



Title, including topic area and organisation

DD/MM/YYYY

Key points/summary (around 200 words)

- Can be either bullet-points or a short summary paragraph.
- Include a very short description of your organisation or, if applicable, yourself as a researcher.
- This is to show why you are a good source of information.
- Briefly note key findings and any policy recommendations.

 Summarise your most pertinent evidence on the topic in question. 

Research findings (around 400 words)

- Summarise your most pertinent evidence on the topic in question.
- Can also work well in bullet-point form.
- Highlight key sentences in bold to make it easier for the recipient to draw them out.
- References should be included as footnotes to save space.

Policy recommendations around 200 words

- This is what policymakers are most interested in.
- Offer actionable ideas for future policies based on the findings you give above.
- If you are not a policy expert, it is helpful to see what has been suggested in debates on the topic already and to choose from there. Often think-tanks and international examples are useful inspiration. You can reference these to ensure policymakers know you are drawing from external sources.

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NB:

A good length for a policy briefing is two pages, which is digestible for policymakers and their staff. The word counts above are given with the aim of a two-page document, but you can deviate as long as the briefing remains concise. Editing the layout of your document can help keep to two pages, such as by narrowing the margins.

As a briefing is not a personalised letter, it does not require a salutation or letter formatting. The reason for contacting the policymaker and a personalised greeting should be included in the cover email you send with the briefing attached.

Contact details