

# Innovating Public Policy

## The policy Cycle





## **Eva Sow Ebion**

*Co- Founder Innovation for  
Policy Foundation  
Director #i4policy*

Eva Sow Ebion is supporting the Community in shaping inclusive innovation policies through training and co-creation activities with innovation ecosystems, community partners, youth led organizations and public institutions.

She has supported innovation for Policy Processes in 10 countries through her work at the foundation and governments to deploy consultation tools developed by the Foundation in Senegal, DRC, Ivory Coast and Burkina Faso. As an innovation ecosystem enabler, Eva has supported African startups for 10 years. She was a member of CTIC Dakar , co-founded Kinaya Ventures, and facilitated Village Capital's Next Gen Ecosystem Builders Program supporting capacity building for francophone Africa Esos. Eva also launched the Boost With Facebook program together with Meta.

Board member of the Consortium Jeunesse Senegal, the African Performance Institute, and the Senegal Youth Debate, Eva hopes to contribute to inclusive and deliberative processes that serve communities and innovation ecosystems.

She serves as a member of the Stewardship Committee of the Democracy R&D Network, and is a member of the Global Assembly Core team, bringing communities together to learn and discuss the climate and ecological crisis. Eva has contributed to develop an inclusive toolkit to run Community Assemblies all over the world. She was awarded Top 50 Legal Innovator In Africa in 2020 and Tech Advocate of the Year in 2021.

We believe co-creation allows us to imagine the future we want and to bring policies and solutions that will drive change, growth

We support community empowerment to public policy interest to create opportunities for community decision-making by enhancing public deliberation. |



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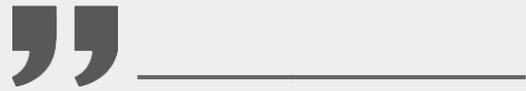
**It's time to innovate on economic policy in Africa.** We aren't asking our governments to listen to us, rather we want to work with them to co-create policies that work for the innovation community.

**Markos Lemma, *iceAddis***

**Public sector innovation & Collaborative approach has become key in the creation of public and social value, by facilitation the design and legitimation of public policies, favouring social diversity and strengtening the role of citizens and civil society.**

Decentralized policy-making, ensure citizen involvement, and include community members, local experts, organizations, government, youth, and policymakers – to brainstorm ideas, discuss issues affecting their communities, and develop tangible policy recommendations. This also provide hands-on learning and inspire people to contribute to policy development.





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# It is time to innovate public policy

## Build Alliances

#i4Policy is a movement of innovation communities across Africa supporting their governments with policy reform.

## Co-Create Policies

The i4Policy Foundation supports and facilitates inclusive and deliberative national, regional and global policy making processes, dialogue and reforms.

## Leverage Civic Tech

The i4Policy Process is an open democracy framework of policy making, and a repository of open source tools and methodologies.

## SESSION OBJECTIVES

- Understand different approaches of engaging policy-makers.
- Share best-practices
- Identify opportunities to take action.

**Processes developed through  
participatory process indicates  
that collaborative approach  
have positive implications  
public policies**

**Participatory processes change  
public actions, they bring  
benefits and engage citizens,  
workers, private companies,  
academics**

**Approaching innovative public  
policy processes**

## The Innovation for Policy Process (i4policy)

is an iterative framework for policy reform that optimizes public policy by elevating the knowledge and preferences of policy users, analysts and policy makers through **deliberation, expert review, and inclusive participation**. Policy developed through this process is more relevant, legitimate, effective, and generates knowledge in the process of design and delivery that informs future reform.

# 6-Step Design Thinking Process



**Empathize**



**Define**



**Ideate**



**Prototype**



**Test**



**Implement**

# Innovation for Policy Process (v4.0)

Design Thinking



**Empathize**



**Define**



**Ideate**



**Prototype**



**Test**



**Implement**

Phases

Agenda Setting

Drafting

Decision-Making

Implementation

# Innovation for Policy Process (v4.0)

Design Thinking



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Phases

**Agenda Setting**

**Drafting**

**Decision-Making**

**Implementation**

Actions



**Empathize**

**Map** the needs, constraints, and influence of actors to identify potential pathways for reform



**Initiate**

**Launch** a policy initiative that can mobilize a diverse coalition behind reform



**Define**

**Articulate** clear and concise descriptions of the specific issues or conditions to be addressed



**Prioritise**

**Rank** problem statements based on their impact and urgency to set the agenda



**Ideate**

**Brainstorm** potential solutions to address the prioritised policy agenda



**Design**

Iteratively **transform** the policy ideas into concrete policy propositions through co-creation



**Review**

**Analyze** the technical, operational, legal, financial, economic and social impacts of the policy



**Consult**

**Host** open and/or discursive platforms to collect and organize policy user feedback  
**AI Chatbot**



**Propose**

**Table** a policy for adoption with the relevant decision-making institution.



**Adopt**

**Approve** a policy through appropriate decision rules.



**Deliver**

**Operationalize** the policy framework.



**Evaluate**

**Track** the policy implementation transparently against its intended outcomes.

# Innovation for Policy Process (v4.0)

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Activities\*

Journey Mapping



Roundtable



Policy Hackathon



Stakeholder Workshop



Co-Creation Committee



AI Chatbot



Town Hall



Cabinet



Parliament



Co-Creation Committee



\* Activities to co-create the Senegal Startup Act

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# Innovation for Policy Process (v4.0)

Phases

## Agenda Setting

The phase in which issues are recognized as public concerns and seriously debated by politically-relevant actors. Common interests are understood and formed, specific problem statements are defined, weighed and prioritised to establish a user-centered agenda for reform.

## Drafting

Potential solutions are explored and developed into concrete proposals and policy instruments (laws, strategies, policies, visions, etc). Draft policy proposals are then reviewed by experts and users, with iterative feedback loops of further ideation, design, review and consultation.

## Decision-Making

Policies are proposed and agreed through appropriate decision-making processes.

## Implementation

Evaluations are conducted throughout implementation to inform policy delivery against the policy's goals, in service of policy iteration.

Actions



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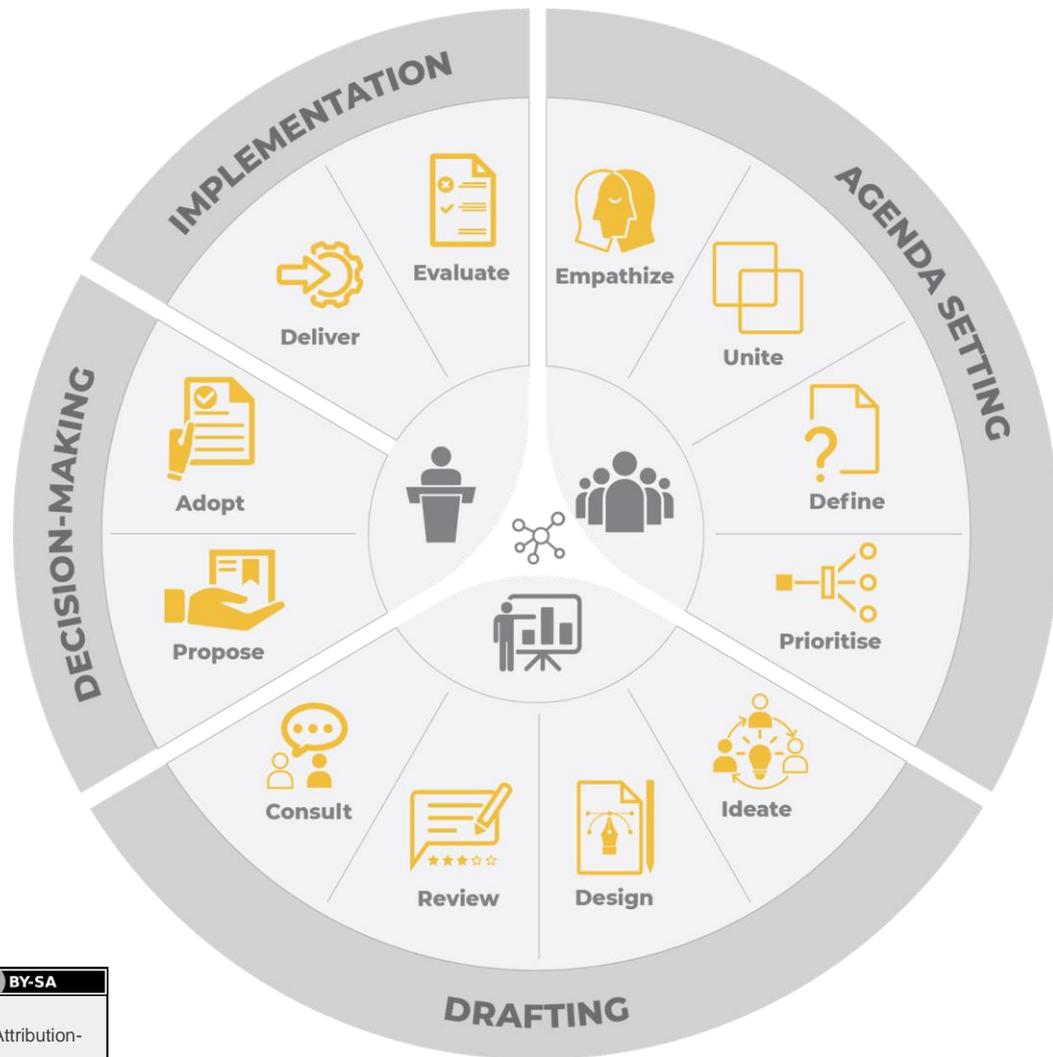
Activities\*



\* Activities to co-create the Senegal Startup Act

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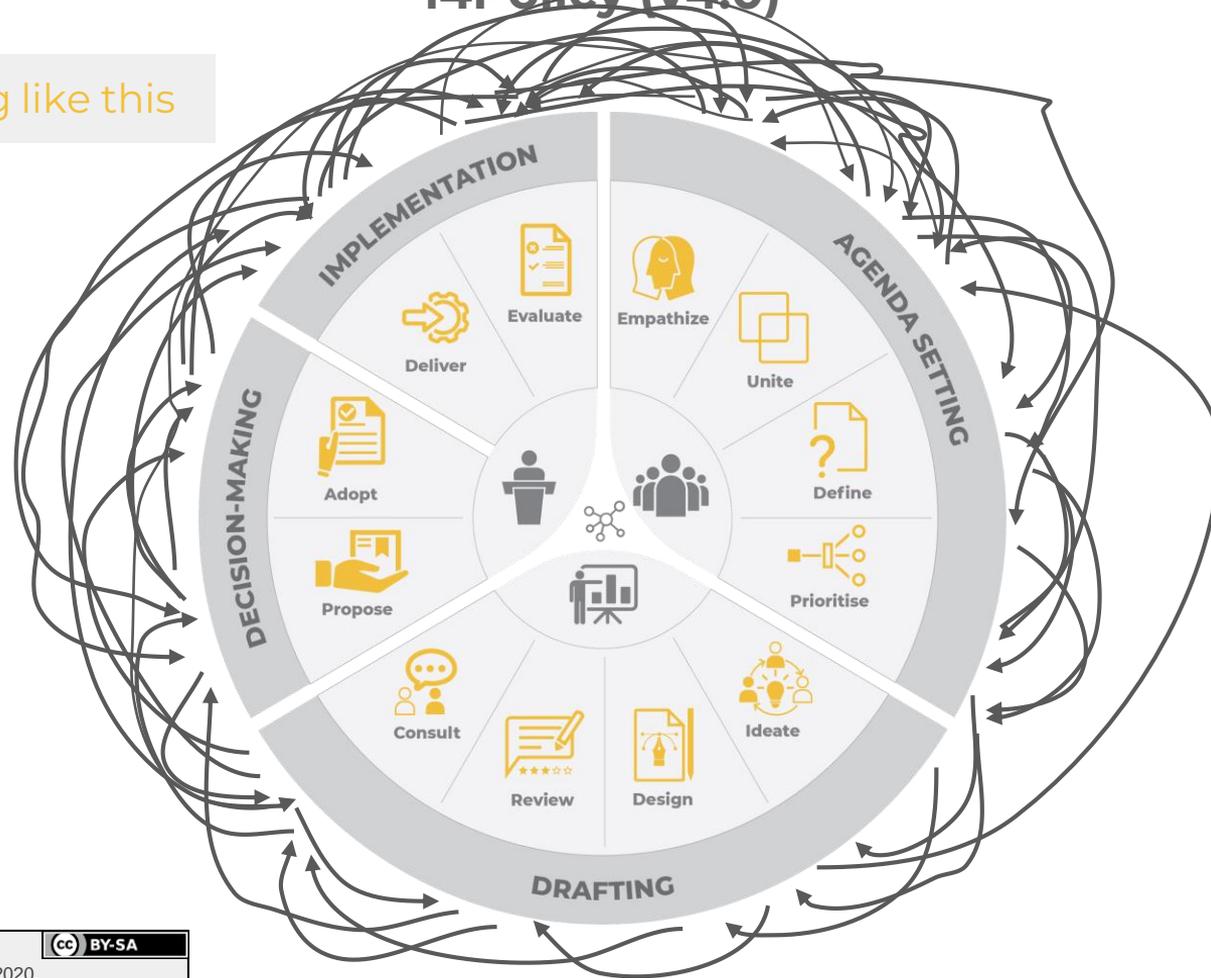


# i4Policy (v4.0)



# i4Policy (v4.0)

...or something like this



**Case Study:**  
**Co-Creating The Senegal Startup Act**

# Senegal: i4Policy process

# Journey Mapping



Co-Creating the Senegal Startup Act  
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Timeline

29 May 2018

1. Round Table



Co-Creating the Senegal Startup Act



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# Senegal: i4Policy process

# Training

2. Hackathon Training



Timeline

29 May 2018

19 -21 July 2018

1. Round Table



Co-Creating the Senegal Startup Act



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# Senegal: i4Policy process

- 2. Hackathon Training
- 3. Policy Hackathon

Timeline

29 May 2018

19 -21 July 2018

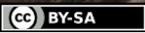
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# Policy Hackathon



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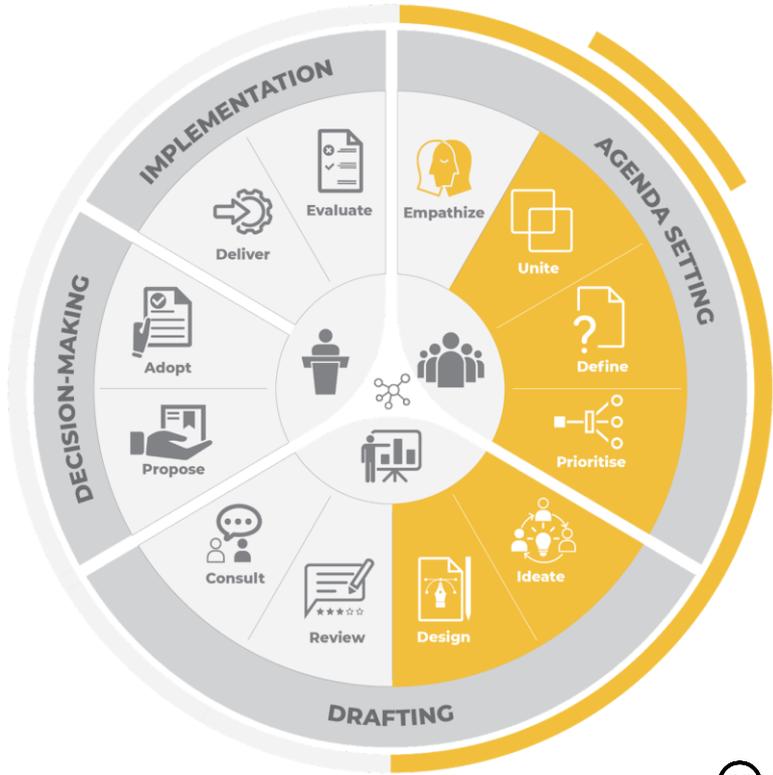
# Senegal: i4Policy process

# Policy Hackathon

- 2. Hackathon Training
- 3. Policy Hackathon

Timeline 29 May 2018 19 -21 July 2018

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**Co-Creating the Senegal Startup Act**  
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# Senegal: i4Policy process

- 2. Hackathon Training
- 3. Policy Hackathon
- 4. Stakeholder review

Timeline

29 May 2018

19 -21 July 2018

- 1. Round Table

# Stakeholder Review



# Senegal: i4Policy process

# AI Chatbot

- 2. Hackathon Training 
- 3. Policy Hackathon 
- 4. Stakeholder review 

Timeline **29 May 2018** **19 -21 July 2018** **25 Aug - 2 Sep 2018**

- 1. Round Table 
- 5. Online Consultation/Chatbot 



Co-Creating the Senegal Startup Act   
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# Senegal: i4Policy process

# Co-Creation Committee

- 2. Hackathon Training 
- 3. Policy Hackathon 
- 4. Stakeholder review 

Timeline **29 May 2018** **19 -21 July 2018** **25 Aug - 2 Sep 2018** **October**

- 1. Round Table 
- 5. Online Consultation/Chatbot 
- 6. Co-Création Committee 



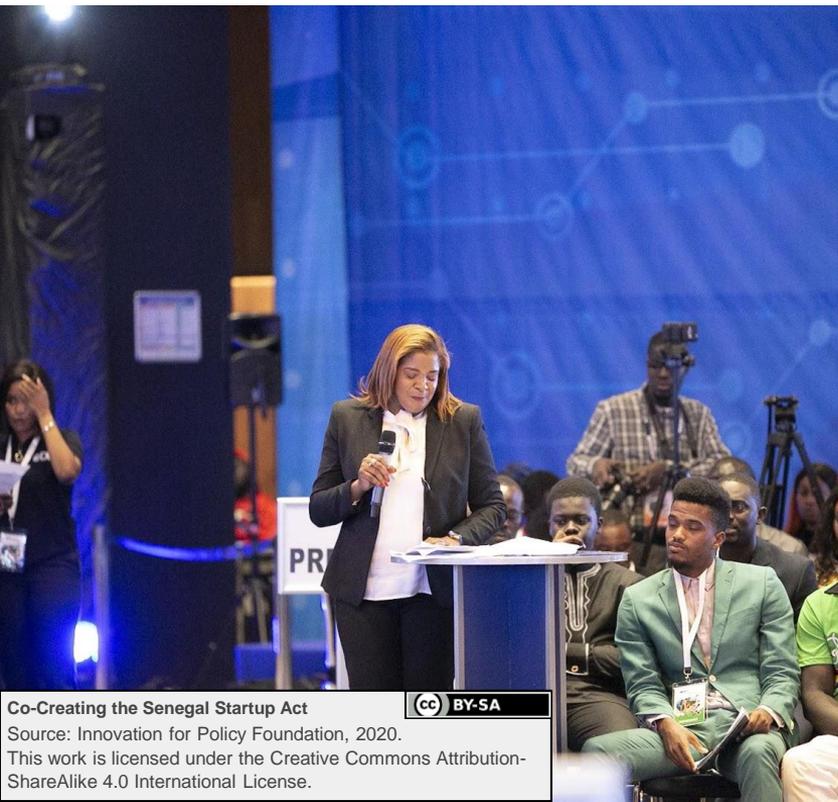
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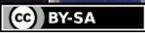


# Senegal: i4Policy process

# Town Hall Meeting

- 2. Hackathon Training 
- 3. Policy Hackathon 
- 4. Stakeholder review 
- 7. Town Hall Meeting with the President 



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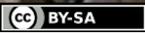


# Senegal: i4Policy process

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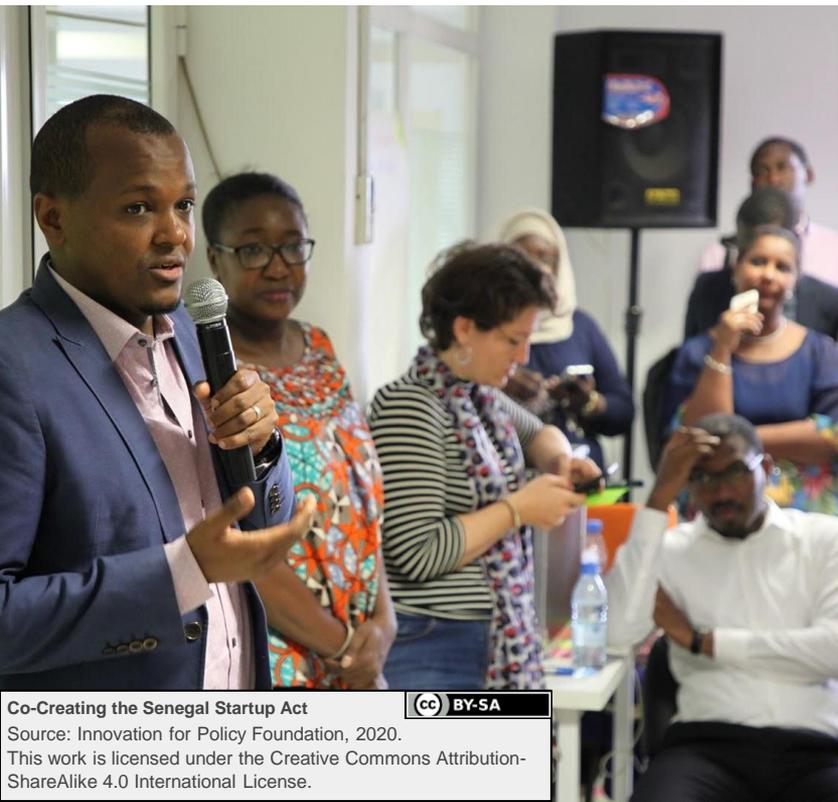


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# Senegal: i4Policy process

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# ▶ Senegal Startup Act

An innovative process to co-create a revolutionary law!



## i4Policy - the law-making process



1000+ citizens engaged



50+ co-creation activities



20 iterations of the Startup Act



Innovative platforms, like the Facebook consultation chatbot

## Startup Act - Benefits for Senegalese Startups\*



Easier access to information



Reduced taxes



IP support



Grants and loans for startups



Growth support for startups



R&D support



Public procurement preference



Privileged access to .sn

*\*The process of labelization is pending an upcoming Government decree.*

## 2020 Finance Law - Benefits for ALL small businesses



Taxes simplified from 11 different rates to 2 rates



Registration fees reduced by 60%



3yr tax holiday

Co-Creating the Senegal Startup Act



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Read the Sen Startup Act: [bit.ly/senstartupact](https://bit.ly/senstartupact) Read the Finance Law: [bit.ly/senstartupact\\_finance](https://bit.ly/senstartupact_finance)  
Read the note de service: [bit.ly/senstartupact\\_DGID](https://bit.ly/senstartupact_DGID)

## Join the #i4policy movement

Share your vision for Africa's digital transformation

[i4policy.org/manifesto](https://i4policy.org/manifesto)

# Senegal: i4Policy process

# Next Steps



Following the passage of the law, the coalition continued into implementation phase, a fourth version of implementation decrees were submitted to Cabinet in March 2021. Additional processes were initiated by the community, such as a national youth debate launched nationwide in August 2020.



# Recommendations

## 1

### Adopt a participatory approach

- Offers improved beneficiary targeting and service delivery
- Provides a clear picture of the entrepreneurial ecosystem
- Increases social capital, ownership and accountability
- Deliberation shifts social norms and improves trust
- Leverages dialogue to iterate, adapt and refine the law
- Strengthens existing public-private dialogue forums

## Recommendations

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### 2

Laws should recognize ecosystems, be holistic, long-term and address the framework conditions for growth

- Ensure that policy measures are aligned to existing programs and reforms, and that implementing agencies are coordinated.
- Have holistic but realistic, long-term goals. The “best” entrepreneurship ecosystems have taken decades to develop and used legislation to sustain the political commitment toward entrepreneurship beyond current trends.

## Recommendations

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3

Adopt clear and rational policy and beneficiary targeting and avoid discretionary selection of beneficiaries

## Recommendations

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4 Ensure the quality of execution and implementation

## Recommendations

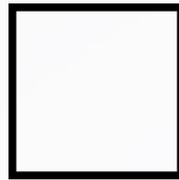
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5

Embed Monitoring & Evaluation into the law to ensure learning and iteration

### 6 Acknowledge the limits of the policy (when necessary), and mitigate potential adverse impacts

- Public policy still cannot solve every obstacle
- Policies can fail to produce positive effects, not by flaws in policy design, but rather due to structural limitations



**INNOVATION  
FOR POLICY**  
FOUNDATION

**THE FUTURE IS CO-CREATED**

[community@i4policy.org](mailto:community@i4policy.org)