

'Writing' a Policy Brief

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December 8th, 2008, Beijing



LIRNEasia

Learning Initiatives on Reforms for Network Economies

R2P

- Writing a Policy brief is a Research to Policy activity



R2P

or

r2p



Essential of r2p

- Substance
- Presence
 - Scholarly
 - Policy



Essential of R2P (or r2p)

- Substance
- Presence
 - Scholarly
 - Policy**



Considerations for a policy brief

- Type of solution
- Level of implementation
- Target audience



Types of Solutions

- Technology
- Market
- Public Policy



Relevance of Topic

ACCORDING TO MELODY/LIU

- ❑ Intellectual property rights
- ❑ Standard battles (base station, last mile, unbundling, prices, fair competition, universal services, digital divide)
- ❑ Digital contract law
- ❑ Efficient micro-payment system
- ❑ Public resource infrastructure (right of way, spectrum, numbers,,)
- ❑ Interconnection and access
- ❑ New technology (Broadband, Mobile TV, WiMax, FMC, DAB, IPTV)/Market structure
- ❑ Indices, benchmarks



Content

- ❑ Method
- ❑ Data, figures, indices, benchmarks
- ❑ Policy, law
- ❑ Cost
- ❑ Impact



Means

- Text

1-2 page brief with bullets, graphics etc./op-ed piece/letter to editors/blog

- Visual

Power Point:

10 substantive slides at most/5 bullets per slide/one line per bullet/parallel construction

Videos

2-3 minutes

- Face-to-face

Elevator pitch



Essentials of r2p

TYPE SOLUTION

- Technology
- Market
- Public Policy

MEANS

- Bullets
- Graphics
- Short essays/Letters
- Blogs
- Power Point
- Video
- Elevator pitch

RELEVANCE

- Intellectual property rights
- Standard battles (base station, last mile, unbundling, prices, fair competition, universal service, digital divide)
- Digital contract law
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- Indices, benchmarks

CONTENT

- Reference to prior work
- Method
- Data/figures/indices/benchmarks
- Policy, technology/law
- Cost
- Impact





Exercise

In groups of 4-5 pick one policy brief from your package and

(a) Identify the following:

- Type/Relevance of topic and according to Melody/Liu list
- Type of solution and a possible implementer?
- Adequacy of Content

(b) Develop five or fewer bullet points to summarize the recommendations

(c) Do an elevator pitch (10-30 seconds).
problem, evidence, solution



Exercise

(4) MEANS

- Bullets
- Graphics
- Short essays/Letters
- Blogs
- Power Point
- Video
- Elevator pitch

(3) CONTENT

- Data/figures/indices/benchmarks
- Policy, technology/law
- Cost
- Impact

(1) TOPIC

- Intellectual property rights
- Standard battles (base station, last mile, unbundling, prices, fair competition, universal service, digital divide)
- Digital contract law
- Efficient micro-payment system
- Public resource infrastructure (right of way, spectrum, numbers,,)
- Interconnection and access
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- Indices, benchmarks

(2) SOLUTION/IMPLEMENTER

- Technology
- Market
- Public Policy



Thank you

