TEMPLATE – FOCUS GROUP ON CO-PRODUCTION INVESTIGATION

This resource provides a skeleton to organize a focus group to investigate the co-production practices in a given organization. It addresses a series of questions about previous or current collaboration practices, the dynamics of collaboration (timeline, people, tools, communication channels), current KPIs, critical aspects and desiderata.

INTERLINK

HOW TO USE THIS TEMPLATE

This template can be used to prepare a presentation to facilitate a focus group investigating the current and desired practices of co-production within an organization.

1 Set the research plan of the Focus Group

Follow the steps in the Guidelines for Focus Groups to define the main objective, themes and organizational details for the Focus Group

2 Customise the following slides according to your project goals

The slides can be used to pace the discussion during the focus group, helping the participants understand which are the investigated themes and how the finding will be used

3 Prepare a collaborative space and complementary material to be used during the meeting

Focus groups are more productive when participants contribute to a practical task (e.g., filling in post-its with position statements, completing canvases, composing scenarios, reordering thematic cards). Whether the focus group is organized in presence or online, a collaborative space should be prepared to host participants' contributions

HOW TO MODERATE THE DISCUSSION

For each theme / question to investigate

- show additional detailed sub-questions that explain what it is intended

- allow some time (few minutes) for reflection

- encourage everyone to contribute with their opinions

How to collect responses?

- In physical meetings, prepare paper posters or appropriate surfaces where to collect post-its. You can print out the slides with the questions for this purpose.

- For remote meetings, you can use online tools such as: Google Jamboard, Miro, Mural

EXAMPLE

How is multi-party collaboration normally managed?

- Which communication channels are used?
- Which other digital tools are used to support collaboration?

communication mainly via telephone

documents exchange via email

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INDICATIVE SCHEDULE FOR THE FOCUS GROUP

Introduction (Context of focus group, objectives, presentation of participants)	15 mins.
Question 1: Which recent projects involved co-creation or co-delivery of services?	10 mins.
Question 2: Which project is a particularly interesting use case?	5 mins.
Question 3: Which stakeholders are usually involved in multi-party projects in your organization?	10 mins.
Question 4: Can you reconstruct the different phases of the process?	30 mins.
Question 5: How is multi-party collaboration normally managed?	10 mins.
Question 6: Which are the current major barriers to collaboration?	10 mins.
Question 7: Can you envisage desiderata for effective co-production?	10 mins.
Question 8: Which are current key performance indicators for service (co-)production?	10 mins.
Summary and next steps	10 mins.

Total 120 mins.

Template for the slides to facilitate the meeting

CO-PRODUCTION INVESTIGATION

FOCUS GROUP

<Place>, <Date dd/mm/yyyy>

< YOUR LOGO >

AGENDA OF THE FOCUS GROUP

1 | Context   - Explanation of the context of this meeting

2 | Objectives   - Presentation of main objectives of the focus group

3 | Participants   - Round of participants' self-presentation
        Signing of consent forms

4 | Discussion   - Exploration of themes/questions
        Everybody records their ideas on post-its
        ~10 minutes for each question

5 | Summary   - Summary of what has emerged

6 | Next steps   - What comes after this focus group

< One or two slides presenting the wider context of research for the focus group >
- presentation of the project
- workplan of the project
- which phase of the project provides the context for this focus group

Let's explore challenges and opportunities for co-production in your organization

1 **Understand previous and current collaboration practices in your organization**

2 **Uncover the dynamics of collaboration (timeline, people, tools, communication channels)**

3 **Collect critical aspects and desiderata**

4 **Identify the baseline key performance indicators (KPIs) of current practices**

Let's know each other

Provide your consent to data collection by signing the consent forms

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(timeline, people, tools, communication channels)

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Question 1:
Which recent projects involved co-creation or co-delivery of services?

- collaborations between different units of your organization
- collaborations between PAs and external stakeholders
- involvement of citizens as informers or contributors
- existing projects where collaboration is expected in future activities

Question 2:
Which project is a particularly interesting use case?

it is interesting because

- it has been successful
- or it clearly indicates the need of improvements in collaboration

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(timeline, people, tools, communication channels)

3 Collect critical aspects and desiderata

4 Identify the baseline key performance indicators (KPIs) of current practices

Question 3:
Which stakeholders are usually involved in multi-party projects in your organization?
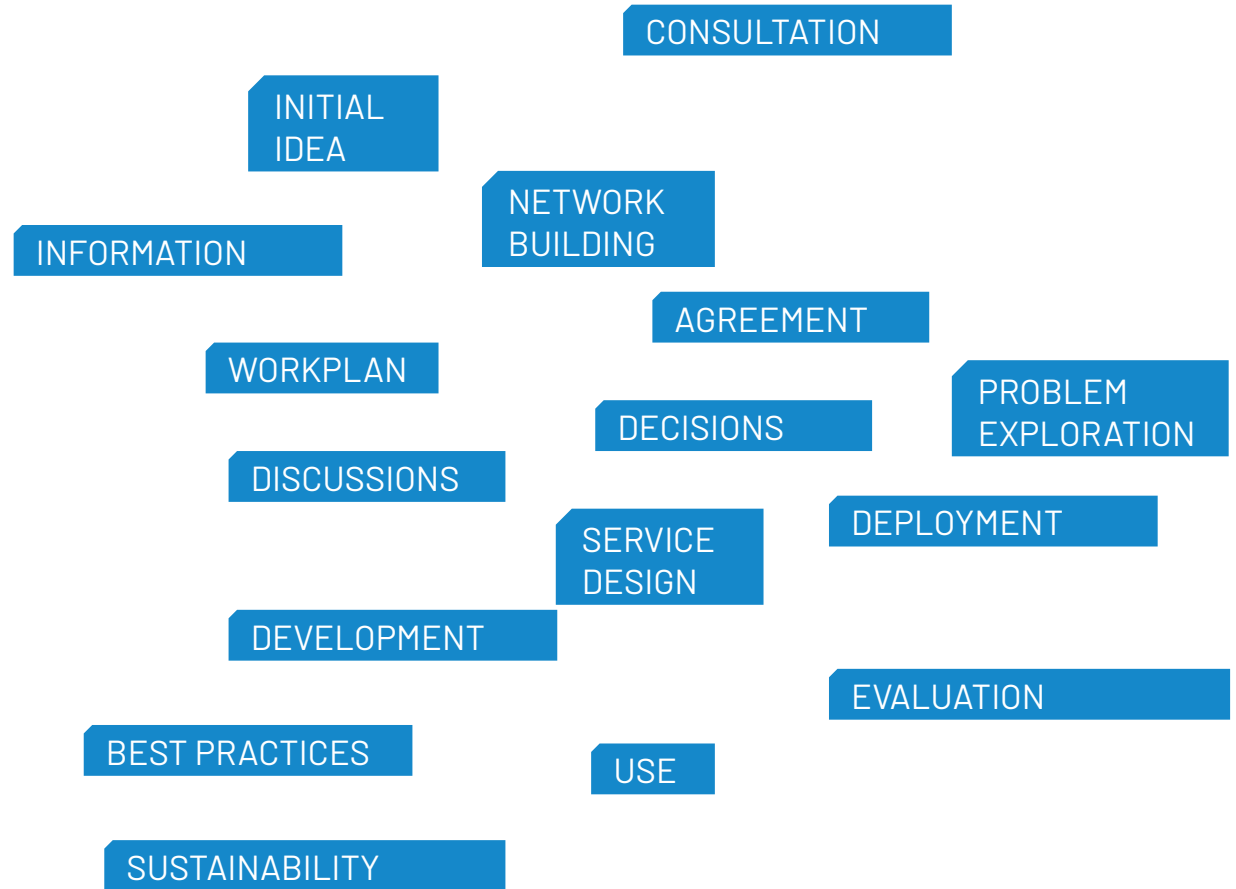
- who was the initiator?
- how were stakeholders selected?
- were there work subgroups?
- who took decisions
- who made operative actions

Question 4:
Can you reconstruct the different phases of the process?

think back to a previous project

- How did it start?
- Who provided the initial support?
- At which stage were the different stakeholders involved?
- Was there any feasibility study?
- Was there any evaluation?
- Were lessons learned shared and reused?

online discussion board

CONSULTATION

INITIAL IDEA

NETWORK BUILDING

INFORMATION

AGREEMENT

WORKPLAN

PROBLEM EXPLORATION

DECISIONS

DISCUSSIONS

DEPLOYMENT

SERVICE DESIGN

DEVELOPMENT

EVALUATION

BEST PRACTICES

USE

SUSTAINABILITY

Question 5:
How is multi-party collaboration normally managed?

think about practical tasks

- Which communication channels are used?
- How are documents shared?
- How are meetings moderated?
- How are different proposals represented?
- How are collective decisions taken?
- Which other digital tools are used to support collaboration?

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2 Uncover the dynamics of collaboration
(timeline, people, tools, communication channels)

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4 Identify the baseline key performance indicators (KPIs) of current practices

Question 6: Which are the current major barriers to collaboration?

- which difficulties have you experienced?
- consider group dynamics, communication, documents, timeline, available technology
- was the stakeholders network adequate?
- were stakeholders involved as necessary?
- were agreements clear?
- was the process transparent and accountable?

Question 7:
Can you envisage desiderata for effective co-production?

imagine future projects

- would you engage different stakeholders, or in different ways?
- would you add new phases to the process?
- what could improve the process?
- what could improve the outcome of the process?

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(timeline, people, tools, communication channels)

3 Collect critical aspects and desiderata

4 Identify the baseline key performance indicators (KPIs) of current practices

think about previous projects

- indicators you would like to improve
- number of engaged stakeholders
- time for service co-creation

average number of stakeholders currently involved in **co-creation** of public services
        public organizations
        private companies
        citizens	

average number of stakeholders currently involved in **co-delivery** of public services
        public organizations
        private companies
        citizens	

average time for service co-creation	
... add here KPIs to be collected for the specific use case for which the focus group is organized	

What we have discussed today
- how the process of service creation and delivery currently takes place in your organization
- aspects of stakeholders engagement in the process
- critical aspects and desiderata for collaboration
- how ICT can play a role

Why this input is important
- it identifies the current baseline situation
- it sheds light on current governance models and co-production practices
- it suggests priorities for a digital platform supporting co-production

This input will be
- completed with information from online surveys and interviews
- compared with experiences from other use cases to generalize findings
- summarized and analysed
- used to improve co-production practices, also with the use of ICT

We will come back to you
- to inform you about the results if this investigation
- to ask your feedback on new co-production practices in future project activities
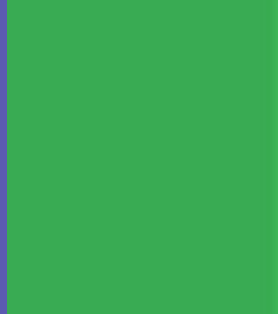
THANK YOU !

FOCUS GROUP
<Place>, <Date dd/mm/yyyy>
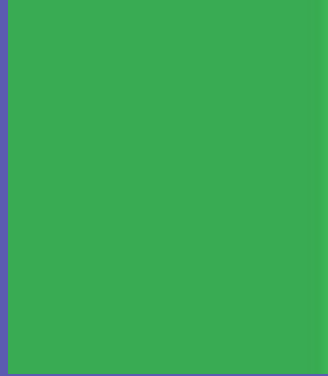
For any further information, please contact: <contact address>

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References and useful links on the organization and moderation of focus groups

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INTERLINK