**Engineering the Policy-Making Life Cycle**

**THE ePolicy MODEL**
- Aim: to support policy makers in coming to decisions
- Global and individual perspectives merged
- Multi-disciplinary approach
- Energy plan as a case study
- Methodology to move to other policy domains

**IMPLEMENTING THE ePolicy MODEL**
- Implemented as web services to support:
  - Environmental experts
  - Policy makers
- The global optimizer provides alternative scenarios
- The incentive design identifies policy instruments for achieving the objectives of the plan
- The social simulator evaluates the impact of the policy instrument on the society
- The opinion mining component identifies the attitudes that people express

**VISUALISATION**
The visualisation meets two main needs by:
- providing intuitive access to ePolicy's analytical models
- communicating abstract and concrete ideas on the policy area

**DETAILS**
Three visual interfaces will be implemented:
- the global optimiser
- the incentive design and social simulator
- the opinion mining component

**ABSTRACTION**
The visualisation modules are:
- designed with different abstraction levels in mind
- addressing several roles (modelling experts, policy makers)
- adaptable to alternative or similar cases

**GLOBAL OPTIMIZER**
- Produces alternative plans
- Strategic Environmental Assessment
- Multi criteria optimization

**INCENTIVE DESIGN**
- Efficient budget allocation for incentives
- Encouraging participants to be truthful

**SOCIAL SIMULATOR**
- Agent based modelling
- Simulates social reaction to policy instruments
- Individual perspective

**OPINION MINING**
- Digs blogs and fora
- Retrieves relevant text
- Extracts opinions