

To:  
UBC member cities



UBC Environment and Sustainable Development Secretariat  
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*Turku October 2013*

**CALL FOR ARTICLES: Baltic Cities Environmental Bulletin 2/2013**

## *Next steps for building a sustainable Baltic Sea Region*

**Dear UBC Friends,**

The next Environmental Bulletin will be focusing on **Next steps for building a sustainable Baltic Sea Region**. This topic gives us the possibility to include articles and news from different fields within the area of sustainable development and aims to show the effort of different actors striving towards a sustainable Baltic Sea Region. In other words, we invite you to write with a special focus on working towards a sustainable future, creating innovative measures or using a new and creative way of thinking.

If you wish to publish an article for the Baltic Cities Environmental Bulletin, kindly **send a confirmation-email before Monday 14 October**.

All confirmation-emails and articles shall be sent to: [esther.kreutz@ubc.net](mailto:esther.kreutz@ubc.net)

**The deadline for the finalized articles is Monday 04 November 2013**. The Baltic Cities Environmental Bulletin will be published in the beginning of December 2013. 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 do not hesitate to contact the Environment and Sustainable Development Secretariat.

We are looking forward hearing from you,

On behalf of the Editorial Board,

Esther Kreutz



# ENVIRONMENTAL *bulletin*

## 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,

*Esther Kreutz and Sari Sariola*

Editorial team

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