



Policy entrepreneurship: some ideas for discussion about development entrepreneurship

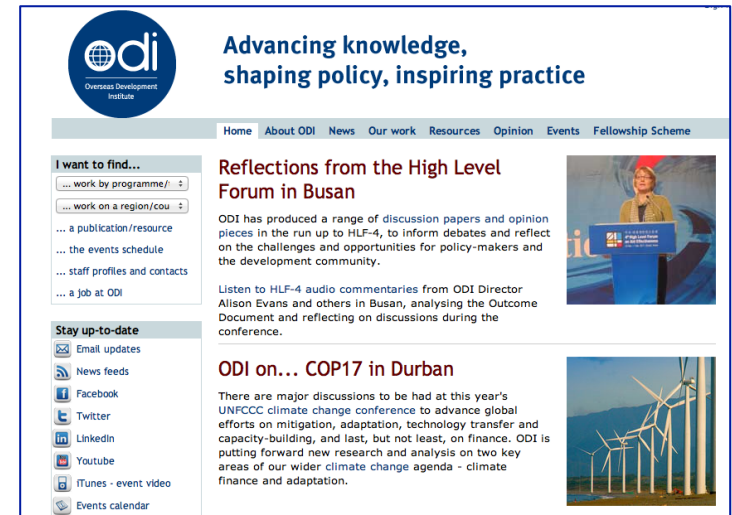
Arnaldo Pellini: a.pellini.ra@odi.org.uk

The Asia Foundation

Manila

24. July 2012

- 200 staff
- Research / Advice / Public Debate
- Fellowship scheme



For more information see: www.odi.org.uk

Agriculture



Supporting effective policies and programmes on agriculture and other issues at the rural-urban interface.

Centre for Aid and Public Expenditure (CAPE)



Shaping and driving the agenda for effective international development assistance and public spending for development at country level.

Climate Change, Environment and Forests



Informing policy change in ways which improve the livelihoods and well-being of the poor, whilst securing the future of global resources.

Communications



Enhancing the impact of ODI's research through efficient and effective internal and external communication.

Growth, Poverty and Inequality



How can economic growth and the changes it brings deliver the maximum benefits for poor people?

Investment and Growth



Researching what drives growth and investment and how the public sector or donors can actively support growth.

Humanitarian Policy Group



Dedicated to improving humanitarian policy and practice through high-quality analysis, dialogue and debate.

Politics and Governance



A centre for research and policy engagement on political and governance issues in development.

Private Sector and Markets



Focusing on issues which affect the development impact of business, and economic incentives for firms to improve their development impact.

Research and Policy in Development (RAPID)



Improving the use of research and evidence in development policy and practice through research, advice and debate.

Social Development



Exploring the role of social norms and relationships in maintaining the cycle of poverty and exclusion.

Social Protection



Supporting the design and implementation of effective social protection policy and programming in poor countries.

Trade



A centre for research, policy advice and engagement on trade and development.

Water Policy



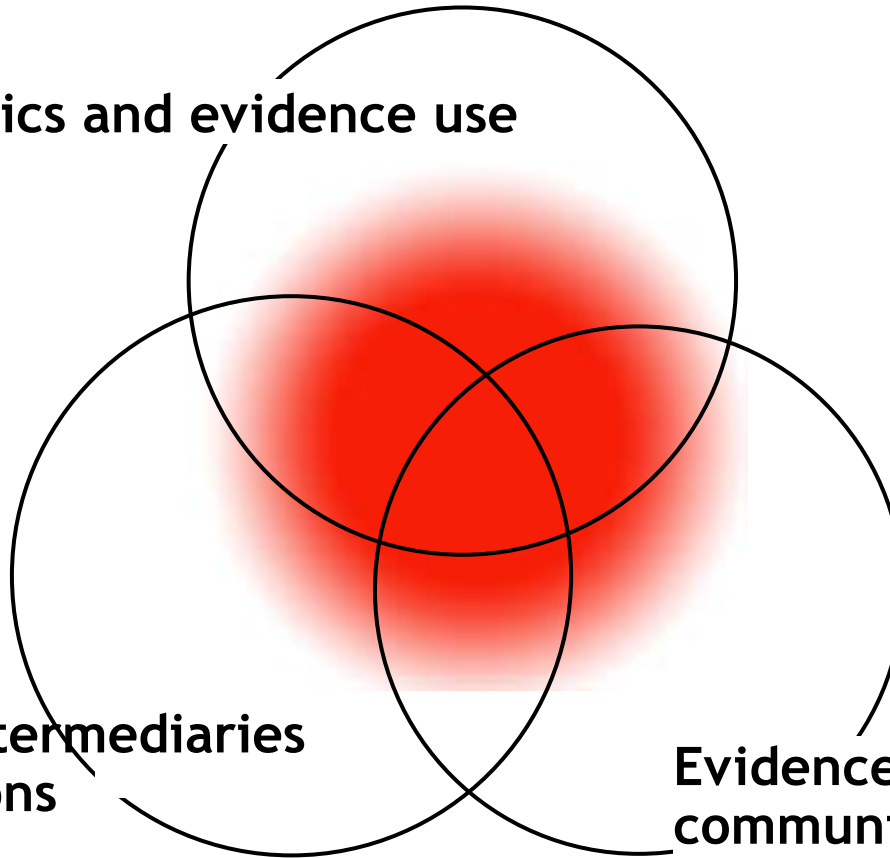
Linking high quality research with practical policy advice on water issues with a bearing on poverty.

Knowledge

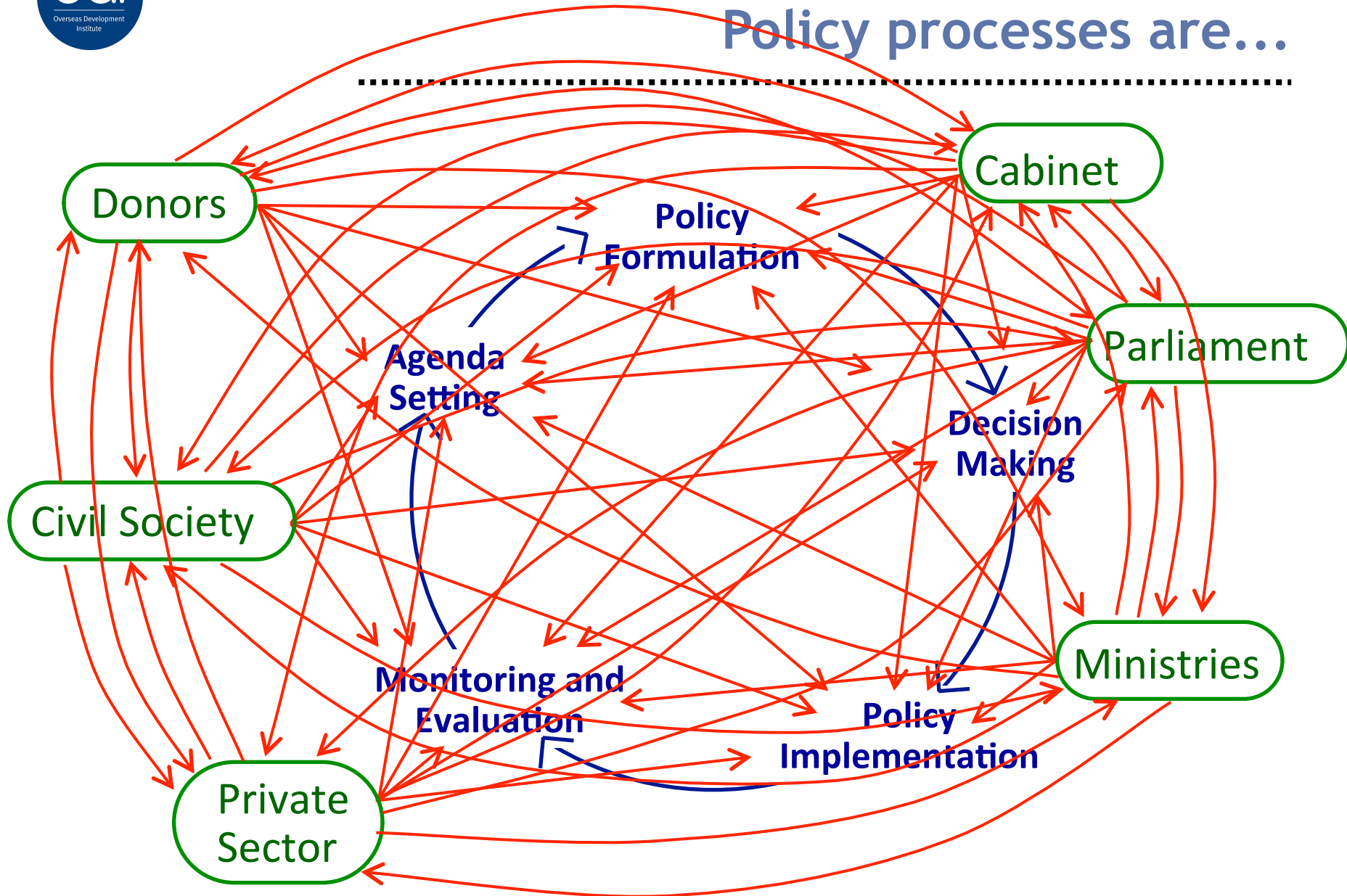


Policy and
development
processes

Evidence production and communication



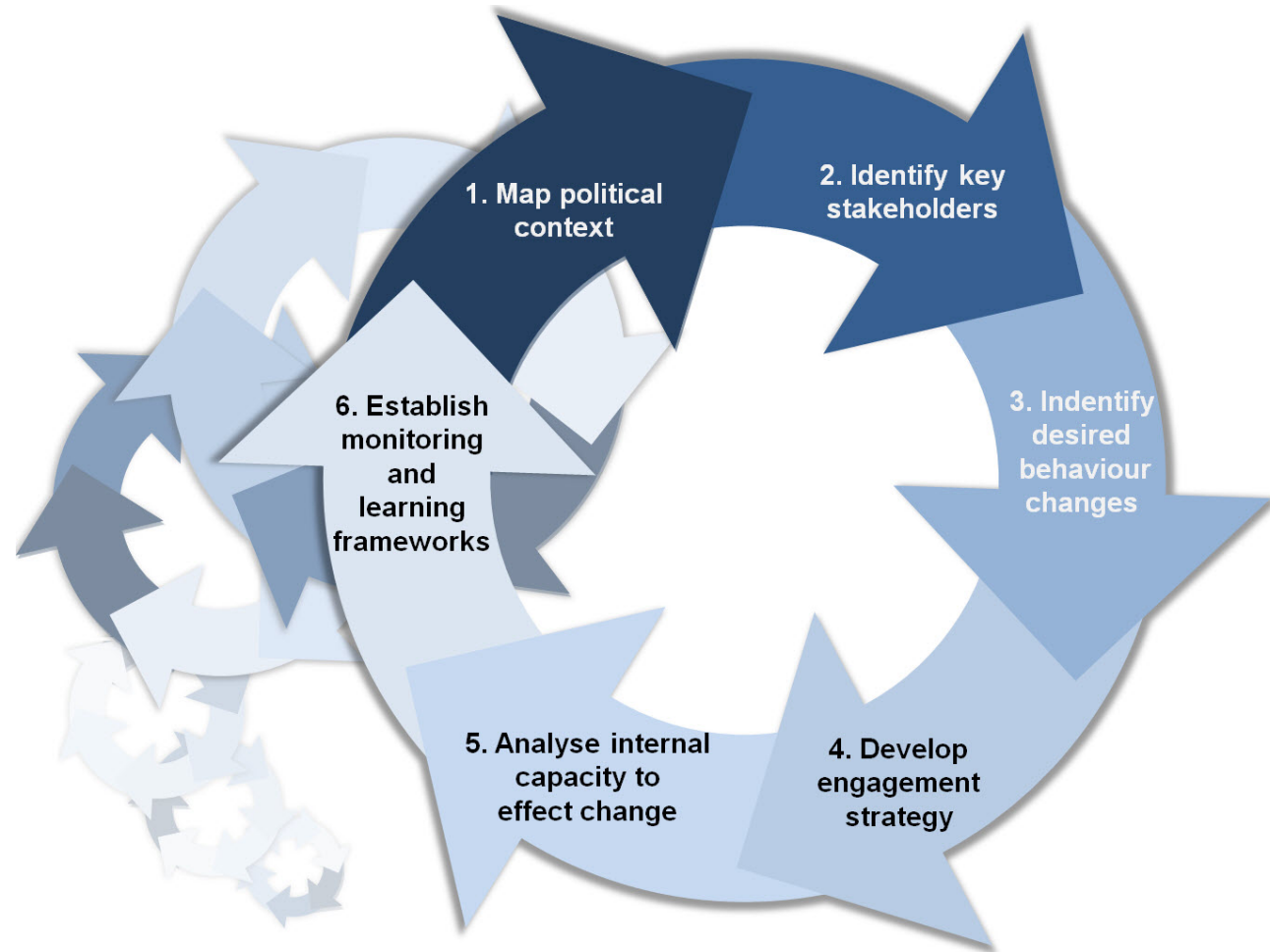
Policy processes are...



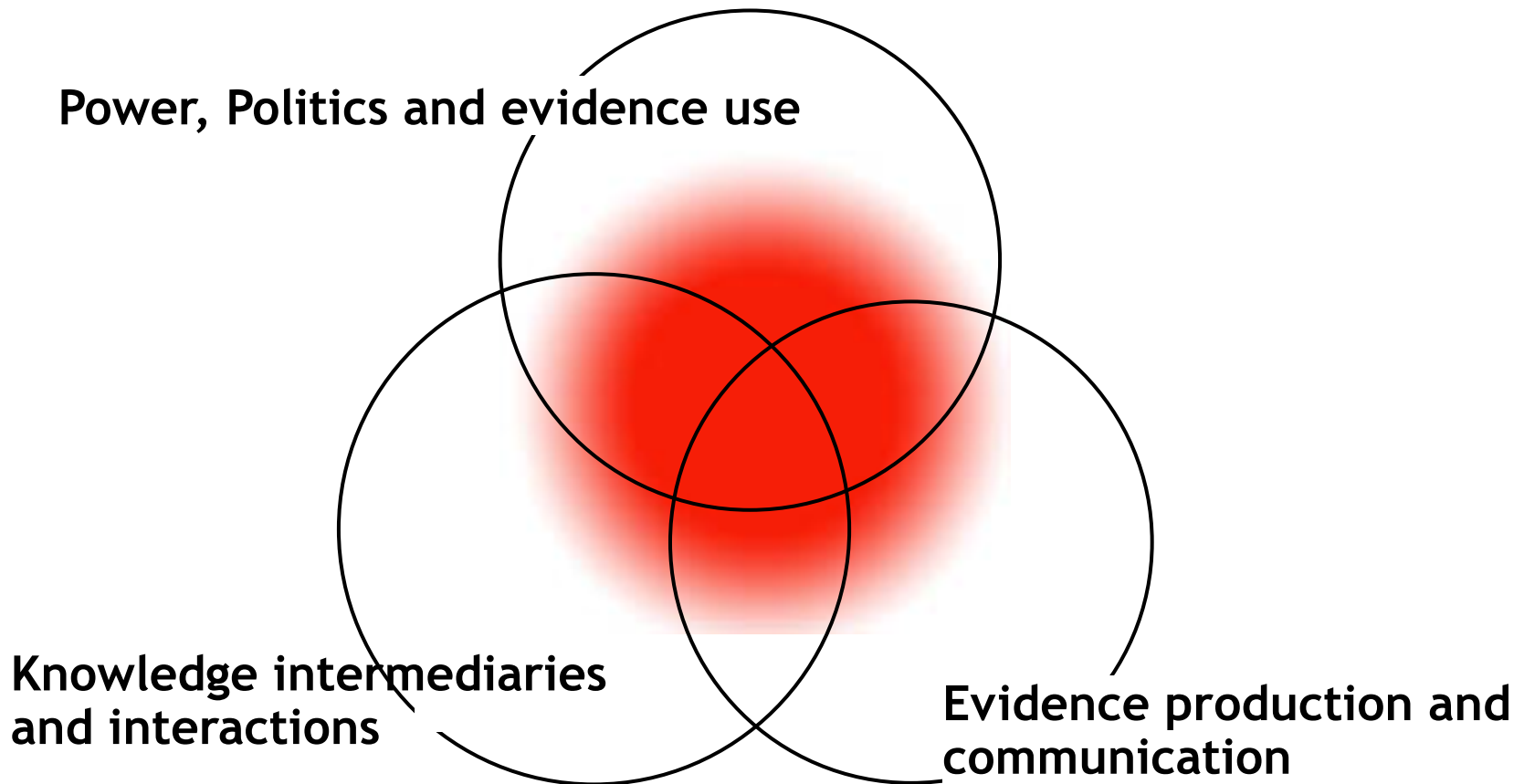
Strategy for influencing policy processes



RAPID
Outcome
Mapping
Approach



1. Learn about the context



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Knowledge, Politics and Power (KPP)

1. Mapping the political context

2. Role of key actors

3. Types of knowledge

4. Knowledge intermediation processes



1. Learn about the context

1. Mapping the political context

- Formal policy processes
- Formal/informal political participation processes
- Who has the strongest voices in policy debates?
- How does the political context condition the search for knowledge?

1. Learn about the context

2. Role of key actors

- Who is involved in policy making and knowledge processes?
- How do these actors interact and what role does knowledge play in this process?
- How do interests, values, beliefs shape the knowledge-policy interface?

1. Learn about the context

3. Types of knowledge

- What sources of knowledge do different actors rely on and why?
- From where do they source this knowledge?
- How do power relations between actors serve for privileging some sources of knowledge versus others?

1. Learn about the context

4. Knowledge intermediation processes

- Are there intermediaries involved in the knowledge to policy link?
- What innovative ways of working could be used to mediate the knowledge-policy interface?

2. Define the policy change

Attitudinal change

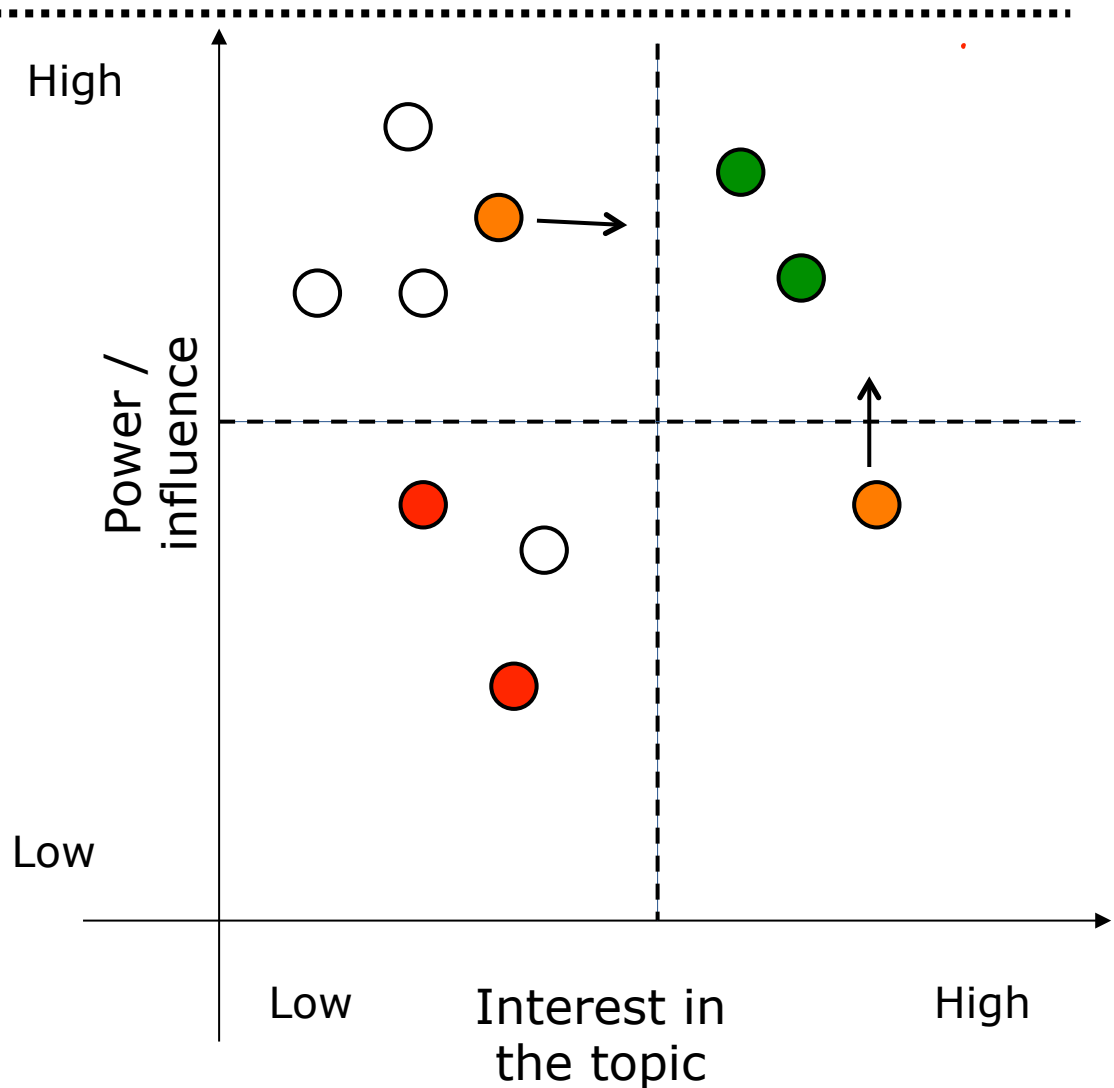
Procedural change

Policy content

Behaviour change

3. Stakeholders' mapping

1. List stakeholders
2. Map them on a matrix
3. Identify which are the most influential



4. Research plan and communication

Research

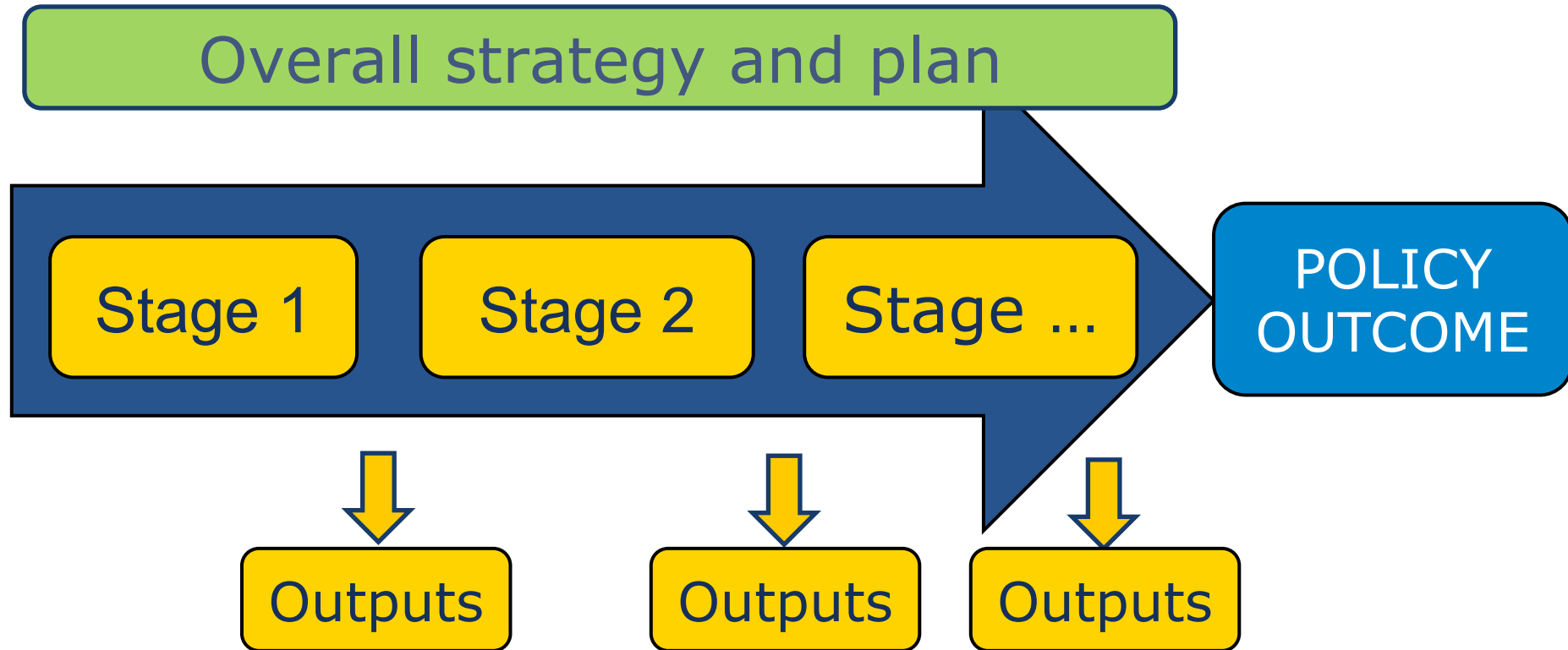
Quantitative / qualitative / mix
Data collection and analysis tools

Get to know your audience

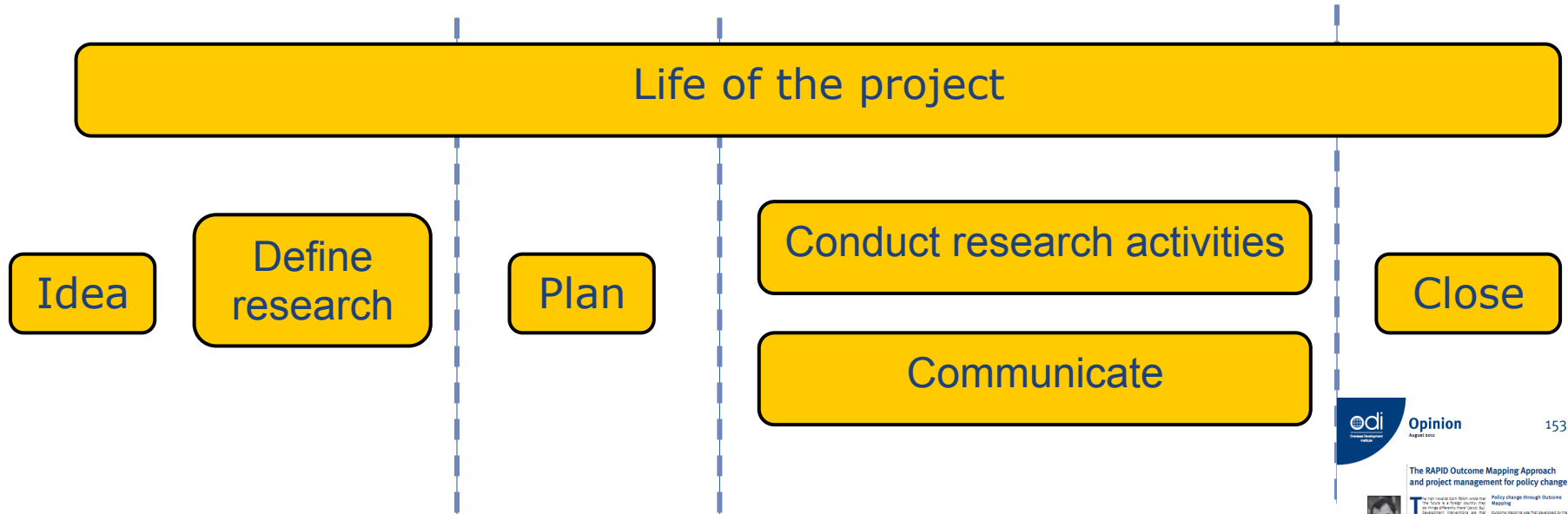
Communication
strategy

Research report
+
Policy brief
Research brief
Articles in newspapers
Interviews in TV
Workshops and presentations
....

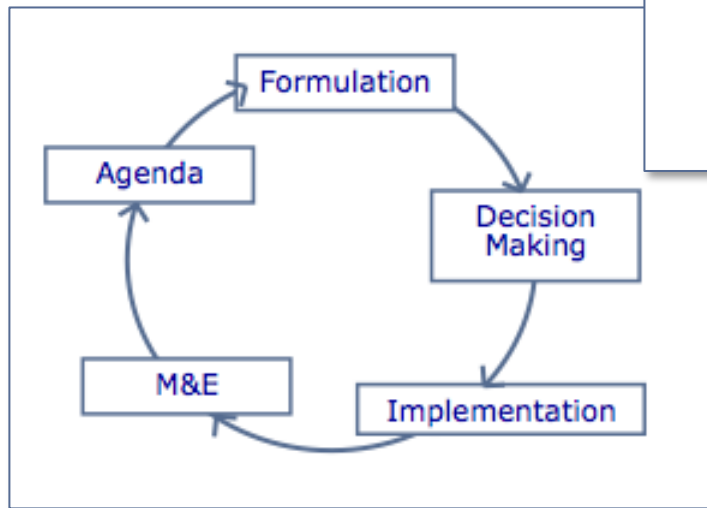
5. Management approach



5. Management approach



6. Assess your competencies



7. Monitoring and learning framework

1. Strategy and direction *–are you doing the right thing?*
2. Management *–are you doing what you planned to do?*
3. Outputs – *are the outputs appropriate for the audience?*
4. Uptake – *are people aware of your work?*
5. Outcomes and impacts *–are you having any impact?*



7. Monitoring and learning framework

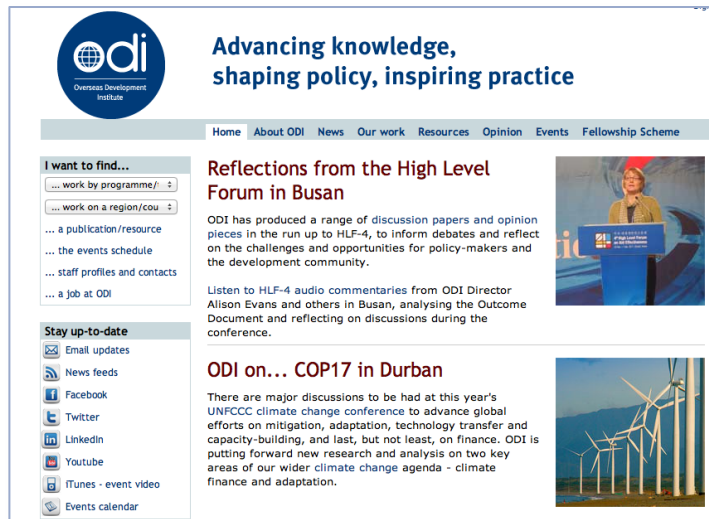
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Strategy and direction	Logframes, Theory of Change, Peer Review, Strategy Document, ...
Management processes	Project Documentation, Project Governance, Research Management, PRINCE2, ...
Outputs	Peer reviews, After Action Reviews, Output logs, ...
Uptake	Citation Analysis, Uptake logs, User Surveys, ...
Outcomes and impacts	Stories of Change, Episode Studies, ...

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To improve research impact you need:

- Clear intent
- A systematic approach
- The right systems and management approach
- To spend more on communications
- To engage, engage, engage
- Have a long term view



www.outcomemapping.ca

Thank you



www.ebpdn.org



Resources

RAPID publications:

[http://www.odi.org.uk/work/programmes/
rapid/activities-resources.asp](http://www.odi.org.uk/work/programmes/rapid/activities-resources.asp)