



## *Population and Sustainability Network*

**HOW TO MAKE RESEARCH MEANINGFUL TO  
POLICY MAKERS:**

**THE VALUE OF A LOBBYING STRATEGY**

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# Taking a Strategic Approach

- What are the objectives of the research?
- Which research influences policy makers?
- Who do we want to influence?
- How do we reach them?



## What are the Objectives of the Research?

- Raise the policy profile of the population issue
- Substantially increase funding for population programmes
- Instil a sense of urgency



# Which Research Influences Policy Makers?

- The impact on business performance
- The impact of climate change



# 1. The Impact on Business Performance?

- Hinders capital accumulation
- Lower per capita income – weaker markets
- Health – lower productivity
- Education, infrastructure



## 2. The Impact on Climate Change

- Existing impact from developed world
- Increase mainly from developing countries
- Fossil fuel sources, lack technology & funding



# Who Do We Want to Influence with Research?

- Political parties
- Finance and planning ministries – LDCs
- Key institutions
- The sectors – eg business, science
- Mondeo Man



# How Do We Reach Them with Research?

- A media approach
- Engaging the political process



# Media Techniques for Promoting Research

- Accessibility: language, summaries
- Research database for further enquiry?
- Tailor the message
- Be impactful: press release, sound bite, film
- Linking research and advocacy



# Westminster Parliamentary Hearings

- The impact of population increase
- Millennium Development Goals as a topic
- All party parliamentary Group
- Sources of evidence



# Building A Strategy

- Promoting the results
- Replicating the Hearings process
- Relevance in Washington
- An ongoing programme



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