2019 NISPAcee Annual Conference
Pre-conference Seminar "How to Write a Good Policy Paper"

Lecture 1, The Role of the policy paper in the policy making process
Dr. V. Junjan, University of Twente, The Netherlands,
Dr. D. Klimovsky, Comenius University, Slovakia
What is a policy paper

- A research report investigating **one issue** to provide clear and specific **recommendations** to the policy makers.

It is not an opinion piece!

- Not focused on description
Policy

- Whatever the government decides to do or not to do (Dye, 1972)

- Authoritative decision to distribute collective goods

Influence from within and from outside the political system
What does a policy paper

- **Shapes perceptions around the issue:**
  - raises attention to the issue;
  - frames the issue
  - provides information
  - suggests a desired course of action

Certain dose of advocacy!
Who is the target?

- Non academic audience (politicians, citizen, policy makers, etc)
- Why communicate with them?
- Why is the problem important to them?
- What do they know about it?

→ Consequences for the structure, writing style, choice of communication strategy
What is the communication strategy?

- What is the communication channel(s)?
- Adjusted to the target group
- Form (hardcopy, electronic, video, infographic, etc)
- Language
- Criteria for efficiency and effectiveness
Relevance: Scientific vs Societal

**Scientific**
- Testing theory in a different context
- Developing new theory
- Adjusting/refining theory
- Using new/underused data

**Societal**
- Problem specific
- Problem is important at societal level
- Provides a new/creative/innovative solution
Points to remember:

What is the goal: to be persuasive
Who is the target group: non-academic
Why is the issue relevant?