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Version 4

Club of Rome opinions page guidelines

The Club of Rome Opinions Page is a is a space to highlight short thematic posts relevant to the work of the organisation. Posts can be drafted by Club of Rome members or collaborators and partners. Repostings of existing articles by Club of Rome members previously published on different fora are also possible with a link to the original article.

The opinion page provides a platform and space for authors to share their insights and opinions, and to generate valuable strategic content-related contributions to the Club of Rome's work. It is aimed at the general public, decision makers, and experts in fields relevant to the work of the Club of Rome.

Posts may be amplified through additional outreach activities and communication channels as appropriate and decided upon by the communications team. If you author a post, you agree to read and respond to relevant comments within one week following the post's publication.

Ideas for posts could include:

- Opinion – an expert opinion/perspective on a current event or policy
- Research highlights – a short summary of new research
- Q&A – profile of a Club of Rome member in the form of a short interview <500 words
- In the field – report from an event/meeting/conference/work with policymakers

Criteria

- Blogs by one or two authors are preferred, with a maximum of three permitted.
- Aim for 500 words. Posts are capped at 800 words.
- Contributions must be relevant to the work of the Club of Rome
- Be cognisant of the very different socio-economic and political systems across the world.
- Demonstrate critical yet constructive messaging
- Exceptional quality in line with the current status of science and politics

Structure, style and language

- Try to use the "inverted pyramid" structure by putting your main points first. Make sure your opening grabs the reader's attention. A punchy start will engage the reader and make them want to read on.
- Know your main point(s) before you start and be clear on your key messages. If it helps, write and outline or plan to structure your ideas.
- Write in the first person, use "I" and "we" and include your opinions and feelings about a subject.
- Avoid using scientific jargon, and if used explain what it means.
- Include hyperlinks to relevant studies or other related materials. Avoid footnotes.
- Why should we care? Make sure that it is clear in the article.
- Avoid long sentences and paragraphs and use subheadings as needed to break up the article.

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Further suggestions on the structure and style of a blog post can be found here.
A professional proofreader will be available to non-native English speakers upon request. All blogs will undergo editing and review by the communications team, on submitting an article the author agrees to review suggested changes.

Opinion pieces do not represent the official views of the Club of Rome and will always be accompanied by a disclaimer.

Submission

Word documents should be submitted containing the following information:

- Your name and affiliation
- Your social media handles (if applicable)
- Headline (max 50 characters)
- Article (500-800 words)
- Relevant keywords

Relevant images should be sent as individual attachments in the best quality available and must include copyright/credit information.

NOTE ON AI USE: We understand that generative AI tools such as ChatGPT may be useful in helping organise your ideas. However, if using such tools, please ensure that the final product reflects your voice and style rather than generic text. If AI is used in the formulation of the article, please include a statement about with AI tools were used and for what purpose when you send your submission.