

WHAT IS BEING SAID ABOUT THE TRUST SUMMIT, AND WHETHER IT IS HOLDING.

A monitoring and evidence desk for the Summit's follow-through.

47

items of coverage collected and classified

23%

of keyword matches were never about this Summit

3

findings that shape the Desk, inside

THINK DELUS · OCTOBER 2026 · PREPARED FOR THE TRUST SUMMIT SECRETARIAT



ILLUSTRATIVE IMAGE

WHAT THIS DECK COVERS

01 What is being said about the Trust Summit, and whether it is holding	03 What Nairobi created	04 A two-year obligation, and no instrument to see it
05 So we ran it on your Summit	06 A quarter of the noise was never about you	07 The loudest voice was the convenors' own
08 Only three voices pressed delivery	09 The desk, one cycle	10 Classification before counting
11 Ten weeks, with the exit stated	12 What the pilot costs	THE SHAPE OF IT One demonstration, 47 items. Three findings. One ten-week pilot to approve.

WHAT NAIROBI CREATED

PARAGRAPH 22

A Coalition on Global Trust

A standing coalition to carry the Declaration’s commitments beyond the room in which they were made.

PARAGRAPH 23

A Nairobi Trust Council

Hosted by Kenya, to follow up and review progress on the commitments themselves.

PARAGRAPH 24

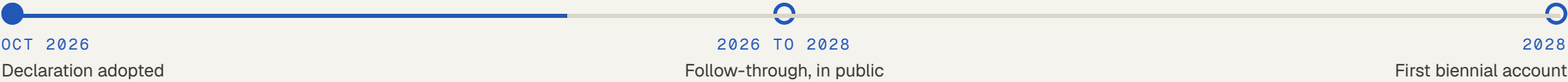
A Global Trust Facility

Championed for establishment by the UN and administered by UNDP, financing trust infrastructure over four years.

PARAGRAPH 25

A Framework for Action

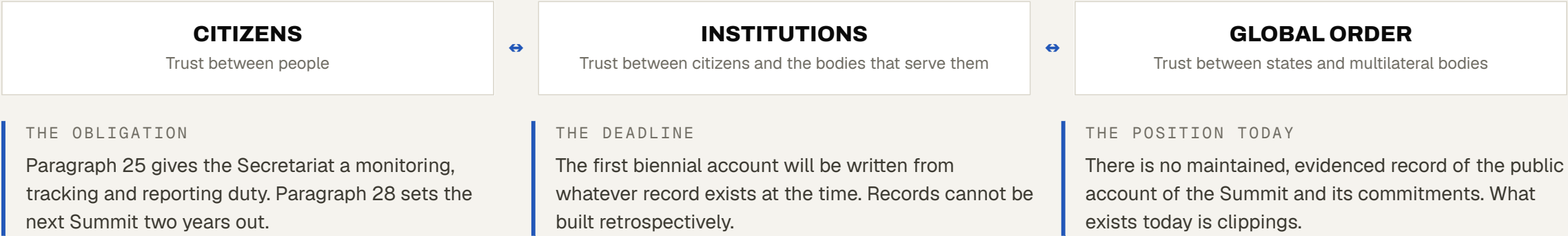
To be developed by the Secretariat, with a mechanism for monitoring, tracking and reporting on progress.



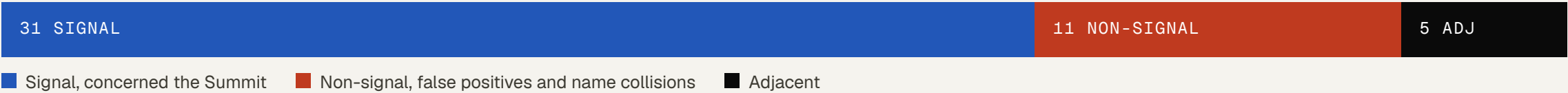
The Declaration named **instruments with defined work**. Instruments need evidence.

A TWO-YEAR OBLIGATION, AND NO INSTRUMENT TO SEE IT

“What is being said about the Summit, by whom, and is it holding?”

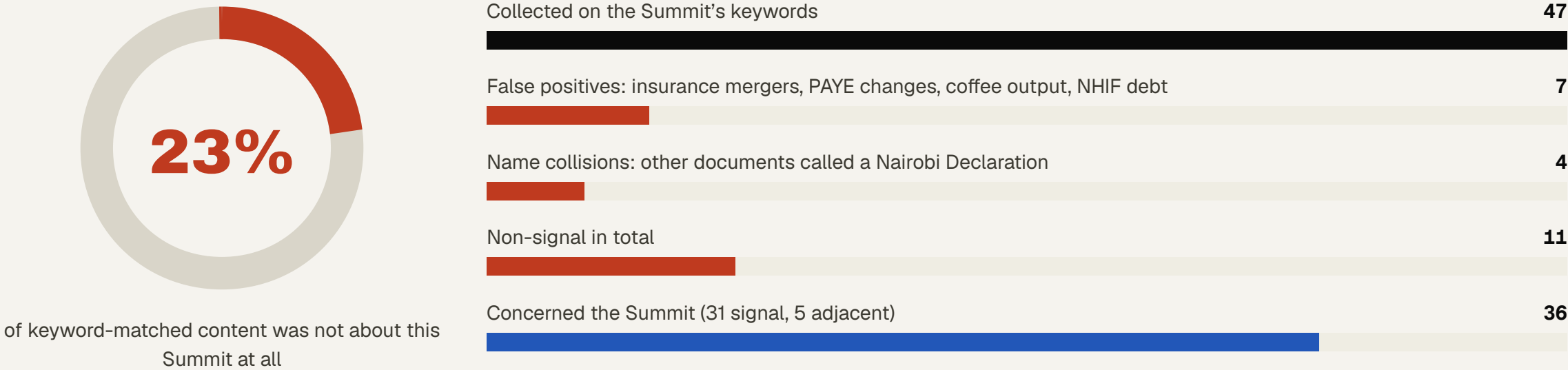


SO WE RAN IT ON YOUR SUMMIT



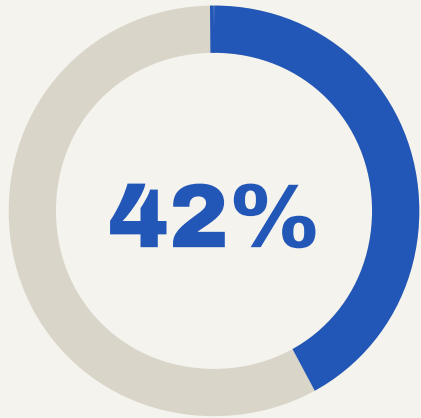
Each item was classified for relevance, frame and tone, and logged in a corpus file with its source, so any figure in this deck can be traced to the item it came from. The largest single source was KBC, with 4 signal items across web, YouTube and Facebook. What follows are the three results that matter.

A QUARTER OF THE NOISE WAS NEVER ABOUT YOU

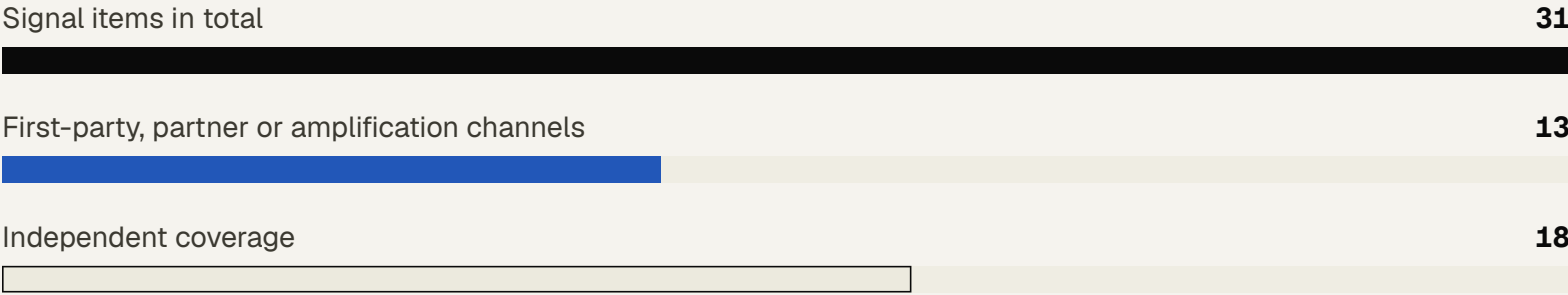


A keyword monitor reports all 47 as your coverage. It overstates the Summit's presence by roughly a quarter, and the error is invisible from inside the report.

THE LOUDEST VOICE WAS THE CONVENORS' OWN



of signal coverage came from the convenors' own machinery



Judged by origin, the Summit’s own properties, government channels, partner organisations and amplification pages supplied the largest single share of its coverage.

Volume overstates support. Judged by origin, independent scrutiny is 18 items, and that is the number a reporting obligation has to answer to.

ONLY THREE VOICES PRESSED DELIVERY

Three items in the entire corpus asked what happens next. They came from the most credible voices in it.

THE EASTLEIGH VOICE, REPORTING THE SUMMIT

“calls out gaps in Kenya’s public accountability”

KICTANET

“trust is not a soft skill”

THE DELIVERY QUESTION

3 of 47

items pressed delivery. The Desk exists so the Secretariat hears those voices first, in context, with the source attached.

These are the lines that will be quoted back if delivery slips. A monitoring desk exists so that the Secretariat hears them first, in context, with the source attached.

THE DESK, ONE CYCLE

SOURCES, MONITORED DAILY

Web news

Kenya and East Africa titles

Broadcast, on the web

Station pages, streams and clips

Official channels

Summit, government and partner properties

Social sources

Where platform access is licensed



THE NARRATIVE INTELLIGENCE DESK

Each item read, de-duplicated and classified against a written rubric: relevance, frame and tone, with its source attached.



PRODUCTS, ON A FIXED CYCLE

Daily alert digest, 07:30 EAT

Risks flagged, with the reason

Weekly brief, Monday 09:00 EAT

Three to five pages, classified by frame

Corpus file

All items, sources and classifications

Monthly frame review

Tested against your reading

One subject: the Summit and its follow-through. [Kenya and East Africa, Monday to Monday.](#)

CLASSIFICATION BEFORE COUNTING



Classified by frame

Coverage is classified by the argument it makes, so a brief shows who is persuading and who is merely publishing.



A written rubric

Relevance, frame and tone are assigned against a written classification rubric that your team may inspect.



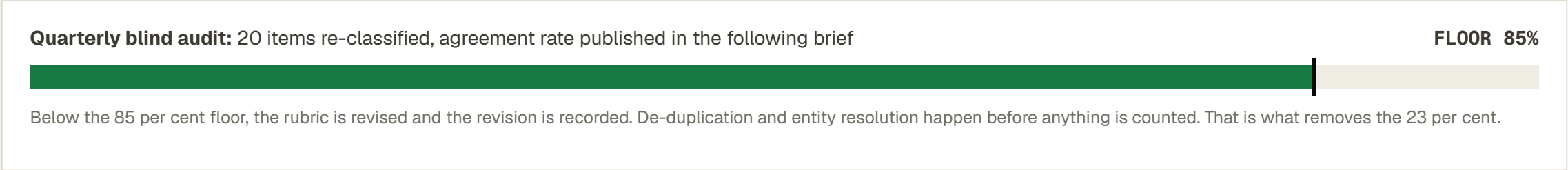
The two-person rule

Any item classed as critical or a reputational risk is checked by a second analyst before it reaches you.

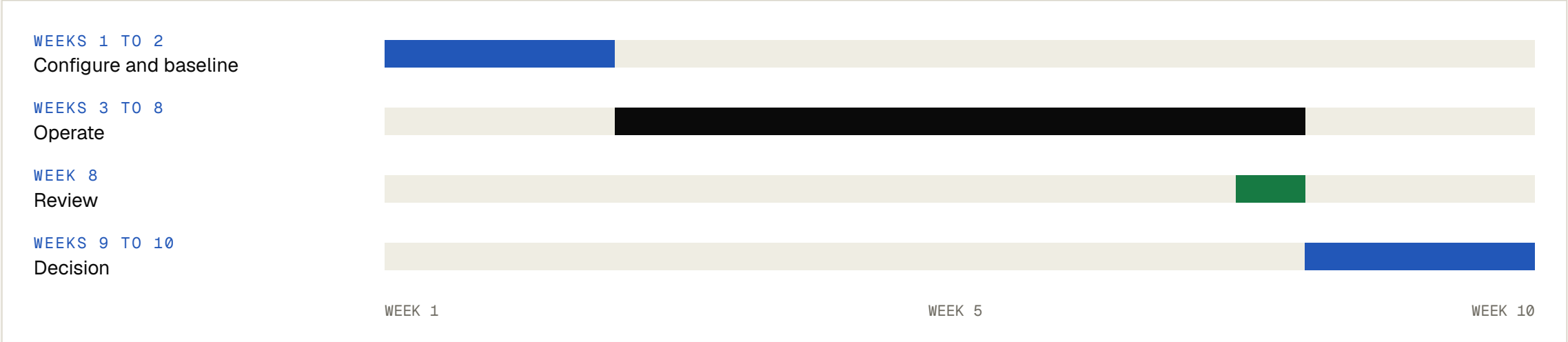


A published audit

Each quarter, 20 items are re-classified blind and the agreement rate is printed.



TEN WEEKS, WITH THE EXIT STATED



- DELIVERABLES
- BASELINE BRIEF
- DAILY DIGESTS
- WEEKLY BRIEFS
- CORPUS FILE
- REVIEW SESSION

The pilot ends at week 10 unless you convert or extend it. There is no automatic rollover.

WHAT THE PILOT COSTS

SETUP AND BASELINE, ONE-OFF

KES 220,000

Configuration, rubric calibration and the baseline brief.

MONTHLY SUBSCRIPTION, DESK TIER

KES 295,000

Daily digests, weekly briefs, corpus file and monthly review.

TEN-WEEK PILOT, TOTAL

KES 900,000

Approximately. Setup plus ten weeks at the monthly rate.

ALL PRICES SUBJECT TO CONFIRMATION ANNUAL CONTRACT, IF CONVERTED: KES 3,540,000

INCLUDED

Daily digests, weekly briefs, corpus file and monthly review. One subject, Kenya and East Africa.

NOT INCLUDED

X and Meta volume data, which needs licensed API access. Broadcast airtime monitoring, extra subjects and extra countries are priced separately.

APPROVE A TEN-WEEK PILOT, AND NAME A START DATE.

That is the only decision this deck asks for. We will bring the baseline brief, built from the Summit's own coverage, to the first meeting.

STEP 01

Approve the pilot

Ten weeks, at the terms on the previous slide.

STEP 02

Name a start date

The pilot clock runs from the date we agree with your team.

STEP 03

First meeting

We bring the baseline brief, built from the Summit's own coverage.

Sammy Lusiola, Commercial Lead, Think Delus · slusiola@thinkdelus.com

NAIROBI