GLOBAL CAMPUS OF HUMAN RIGHTS: POLICY OBSERVATORY

INSTRUCTIONS FOR POLICY PAPERS / BRIEFS WRITING

1. General Campus Policy Observatory: Background

The policy observatory pilot moves from the idea of enhancing the role of EIUC and the Global Campus Regional Programmes as convener and direct consultant to local, regional, national and international organizations, as well for providing guidance and expert opinion in response to urgent human rights issues to a broader primary and secondary audience. It foresees the creation of a virtual hub, which will coordinate a team of seven researchers for the production of a set of seven different policy analyses in form of policy papers, along with their respective memos.

The main aims of this activity are as follows:

- Producing specific policy messages to lobby and influence key stakeholders;
- Showing responsiveness to current challenges to human rights in the different Global Campus regions and the world;
- Tapping into the wide range of expertise within the global/regional/local networks;
- Ensuring continuity in the engagement of the graduates and regional experts in the Global Campus by involving talented policy analysts into the project (favouring brain gain into the GC RMs networks)
- The policy observatory pilot project will target primarily decision makers including local governments; parties; parties foundations; international and regional organizations such as the EU (EEAS incl. EU Delegations) and UN agencies. It will also target NGOs, think tanks, research centers, individual researchers and independent researchers.

2. Policy paper / brief: Key features

The policy paper / brief is a document produced to support an advocacy campaign with the intention to engage informed, non-specialist audiences. It is a short document, which main purpose is to get targeted audience interested in the issue and proposed solutions.

The main task of policy papers / briefs is to identify set of urgent policy issues that need to be addressed, to outline the possible ways – solutions or scenarios – in which these issues could be addressed, provide an evaluation of potential outputs of these options that are based on evidence and available researches, and finally presenting a preferred alternative / or policy recommendation with a strong argument to defend this position.

These are the key common features of all good policy papers / briefs:

- <u>Timely and relevant</u>, the paper / brief must answer timely questions about media reform, looking for solutions and new insights.

- <u>Target a non-expert, but informed audience</u>, such as decision-makers, opinion-makers, influencer, bureaucrats, journalists, etc.
- <u>Audience-driven</u> and include message that is designed to convince its targets.
- <u>Engaging</u>, its aims is to gain attention and interest of target audience, by providing a striking facts or unique proposals or insights based upon previously conducted analysis / research.
- <u>Action-oriented</u>, the policy brief is an action-oriented tool targeting policy practitioners. It must provide arguments based on what is actually happening in practice and propose realistic recommendations.
- <u>Advocacy tool</u> to support variety of activities, such as lobbying, presentations, negotiations, media conferences, and different outreach activities.
- <u>Include key findings</u>, extracted from primary researches such as policy studies, reports, surveys, opinion polls, or combination of these.
- <u>Professional and non-academic style</u>, with short and to-the-point sentences and expressions. It has to be understood and accessible to a wider public.

3. Structure and technical requirements

Policy paper / brief should not be longer than **6-8** pages. Its audience usually do not have the time or inclination to read more than this. They also expect short sentences with an easy clarity and flow.

Structure of the policy paper should include the following sections:

- Title
- Executive summary (including main messages)
- Introduction
- Problem description
- Rationale for action
- Policy options (or scenarios)
- Policy recommendations
- References
- Appendices

<u>Title</u>, should be drafted in a way to grab the reader's attention. It should communicate the message with the audience, not report on the main findings as it is the case with reports and academic studies. For example, 'An equal chance for local media in Serbia in advertising" rather than "An analysis of the current advertising practices of local media Serbia'.

<u>Executive summary</u>, should include the following: the specific issue or problem addressed, the most striking policy gaps or insights identified, and the main recommendations or solutions provided. It also should include main messages of the brief.

Three elements represent <u>the core of every policy paper</u> – rationale for action, proposed policy options / or scenarios, and recommendations.

Core element	Focus	Key question

Rationale for action	Problem description	Why to do something different way?
Proposed policy options / or scenarios	Solution	What to do? What not to do?
Recommendations	Application	How to implement?

<u>Rationale for action</u> should frame the paper / brief by contextualizing and elaborating the problem, presenting the striking facts that are based upon research and explain policy failures, and end with the impact of these failures on the current situation. Key question for this is - Why to do something different way?

<u>Proposed policy options / or scenarios</u> clearly presents and elaborate on different alternatives to substitute the current policies that are either missing or are failed, the standards and criteria authors applied to create these scenarios, and an argument on why they have chosen one option over the others available. Key questions are – What to do? What not to do?

Finally, <u>policy recommendations</u>, usually includes the specific sets of actions that various actors should take to deliver preferred solution, and sometimes includes a closing paragraph re-emphasizing the importance of action. How to implement, is a crucial question related to this part of the policy paper / brief?

When it comes to other technical requirements, authors shall:

- Follow the [APA style](#) of referencing.
- Present the most important (striking) facts in visual manner, using graphs, tables, charts or other types of illustrations.
- Font type: Gills Sans, Font size: 12 pt.

4. Deadlines

- <u>February</u> 2019 outline
- <u>March 2019 first draft inc</u>luding an advocacy plan
- <u>end of March 2019 final d</u>raft
- <u>20 April 2019 final submis</u>sion

+ Advocacy

5. Examples

Bencharat, S.C. (2018), *Human rights violation and (non)prospect for democracy in Thailand*, Global Campus, 2018.

Biegon, J. (2018), *Diffusing tension, building trust: proposals on guiding principles applicable during consideration of the activity reports of the African Commission on Human and Peoples' Rights*, Global Campus.

Cernadas, C. (2018), *Migration policies and human rights in Latin America : progressive practices, old challenges, worrying setbacks and new threats*, Global Campus.

Marko, D. (2018), How to provide sustainable funding for civil society and community media : the case of Serbia and Western Balkan countries, Global Campus.

Sayyid, Mustapha K. (2018), *Youth unemployment in the Arab World*, Global Campus.

Wiebke, L. (2018), *Fostering independent journalism and press freedom to protect against information-related dangers of the digital age*, Global Campus.

6. Additional resources

International Centre for Policy and Advocacy, http://www.icpolicyadvocacy.org

Jones, Nicola & Cora Walsh (2008) Policy briefs as a communication tool for development research. Overseas Development Institute - Background Note

Young, Eoin & Lisa Quinn (2002) Writing Effective Public Policy Papers. Budapest: Local Government Initiaitive/Open Society Institute.

Young, Eoin & Lisa Quinn (2004) The Policy Brief. Budapest: Local Government Initiaitive/Open Society Institute.