Business Support Training for the Biofuel Sector Training Program

Practical Research and Interview Skills:

I: Introduction

Learning objectives

- To identify and classify stakeholders according to interest/level of engagement with the business

- Prepare and implement all the steps of an interview with a stakeholder

- Understand effective interviewing processes and methodologies and the practical skills required to apply them

- Demonstrate how to consolidate information to add value to the final report based on the research and interview processes

Expected outcomes

On completion of this session you will be able to:

- Conduct an interview to solicit information

- Gather and analyse information and data to produce a finding report

Contents

- **The research process**
  - Non-documented and documented evidence:
    - Sourcing
    - Differentiating
    - Assessing

- **The interview process**
  - Planning
  - Conducting the interview
  - Reporting
  - Follow up

- **Monitoring and evaluation**

ACP Context

Objectively analyse biofuel case studies implemented to produce bioenergy from non-food sources

Biofuel Supply Chain
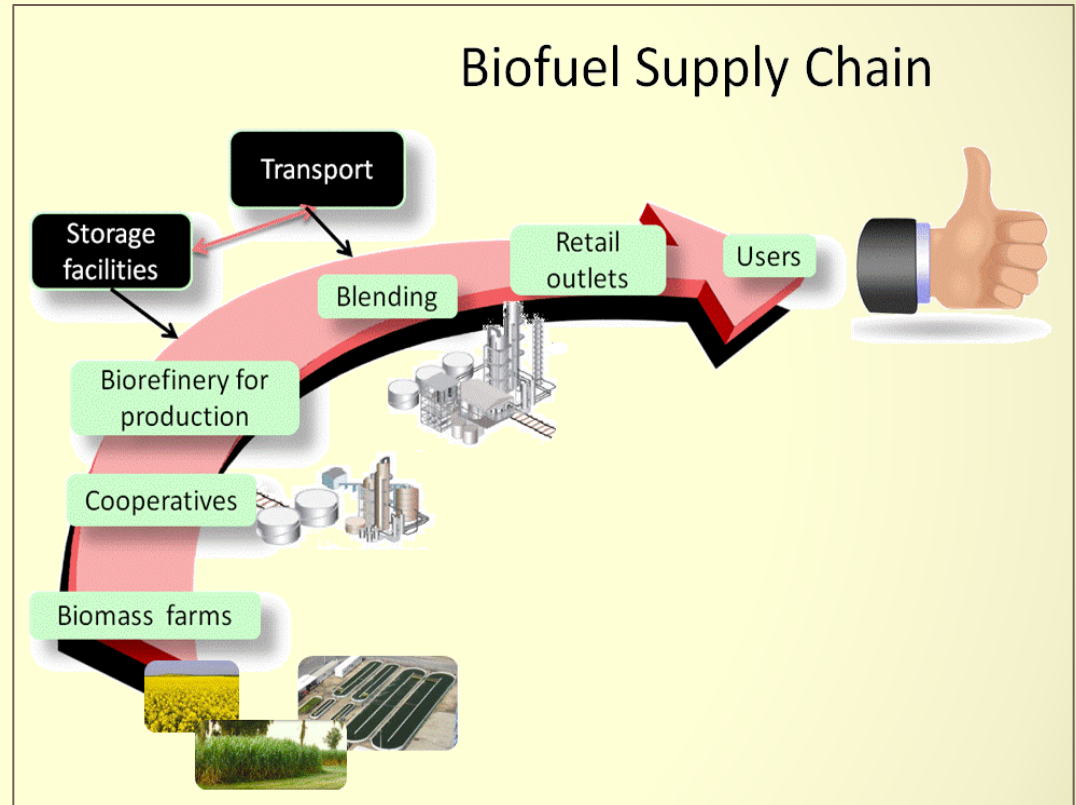
ACP Context

- Why do projects fail?
- What are the critical success factors for the implementation of bioenergy projects?
- What are the change motors for innovation projects such as bioenergy projects

Purpose of Research and Interviews

- To assess a case study we need to objectively analyse data and research and interviews are valuable tools that can help in achieving it

- Good practice requires documented evidence to 'measure' and confirm data and claims made

Overall process

Identification of case studies

Background research
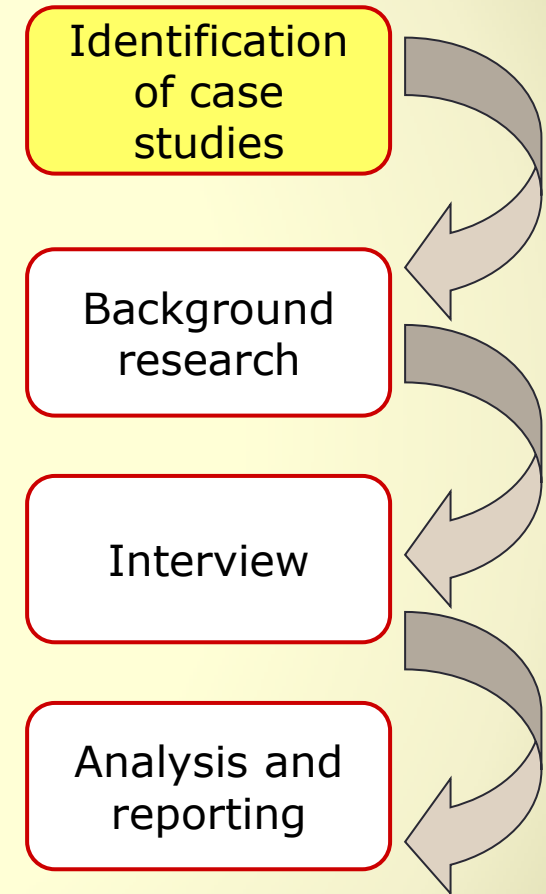
Interview

Analysis and reporting
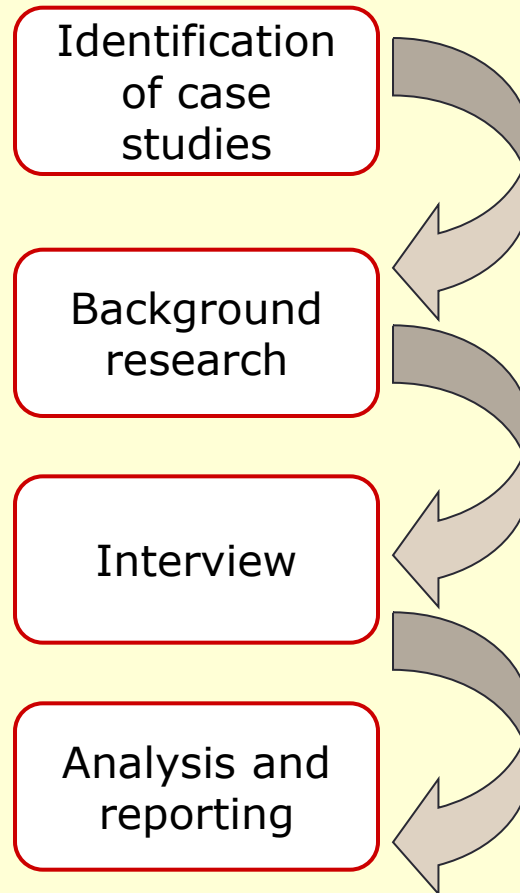
Case study identification

Select case studies to demonstrate:

- A variety of technologies
- A variety of locations
- A variety of business models
- Social upliftment as well as commercial focus
- Successful and less successful implementation

Identification of case studies

Background research

Interview

Analysis and reporting

Background information

- Comprehensive background research must precede the interview

- Establish who the project owner is

- Request available documentation from the project owner

- Allow enough time for the process

Identification of case studies

Background research

Interview

Analysis and reporting
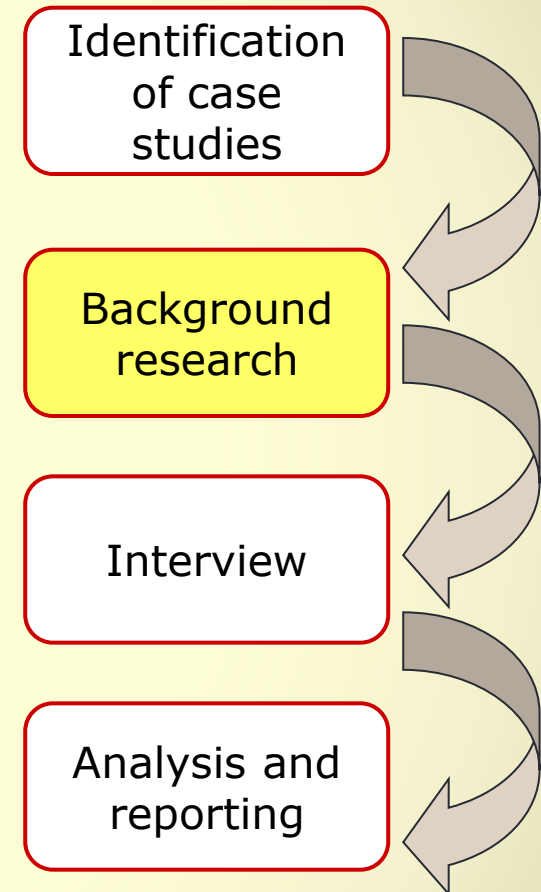
Documented and Non-documented evidence

- Documented evidence implies that findings and assumptions can be based on the documentation provided

- Non-documented evidence is difficult to measure

- If a claim is not documented, it can still be assessed but requires skilled interviewing and interpretation

Overview of the research process

- Background research is essential whether or not confirming interviews will be conducted

- Typical resources of research material

  - Internet Research

  - Articles/Reports

  - Academic Papers

  - Stakeholders not currently involved in the project

  - Information supplied by prospective interviewees

- Relevance of material (timelines) must be considered. How far back is relevant?