



EUSALP EU STRATEGY FOR THE ALPINE REGION
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DRAFTING EFFECTIVE POLICY RECOMMENDATIONS IN THE EUSALP CONTEXT

Guidance for Action Groups, Policymakers, and EUSALP stakeholders



Shaping future together

Alpine Space

Crafting a strong policy recommendation is not just a writing task, it is a **strategic communication exercise** aimed at influencing decisions, shifting priorities, or securing resources. In the EUSALP framework, recommendations must bridge diverse territorial levels, policy agendas, and institutional realities.

As EUSALP evolves into a more mature and integrated governance framework, the ability to translate thematic expertise into actionable, well-structured policy recommendations becomes increasingly important. The volume of policy outputs has grown across Action Groups and projects, but the challenge now lies in sharpening their focus and making their messages stand out. This document supports that goal by outlining a **shared approach** to drafting high-quality policy recommendations that **speak to the right audiences, at the right time, and with the right framing**.

1. Purpose and audience

Policy recommendations should be developed with a clear understanding of **who they are for**: national ministries, regional authorities, EU-level actors, or local implementers. The tone, level of detail, and format should match the needs of policymakers who are time-poor and outcome-focused. Keep their political and institutional context in mind, and avoid generic statements.

2. Structure and Key components

A standard structure improves clarity and comparability across EUSALP outputs. Each recommendation should include:

- **Title:** Sharp and descriptive, capturing the core idea.
- **Objective:** What change is being proposed, for whom, and with what expected outcome.
- **Challenge:** Clearly define the policy problem or gap being addressed.
- **Territorial relevance:** Indicate if the proposal targets a cross-border, regional, or local level, and how it connects to EU strategies.
- **Policy fit:** Align with existing frameworks while pointing out where current tools fall short.
- **Recommendations:** Present actionable proposals, specify responsible actors, and outline required resources or tools.
- **Implementation/Monitoring (optional):** Suggest a timeline or indicators to track uptake and impact.

3. Writing style and Format

Keep it **concise** (2–3 pages max – depending on context). Use **plain language**. Break text into short paragraphs which contain and explain one idea. Where possible, add visual aids such as diagrams, flowcharts, or territorial maps to reinforce key points and to improve the visual quality of the text. Avoid technical jargon and dense narrative (this is a decision-making tool, not an academic paper) but where relevant add key references in footnotes.

4. Drafting process

Begin with bullet points to distill your thinking. Draft as a small group but seek external input, particularly from stakeholders who will be impacted or involved in implementation. **Iterate** with feedback rounds, especially with policymakers and institutional partners. At the end one person writes but make sure it is proof-read at the end to avoid errors.

5. Strategic positioning

Effective recommendations do not just describe problems, they **propose solutions** that fit within accepted political frameworks. Consider who supports or opposes the proposal, what interests are at play, and how to frame the message for traction. **Reference previous policies**, best practices, and evidence to build legitimacy and credibility.

Final note:

A good policy recommendation is readable, realistic, and relevant. It tells a **convincing story** about a problem that matters, presents a practical solution, and shows how to get there, without losing the reader in complexity. In a policy space, clarity is your best asset.

At its core, EUSALP is about translating shared territorial challenges into joint action. Its strength lies in bringing together countries, regions, and communities that may differ in context but are united in purpose and provide scale and legitimacy. **Policy recommendations are one of the most direct ways to move this cooperation from words to impact.** They are not just internal tools, they are public-facing signals of strategic intent and institutional maturity.

The EUSALP Secretariat and its Policy Advisors are available to support the drafting process, including via upcoming webinars and hands-on reviews.