

Example Focus Group Discussion (FGD) Session Plan

FOCUS GROUP DISCUSSION WITH LEAD FIRMS TO ASSESS MARKET-BASED SOLUTIONS

Time: 3 hours 15 minutes

Steps	Time	Materials
<p>Step 1: Ice-Break After having greeted the participants, the facilitator asks them to: a) interview the person next to them (someone they don't know) in order to find out their name, profession, professional activities, and something unique about their experiences, and: 2) present the participant they interviewed to the rest of the group.</p>	15mn	Put the key points of the interview on flip chart.
<p>Step 2 Program The facilitator presents the program to participants indicating the major points in the day</p>	5mn	Flip chart on the wall.
<p>Step 3. Context of the workshop A representative of the team makes a short presentation to situate the workshop within the Program strategy.</p>	5 mn	PPT presentation that outlines the activity
<p>Step 4: Presentation of goals The facilitator describes the work done by the field team up to present (number of interviews conducted, VC participants interviewed, etc.) He/she then presents the goals of the FGD:</p> <ol style="list-style-type: none"> Participants will validate information collected related to the challenges they face in providing the targeted market-based solution [<i>training and extension for example</i>] to farmers they source from or sell to in the _____ value chain. Participants will propose initiatives they can undertake to address these challenges as and suggest how the Project can support them in the implementation of those initiatives 	5 mn	PPT or flipchart
<p>Step 5: Discussions of targeted market-based solution(s):</p> <p><u>1) Validation of proposed market-based solution and related value chain constraint</u> The facilitator presents a description of the targeted market-based solution [<i>provision of training and extension to potato farmers, for example</i>] and the value chain constraints that the solution addresses. He/she asks participants to validate.</p> <p><u>2) Validation of challenges facing LFs in providing the targeted market-based solution to producers</u> The facilitator presents the first challenge that LFs face in providing the targeted market-based solution and asks participants to validate.</p> <p><u>3) Identification of initiatives that LFs can undertake to address these challenges</u> After validating the first challenge the facilitator explains the goal now is to identify interventions and initiatives that the LFs could undertake to address these challenges either individually or as a “cross-company” activity.</p>	2h30	PP (or flip chart) presentations of: <ul style="list-style-type: none"> - value chain constraint - proposed market-based solution - challenges that LFs face in providing the market-based solution

<p><u>4) Identification of project facilitation activities to support LF interventions/ initiatives</u></p> <p>The facilitator then asks participants to suggest ways that the project could support LFs in implementing their proposed initiatives.</p> <p>He/she explains that: 1) the project can provide strategic technical support and cost share but it is the LFs that need to take full responsibility for the initiatives, and; 2) financial support cannot pay for LF personnel, fixed assets, or recurring operating costs – but should support investments in non-recurrent costs such as capacity building, research, and pilot activities.</p> <p>While the facilitator is managing the discussion, the co-facilitators document the participants’ responses and then present the responses to the participants for review and validation.</p> <p>The facilitator continues this way, one constraint at a time.</p>		Flip chart or PPT
<p><u>Step 6:</u></p> <p>The facilitator reviews the proposed LF interventions as well as proposed program facilitation activities to support those interventions, and explains that after the FGD the Project will review the results internally and propose next steps.</p> <p><i>[Follow-up might also entail the distribution of an “Invitation for Applications” (IFA) to individual LFs for them to propose more detailed, company specific initiatives that they wish to undertake. Much of the follow-up will depend on the particular context that the Facilitator is working in]</i></p> <p>The facilitator explains that the Project will count on their continued support and will do everything possible to make their suggestions a reality.</p> <p>He/she reviews the goals of the workshop and then thanks everyone for their participation.</p>	15 mn	Present on PowerPoint