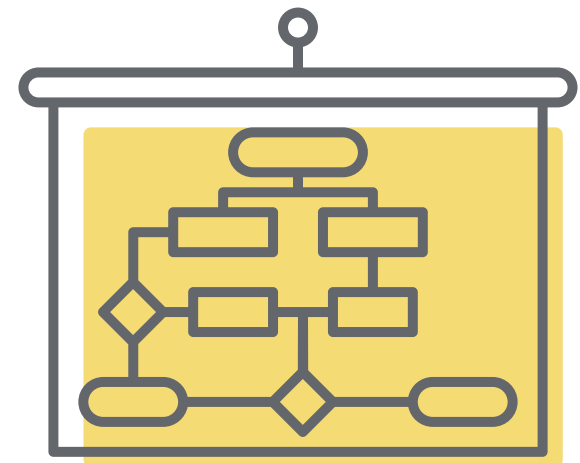




Fair Trade
ACADEMY™

GUIDE TO PLAN THE DATA COLLECTION VIA SURVEY



Objective

The purpose of this tool is to **suggest** a series of steps to support **the Fair Trade Committee** in **collecting information**, through the use of a survey, as part of the Needs Assessment process.

Description

It is recommended that this tool be used by the Fair Trade Committee and the individual responsible for the certification.

Using it will help you organize, plan, and carry out data collection to **understand the needs of the community**, and therefore, successfully completing the Needs Assessment. The tool contains a checklist of activities for the Fair Trade Committee to **anticipate tasks and make preparations**. This tool is **designed to be used after step 1**, “Define a Strategy to Evaluate Our Needs”, **and after having selected** from the “Question Bank” from step 2, “Collect Information to Know Our Needs”, **the questions to be included in the survey**.

Materials

- Selection of questions to be included in the survey.
- Print out the “List of Activities” and the “Schedule Format”.
- Pencils or pens.
- Eraser if necessary.

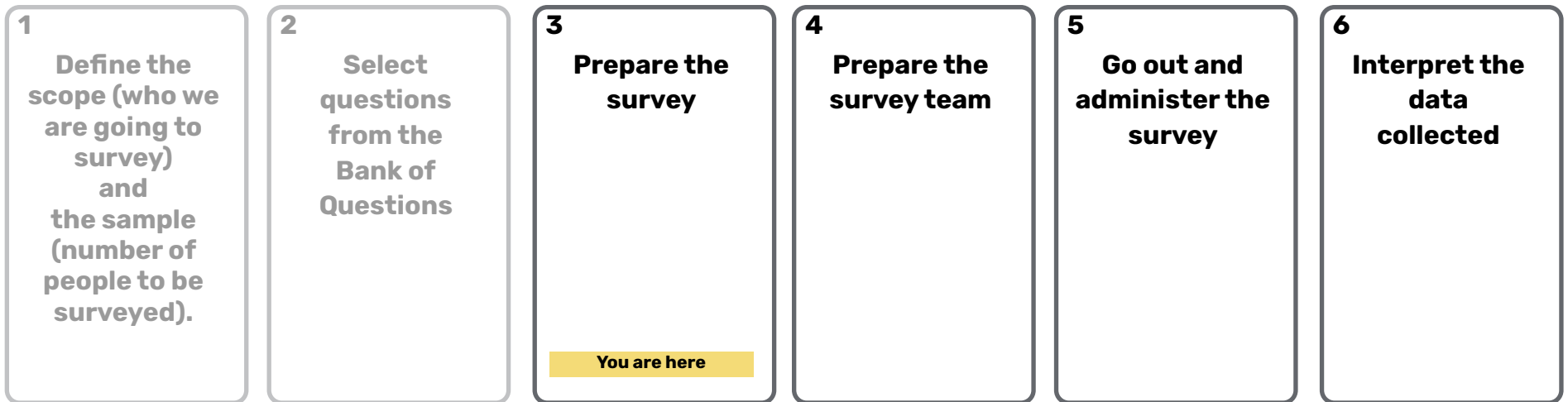
Time

The “Activity Checklist” can be used and discussed in 20 minutes and in a session of approximately 60-90 minutes. The data collection plan can be elaborated with the support of the “Schedule Format”.

Procedure

1. Read the “Data Collection Plan”.
2. Read the suggested “Activity Checklist” to anticipate and plan everything you have to do for your data collection.
3. Use the “Schedule Format” to develop the data collection plan and complete the Needs Assessment.



DATA COLLECTION PLAN



Activity Checklist

	ACTIVITY	CONSIDERATIONS
PREPARE THE SURVEY	Review the survey	<ul style="list-style-type: none"> ○ Make sure you have included in the survey the mandatory topics required by the Fair Trade USA standard. ○ Verify that the survey responses are consistent with the questions. ○ It is suggested that your survey be no longer than 50 questions so that it does not take too long. ○ Decide whether the survey will be administered physically or digitally.
	<p style="text-align: center;">Include a brief introductory text in the survey so that respondents know what the purpose of the Needs Assessment is.</p>	<ul style="list-style-type: none"> ○ It is advisable that before answering the survey questions, respondents can listen to an explanation of the objective of the Needs Assessment to create an atmosphere of trust and openness. ○ The following text is suggested: <i>Hello, my name is (enter name) and I am part of the Fair Trade Committee of Fair Trade USA certification. Today I am distributing survey that aims to collect information about the needs of Fair Trade Premium Participants, their families, and communities in order to identify the most urgent needs and invest the Fair Trade Premium in projects to address them which, before becoming a reality, must be approved by the majority of the Fair Trade Premium Participants in the General Assembly. Would you like to help me answer the survey? Your opinion is very valuable, and it will only take a few minutes to respond.</i>

ACTIVITY		CONSIDERATIONS
Prepare the survey team	Select and train the team that will implement the survey.	<ul style="list-style-type: none"> ○ Determine how many and who will be part of the survey team. ○ Whether the survey is physical or digital, it is important to train the survey team so that everyone knows and understands the questions and possible answers in case more details need to be explained to respondents. ○ If the application is digital, it is important to dedicate time to familiarize the interviewers with how the devices should be used and the application or digital platform.
	Define the start and end date for completing the Needs Assessment.	<ul style="list-style-type: none"> ○ To determine the time it will take you to complete the Needs Assessment, think about the number of people you could survey in a day, take into account the time availability of the survey team and even consider non-business days. ○ Once the start and end dates are defined, distribute the activities to complete the Needs Assessment over time, this is called making a schedule.
Go out and administer the survey	Run a test of the survey to see if the questions and answers are clear.	<ul style="list-style-type: none"> ○ It is advisable to test the survey before starting with its distribution. This can be done with a small group of Premium Participants. ○ When testing, note how long it took them to complete the survey and if there were any questions or answers that were unclear. ○ Consider whether you need to edit the questions and answers before proceeding with the survey.
	Administer the survey.	<ul style="list-style-type: none"> ○ It is important that the distribution of the surveys is carried out according to the schedule in order to survey all the previously determined number of respondents.

ACTIVITY		CONSIDERATIONS
Interpret the data collected	Collect all the surveys administered.	<ul style="list-style-type: none"> Make sure that whether you use a physical or digital survey, you have clearly defined how you will compile the responses that each member of the survey team collected. In either case, it is important to have the data in an Excel table or other spreadsheet to tabulate the results and make graphs that allow you to interpret the results.
	Give meaning to the information obtained and prepare a report.	<ul style="list-style-type: none"> Once you have all the survey responses in an Excel table or any other spreadsheet, it is important to make bar charts or pie charts (as shown in the images) to interpret the data collected. <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <ul style="list-style-type: none"> The graphs can be enhanced by incorporating the classification parameters which help us categorize the people's information into groups (age, place of origin, area of work) and the topics of interest which are the needs that we are interested in learning about.

Schedule format

	Activities	Responsible	Start Date	Completion Date	Required Materials	Comments
Prepare the survey	Review the survey.					
	Include a brief introductory text in the survey so that respondents know what the purpose of the Needs Assessment is.					
Prepare the survey team	Select and train the team that will implement the survey.					
Go out and administer the survey	Run a test of the survey to see if the questions and answers are clear.					
	Administer the survey.					
Interpret the data collected	Collect all the surveys administered.					
	Give meaning to the information obtained and prepare a report.					