



ENHANCEMENT OF THE BUSINESS ENVIRONMENT IN THE SOUTHERN MEDITERRANEAN





Preparing a Position Paper for Policy Reform

Capacity Building Seminar

Ansgar Cordier

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Preparing a Position Paper for Policy Reform



- A position paper is only **one way** of communicating your **advocacy position**.
- How you transfer your advocacy messages to the world outside your organization or institutions depends on what you want to say and what you want achieve with your communication.
- **Therefore: determining the advocacy strategy of your organization comes first. Developing and issuing position papers follows.**



Preparing a Position Paper for Policy Reform



Choose the right communication tool for positioning your advocacy thoroughly :

- *Press release*
- *Issue brief*
- ***Policy paper***
- *Fact sheets*
- *Speeches*
- *Social media*

Source: CIPE



Target groups for position papers:

- Policy makers;
- Members of organizations that are active in the area or that are affected by a particular issue or policy;
- Other stakeholders with interest and influence in that area;



Structure of a Position Paper for Policy Reform

- Summary (Max 1/2 page): Summarize and introduce
- Background (Max 1/2 page): Origins and “history”
- Problem (1-2 pages): Why is it important? Why is it important to others?
- Assessment (1-2 pages): Discuss different solutions. Provide pros and cons!
- Recommendation (Max 1/2 page): Make a case for the policy solution you want to get implemented!



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1) Selection and focus

What format do we want to choose for formulating and communicating the position?

Plausibility check: does the issue require a positioning from our side? If so, what position fits to our overall strategy?

Impulse for a position:

- internal: from members
- external (e. g. planned legislation)



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2) Drafting and sharing





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Comment

Impulse comes from external action:

- proposal for new law
 - BDI invited to comment
- is re-active!

Position paper

Impulse comes from internal resources:

- sets the agenda!
- propose solutions!
- is pro-active!

Source: BDI



Thank you for your attention

Name: Ansgar Cordier
Email: info@ansgarcordier.de

