

Evidensia blog writing guide

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Purpose of the blog

Evidensia is a curated platform that provides research and insights on market-based sustainability actions. Our mission is to help users navigate the complexities of sustainability in supply chains by providing credible evidence to support informed decision-making. As governments, businesses, and other stakeholders commit to addressing sustainability challenges, understanding what works, where, and why is essential.

The purpose of a blog is to summarise research papers in a more accessible format for our community. While the full papers offer in-depth analysis, we recognise that their complexity or length may be challenging for some to fully engage with. The blog's purpose is to highlight key findings succinctly and engagingly, enabling our audience to grasp the core insights quickly and effectively.

Audience

The audience for the blogs is diverse, spanning various sectors such as business, NGOs, donor agencies, governments, and academia. It includes both seasoned professionals and newcomers to sustainability topics. While some readers bring in-depth expertise, others may be engaging with these concepts for the first time. Given the variety of backgrounds and levels of knowledge, the blog should aim to provide valuable insights that are both informative for experts and accessible to those less familiar with the subject.

Writing style and tone

When writing a blog for Evidensia, **clarity** is essential. Use simple language and avoid unnecessary complexity or jargon to ensure the content is accessible to a broad audience. Write in the first person (we, us) to create a conversational, approachable tone that reflects a **'friendly expert'** voice. This means the content should be credible and engaging, presenting complex topics in a way that is easy to understand without oversimplifying the research.

The writing should also emphasise **actionable insights**. Use specific examples and active voice to ensure the message is clear and direct. Avoid vague language, focusing on the practical implications of the research and answering the "So what?" for the reader. Make sure the conclusions are **transparent**, offering clear, concise takeaways that help the audience understand how to apply the findings.

Word count

Blog posts should be between 600 and 1,000 words.

Visuals and graphics

Visual elements, such as images, graphics, and tables, can be valuable in supporting the content of the blog, though they are optional. When included, these visuals should be clear, easy to interpret, and directly related to the topic. For example, if the blog focuses on a specific case study, a relevant image from that case can help bring the content to life and provide additional context. The goal is for visuals to enhance the understanding of the material, not to overwhelm or distract from the core message.

It is important that any imagery used is respectful and appropriate. Avoid generic stock photography and ensure that visuals do not undermine the dignity of any individuals featured. All images should be accompanied by a caption, including necessary details such as location, description of the scene, and the names or titles of people depicted. If using images from external sources, make sure proper permissions and credits are included to respect copyright and consent guidelines.

Submission and publication process

Once the blog is ready, please email it to evidensia@isealalliance.org or send it to the person from our team you have been in direct contact with. We will review the content and provide editorial feedback, typically within 3-5 business days. After any necessary edits are made, we will share the revised version with you for approval. You will have 2-3 business days to review and confirm your approval. Once approved, we will agree on a publication date, and the blog post will be shared on our platform.

Author details

When submitting the blog, authors should provide their full name, current position or title, and the organisation or affiliation they represent. Additionally, a high-quality, colourful headshot is encouraged, though optional.

Promotion

The blog will be featured on the Evidensia [Analysis and Insights](#) page. It will also be highlighted in our bi-monthly newsletter and shared across our social media platforms, ensuring it gets broader exposure within the community.

Thank you for contributing to Evidensia and helping us build a stronger community around sustainable practice!