

## NOTE TO PARTNERS ON THE DELPHI APPROACH

The purpose of this note is to provide some information to partners who will be conducting the Delphi this fall. Attached is a sample questionnaire based on the products and scenarios for Morocco.<sup>1</sup> You should view it as an example only and not something you are bound to follow. In designing this questionnaire, we have drawn lessons from the previous Delphi experience in Morocco. But again you are free to design the procedure you believe will work best in your situation.

The following points are relevant to considering the content of the attached example:

- 1) In the previous round of obtaining expert opinion in Morocco, we used both the Delphi and a meeting of experts. We found both to be useful. However, from a cost and logistics perspective, it is difficult to do both. So we decided to use a combined approach. In that approach, we will bring the experts all to a central place for a day.<sup>2</sup> The schedule for the day will be something like the following:
  - a. 9:00am – first Delphi round
  - b. 9:45am – seminar presentation of EU fruit and vegetable production with coffee served during the seminar (could be any topic that would not bias their second round results)
  - c. 11:30 – second Delphi round
  - d. 12:15 – lunch
  - e. 2:00 – presentation of Delphi results
  - f. 2:30 – open discussion
  - g. 3:30 – coffee break
  - h. 4:00 – continuation of discussion
  - i. 5:00 – end of meeting

This approach requires that the data entry and feedback preparation be done during the seminar and at lunch. We chose to have a seminar so the participants could not discuss among themselves the first round. That is also why coffee is served during the seminar. Samir cautions us to understand fully that this timeline to prepare the second round is very tight. If you take this approach, you must have adequate resources on hand to achieve the quick turn-around.

- 2) We learned from the previous round that the questionnaire was too long and too complicated. We had before asked them how much they thought production could be increased and then how much exports could be

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<sup>1</sup> This is not necessarily what will be done in Morocco. We simply use the Morocco case as an example.

<sup>2</sup> This approach will only work if the number of experts you have is relatively small. Logistically, it would probably be difficult if your expert panel is larger than 30.

increased. That simply did not work well. This time we decided to simply ask them how much they think exports to the EU could increase by 2015 under partial and total liberalization. This requires the participants to think through for themselves potential production increase, potential total export increases, potential competition, etc. But we only ask them to give us the actual number we need – potential export increases to the EU. This makes the questionnaire much simpler; yet hopefully gets us to the results we need.

- 3) Finally, we choose to indicate to the experts in the instructions that if they do not feel qualified to answer the question to leave it blank and go on to the next question. Another approach commonly used is to ask the experts to provide the level of confidence they have in their response (often on a scale of 1-5). Then one does not use for round two feedback, the answers that indicated a level of confidence of 1 or 2. Feel free to use whatever approach you think will work best for you.

Once you have the scenario definitions for your country and product list, you should proceed with elaborating the questionnaire and testing it on people who will not be in your final expert panel.