


| | | |
|-----------------|--|--|
| Subject: | ORGAPET Annex A4-12: Stakeholder recruitment questionnaire |  |
| Author: | Anna Häring University of Applied Sciences Eberswalde, DE Daniela Vairo DIIIGA, Polytechnic University of Marche, Ancona, IT | SPECIFIC SUPPORT ACTION PROJECT: EUROPEAN ACTION PLAN OF ORGANIC FOOD AND FARMING FP 6 - 006501 |

Extract from:

Häring, A M. and Vairo, D. (2004): Multi-stakeholder integration in the Identification of a new Organic Farming Policy: National SWOT analysis and policy instrument development workshop. Workshop manual, EU-CEE-OFP.

Selection criteria for participants

General

All participants should have an understanding of an involvement in one of the following fields:

- OF policy
- Agricultural policy
- Rural development policy
- Environmental policy
- Agro-industrial policy
- Certification policy
- Food safety policy
- Extension policy
- R & D policy
- Consumer/communication policy

They should recognize the necessity to identify how the complementary development of organic farming (OF) can be fostered through policy design and innovation in order to ensure further growth in OF.

One of the specific objectives of this workshop is, in fact, to develop recommendations for improving the prospects for OF growth in CEE and EU states in view of the CAP Reform 2003 policy framework. Participants should arrive to an agreement on it.

In Appendix 7.2 ("Recruitment questionnaire") criteria for selecting participants are explained. In order to recruit participants, "Participant profile" Appendix 7.3 should be compiled by partners/subcontractors.

Finally, to have a general overview of all participants, the document "Overview of participants" Appendix 7.4 should be filled in and handed to participants at the beginning of the workshop.

The workshop has 8 to 14 participants, coming from four groups:

- Policy makers
- Organic sector representatives
- Other non organic sector representatives
- Third parties

Each group has at least two participants. The profile of the four groups is as follows.

Policy makers

The participants belonging to the policy makers should have at least some active involvement in local policy development or implementation. Application of the pluriformity criterium could mean that there is some spread in the various sectors of government:

- Agricultural
- Environmental
- Economic
- Regional development.

Organic sector representatives

The organic sector representatives' expertises to be selected should be familiar with the local or regional conditions of organic farming. Expertises have an operational, practical meaning here. Given the pluriformity criterium, this group should be constituted so as to cover the organic farming sector, as much as possible:

- Farmers
- Certification bodies
- Agro business representatives (processors, marketing, distribution).

Other non organic sector representatives

Participants in the other non organic sector representatives should have primarily involvement in the subject of the workshop from a non-organic perspective. Pluriformity could mean here, that participants are active in different fields of the non organic sector:

- General farmer unions
- Environmental protection agencies
- Consumer organisations

Third parties

Participants belonging to the third parties should be selected so that the group has a pluriform constitution.

- Advisors
- Academics
- Other experts (journalists, consultants, ...).

Appendix 7.2: Recruitment questionnaire

In the following guidelines for the selection of participants to the national workshop are presented. The number of participants should be between 8 and 14. From 2 to 4 of each of the following groups:

1. Policy makers (PM):

- Agricultural (AG)
- Environmental (EN)
- Economic (EC)
- Regional development (RD)

2. Organic sector representatives (OR):

- Farmers (FA)
- Certification bodies (CB)
- Agro business representatives (processors, marketing, distribution) (AB)

3. Other non organic sector representatives (NGO):

- General farmer unions (GFU)
- Environmental protection agencies (EPA)
- Consumer organisations (CO)

4. Third parties (TP):

- Advisors (AD)
- Academics (AC)
- Other experts (journalists, consultants, ...) (OE)

Each group is represented at *minimum by 2 participants* in each workshop. However:

- not more than one representative of each organisation
- not more than one academic
- the group “organic sector representatives” should contribute at least one participant per sub-group (farmers, certification bodies, agro business representatives).

In the following some examples of **acceptable group compositions** are reported:

| GROUPS | A | B | C | D | E |
|---------------|----------|----------|----------|----------|----------|
| 1. PM | 2 | 2 | 2 | 3 | 3 |
| 2. OR | 2 | 2 | 4 | 3 | 4 |
| 3. NGO | 2 | 4 | 4 | 3 | 4 |
| 4. TP | 2 | 4 | 4 | 3 | 2 |
| Total | 8 | 12 | 14 | 12 | 13 |

The following combinations are NOT OK:

| GROUPS | A | B | C |
|--------|----|----|---|
| 1. PM | 1 | 4 | 1 |
| 2. OR | 4 | 4 | 2 |
| 3. NGO | 4 | 4 | 2 |
| 4. TP | 2 | 4 | 2 |
| Total | 11 | 16 | 7 |

“A” is NOT OK for one group (PM) which falls below the minimum. The “B” and “C” combinations are NOT OK: they respectively exceed the maximum or fall below the minimum number of participants.

In order to ensure that the number of participants will not fall below the minimum requirements (8), organiser of a national workshop are advised to invite 14 participants.

Participants should be contacted in advance as to be able to select replacement, if initially selected/contacted participants are not able to attend.

A quick evaluation of competence level can be obtained by using the tool you can find in the **ID sheet**: only people with a total **score greater than 27** should be involved.

Appendix 7.2: Participant profile (ID sheet)

Partners should fill in the following sheet concerning background and experience of participants when addressing them by phone.

Name :

Address :

Profession :

Organization :

Short Curriculum vitae

19.. :

19..-19.. :

19..-19.. :

19..-19.. :

20..- :

Educational background:

Main fields of expertise:

a. Please select experts MAIN field of experience (CHECK ONLY 1 BOX!!!)

| | |
|-------------------------------|--------------------------|
| OF policy | <input type="checkbox"/> |
| Agricultural policy | <input type="checkbox"/> |
| Rural development policy | <input type="checkbox"/> |
| Environmental policy | <input type="checkbox"/> |
| Agro-industrial policy | <input type="checkbox"/> |
| Certification policy | <input type="checkbox"/> |
| Food safety policy | <input type="checkbox"/> |
| Extension policy | <input type="checkbox"/> |
| R & D policy | <input type="checkbox"/> |
| Consumer/communication policy | <input type="checkbox"/> |

b. Please rate participant's expertise in the following fields:

| | <i>Very low</i> | <i>Low</i> | <i>Medium</i> | <i>High</i> | <i>Very high</i> |
|------------------------------------|---------------------|------------|---------------|-------------|----------------------|
| OF policy | 1 | 2 | 3 | 4 | 5 |
| Agricultural policy | 1 | 2 | 3 | 4 | 5 |
| Rural development policy | 1 | 2 | 3 | 4 | 5 |
| Environmental policy | 1 | 2 | 3 | 4 | 5 |
| Agro-industrial policy | 1 | 2 | 3 | 4 | 5 |
| Certification policy | 1 | 2 | 3 | 4 | 5 |
| Food safety policy | 1 | 2 | 3 | 4 | 5 |
| Extension policy | 1 | 2 | 3 | 4 | 5 |
| R & D policy | 1 | 2 | 3 | 4 | 5 |
| Consumer/communication policy | 1 | 2 | 3 | 4 | 5 |
| What is the level of your English? | 1 | 2 | 3 | 4 | 5 |

c. Please answer the following questions:

| | | | | | |
|---|------------------|---|---|---|------------------|
| | <i>1 or less</i> | | | | <i>5 or more</i> |
| How many times has this expert participated in a brainstorming session? | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|--|---------------------------|-----------------|-----------------------------------|--------------|------------------------|
| | <i>I totally disagree</i> | <i>disagree</i> | <i>Neither agree nor disagree</i> | <i>agree</i> | <i>I totally agree</i> |
| During a discussion, does the expert prefer to listen or to communicate his/her point of view? | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|--|------------------|---|---|---|------------------|
| | <i>1 or less</i> | | | | <i>5 or more</i> |
| How many years of experience does this participant have in his/her sector? | 1 | 2 | 3 | 4 | 5 |

Appendix 7.2: Overview of participants

| (alphabetical) [name] | [role group ¹] | [code ²] |
|----------------------------|----------------------------|----------------------|
| 1. ... | ... | ... |
| 2. ... | ... | ... |
| 3. ... | ... | ... |
| 4. ... | ... | ... |
| 5. ... | ... | ... |
| 6. ... | ... | ... |
| 7. ... | ... | ... |
| 8. ... | ... | ... |
| 9. ... | ... | ... |
| 10. ... | ... | ... |
| 11. ... | ... | ... |
| 12. ... | ... | ... |
| 13. ... | ... | ... |
| 14. ... | ... | ... |

¹ PM = Policy Makers. OR = Organic sector representatives. NGO = Non organic sector representatives. TP = Third Parties

² Each participant has a specific code, for which the following system may be used:

- for **PM** group the following sub-groups codes should be used: Agricultural (AG), Environmental (EN), Economic (EC), Regional development (RD)
- for **OR** group the following sub-groups codes should be used: Farmers (FA), Certification bodies (CB), Agro business representatives (processors, marketing, distribution) (AB)
- for **NGO** group the following sub-groups codes should be used: General farmer unions (GFU), Environmental protection agencies (EPA), Consumer organisations (CO)
- for **TP** group the following sub-groups codes should be used: Advisors (AD), Academics (AC), Other experts (journalists, consultants, ...) (OE)