

Step-by-step plan for writing policy briefs

Even though there is no one right way of writing briefs, this plan supplements the policy brief toolkit and can help you start writing your first policy brief. However, we encourage you to use this resource, do your research, and come up with the approach that suits you best.

1. Having clarity about what and why you want to write a brief.
2. Setting out clear objectives.
3. Identify the problem and choose a topic.
4. Be clear about the context of use and decide which type of brief to write.
5. Choosing whether the policy brief is based on agenda setting, reviewing, formulation, implementation or making recommendations.
6. Deciding your target audience.
7. Coming up with a good and catchy title.
8. Following a clear and straightforward methodology.
9. Focus on making the brief clear and direct and using little technical jargon.
10. Include the following sections: attractive title, executive summary, background, problem definition, policy recommendations, implications, and conclusion/critique of policy options.
11. Include good and relevant content.
12. Developing a section that directs the reader towards further reading for better understanding.



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13. Get feedback from your colleagues, instructor or supervisor.
14. Deciding whether the policy brief will be a stand-alone piece or linked to other briefs/articles/research papers.
15. Setting up a dissemination plan and using it throughout the process of writing a brief.
16. Although measuring the impact of your work might be challenging, it would still be helpful to consider mechanisms and tools for measuring the reach and impact of your brief.