



"A computer for every student" initiative connects people and companies that have unutilized smart devices with families who need them for remote studying during the crisis.

The problem

Due to the coronavirus outbreak, starting from March 16, all 153 000 school students in Estonia had to switch to remote learning, with just a 4-day notice.

Even though the country is known for its e-solutions, there are families who either don't have any computer or need to share a device between several children or together with a parent who works from home during the lockdown. On March 15, "A computer for every student" Facebook group was created and attracted 2000+ members in just a few days, most of whom were people and families in need.

The idea

Many homes and offices in Estonia have loads of computers and other smart devices that are in good condition but being unused. These devices can be of great help to children from disadvantaged or large families, and help them continue studying during the lockdown and even after the emergency situation.

There was a need for a credible initiative that would motivate local companies and citizens to donate their unused devices and connect them to the families in need.

The solution

In just one day, a team of volunteers created a simple landing page where companies could inform us about the devices they wanted to donate or lend. Bright illustrations with friendly smart device characters stand out in the social media feed and carry the idea of the initiative – your old computer or smart device can become someone's new friend.

We worked together with the local authorities, schools and Estonian Union for Child Welfare – they informed us about the families who needed the devices. In cooperation with Ellex Raidla law firm, we created contract templates that made lending devices faster and more secure. Thanks to telecommunication companies Telia and Tele2, more than 200 families also got an active internet connection.

Another international NGO "Every student online" was inspired by the Estonian initiative, and is exchanging smart devices in Italy these days.

Results (March–June 2020)

1600+ families

received devices for remote studying

3000+ members

in the Facebook group in the first week

400 000+ people

informed about the initiative (estimated media coverage and social media reach)

120+ mentions

in Estonian media (TV, web, radio, print)