

✓ WHAT IT IS

A technique for interviewing internal and external stakeholders about the future. The open-ended questions help us gain insights into what the future may look like from different stakeholders' perspectives.

✓ WHEN TO USE IT

Use it in the early stages of developing a strategy to gather intelligence about the future from different stakeholders.

✓ WHY USE IT

It makes a process of gathering intelligence more robust, as it can uncover information and views that you have not yet considered. It is also useful for checking that the strategy being developed is on the right track.



Involve a broad range of stakeholders who have different experiences, views, geographies and expectations.



WHERE TO FIND MORE INFORMATION

The UK Futures Toolkit. 2017.

👁 See pages 29–32, available at https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/674209/futures-toolkit-edition-1.pdf

World Health Organization. 2022. Foresight approaches in global public health: a practical guide for WHO staff, page 26.

📄 Free to download at www.who.int/publications/i/item/9789240048393

HOW TO DO IT



Time

15–20 minutes per interview



No. of participants

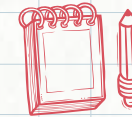
Unlimited. Depends on time, scope and available resources



Facilitation

If conducting the interviews in person, take two people to the interview. Have one person ask the questions and the other person to record the answers.

Material



Pen and paper



Voice recorder



Slido, Survey Monkey or other online survey tool.

Step

Description

1



Identify the stakeholders that you would like to interview.

Seek to interview a diverse range of people beyond your usual contacts.

2



Choose the preferred delivery format for your interviews to ensure maximum participation.

For example, you may wish to hold interviews in person, over the phone, Zoom or through an online survey.

3



Develop your seven questions for the time period in question i.e. 2050. You may choose to adapt the questions from

Case study 2 or develop your own questions using the template questions provided.

4



Conduct the interview.

At the end of the interview ask the interviewee if there is anyone that should be interviewed as part of this process.

5



Offer to provide participants a high-level overview of findings from the seven questions exercise.

Send all interviewees a copy of their interview and give them the opportunity to verify their responses.



CASE STUDY 2

SEVEN QUESTIONS FOR YOUNG PEOPLE IN THE PACIFIC

When SPC was developing Strategic Plan 2022–2031, we used seven questions – a structured interview tool – to learn about young people’s vision for 2030.

WHAT WE DID

We invited SPC youth focal points in 21 Pacific countries and territories (the focal points include national youth councils, disability organisations and LGBTQI+ networks) to take part in this exercise.

We sent representatives of each focal point an online questionnaire containing these seven questions:

1. Step into the future. It is 2030 and you are a Pacific Leader. If you could talk to your future self, what would you want to know?
2. If the next decade involves positive changes to the Pacific, what would this look like? What trends or events in the past year were most significant? What new possibilities might they enable?
3. If the next decade involves mainly negative changes to the Pacific, what would this look like? What is the most important conversation we are not having related to these challenges?
4. What needs to be changed to live a positive decade?

5. If you could speak with leaders of the past, what wisdom do you think they would share? What lessons have we learnt or are using?
6. What decisions need to be made now so we have a positive next decade rather than a negative one?
7. If you had a mandate, free from all constraint, what more would you do to ensure the Pacific future that you want?



Inclusive stakeholder engagement is important to validate any of our future plans.

– Elizabeth Ragimana, Statistics Adviser
(Governance and Coordination), SPC



WHAT HAPPENED

We collected the responses and synthesised them into five themes:

- Culture and traditions, including living in harmony with the earth and oceans
- Leadership and young people's role in decision-making
- Climate change, sustainable development and renewable energy
- People-centred development, including civil engagement, well-being, non-discrimination and gender equality
- Investment in education and health

We presented these findings back to the SPC youth focal points in an online webinar and used this forum to further discuss and gain insights from this group to inform the development of the strategy.

WHAT WE LEARNT

Reciprocity is key. When we take information from others, we must make a concerted effort to share our insights with those who contributed to them. The webinar not only gave us the opportunity to share our findings, but it also enabled us to seek further insights from young people on how to develop strategies that elevate their priorities and perspectives.

