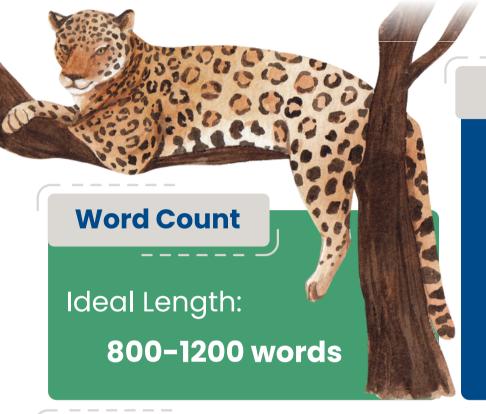
# **Guidelines for Website Content from**

# Partners and Experts





### 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.

## **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