



2DEGREES CONTRIBUTIONS - EDITORIAL GUIDELINES

In a nutshell

2degrees is the world's biggest community for sustainable business professionals. We strive to be the number one destination for business professionals seeking to **grow, cut costs and risks, and improve profits through sustainability**.

Our content is designed to inform, educate, stimulate and inspire the 2degrees audience, with a core focus on delivering articles, materials and resources that helps business drive **efficiency, profit and growth** through sustainable measures, initiatives and programmes.

We also want to help companies reduce risk, improve their brand and reputation and create new value and business opportunities by becoming more sustainable.

The audience

2degrees members are from across the sectors, operating in businesses large and small.

They also represent a broad spectrum of job functions – from sustainability and environment professionals, to the more operational, such as facility and energy managers – and sit within a range of departments – from dedicated sustainability teams, to HR, finance and marketing.

Their efforts are as focused on core business and financial goals, as they are on environmental, governance and social objectives. They are using the sustainability agenda to drive profit and growth – and want help to do that.

Content type

We want content that helps our members save time, money and resources. We want to give them practical support, advice, tips and snappy takeaways that are going to enable them to do their job better and more efficiently.

We especially like:

- Stories about companies, programmes or initiatives in the form of valuable case studies (with plenty of facts and statistics);
- Insight and analysis of practices, processes, technologies or operations;
- Personal perspectives;



- Interviews and personal profiles;
- Opinionated commentary;
- Advice and tips; and
- Questions, discussions and challenges.

We run articles of varying length, between snappy 400-word pieces, to more in-depth features of 1,500 words.

And our content usually falls into one of the types of content listed in our 'Content Menu' (see below).

Style

The 2degrees community is made up of 30,000 different individuals, and we expect the style of contributions to be equally varied. Essentially, we want you to adopt your own style and tone, as long as it is personal, professional, authoritative and, above all, well-written.

Our audience understands the basic fundamentals of sustainability and gets the bigger picture. What members really need is personal insight, advice, tips, support and guidance to help them on their individual journeys.

What we DON'T want Articles that are too technical or 'baffling';
Unnecessarily provocative ranting;
Blatant sales pitches;
Repackaged press releases; or
Biased product or service reviews.

Exclusivity

We are much keener on content that is given exclusively to 2degrees and we will work hard to promote your contributions via the 2degrees platform and our many social media channels.

Of course, you are very welcome to promote your content through your own blog, website and social media channels, as long as you link to the original article on 2degrees.



2DEGREES CONTENT MENU

Our content is designed to inform, educate, stimulate and inspire the 2degrees audience, with a core focus on delivering material and resources that helps business drive **efficiency, profit** and **growth** through sustainable measures, initiatives and programmes.

Our content helps businesses **problem-solve practical issues** through **personal insight, advice and solutions**.

The menu of 2degrees feature content types, includes:

- | | |
|-----------------------------------|--|
| Blog posts | Snappy opinion pieces, packed full of advice, tips and pointers. Click here for an example of a great blog. |
| Feature articles | More in-depth feature articles, exploring programmes, themes, stories or examples of innovation, often run as a series, as was the case with this recent five-parter by Mike Townsend . |
| Discussions and Challenges | Start a conversation, debate or discussion. Post a question or challenge you need solving or need an answer to. Check out P&G's recent renewable materials challenge. |
| Interviews and profiles | Personal insight, advice and solutions via interviews, Q&As or member profiles (in prose, video or audio). Our 'Tell Me More' series is complemented by snappier Q&A pieces . |
| Case studies | In-depth studies of individual projects, campaigns, initiative and programmes, with a focus on the economic payback as well as the wider environmental story. Recent examples range from Virgin Atlantic to Bluewater Shopping Centre .
<i>See separate brief for case studies, below.</i> |
| Live & interactive | Engage with a live and interested audience by way of webinars, interactive training workshops, and live interviews or panel sessions. We administrate and host nine live and interactive events every month, on a range of subjects – from using social media to communicate sustainability , to solar power-use at General Motors . |



Analysis and Commentary	More than a blog post, our analysis and commentary pieces include more depth, insight and useful material, picking apart specific policies, practices, decisions and strategies to give the audience a better understanding, like this .
Video and audio	Developed a piece of video or audio that you think the 2degrees community would be interested in? If it's short and snappy, engaging and useful – upload it now. Here's a great example .
Jargon Buster	What does 'reverse auctioning' mean, anyway? Snappy, 400-word pieces that break down jargon and give it to you straight.
How to...	Guidance articles or documents offering simple, straightforward advice, solutions and practical pointers, like this .
Dos and Don'ts	Practical advice, tips and guidance in a simple 'Do' and 'Don't' format, like this .
'Top 10s'	Snappy 'countdown' articles offering advice and guidance, like this .
Policy briefings	Helpful briefing articles that break down key pieces of policy, Legislation or regulation into 'bitesize chunks' that will guide, aid and support companies as they grapple with potential banana skins. Here's a good example .
Pic of the week	Photographs and images that tell a sustainability story in a thousand words. Here's a great example: An advertising billboard creating water out of thin air .
News	2degrees is not a 'hard news' destination, but if it's something relevant, topical, interesting and insightful we will run it. This is what our news stories look like .



2DEGREES CASE STUDIES – WRITER’S BRIEF

Word-count 800 words

What we need The 2degrees case studies series is designed to showcase best practice within companies that are aiming to become more sustainable.

These profiles will delve into what each company has been doing to reduce and manage their impacts – and/or take advantage of the economic opportunities afforded by the sustainability agenda. The profile should focus on a specific initiative or programme of activity – i.e. the John Lewis Partnership installing new refrigeration as part of its new energy efficiency drive.

This is not a benchmarking exercise to find out who is the greenest company; the companies showcased might have a long way to go, but the idea is to extract the best stories from the pockets of action taking place around the world – NOT just in the UK.

The detail The entry should include at least one interview with the sustainability lead within the company. And while each entry should touch on the environmental and social achievements of the company, the focus should be on the financial aspects of each sustainability activity – how much it has cost and what is the likely return. Readers are less interested in what recycling targets a company has set itself, for example, and more interested in why – and how they will be achieved.

The article should include these details:

- What was the activity and desired objective? What was the budget and proposed timescale for the project?
- What were the benchmarks of success and measurables?
- How much did it actually cost? And what has been the payback? How is it performing against target?
- What would they do differently? What have they learned?
- What’s next?

Summaries Each profile should be submitted along with the following



information, so that the case studies can be catalogued and searchable:

- Company names;
- Sector;
- Turnover (for most recent financial year);
- Area of focus (for the specific activity – i.e. energy efficiency, transport, etc);
- Amount invested (related to current initiative);
- Suppliers (as comprehensive a list as possible; e.g Deloitte, SGS); and
- Link to latest sustainability report (as a url).

Remember

2degrees members are largely sustainability directors/managers, working in a number of different sectors – retail, manufacturing, buildings, banks, and so on. The focus needs to be on the ‘how’ and ‘why’.



MAKING A CONTRIBUTION

If you're a logged-in member of 2degrees, you can contribute a number of content pieces yourself, including:

- Blog posts
- Discussions and Challenges
- Documents

Just use the 'Join In' tab at the top of each working group home page to begin

For everything else, you will need to contact a member of the team to pitch your ideas and suggestions:

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