# Guidelines for Website Content from
# Partners and Experts

**BESNet**
Biodiversity and Ecosystem Services Network

## Quality

- **Accuracy:** Ensure all facts and figures are correct.
- **Original Content:** Submit original work that has not been published elsewhere.
- **References:** Cite sources properly where applicable.

## Submission

- **File Format:** Word document (.docx) or Google Docs format.
- **Media Files:** Attach images and videos separately.
- **Contact Information:** Include your full name, title and a brief bio (2-3 sentences).

## Structure

- **Introduction:** Introduce topic and its significance.
- **Main Content:** Develop main points with supporting details, examples and data.
- **Conclusion:** Summarize key insights and include a call to action or reflection.

## Word Count

Ideal Length:

**800–1200 words**

## Style & Tone

- **Professional yet Accessible:** Write in a way that is professional but easy to understand for a diverse audience.
- **Engaging and Inspiring:** Aim to captivate readers with compelling narratives and actionable insights.
- **Informative:** Provide valuable information and clear takeaways.

- **Avoid Jargon:** Use simple language and avoid technical jargon. Here's an example:

  ❌ **Excessive Jargon:** "The synergistic interactions among biotic and abiotic components within the ecosystem services framework necessitate a holistic approach to biodiversity conservation."

  ✅ **Accessible Version:** "We need to look at how plants, animals, and their environment work together to protect biodiversity."

## Use of Media

- **Format:** JPEG or PNG for images, MP4 for videos.
- **Quality:** Ensure images are high resolution (minimum 1200x800 pixels).
- **Attribution:** Provide captions and credits.
- **Submission:** Attach media files to your email or provide a download link via a file-sharing service like Google Drive or Dropbox.

💡 **Tip:** Avoid sending photos and videos via WhatsApp as it diminishes their quality.

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## Content Types

### Q&A interview

Question and answer format with predefined questions provided by our team.

**Tips:**

- Answer each question thoroughly, providing personal insights and professional expertise.
- Keep responses concise and focused on the question.
- Use anecdotes or examples to illustrate your points.

**Example:** Partner Content: GloFouling Partnerships: Strategic Efforts Against Marine Biofouling Invasion

### Case Study

In-depth analysis of a particular project or initiative.

**Tips:**

- Provide background information to set the context.
- Describe the implementation process in detail.
- Discuss the results, impact and lessons learned.
- Use charts or graphs to present data clearly.

**Example:** Expert Corner: A Unique Coexistence of an Indigenous Tribe (Adivasi) with Tigers in the Western Ghats of India

### Opinion Piece

A personal perspective on a relevant issue.

**Tips:**

- Clearly state your opinion in the introduction.
- Support your viewpoint with evidence, such as data, research findings or real-world examples.
- Address potential counterarguments and provide a balanced view.

**Example:** Expert Corner: An Eye on IPBES 9. Upcoming Assessments and the Importance of Indigenous and Local Knowledge