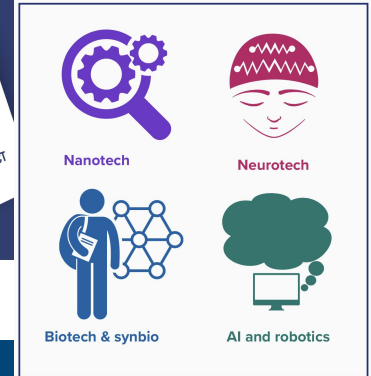
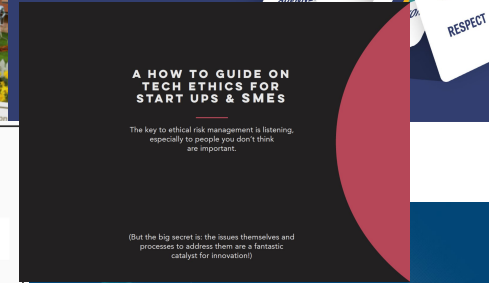


People-centred Regulatory Policy

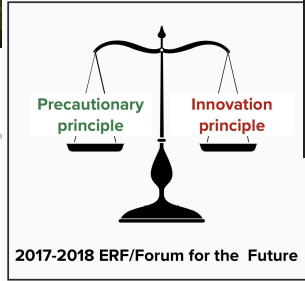


*Lessons from failure
and meaningful stakeholder
involvement*

The Journey! 1995-2023



Pro-society innovation & regulation



Lessons from failure....

Cigarettes, alcohol, gambling, social media,
computer games, ultra-processed foods, vaping

“The Addiction Economy”

*“Mum, how are cigarette companies
allowed to still exist?”*

The roots of non-people-centred policy and regulation

Ideology 1: Neoliberal capitalism

Ideology 2: Innovation as ideology

Ideology 3: Regulation stifles innovation

Letter ✓ Added

Letter: Society's relations with innovation need a rethink

From Hilary Sutcliffe and Joe Woof, SocietyInside, London SE21, UK

9 HOURS AGO 🗨️ 📧

Anjana Ahuja is right (Opinion, March 29). Profit has consistently been put before the health and wellbeing of people in terms of policy and regulation. In addition to the junk food, cigarettes and alcohol mentioned in the article, social media, gambling, opioids and the new disposable vapes targeted at children, all have a business model deliberately designed to addict their customers.

The problem is rooted in three entrenched ideologies, which need confronting.

The first ideology is neoliberal capitalism, which prioritises a right to make money over human rights, environmental sustainability and the good of society as a whole. Damage to individuals and society is actively incentivised by a system that allows companies to take the money and leave the externalities for individuals and governments to deal with.

The second is innovation as an ideology. Innovation is now not a simple description — “the introduction of new things, ideas, or ways of doing something” (Oxford English Dictionary). It is focused on science and technology-driven products, which it enshrines as intrinsically “a good thing”. Innovation as ideology believes that nothing should get in its way and anyone suggesting otherwise is anti-business and anti-progress.

The third ideology is the belief that regulation stifles innovation. Bad regulation stifles innovation. Good regulation, as the article proposes, shepherds those things, ideas and ways of doing something to inspire and motivate economic, social and environmental benefit and prevent or mitigate their harms.

It is useful to remember that these ideologies are not laws of nature, they are themselves just a collection of ideas that seemed like a sensible idea at the time. The good news is that there are plenty of new ideas for how, let's call it, a “pro-society” approach to innovation, investment and regulation can be achieved. Now seems like a good time to start taking those ideas very seriously.




















Hilary Sutcliffe and Joe Woof
SocietyInside, London SE21, UK

Pro-society innovation & regulation?

Society
Inside

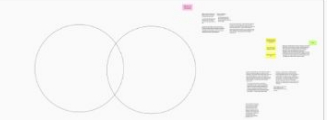
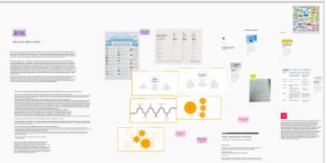
Today



What happens now?	Policy options	Research	Next stage funding	Applied focus	Funding & incentives	Regulation focus	Regulation design	Success model
 Stakeholder involvement & reflection	 Focus on political gains	 How do we?	 Attention on technological possibility	 Attention on applying science & tech	 Financial and business drivers primary	 Promoting innovation	 Top down, uninclusive	 Economic growth
 Stakeholder involvement & reflection	 Focus on public goods	 How do we? What if...? Should we?	 Attention on societal problems to be solved & potential harms	 Attention on systems solutions (inc, but not only sci & tech)	 Societal drivers primary (inc, but not only £\$€)	 Shepherding innovation for social benefit & mitigating harm	 Collaborative, open and inclusive	 Public good - econ, social & eco equity?
 Stakeholder involvement & reflection	Exploring societal needs & policy options	Embedded in research and development process	To understand problems & create optimal solutions	To understand systemic issues & responses	To design & deliver Pro-society incentives	As part of regulatory impact assessment	Intrinsic to regulation design, delivery, evaluation	As part of design & evaluation of success model

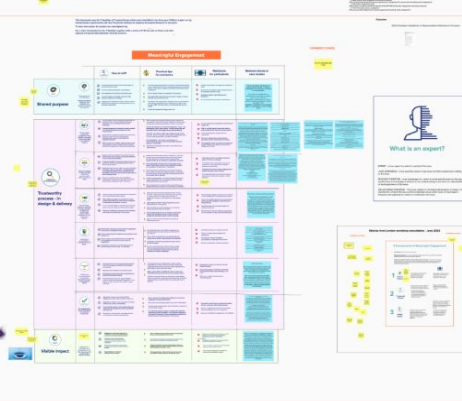
Meaningful stakeholder involvement





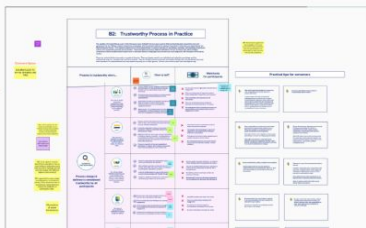
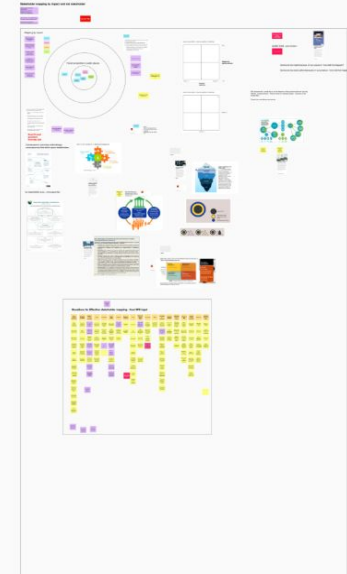
Comparison: procedural guide and best ideas

Feature	Procedural Guide	Best Ideas
Flexibility	Low	High
Clarity	High	Low
Adaptability	Low	High
Efficiency	High	Low
Collaboration	Low	High
Transparency	High	Low
Accountability	High	Low
Communication	Low	High
Documentation	High	Low
Feedback	Low	High
Iteration	Low	High
Ownership	Low	High
Empowerment	Low	High
Engagement	Low	High
Support	Low	High
Resources	Low	High
Time	Low	High
Cost	Low	High
Risk	Low	High
Quality	Low	High
Impact	Low	High
Value	Low	High
Relevance	Low	High
Usefulness	Low	High
Feasibility	High	Low
Scalability	Low	High
Sustainability	Low	High
Resilience	Low	High
Agility	Low	High
Transparency	High	Low
Accountability	High	Low
Communication	High	Low
Documentation	High	Low
Feedback	High	Low
Iteration	High	Low
Ownership	High	Low
Empowerment	High	Low
Engagement	High	Low
Support	High	Low
Resources	High	Low
Time	High	Low
Cost	High	Low
Risk	High	Low
Quality	High	Low
Impact	High	Low
Value	High	Low
Relevance	High	Low
Usefulness	High	Low

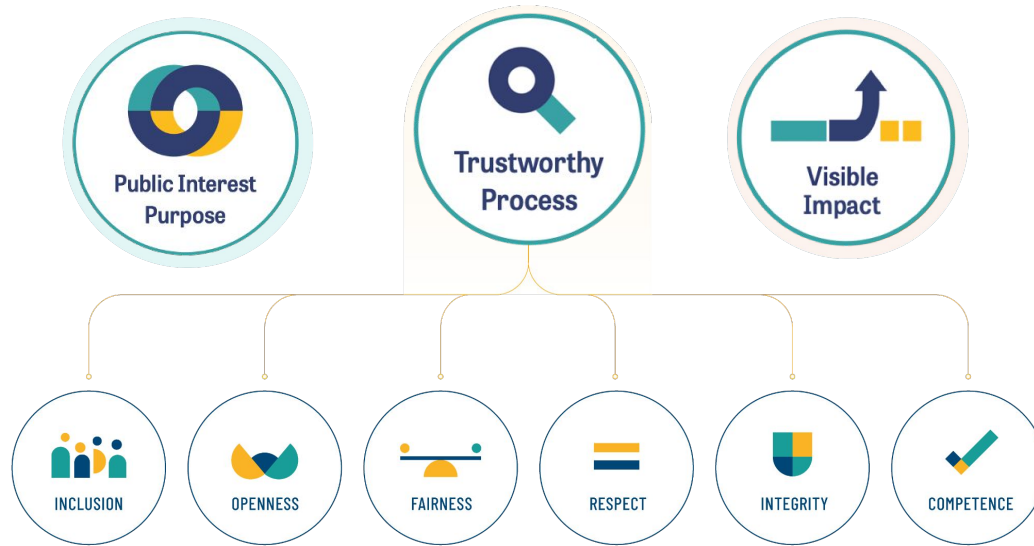


What is the impact?

Impact	Positive	Negative
1. Impact	High	Low
2. Impact	High	Low
3. Impact	High	Low
4. Impact	High	Low
5. Impact	High	Low
6. Impact	High	Low
7. Impact	High	Low
8. Impact	High	Low
9. Impact	High	Low
10. Impact	High	Low
11. Impact	High	Low
12. Impact	High	Low

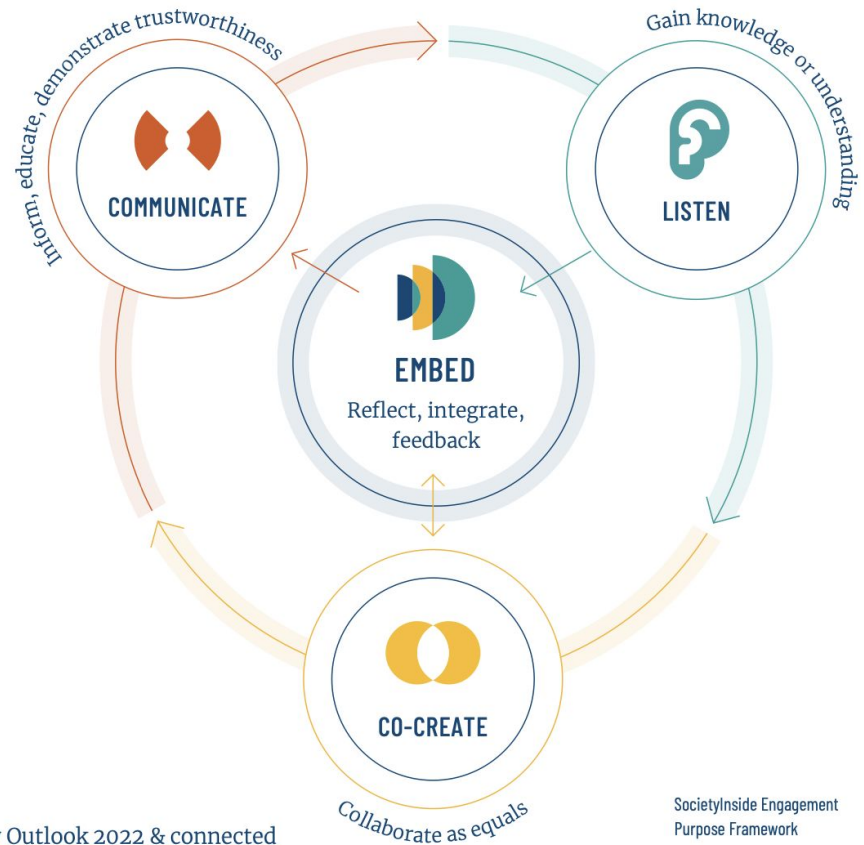


3 Elements of People-Centred Regulation?



Why involve stakeholders?

- Improve evidence base
- Understand implications & impacts
- Increase compliance and effectiveness
- Improve legitimacy
- Increase trust in process and outcomes
- Understand What Actually Happens



(OECD Regulatory Policy Outlook 2022 & connected texts, Outcome-Based Collaborative Regulation)

SocietyInside Engagement
Purpose Framework

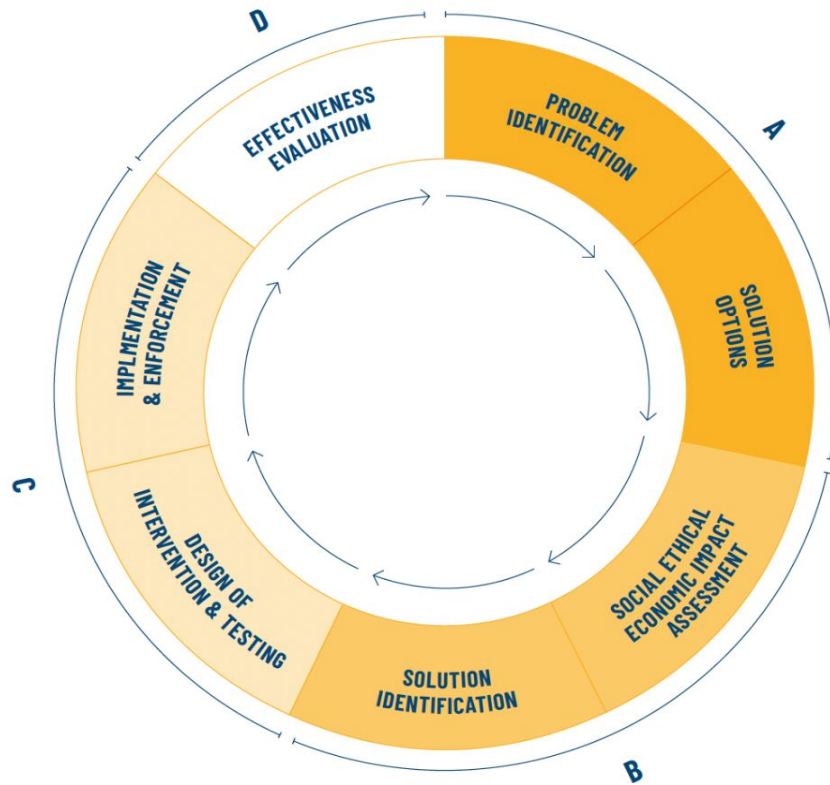
TOOL

When and why to involve stakeholders

Effective regulation involves stakeholders, including business, civil society, citizens and experts in four main phases:

- A** When exploring policy options including regulation
- B** As part of Regulatory Impact Assessment
- C** As part of regulatory delivery and enforcement
- D** As part of Regulatory Effectiveness Evaluation

(OECD Regulatory Policy Outlook 2022 & connected texts, [Outcome-Based Collaborative Regulation](#))



Earning trust in a people-centred approach?

- “Detach governance from hype & ideology – focus on public interest”
- “Get comfortable with navigating ethics and values”
- “Be more engaged, more visible – show your impact”

New competencies needed:

1. Building trusted environments for outcome-based collaborative governance
2. ‘Nothing about us without us’ – systematize involvement of citizens
3. Evidence of trustworthiness – a new approach to communication

TIGTECH ¹

3 NEW COMPETENCIES FOR A MORE COLLABORATIVE COMMUNICATIVE TECH GOVERNANCE

BUILDING TRUSTED ENVIRONMENTS FOR COLLABORATIVE GOVERNANCE



NOTHING ABOUT US WITHOUT US – INVOLVING CITIZENS IN TECH GOVERNANCE



EVIDENCE OF TRUSTWORTHINESS – A NEW APPROACH TO COMMUNICATIONS





“Innovation is society in the making”

Pierre Benoit Joly, Paris 2011
President, Centre Occitanie-Toulouse at INRAE

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