



PUBLICATION OF BLOG ON UNCCD KNOWLEDGE HUB

Guest author / weblog for the UNCCD

The UNCCD weblog is designed for scientists, experts, practitioners, policy-makers and journalists to share insights, expertise and ideas, with relevant stakeholders. It is also a means for the UNCCD to reach out to the general public and promote specific issues of interest in an understandable way.

The blog will carry original content exclusively developed for UNCCD's use on subjects of interest to a broad range of UNCCD stakeholders. It is published in English.

Generally, authors are invited by the UNCCD secretariat to write on a topic relevant to the work of the Convention, which will be published under the author's by-line. The content may reflect an opinion, (scientific) knowledge, personal experience, commentary, review of a publication, etc.

Priority will be given to specialists and practitioners in all regions with relevant field experience and expertise. Publication of the content does not necessarily mean an endorsement of the piece but rather a facilitation of an exchange of diverse and critical perspectives that promote learning.

Readers that meet the criteria of potential authors as described in paragraph 2 above may also submit a blog to the editor for consideration. The blogs must conform to the criteria and standards specified. Authors whose submissions are under serious consideration for publication will be notified within 14 days that their submission is under consideration.

The articles will range between a minimum 500 and a maximum 1000 words. One new item will be published every month. The editorial team reserves the right to reject, edit or shorten the content for clarity (the author will have the right to review the final draft before its posting.) No remuneration is paid for a blog post. UNCCD also reserves the right, at its own discretion, not to publish a submission.

Format

- 500-1000 words



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- Topics: Sustainable Land Management, Land Degradation Neutrality, experiences in implementation, personal experiences of policy cycle, gender equality and women's empowerment, climatic variations, etc. These topics must relate to combatting desertification, land degradation and/or drought.
 - Tone of voice: Personal, informal, commentary, opinion
 - Target group: UNCCD stakeholders
 - Branding: standard design, caveat of organizational endorsement, include a 100-word bio, picture(s) and name(s) of the author (s), terms of use for sharing the blog, link to social media
 - Specific tags (metadata) attached to the blog, will ensure linkage to other Knowledge Hub content
 - Submissions for the blog must be authored in English for publication

All correspondence should be sent to: wwischnewski@unccd.int