

Making the Outlook on the Global Agenda 2014

From start to finish, our step-by-step guide to making the Outlook on the Global Agenda

At the end of 2012, we launched a consulting project with the Saïd Business School (SBS) at Oxford University to re-evaluate both the Survey on the Global Agenda (our annual research product) and the Outlook on the Global Agenda (the annual flagship publication of the Network of Global Agenda Councils).

Methodology

An important conclusion from the SBS consultancy was that the Survey should be both more comprehensive and more specific than it had been in previous years. In the past, the survey had been used to identify important global trends. The next step was to ask respondents why they matter, who they affect, and – perhaps most importantly – what do to about them. Pushing further, we decided to examine emerging issues and regional challenges.

A team of experts and thought-leaders was assembled from amongst the Global Agenda Councils, as well as the Young Global Leaders (all aged 40 or under) and the Global Shapers (all aged 30 or under). We employed the Delphi method – a structured communication technique used to arrive at forecasts or decisions – with our team of experts to define which trends would be considered in the survey.

Administration

The survey was launched in July for Global Agenda Council Members, Young Global Leaders, Global Shapers and business constituents.

In total, we received 1,592 responses from 112 countries around the world, increasing our regional responses to a statistically relevant number and allowing us to conduct regional analyses, as well as compare and contrast results from different parts of the world for the first time.

Analysis

Each of the responses included 10 open-field answers. This qualitative data is important to our methodology on many levels, from identifying emerging issues to capturing ideas on what to do about them. We fed the open-field answers into an online platform to be bucketed, correlated, coded and further sub-coded. With the quantitative data, we produced snapshots of responses by country, region, stakeholder and age, to discover its nuances. In a third phase, we combined the qualitative and quantitative results for an overall picture of what the data was telling us in its entirety.

Collaboration

The Outlook benefited from the support of many people both inside and outside the Network of Global Agenda Councils. Our core team was supported by resources from the Risk Response Network and the Centre for Business Engagement within the World Economic Forum, as well as specialised consultants. And of course none of it would have been possible without the insight and expertise of our Global Agenda Council Members.

We also collaborated with Pew Research Center, which allowed us access to the data from its Global Attitudes Project, and advised on survey questions. We collaborated with experts in open-source data, ensuring that the Outlook integrated key information from a wide variety of sources. And we worked with creative agency Human After All to design and publish the Outlook.

The ideas presented here aren't just for the world leaders who assemble at Davos-Klosters. We hope they reach everyone who cares about global issues and wants to use knowledge and understanding to make the world a better place ■

If you'd like to know more about the data, contact the Global Agenda Council Team of the World Economic Forum at gac@weforum.org

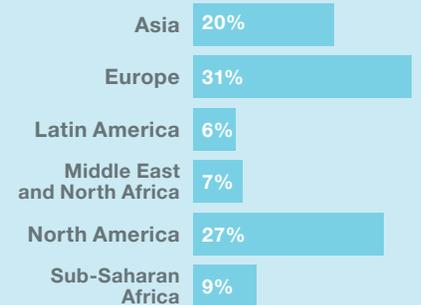
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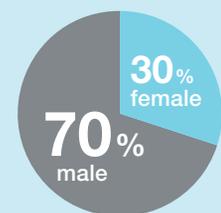
Stakeholder



Region



Gender



Age category

