



INITIATIVE ON
Digital Innovation

WP2 – digital inclusion

Webinar Error 404 – farmer not found

November 2024



Error 404:

Farmer not found

Why agricultural information services must consider how smallholders use their phones



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Webinar

21 Nov 2024

on.cgiar.org/3NZ2OvN



Berta Ortiz-Crespo



Jonathan Steinke



Ram Dhulipala



Sulakshana Gupta



Sasha Ofori



Phuong Minh Nguyen

Watch here: <https://www.youtube.com/watch?v=9E-JEQOeafM>

Agenda and participants



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Title	duration	objective	Speaker
Introduction	5 min	Introduction to the webinar and its format	Jonathan Steinke
Presentation: error 404, farmer not found	10 min	Presentation of the working paper, main insights and conclusions	Berta Ortiz-Crespo
Panel discussion	30 min	Discuss different aspects of the working paper with experts from different fields	Jonathan Steinke Ram Dhulipala (ILRI) Sulakshana Gupta (Viamo) Sasha Ofori (YUX) Phoung Minh Ngunyen (Alliance)
Q&A	10 min	Questions from the audience to the presenters and panelists	everyone

Attendee report

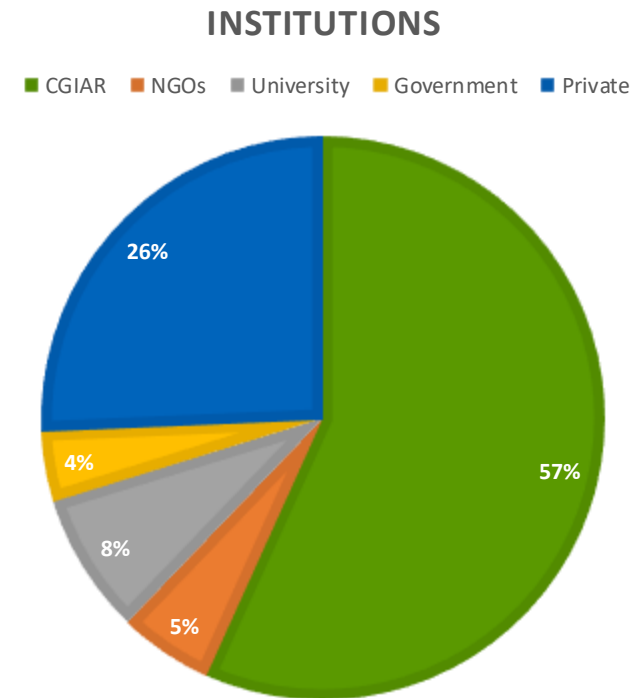


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Attended: 122/223

Average time in webinar: 46 min

Attendance breakdown:





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***Webinar:
Error 404, farmer not found:
why agricultural information
services must
consider how smallholders use
their phones***

21.11.2024

Jonathan Steinke
Berta Ortiz Crespo

Background



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High penetration of phones BUT Low adoption of agricultural mobile-phone services (Only 10% of all the potential users of are active users)

Why is it so difficult to effectively reach farmers on their phones?

- Usage is poorly understood. What are the behaviours and attitudes of farmers?



Photo by: Mercycorps

Behavioral challenges

1. Why does information not reach farmers?

Reluctancy to pick up calls or read SMS, inability to receive targeted advice due to phone sharing habits, frequent change of SIM cards.

2. Why is information not accessible when needed?

Inability to carry phones to the field, information deleted to free memory on the phone.

3. Why is information not acted upon?

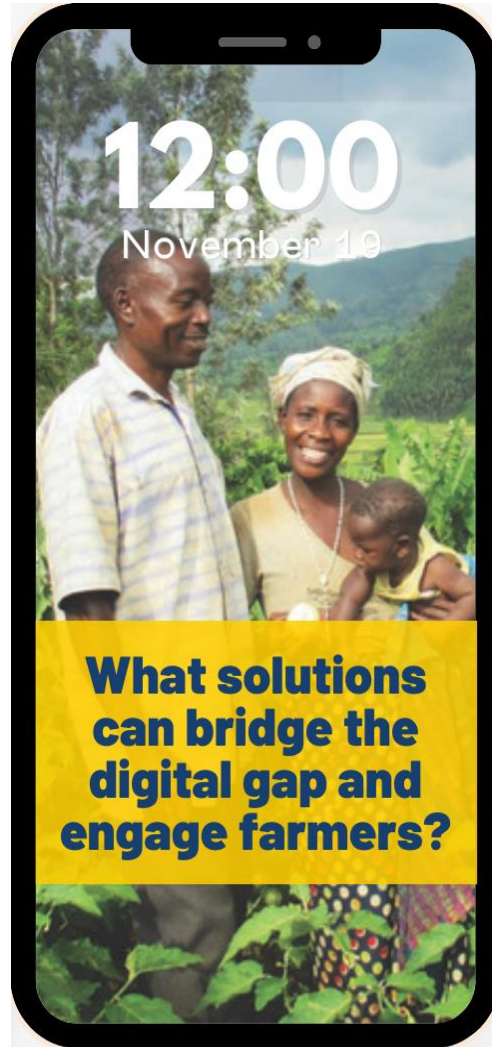
Information difficult to understand information, lack of trust



Mitigation strategies



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- In-depth user research: design solutions aligned with users contexts and habits
- Diversify user experience: Use multiple channels for the same information
- Continuous iteration: gather constantly user feedback and keep on improving your solutions
- Integrate non-digital delivery: combine your digital channels with non-digital ones

Discover more by reading the publication!



Authors: Steinke, J.; Ortiz Crespo, B.; Bunn, C.; Van Etten, J.; Jimenez, D.; Le, T.T.; Manners, R.; Muller, A.; Nguyen, P.M.; Ogunsamni, T.; Schumann, C.; Simiyu, M.; Sotelo, S.; Talsma, T.; Zapata, E.



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