**Blog, news story, and articles submission template**

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| --- | --- |
| **Author/s** | *Name, Surname, Email Address* |
| **Author/s and email address to be included in the published news story/article?** | *Yes or no* |
| **Proposed publishing date** | *(if any)* |
| **Translator** | *(if any)* |
| **Tags** | *[e.g., Water, Ocean, LME, ...]* |
| **GEF Project ID number and short name** | *[e.g., 10374 – GEF IW:LEARN 5]* |

**Title: […]**

* Max 7 words

**Sub-title: […]**

* Max 15 words

**Body: […]**

* Max 800 words

*Do* ***not*** *embed photos or graphics here except to suggest positioning in the layout. Send them as separate attachments.*

**Top Tips:**

***General:*** *Avoid ‘lists’ of programmatic accomplishments. Tell the story in a conversational way. Do not write in the passive tense and avoid unnecessary acronyms and development jargon. Make sure there’s a reason why we need to tell this story. Include links to support facts and figures and prioritize links that are relevant to the GEF IW:LEARN and/or GEF IW project reports and sources, your lead executing and/or executing agencies, and UN-wide reports and sources. Avoid links to secondary sources such as media articles and Wikipedia.* [*Full guidelines here*](https://iwlearn.net/news/newsletter/guide-storysubmission)*.*

***Blog posts****: bring personal perspective, imagine you’re writing a letter to a friend who does not work in the development and environment sector.*

***Stories:*** *tell a story via characters and use quotes. Get backstory from the person you are writing about and explain why the GEF IW project story you are highlighting has made a demonstrable difference in their lives.*

**Contact:** For more information, please contact [name]: [email]

*This is either the technical team lead or project-nominated contact for media inquiries for the topic area. If left blank, the default will be Project Coordinator/Manager or Communications Officer.*

**About the project:** *Short project description/boilerplate. For example, check above footer -* [*https://news.iwlearn.net/empowering-seas*](https://news.iwlearn.net/empowering-seas)

**Related content:** *Please add any links to related content, e.g., reports, other recent stories on similar topics, etc.*

**Photos: *All photos and graphics must be submitted as attachments****, including the author’s headshot, if relevant. Please send them to* [*maria-camila@iwlearn.org*](mailto:maria-camila@iwlearn.org)*,* [*francesca@iwlearn.org*](mailto:francesca@iwlearn.org) *and* [*so.tzavella@unesco.org*](mailto:so.tzavella@unesco.org) *via email or WeTransfer.*

* **Cover photo/banner image:** Caption and Credit
* **Pic 1** (Pic 2, Pic 3, etc): Caption and Credit

*Note: Ensure that you have* ***usage permission*** *for proposed photos or have sourced from sites with non-commercial re-use rights secured, such as wikicommons, Wikimedia, Unsplash, Ocean Image Bank or pixabay.*

**Social media messages:** Please **limit the use of emojis** & include **#tags** and **@tag** in the message

* *For* ***X****: no more than 280 characters including spaces and emojis.*
* *For* ***LinkedIn & Facebook:*** *no character limit, but keep the message short and catchy.*