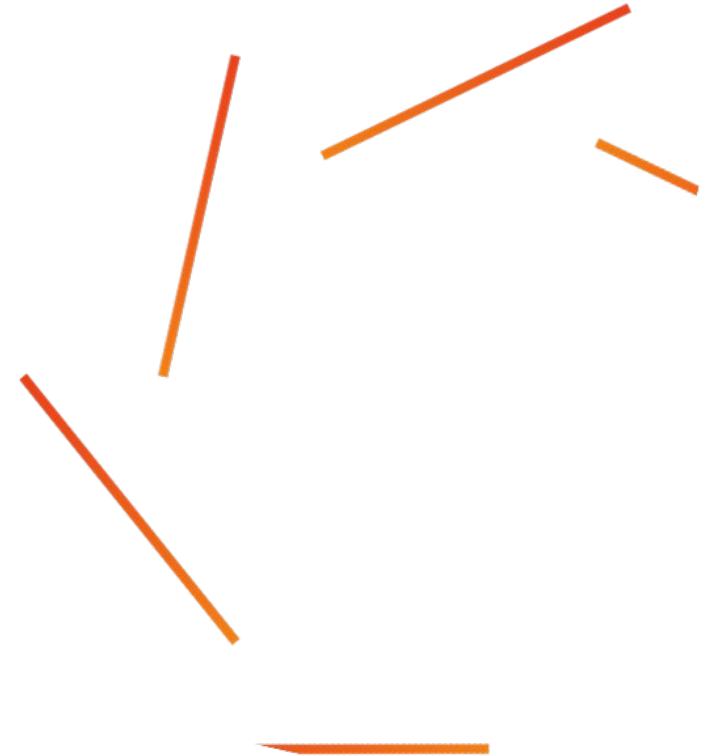


Strategic Design Service Offerings

Policy Design and Innovation
Service Definition Document

Sopra Steria



About Sopra Steria

Sopra Steria, a major Tech player in Europe with 50,000 employees in nearly 30 countries, is recognised for its consulting, digital services and solutions. It helps its clients drive their digital transformation and obtain tangible and sustainable benefits. The Group provides end-to-end solutions to make large companies and organisations more competitive by combining in-depth knowledge of a wide range of business sectors and innovative technologies with a collaborative approach. Sopra Steria places people at the heart of everything it does and is committed to putting digital to work for its clients in order to build a positive future for all. In 2024, the Group generated revenues of €5.8 billion.

The world is how we shape it

Sopra Steria (SOP) is listed on Euronext Paris (Compartment A) –
ISIN: FR0000050809

For more information, visit us at www.soprasteria.com

50,000

employees

€5.8bn

2024 revenue

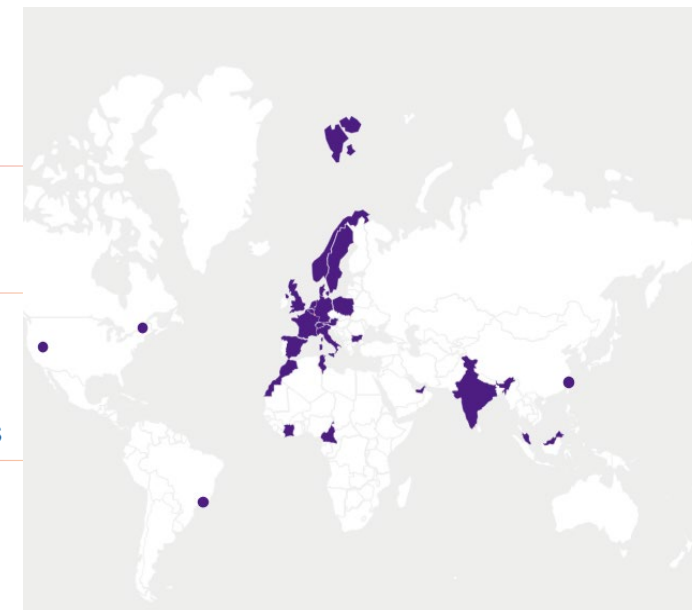
Top 5

European digital
services companies

In nearly

30

countries



About Sopra Steria Next

Some of our Clients



Sopra Steria Next is the consulting arm of Sopra Steria, a European leader in technology and transformation with over 55,000 employees in 30 countries.

We believe that success comes when you put people first. We help organisations to meet their goals by focussing obsessively on the needs of their customers: to perform better by empowering employees; and to win trust by being responsible corporate citizens.

We're driven by what's next. Technology offers opportunities to address our most important challenges. We enable large, complex organisations to innovate with next generation technology and data-driven insight.

For our clients, we blend business and technology expertise to deliver end-to-end transformation. Our consulting insight accelerates the pace of implementation. That's because our advice draws on the user centered design capability of [CXPartners](#) and is grounded in Sopra Steria's experience of what it takes to run cutting edge services at scale.

In government, financial services, security, and commerce: we re-imagine the organisations that shape everyday life in the UK.

"It was so evident the genuine care you had for this piece of work. You all offer a strong set of skills alongside passion, creativity, relatability and just being super on top of everything! It's been a pleasure working with you all."

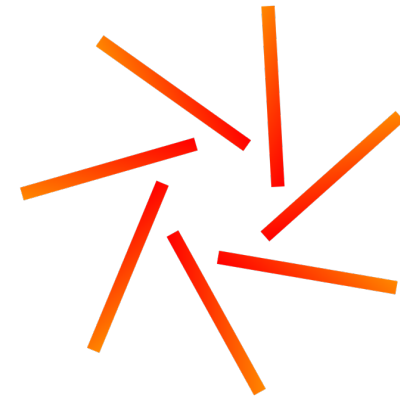
Emily Moimoi,
Commissioning
Support Officer,
GambleAware

About Strategic Design

Our Strategic Design practice helps organisations rethink services, products and systems so they work better for the people who rely on them — whether they are citizens, customers, civil servants, colleagues or employees.

We design experiences that create meaningful outcomes for individuals, organisations and society, while helping leaders build cultures that are more human centered, adaptive and ready for the next generation of technology.

And through our specialist consultancy, [CXPartners](#), we bring world class expertise and two decades of deep public sector experience to accelerate meaningful, sustainable change.



We are open to innovative engagement models and – subject to project context – would welcome the opportunity to work with you to identify output or performance based risk/reward mechanisms for aspects of our services.

Please refer to the Pricing Document for this Service.

Policy Design and Innovation

Ensuring policy and Cloud implementations align for maximum benefits

Policies designed without a clear understanding of peoples lived experience often fail to deliver intended outcomes.

We support organisations to design and test policy using user-centred research, participatory design, and futures thinking. This helps decision-makers understand real-world impacts, explore alternatives, and shape policies that are credible, inclusive, and deliverable.



Service features

- User-centred policy discovery engaging people affected by policy decisions
- Creative design interventions with policymakers, delivery teams, and stakeholders
- Qualitative/quantitative research with individuals and groups impacted by policy
- Scenario mapping to understand complex systems and policy interdependencies
- Futures thinking workshops to explore possible, probable, and preferable futures
- Collaborative simulations to test and anticipate policy impacts
- Articulation of a user-centred policy vision to guide change
- Creation of clear, compelling artefacts to support policy narratives
- Development of an evidence base grounded in user insight
- Co-designed policy development and implementation approaches.

Service benefits

- Policies shaped by real user needs and lived experience
- Earlier insight into the social/operational impacts of policy choices
- Reduced risk of unintended consequences
- Compelling narrative that helps communicate policy aims and intent
- Solid foundations for translating policy into user-centred services
- Greater confidence in long-term policy sustainability
- Alignment with Government and Scottish service standards
- Clarity of constraints and opportunities of future policy/service development
- Evidence to support reform and change initiatives.