



# DIGITAL READINESS OF SMALLHOLDER FAMILIES IN THE FACE OF COVID-19

## Investments in digital solutions are important for the extension work of the future

During the Coronavirus pandemic, Hanns R. Neumann Stiftung (HRNS) increased the use of digital support to smallholder families in the current project regions Indonesia, Ethiopia, Tanzania, Uganda, Brazil, Honduras and Guatemala. This support happened not only through phone calls. Digital training sessions were conducted, training videos produced, a coffee sustainability classroom went online, dialogue through messenger groups increased, a radio show started and webinars were organized. The overall response from farmer communities to digital solutions was very good. HRNS therefor conducted a survey to find out about the status of digital readiness in the communities. It shows that they are ready for digital trainings and want them. Access to hardware is also good and increasing. With additional investments, digital trainings can be further rolled out efficiently and remaining problems can be tackled.

### Respondents from all countries and age groups rate digital trainings as useful\*

○..... Tanzania .....	○ 1,3	○..... 21-29 .....	○ 1,5
○..... Honduras .....	○ 1,3	○..... 31-40 .....	○ 1,6
○..... Guatemala .....	○ 1,5	○..... < 20 .....	○ 1,7
○..... Ethiopia .....	○ 1,7	○..... 51-60 .....	○ 1,7
○..... Brazil .....	○ 1,8	○..... 41-50 .....	○ 1,8
○..... Indonesia .....	○ 1,9	○..... 61-70 .....	○ 1,8
○..... Uganda .....	○ 2,1	○..... 71-80 .....	○ 1,9

\*1,0 = strongly agree to 5,0 = strongly disagree

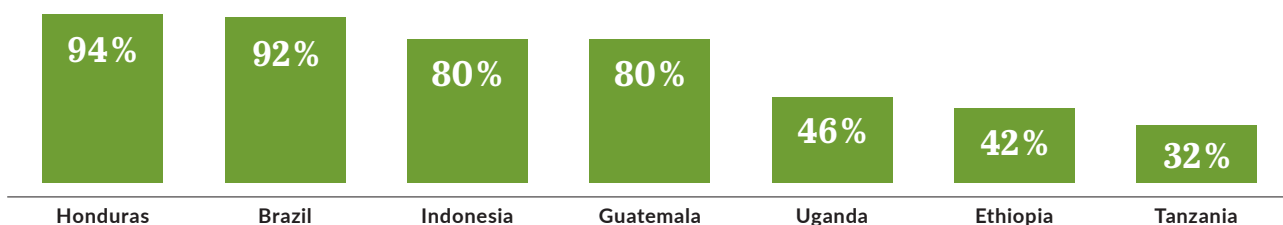
### Digital leapfrogging: Availability of smartphones / (SMS-)Apps for economic activities

Smartphones are more common in Central America and Brazil. In East Africa about 10% of interviewed farmers own a smartphone.

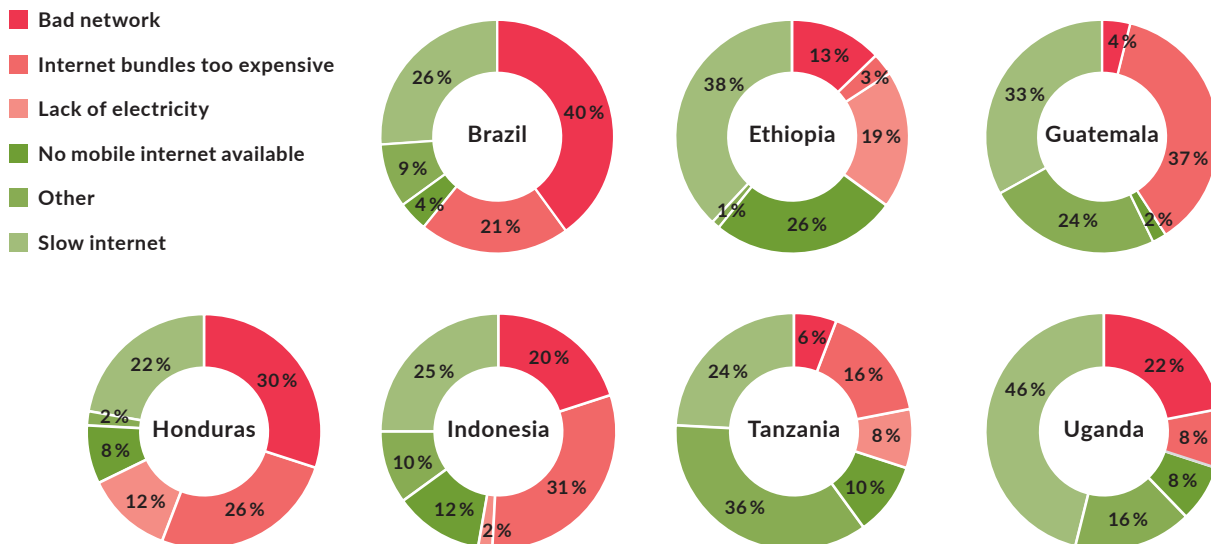
What kind of mobile phone are you using currently?	Brazil	Ethiopia	Guatemala	Honduras	Indonesia	Tanzania	Uganda
Smartphone	75%	10%	51%	62%	53%	10%	12%
Conventional phone with internet access	11%	19%	6%	24%	12%	50%	-
Conventional phone without internet	13%	68%	43%	12%	25%	36%	88%
No mobile phone	-	3%	-	2%	10%	4%	-

### At the household level, access to smartphones is even higher.

Share of households with at least one smartphone:

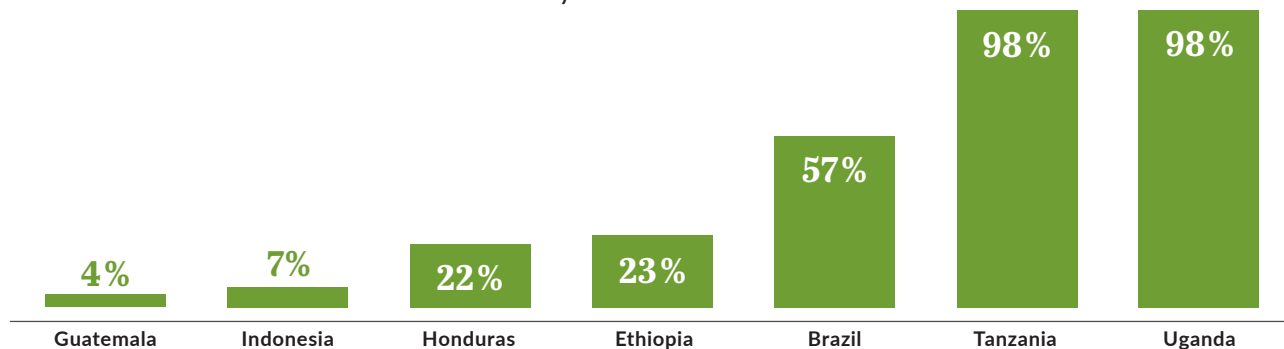


## With devices at hand, remaining problems to internet access vary among regions



## Mobile Money is most common in East Africa.

Share of interviewed farmers with a mobile money account:



HRNS' digital reaction to movement and contact restrictions due to the Coronavirus pandemic showed that the digital readiness of project beneficiaries is high in all countries and throughout all age groups. This is the momentum to increase investments into digital training and support solutions for smallholder families. Continued investment in digital solutions is important for the extension work of the future.

This does not only include the digital connection with farmers. Extensionists equipped with smart devices can utilize digital training methods like videos detailing promoted practices. Such materials need to be developed and databases to be set up. As farmers are indicating their willingness to receive virtual trainings, digital infrastructure also becomes an asset for farmer organizations. HRNS has relevant experiences in collecting and digesting data using tablets in Monitoring and Evaluation (M&E).

Get in touch with us for questions, discussions and further results: [covid19@hrnstiftung.org](mailto:covid19@hrnstiftung.org)



[www.hrnstiftung.org](http://www.hrnstiftung.org)

Hanns R. Neumann Stiftung (HRNS)

Am Sandtorpark 4  
20457 Hamburg, Germany

+49 40 808 112 436

[info@hrnstiftung.org](mailto:info@hrnstiftung.org)



**METHODOLOGY:** 380 interviews in seven countries (Indonesia, Ethiopia, Uganda, Tanzania, Brazil, Guatemala, Honduras) via phone from June 2 to June 12, 2020

Download PDF

