



**SOCIETAL
PLATFORM**

Writing a Strategy and Approach Document

A HOW-TO GUIDE



- **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

About the guide



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?



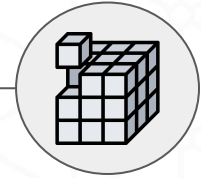
'How', 'Why' and 'What'

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

Involve all the identified entities



Identify relevant 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



SOCIETAL PLATFORM

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