Writing a Strategy and Approach Document

A HOW-TO GUIDE
Strategy and Approach Document

- **What is it?**
  A transparent articulation of the intent of a Societal Platform mission to the public.

- **Why is it needed?**
  - creates legitimacy around the approach
  - articulates the role of different stakeholders

- **It includes:**
  - implementation outline and guiding principles for the design architecture
  - different actors and how they can play a role in developing, extending and leveraging the platform
This guide is for:
Actors (such as development practitioners to researchers) involved in developing strategy and approach documents for Societal Platform missions

This guide is to:
Enable a Societal Platform mission to develop a comprehensive document explaining the strategy and approach of the mission
Section 1: How to identify sections of the document?

‘How’, ‘Why’ and ‘What’
needs, methods and expected results

Focus Areas
in the Societal Platform Mission journey

Components
required to develop the Societal Platform
Section 2: How do you write each section of the document?

**Introduction**

- **Current state**
  of the societal challenge you want to address

- **Rationale**
  why does the societal challenge need to be addressed

- **Desired state**
  what needs to change and why, and how will the system work in this state

**About the Platform**

- **Overview**
  includes the purpose, participants and scope

- **Approach**
  how the platform will play a role in achieving the Societal Platform mission

- **Design Principles**
  ensure that the approach of the mission is enabled by the platform
Section 2: How do you write each section of the document?

About the Platform

- Standards, specifications and certifications guiding mechanisms for the ecosystem to collaborate effectively
- Components of the platform to support a Societal Platform approach and enable creation of diverse solutions
- Programmes and/or solutions either new or existing - which are expected to leverage the platform

Implementation Strategy

- Role of various stakeholders the role of stakeholders with respect to implementation strategy
- Operationalisation plan driving adoption and relevance of the platform with ecosystem actors
- Implementation challenges any challenges in deploying the platform

Benefits of the Platform

for various entities within and outside the system.
Section 3 : How do you build consensus with the stakeholders?

Public consultation to build consensus

Identify relevant entities

Involve all the identified entities

Ensure a consultation process

A core group of individuals with diverse professional backgrounds
Section 4: Pitfalls in developing a Strategy and approach document?

- Lack of subject knowledge
- Failure to identify right experts for each section
- Failure to get consensus from relevant stakeholders
- Use of abstract and academic language