



Introduction to Public Policy Analysis

on May 05th up to July 7th

- Online Training -



The course

The **online Introduction to Public Policy Analysis course** provides the information and tools to address policy related projects and organisations. It will address the role and importance of Public Policy Analysis in order to better planning future policies and actions, especially at the local level and communities. It will give basic instruments of impact evaluation, data visualization and how to develop policy briefs as well as research and action in local development policies. The trainers and keynote speakers will contribute to examples and interactive approach, taking from the experience of ALDA but also personal inputs of the trainers.

The course aims at **creating a community of practices and experienced stakeholders**, who will contribute to better and sound public policies, especially at the local level.

The strength of all ALDA's trainings lays in the fact that they are all based on **ALDA 20 years' experience in EU project writing and implementing**, counting therefore on hundreds of examples of successful and unsuccessful practices (check out the dedicated section on our website: <https://www.alda-europe.eu/newSite/project.php>). Trainers will be available for individual counselling and coaching during the course.

Objectives

The course has the following objectives:

- + Providing information and tools to address policy related projects and organization
- + Raising awareness on the importance of Public Policy Analysis
- + Giving basic instruments of impact evaluation
- + Giving basic instruments of data visualization
- + Providing basic knowledges on how to develop policy brief as well as research and action in local development policies
- + Creating a community of practice and experienced stakeholders



The course lasts **27 hours** and is divided into 5 different modules, distributed over **9 days of 3 hours**. The course develops in particular the following topics:

- **Public Policy Fundamentals:** introducing political economy and core elements of public policy provides an introductory grounding in the political economy and core elements of the public policy process (like group actions, role of civil society, influence of decentralization and centralization)
- **Evaluation Methods:** introducing tools for evidence-based policy evaluation and research design
- **Policy communication skills:** Elements will be shared for improving policy communication skills through practical brief writing and data visualization.
- **Producing Policy:** introducing analysis of institutional factors, project cycle and implementation, political accountability and corruption influences.
- **Understanding of local development and citizens engagement evaluation and policies:** Integrated Territorial Development Diagnosis and Territorial Approach to Local Development

Beneficiaries

The course is opened to those who want to learn or improve their skills in Public Policy Analysis: **professionals, associations, representatives of local authorities, students.**

A good level of English language (B2 at least) and previous knowledge or experience in the field of public policy process, local development and participatory processes are required.

Trainer

The coordinator of the course is **Mrs. Antonella Valmorbida.**

Antonella Valmorbida, Secretary General of ALDA since 1999, has a senior experience in promoting local democracy, empowerment and participation of civil society, and good governance in Europe, in the Balkans, in Eastern Europe, and in the Mediterranean area. She is a **European senior consultant on local development with a focus on the implementation of participatory processes for urban regeneration.** She manages a network of 350 members mainly composed of local authorities and civil society groups, in over 40 countries in Europe and beyond.

Antonella Valmorbida is **President of the European Partnership for Democracy (EPD) and Member of the Advisory Board of Urban Foundation for Sustainable Development, Armenia.** She has been Chair of the EPAN working group of CONCORD until 2016, Chair of the Committee on Democracy and Civil Society of the Conference of the INGO of the Council of Europe from 2008 to 2011, and she was the coordinator of the subgroup on local government and public administration reform of the Civil Society Forum for Eastern Partnership. In 2012-13, she was board Member of CIVICUS – the World Alliance for Citizens Participation.



Antonella Valmorbida has an academic career at the university of Padova, Italy, and published two books on the involvement of citizens at the local level to promote democracy as well as various articles. Antonella Valmorbida is a French and Italian native speaker and she is fluent in English and Russian.

Methodology adopted in the course:

The main coordinator of the course is Mrs. Antonella Valmorbida, Secretary General of ALDA and senior expert in local governance and citizens participation with more than 20 years of experience in the field. She will deliver the main content of the course and she will be accompanied by the experts of ALDA as well as keynote speakers and experienced local stakeholders (mayors, municipal councillors, civil servants and civil society activists).

The course will be held online with material delivered throughout the duration of the course. During the lesson, material will be displayed, and key experts will take the floor. The students will participate in a blog, fed by their contribution as well as by inputs offered by the coordinator. The students can count on an administrative and technical back up for all the questions by the Secretariat of ALDA. Videos and a bibliography will be made at disposal.

The objective of the course is also to create a community of interested and experienced people, who will be able to implement better policies and actions in their local communities. The students are requested to prepare papers and deliverable throughout the course and their interaction in the blog will also be considered for evaluation.

The course will be completed by examples taken from the longstanding activity of the coordinator but also from ALDA's project managers and members.

The online formula presents a **streamlined and interactive learning mode** which allows effective distance learning without ever giving up the dynamic collaboration between participants and trainers, and between the participants themselves. The sessions will be held on the **Zoom platform**, a videoconferencing tool that allows the practical sharing of screens, documents, e-chat messages and the videos of each participant. Zoom breakout rooms allow will to split the Zoom meeting in separate sessions, giving the participants the possibility to discuss about the chosen issue in smaller groups (group exercises of 20 – 30 minutes each). In this way theory and practice will be combined, as well as individual and group work .

AGENDA

DAY	HOURS	THEME
MAY, 5 th	3 hours 5-8 P.M.	<p align="center">Module 1 - Orientation module</p> <ul style="list-style-type: none"> ◇ PROGRAMME AND HOW WORK TOGETHER: Introduction of each participants in the classroom, identification of objectives and perspectives on evaluation policies and training needs.
MAY, 12 th	3 hours 5-8 P.M.	<p align="center">Module 2 – The goals of public policy</p> <ul style="list-style-type: none"> ◇ THE GOALS OF PUBLIC POLICY AND THEIR IMPLEMENTATION AT THE LOCAL LEVEL: Market efficiency, equity and justice, policy stakeholders and policy inputs and outputs ◇ THE MARKET FAILURE AND THE ROLE OF PUBLIC POLICIES: Information asymmetries, monopoly, the provisions of public good
MAY, 19 th	3 hours 5-8 P.M.	<p align="center">Module 3 – Rational choice and social groups</p> <ul style="list-style-type: none"> ◇ THE RATIONAL CHOICE IN PUBLIC POLICIES AND ITS LIMITATIONS AND INTERACTION OF SOCIAL GROUPS: Theory of rationality and theory of games
MAY, 26 th	3 hours 5-8 P.M.	<p align="center">Module 4 – Local institution and data interpretation</p> <ul style="list-style-type: none"> ◇ LOCAL INSTITUTIONS SOLVING LOCAL PROBLEMS: The social costs and the options, the role of delegation's powers (representation role and the principal-agent principle) and the transaction costs. ◇ VERTICAL AND HORIZONTAL ACCOUNTABILITY ◇ DATA INTERPRETATION AND USE: How to value the data in policy making, ways of representation, use of data versus opinions, probability theory (Examples given by communities involved in ALDA).
JUNE, 3 rd	3 hours 5-8 P.M.	<p align="center">Module 5 – Public policy evaluation and research</p> <ul style="list-style-type: none"> ◇ EVALUATION OF PUBLIC POLICIES AND METHODOLOGY OF RESEARCH: Randomisation, identification of a sample group, collection of data, research design. ◇ UNDERSTANDING OF POLICY FAILURES AND DIFFICULTIES IN IMPLEMENTATION



JUNE, 09 th	3 hours 5-8 P.M.	<p align="center">Module 6 – A policy briefing pt. 1</p> <p>◇ DRAFTING A POLICY BRIEFING: Key points for drafting a policy briefing, the role of infographic and data representation.</p>
JUNE, 16 th	3 hours 5-8 P.M.	<p align="center">Module 7 – A policy briefing pt. 2</p> <p>◇ UNDERSTANDING OF POLICY FAILURES AND DIFFICULTIES IN IMPLEMENTATION: theory and examples</p>
JUNE, 30 th	3 hours 5-8 P.M.	<p align="center">Module 8 – ITDD (Integrated Territorial Development Diagnosis)</p> <p>◇ ITDD (Integrated Territorial Development Diagnosis): Elements of ITDD and experiences for proposing a Territorial Approach to Local Development</p>
JULY, 7 th	3 hours 5-8 P.M.	<p align="center">Module 9 – Wrap up session</p> <p>◇ ACTION PLAN: Proposal of correlation and of various topics and discussion and support for action planning</p>

Logistical information

The course will be held on the following dates: on **May 5th up to July 7th** for a total of 9 meetings of 3 hours, from 5 to 8 pm.

The course will be held **ONLINE, following the rules established by the Coronavirus legislation.**

Costs & Registration

The training course has a total cost of **990 euros (VAT included)**. The cost includes the training materials that will be distributed during the course. **The cost for ALDA members and students under 26 is 840 euros (VAT included).**

For registration please fill in the [ONLINE FORM](#) by **26th April 2020.**

An advance payment of 200 euros is required at the moment of the registration. It will be refunded in case the course will not start.



Payment options:

- By credit card directly on the [web page](#) of the training course
- Bank transfer using the description "Introduction to Public Policy Analysis"

ALDA+ Srl Benefit Corporation

IBAN: IT64E030691189610000000004287

Please send payment receipt to admin@aldaplus.it after the payment

Please note: Final payment should be made at the beginning of the training. In case we do not reach the minimum number of participants, the deposit will be returned; the same will not be refunded in case of non-participation.

Registration and payment deadline: April 26th

Certificate of Attendance

At the end of the course each participant will receive a **certificate of attendance will be issued by ALDA+** the trading company owned exclusively by ALDA, strategic partner of the European Commission and the Council of Europe

For additional details and registrations, please contact:

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