

# 'Writing' a Policy Brief – the nuts and bolts

**Sujata Gamage, PhD**  
Lead Scientist, LIRNEasia

*CPRsouth4*

December 5, 2009, Negombo, Sri Lanka



**LIRNEasia**

Learning Initiatives on Reforms for Network Economies

www.lirneasia.net

## Why are we talking about policy briefs?

---

### CPRsouth objectives

- ❑ Develop policy intellectuals
- ❑ Build Research capacity

### CPRsouth community

- ❑ 15+15 young scholars, CPRsouth4, 2009
- ❑ 20 presenters, CPRsouth42009
- ❑ Policy intellectuals at large, from CPRsouth 1, 2 and 3



## Policy Briefs – The big picture

---

### Why (Bill/Helani)

- Influence policy making to the extent possible, not necessarily to sell our ideas wholesale (Bill)
- Develop policy capacity; Expand policy horizons; Influence policy regimes (Helani)

### How (Rohan/Helani/Nilusha)

- Do the research/know the research
- Make sure your argument/thinking is clear
- Compose a good story;
- Find the right medium/media
- Tell your story



## Policy Briefs – The big picture

---

### Why (Bill/Helni)

- Influence policy making to the extent possible, not necessarily to sell our ideas wholesale (Bill)
- Develop policy capacity; Expand policy horizons; Influence policy regimes (Helani)

### How (Rohan/Helani/Nilusha)

- Do the research/know the research
- Make sure your argument/thinking is clear**
- Compose a good story;
- Find the right medium/media
- Tell your story



## Policy Brief – worksheet to make sure your argument is clear

---

### WHAT IS THE PROBLEM / PHENOMENON?

- Essence (in one sentence)
- Details
  - Evidence (highlighting survey results, benchmarks)
  - Who is affected/to what extent

### WHAT IS THE SOLUTION / RESPONSE PROPOSED?

- Essence (in one sentence)
- Details
  - Rationale (data, figures)
  - Who would Implement/[Capability of implementer]
  - Cost
  - Who would pay/Benefits to payer



## Policy Brief – Types

---

- PowerPoint 10 min/10 substantive slides at most/  
5 bullets per slide/one line per bullet/  
pay attention to parallel construction
- Elevator Pitch maximum 30 secs with top guy/gal
- Written Brief 2-4 page document with bullets, graphics etc.,
- Paper (optional) *10-12 pages with citations, appendices etc.*





Exercise

## Exercise

---

Individually,

(a) study the given policy brief, for 10 minutes

As a group,

(b) Complete the Policy brief worksheet on flip chart  
(15 min)

(d) Compose 'an elevator pitch' to a policymaker who has  
agreed to hear you out

(e) Do your pitch to a





## Sample Policy Briefs

---

1. Survival in Rural Franchise: A Study of Information Kiosks in India
2. Transaction Costs in Agriculture: From Planting Decision to Selling at the Wholesale Market
3. Strategy for Telecom Operators to get maximum benefit from fiber deployment and NGNs
4. Philippine NGO Websites, Usage Patterns, and Implications to State-Civil Society
5. Promoting e-Government in the Context of New Public Management: The Case of the Local Government of Cebu,
6. Hit me with a missed call: The use of missed calls at the bottom of the pyramid



---

Thank you



[www.lirnesia.net](http://www.lirnesia.net)