



EUROPEAN NETWORK OF POLICY LABS



EIP-SCC

This document is a reinterpretation of Policy Labs adding a more extensive citizen focus and technological support to provide the critical relevance that policymaking has to have in current times.

INNOVATE
!CITY

EUROPEAN
NETWORK
OF CITY
POLICY
LABS

WHAT IS A POLICY LAB?

According to M. Fuller and A Lochard: "Policy Labs are emerging structures that construct public policies in an innovative, design-oriented fashion, in particular by engaging citizens and companies working within the public sector."

The most common procedure is via policy design workshops involving all stakeholders placing the end users at the centre of each stage. Some Policy Labs undertake a wide range of activities such as preparing studies, empowering communities and training municipality employees.



WHAT IS A REGULATORY SANDBOX?

Policy Labs generally meet with existing stakeholders thus failing to engage future players such as startups, new business models, and emerging technologies. The risk is very high when engaging these new players, but the benefits can be advantageous for everyone.

A Sandbox is a closed testing environment designed for experimenting safely with software projects and for new business models that are not protected by current regulation or supervised by regulatory institutions.

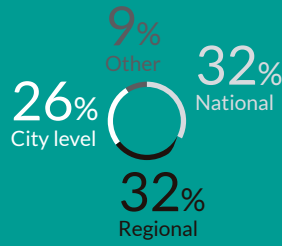
WHY IS IT SO IMPORTANT?

- 1 Putting silos to dance.**
Involve all silos in user-centric design
- 2 Wisdom of crowds**
A multidisciplinary approach to policymaking.
- 3 Massify adoption**
by engaging in policymaking
- 4 Legislation as the progress engine instead of the brake!**
- 5 Tallinn's agreement**
centre of implementation
- 6 EU cohesion on Policymaking**

THE CURRENT SETTING

WHY ISN'T WORKING?

Policy Labs are found at all levels of government. The general intention is to support the founder on his policymaking complexity. Most initiatives are created as a temporary or pilot program.



3 years
Average lifespan of Policy Labs according to research from the Tallinn University of Technology

Most policy Labs have only two full time employees. Rest are sub-contracted per project



13 cities



Only 13 European cities have Policy Labs.

Average nr. of yearly projects per Policy Lab



CITY LABS FOCUS AREAS



- 5** challenges
- 1 Survival**
Over a dozen structures face risk closing within 6 -12 months
 - 2 Focus on the why?**
Integrate Policy Labs as part of the global policymaking process
 - 3 Relevant to progress**
How emerging business models and technologies can be legislated?
 - 4 Network**
Increasing the visibility, credibility and interoperability of projects.
 - 5 Long term funding**
Independancy from political agendas and founder's budgets.

FIT

Policy Labs are "bolted-on" to existing structures rather than "baked in"

OPENESS

Most Policy Labs act per invitation (very selective about focus groups) instead of open to everyone!

DISTANCE

Policy Labs are far from where policy is serving in order to engage, test and refine the policymaking

FOCUS

Policy Labs focuses on building cases to justify and convince officials of the legitimacy of their actions to survive.

DIGITAL

According to UK cabinet Office: Policy Labs lack on Digital technologies to scale and accelerate the service.

ROLE

Policy Labs are perceived as tactical initiatives rather than fundamental structures in strategic execution

PROPOSED SOLUTION

EUROPEAN NETWORK OF CITY POLICY LABS

EU COHESION IN POLICYMAKING

The proposed approach is simple: create a network of all city policy labs (both governmental and influencers) and regulatory sandboxes. Leverage all structures, standardising them at the level of the policymaking process.

We, at EIP, have re-engineered the Policy Labs to deliver a turnkey solution that will give the necessary muscle for existing Policy Labs to become viable and to create new ones in a fraction of time.

The EU has identified the Open Innovation 2.0 as an essential part of the Digital Single Market policy and the prevalence of the quadruple helix model in the next round of research funding calls, through the Horizon 2020 programme. These are precisely the standards we propose to our network of Policy Labs

A UNIQUE SITE FOR ALL POLICYMAKING

Instead of reducing the operation of handling on-demand specific projects, the next generation of Policy Labs will extend its action to city insights and information about the political agenda and debates enabling activities (events, workshops and public consultation) on every single topic.

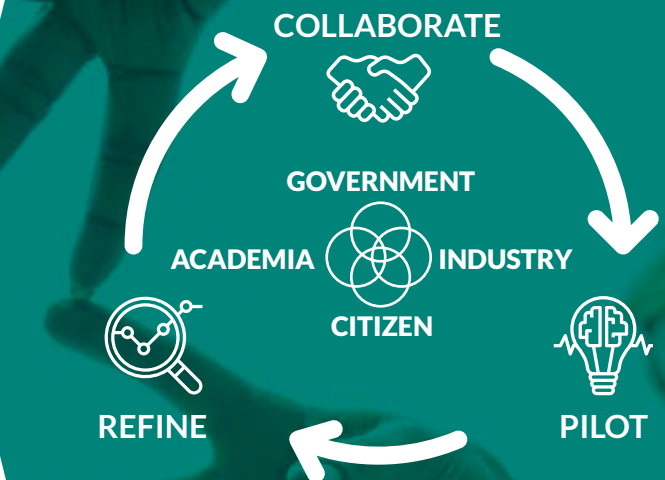


A technological platform will provide the necessary speed and scalability.

AUTOMATING POLICY LAB STANDARDS

Our technological platform will automate every city policy lab of the network. The system will benefit the lab with the scalability and speed to digitally adjust its focus and serve in a broader range.

By using the same platform, cities can share experiences, be in constant dialogue and improve the EU cohesion on policymaking. Setting up a new member in the network is a simple process because the platform is in the cloud available as SAAS (Software As A Service) model.



EU COMMUNITY NETWORK

Empower the local communities per interest allowing them to participate in city policymaking or stand as closed testing environments (sandboxes). Via Policy Lab network we are creating the European communities network.

Before the rampant run to sandboxes, a standard and interoperable process is available to all EU cities



Apart from compliant models (compliant to GDPR and Policy Lab standards), the rest of the system is open to local developments. In every city, we start by creating a developers community providing the possibility to develop modules that can be used locally or to sell globally within the network.



AUGUST

PLAN & PARTNERSHIPS

The offer is ready to go to market. Now is time to plan the approach and build the partner's network.

APPROVE
Agreed with Plan of Approach and approve the initiative



PARTNERSHIPS
Build a partner's network that supports the initiative



MARKETING
Branding, Marketing & sales strategy and materials



SEPTEMBER

LAUNCH & GO TO MARKET

With the offer, marketing and partners aligned it is time to launch the initiative and start an intensive market approach synchronising evangelisation and direct sales.

MARKET AWARENESS
Inform every target market of our existence.



EXISTING MKT
A direct approach to existing labs and influencers. 101 meetings.



NEW MKT
A direct approach to city clusters and Smart City networks.



REST OF 2018

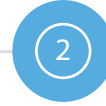
PILOT & REFINE

Beyond closing deals, it is time to test the market fit. Sandbox will soon be trendy (as result of Blockchain impact), we must be sure we are fit to lead the trend.

SALES
Intense direct approach not only starts new labs but provides valuable insights



PILOTS
Our success depends on the success of our pilot projects! Implementation is key!



REFINE
Have Marketing, product dev and partners on the loop to refine based on feedback



2018 GOALS & METRICS

3

Existing Labs joining network

2

new labs

1

new lab outside EU

PLAN 2019

2019 will stand for the "make or break" year. Sandboxes will be high on demand, and we should have the best solution as a result of the activity and learnings during 2018.





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