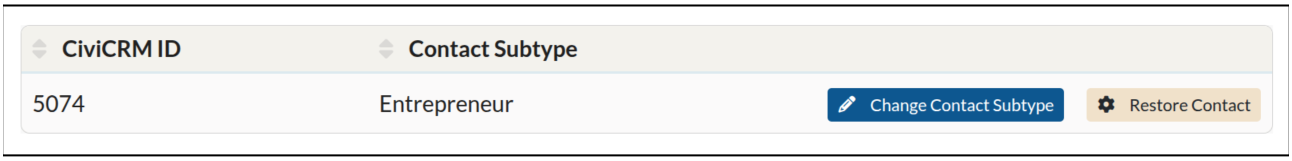


Figure 56: Contact Summary - Restore Contact Button

Clicking **Restore Contact** (either from the overview or the contact summary) prompts for confirmation, then moves the contact back into the active system. The contact immediately reappears in regular contact overviews and searches with all related data intact–cases, participations, relationships, and activities are all automatically reconnected.

Bulk Restoration: Multiple contacts can be selected in the Deleted Contacts overview and restored simultaneously using the **Restore contacts from trash** button. This is useful when cleaning up after accidental bulk deletions.

Permanent Deletion

Contacts in the trash cannot be permanently deleted through the Deleted Contacts interface. They remain in trash indefinitely until the Support Team performs periodic cleanup operations. This safeguard ensures that important data is not lost permanently through user error or hasty decisions.

If a contact truly needs permanent removal from the system, contact the Support Team with the specific contact ID and rationale. Only system administrators with appropriate permissions can perform permanent deletions after verifying that no critical data will be lost.