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.
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
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.

- 26% City level
- 9% Other
- 32% National
- 32% Regional

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

- Only 13 European cities have Policy Labs.
- Average nr. of yearly projects per Policy Lab: 2
- Average lifespan of Policy Labs: 3 years

**CITY LABS FOCUS AREAS**

- Innovation Public Sector
- Healthy Inclusive Societies
- Digital Economy and privacy
- Jobs & Growth
- Transport & Mobility
- Resource efficiency, circular economy and waste

**Focus on the why?**
Integrate Policy Labs as part of the global policymaking process

**Relevant to progress**
How emerging business models and technologies can be legislated?

**Network**
Increasing the visibility, credibility and interoperability of projects.

**Long term funding**
Independancy from political agendas and founder’s budgets.

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

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

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

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

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

**5 challenges**
- Survival: Over a dozen structures face risk closing within 6-12 months
- Focus on the why?
- Relevant to progress
- Network
- Long term funding

**Source:** M Fuller, A Lochard; Public policy labs in European Union Member States; EUR 28044 EN; doi:10.2788/799175
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.

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.

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.

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.

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 technological platform will provide the necessary speed and scalability.

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.
**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

**AUGUST**

**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.

**SEPTEMBER**

**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

**REST OF 2018**

**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.