

Nachhaltigkeit **kommunizieren**



Guidelines for authors

Target group

The Cooppa blog is aimed at people who want comprehensive information about the often complex interrelationships and solutions to the climate crisis. Texts should therefore be simple and plainly written and are not aimed at a specialised audience.

Article structure

Title: Short and clear, should arouse curiosity (please suggest 2-3 titles to choose)

Lead: A short introduction to the topic (approx. 300 characters) that whets the reader's appetite for the article without anticipating too much.

Name of the author

Text: Please submit as a Word document with a sensible structure using subheadings

Quotes: Highlight strong quotes from your interview partners so that we can emphasise them graphically in the text.

Links: If you include links to websites, studies or similar in your text, please use the following format: [linked word](URL)

General

- Active before passive: „The Intergovernmental Panel on Climate Change publishes a new report“ instead of: „A new report is published by the Intergovernmental Panel on Climate Change“
- Short sentences get to the heart of your argument more clearly. Long sentences can often be broken down into two or three sentences.
- Avoid unnecessary filler words, for example „also“ or „relatively“
- Figurative language makes a topic more approachable, more tangible and makes texts more readable overall.
- Where possible, include practical examples or direct quotes to make the text more lively.
- Please always explain technical terms clearly

Discriminatory content and PR-texts will not be published! We look forward to your contribution :)