

Our World 2.0 Article Writing Style Guide

Your voice in our world

Your story will contribute to [Our World 2.0](#)'s mission to report on innovative ideas that respond to the pressing problems of climate change, peak oil, food security and biodiversity. Our World 2.0 speaks to the public and shares stories on how we can re-make this world into a better version.

Knowing the Our World 2.0 online community

The most important thing to keep in mind when drafting your article is that our target audience is global. We attract over 30,000 readers per month, most of whom are clicking in from developed countries such as the US, Japan and the UK, are educated and in the 25-35 age bracket. However, we are expanding to China and India, now both in our top ten countries in terms of readers. This means many of our followers are not native English speakers and therefore not familiar with some colloquial, academic or abstract expressions. Our World 2.0 is a platform for conversation between the UN and the non-academic public and so we encourage public participation through online comments and collaboration via social networking sites, e.g. Facebook, Twitter, YouTube & Vimeo.

When seeking the best way to connect with our readers, we often ask ourselves the blunt but useful question: "So what?" In other words, why should people care about this innovation, if at all? The way you present your topic should convey its relevance to regular people, linking them into the story. We aim to help readers learn in a way that inspires them to bring about change in their own lives by connecting innovations to their own actions, in terms of their money, lifestyle and health. (Check out a couple of recent examples: [Growing Food Movements](#) and [Flipside of banking](#)).

Writing guidelines

Before our editors prepare your story to publish, we would like your submission to:

- ✓ Be written in a friendly journalistic style but be based on substantive argument
- ✓ Explore the challenge(s) before identifying then discussing innovative solution(s)
- ✓ Be a maximum of 1000 words and address the [5 Ws](#) (what, where, who, when, why)
- ✓ Avoid large, complex sentences — keep it short, sharp and simple
- ✓ Avoid most acronyms, colloquialisms, expressions, academic and scientific jargon
- ✓ Avoid use of the passive tense
- ✓ Include personal stories and quotes, e.g., personal experience/motivation
- ✓ Use hyperlinks to cite sources (in brackets right after citation) , NOT foot or endnotes

Please also include:

- A short biography of no more than 80 words
- When requested for our "How this affects you" section, 80-100 words each on how this innovation benefits people in terms of 1) money, 2) lifestyle and 3) health
- Quality photos you have related to your story, in the highest resolution possible

A final word from the editors...

The style guide is exactly that — a guide. If you are unsure about anything, please ask our friendly editors Mark Notaras and Carol Smith (notaras@unu.edu, csmith@unu.edu) for advice. Please note we are not able to pay our contributors at this stage. We look forward to receiving, and publishing your story soon.