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Dissemination and Communication activities of project results

Deliverable 6.3

Report on policy briefs development

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MIPA/ISTAT

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Deliverable 6.3

Report on policy briefs development

Summary

During the life cycle of the project, policy briefs will represent one of the most important instrument of dissemination to illustrate ongoing work and main results of the project research activity. They will be made available to public with the aim to communicate and disseminate the knowledge towards policy makers, specialized and general public. The policy briefs will be constructed following the indications given by the Commission proposing eventual improvement of the structure of them to foster the communicative aim.



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1. Policy brief's intent and structure

In order to disseminate the main findings and results of MAKSWELL Project, in the course of the project's lifecycle the issue of various policy briefs is planned.

This document represents a very important and useful instrument for the communication and dissemination aims of the project. Policy briefs, in fact, are designed to support more informed evidence-based policy-making or decision-making within relevant stakeholders groups and organisations.

To this purpose, MAKSWELL policy brief while explaining an issue, its context, stakeholders, scope and impact, will also explore any known causes, links or relationships involved in the issue and identify the implications of these findings for the key actors or the target audience. Moreover, the findings explored in the policy brief will be built upon the roots made up of the main results reached by the activity so far; for this reason a policy brief is targeted to key actors (representatives from European, national and local administrations and institutions – both politicians and civil servants – or from relevant civil society organisations or the academic audience), who have limited time to consider background material before having to make practical decisions.

Understanding the limitations of the research, the methods used and the findings identified, as well as the strengths of the research, will be important for extracting accurate lessons and maximising the potential contribution of the research to good developments and best practices. The work of composing a good policy brief is important for helping the project's consortium researchers to ensure their findings are used, possibly integrated into practice, and that they ultimately benefit the communities that contributed to the research.

Maximum effort and accurateness will be made to write high quality policy briefs which will clearly outline the research findings and will identify any implications of these findings for development policy and practice. In order to accomplish this task a simple structure as template (see Annex) has been conceived in order to plainly divulge the research findings, be grounded in context, and will be mindful of over-generalising or simplifying.

The quality of the document is also related to its being succinct, free of jargon and written in plain English, enabling the reader to quickly identify any key point and understand how and where these might be applied in decision making or good practice. Accurately describing the context and stakeholder viewpoints will help the reader to determine the extent to which these results can and cannot be extrapolated and applied to the decision making process as well as recommendations, or even educated guesses about the future of the issue.

As far as the brief layout is concerned, the project logo and the EU emblem are put in the front page while all the data about the project identity in the last one. Furthermore, it is also worth mentioning that, in accordance to the visual identity followed also in the other communication



and dissemination products, the same colours have been used, i.e. green and blue, for example for the lines used as separators between the various sections of the document.

According to the communication strategy plan, each issue of the policy brief will be made available in the project's website (www.makswell.eu) under the section "Project Output". Moreover, each new publication will be duly advertised with a piece of news in the section "News" present in the website as well as through the project social media channels such as Twitter.



Annex

<div>EUROPEAN POLICY BRIEF</div> <div></div>	
<div></div> <p>MAKING Sustainable development and WELL-being frameworks work for policy analysis</p> <p>Title of the policy brief.....</p> <p>This policy briefs illustrating the main results reached by the activities and summarizing future research needs;.....</p> <p>Policy Brief no. 1 - February 2018</p> <div>INTRODUCTION</div> <p>[Enter text here]</p> <p>Key words:</p>	
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MAKSWELL OUTCOMES

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MAIN FINDINGS

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POLICY IMPLICATIONS AND RECOMMENDATIONS

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RESEARCH PARAMETERS

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PROJECT IDENTITY

PROJECT NAME: MAKSWELL - MAKing Sustainable development and WELL-being frameworks work for policy

COORDINATOR: ISTITUTO NAZIONALE DI STATISTICA, (IT)
CONSORTIUM UNIVERSITAT TRIER, (DE)
UNIVERSITA DI PISA – CENTRO DAGUM, (IT)
UNIVERSITY OF SOUTHAMPTON, (UK)
CENTRAAL BUREAU VOOR DE STATISTIEK, (NL)
STATISTISCHES BUNDESAMT, (DE)
HUNGARIAN CENTRAL STATISTICAL OFFICE, (HU)
MIPA - Consorzio per lo sviluppo delle metodologie e delle innovazioni nelle pubbliche amministrazioni, (IT)

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