



PEP Policy Briefs

Guidelines and instructions for PEP researchers

All PEP-supported researchers must submit a draft policy brief, i.e., a distilled version of your PEP policy paper. A satisfactory policy brief is required before the final PEP grant payment will be released. The “publication grant” also requires publication of your PEP working paper.

We recommend that you submit a draft policy brief before you commence your dissemination activities and when/if you apply for a national policy conference grant, as it will be an invaluable tool for communicating with stakeholders.

What is a policy brief?

A policy brief is a one- or two-page, non-technical, visually attractive, **document in which you convey essential information that can help inform a specific policy decision process.**

Policy briefs are intended for policymakers, policy advisors, stakeholders/research users. You may also send yours to journalists/the media, to share with the general public. These people are generally busy and not familiar with scientific and technical terms.

The contents of PEP policy briefs must be based on the key elements and messages generated from the **policy paper analysis** (i.e., not a summary of the research project).

Therefore, your policy brief will generally follow the structure of your policy paper. The brief must:

- **Emphasise the importance** (or seriousness) **of the issue** that needs to be addressed, and the **need for action.**
- **Outline the policy options** (“actions”) available to address the issue.
- **Briefly compare these options** to support your argument for the action you recommend.
 - Outline the advantages and disadvantages of each option.
 - Show why you recommend a specific course of action.
- **Provide policymakers with the information they need to formulate sound policy.**
 - Include an “action path” (series of steps or measures) to implement the policy option you recommend.

See “Content and Structure” for more detailed guidelines.

PEP policy briefs are published on the [PEP website](#) and are read by researchers and donors, as well as journalists and policy stakeholders. PEP will use your brief to promote your project outcomes via the PEP website, newsletter, and social networks.

Once you have your PEP policy brief (in English) you can then translate it into your country’s official language and **adapt the contents (messages) to the audiences you most want to reach**; see “Dissemination” for more information.



Instructions

In collaboration with you, PEP communications staff will edit and format your team's policy brief.

- Please submit a SHORT (maximum 1000 words) **draft text** for your policy brief
 - Draft a Word (.doc/.docx) document using the structure described on page 2.
 - Upload your document under "Policy Briefs" to the "Documents" section on the [PEP intranet](#) page for your project.
- Include at least one **illustration** (self-explanatory graphic, infographic or figure) to support your argument
 - Upload as a separate image (.jpg/.png) or Excel (.xls/.xlsx) file under "Other" to the "Documents" section on the [PEP intranet](#) page for your project.
- If possible, include one or two appropriate **photos** that you have the rights to use
 - Upload as a separate image (.jpg/.png) file under "Other" to the "Documents" section on the [PEP intranet](#) page for your project.

Content and Structure

Your draft PEP policy brief should use the following structure:

1) Key messages:

- a) Two to four bullet points summarizing your key messages (recommendations)
- b) It is easier to write this after you have finished your main text

2) Background/context (maximum 200 words)

- a) Describe the issue that needs to be addressed
- b) Include: who's affected, why is it a serious issue, what are the risks of doing nothing, etc.
- c) Select the information that will be most important and convincing to your target stakeholder

3) Outline of policy options available to address the issue (maximum 100 words)

- a) We recommend using a bullet list

4) Key findings from your evaluation of the different options (maximum 500 words)

- a) Summarize your most pertinent and interesting findings
- b) Include simple illustrations
 - i) We recommend using a table to compare the main advantages & disadvantages (harms & benefits) of each option. *Remember that what is considered an advantage or disadvantage of each policy option may vary between stakeholders.*
 - ii) You can also use a simple chart, figure or infographic to illustrate your main argument(s)
- c) Conclude by identifying the best policy option, based on your findings

5) Road map (maximum 200 words)

- a) Provide a **clear and actionable policy recommendation**
 - i) Include the steps or measures needed to implement your recommended course of action



IN A SEPARATE BOX

Summarize your research project (maximum 250 words)

Briefly describe the objectives and approach, data and methodology, and **how your project resulted in the evidence** that informs your evaluation of the policy options.

N.B. Your policy brief will include a direct reference to your PEP working paper so that interested readers can easily find out more about your research and methodologies.

Dissemination

A [2007 ODI/SciDev.Net study](#) found that 50% of policymakers point to insufficient dissemination of research findings to explain poor research uptake. PEP strongly encourages ALL team members to widely and enthusiastically **disseminate** the PEP policy brief to **strategic recipients** (refer to your team's Dissemination Strategy) within your country, and region, if appropriate. You should also disseminate the brief via your professional networks as this will provide exposure and help build your reputation as an expert in your field.

Report all specific dissemination actions in the Dissemination section of your project technical report on the [PEP intranet](#). Make sure to include any examples of your target audiences sharing your brief, research findings, or policy messages.

You should also reformat and rebrand the policy brief according to your own institution's standards, and translate (if applicable) the brief for dissemination through your institution's channels. When you do so, you must include the following **acknowledgment** in full (translated, if necessary):

This work was carried out with financial and scientific support from the Partnership for Economic Policy (PEP), with funding from the Department for International Development (DFID) of the United Kingdom (or UK Aid), and the Government of Canada through the International Development Research Centre (IDRC).