

To:
UBC member cities



UBC Environment and Sustainable Development Secretariat
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CALL FOR STORIES: Baltic Cities Environmental Bulletin 1/ 2011

- Decisions steer innovative cities-

Dear UBC Friends,

The next Environmental Bulletin is dedicated to the **Decisions steer innovative cities** in the Baltic Sea Region. Articles describing efforts (decisions, actions, guidelines etc) done to create innovativeness in the cities and building new opportunities for sustainability in local authorities are warmly welcomed. Stories reflecting existing good practices, innovations, cooperation/partnership models enabling a sustainable Baltic Sea Region are appreciated from all Baltic cities and partner organisations.

Stories on your experiences, processes and lessons learnt will be invaluable for others to learn about. One of the most important intentions of the UBC network is to share good examples. In our 106 member cities there is a huge amount of good work being carried out. Let's promote this good work and make it visible and useful for others too!

All articles can be send to address: stella.aaltonen@ubc.net

The deadline for all stories is 31st March 2011. The recommended length of the articles is 2000 to 2500 characters with spaces. Good quality photos are always welcome. They should be in tif - or jpg -format, with resolution of min. 300 dpi. For further instructions and inspiration, please, see the following file "*Guidelines for authors*".

If you have any questions, please don't hesitate to contact the Environment and Sustainable Development Secretariat.

Looking forward to hearing from you,

On behalf of the Editorial Board,

Stella Aaltonen

Chief Editor of Baltic Cities Environmental Bulletin

Baltic Cities

ENVIRONMENTAL BULLETIN



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Inspiring articles to Baltic Cities Environmental Bulletin! Guidelines for authors

You, as an author of the Environmental Bulletin, have an opportunity to raise important and actual issues regarding sustainable development and get them published. Environmental Bulletin is delivered to all UBC member cities and any organization co-operating with the UBC - including the decision-makers in national governments, international organizations and European Union. Our challenge is to get the message through. Therefore, we would like to communicate in an even more interesting, clear and inspiring way. This is why we have created some practical instructions for your use in writing your article for the Environmental Bulletin.

Topic

- is an issue of today in your city or country
- even an interesting minor detail or practical case, reflecting a bigger process
- an interview of interesting person (an expert, an official) with opinions or comments
- a reportage of an event

Writing process

- write in news or feature style
- try to answer the questions who, what, when, how, why
- it is not possible to say everything; choose a view point and stick to that
- go directly to the point, basic information and history parts of the article, if necessary, can be added to the end of the story instead of starting with them

- you can start with an interesting detail, attracting the reader to continue reading
- avoid long and complicated sentences with difficult words - there is a risk of being misunderstood – or not understood at all
- readers are interested in other people's opinions, you may use direct quotations
- If there's a communication specialist in your organization, it's a good idea to consult him/her during the writing process
- please, keep the length of the story within the agreed limit

Photos

- we are grateful if you can provide us with photos that suit the topic
- if you have interviewed a person, a photo of him or her is suitable
- the photos can be sent to us in print or digital form; digital photo should be a minimum size of 300 dpi; our practical advice is that the size of the file shouldn't be reduced after taking it out from the digital camera or scanner. We just love mega pixels!

If you have any questions considering the article or the publication, you are welcome to get in touch with the editorial team. If you for some reason prefer us to produce the article on your behalf and provide us with the idea, it can also be arranged. Contact us well in advance to discuss this!

Best regards,
Stella Aaltonen and Sari Bowie
Editorial team