

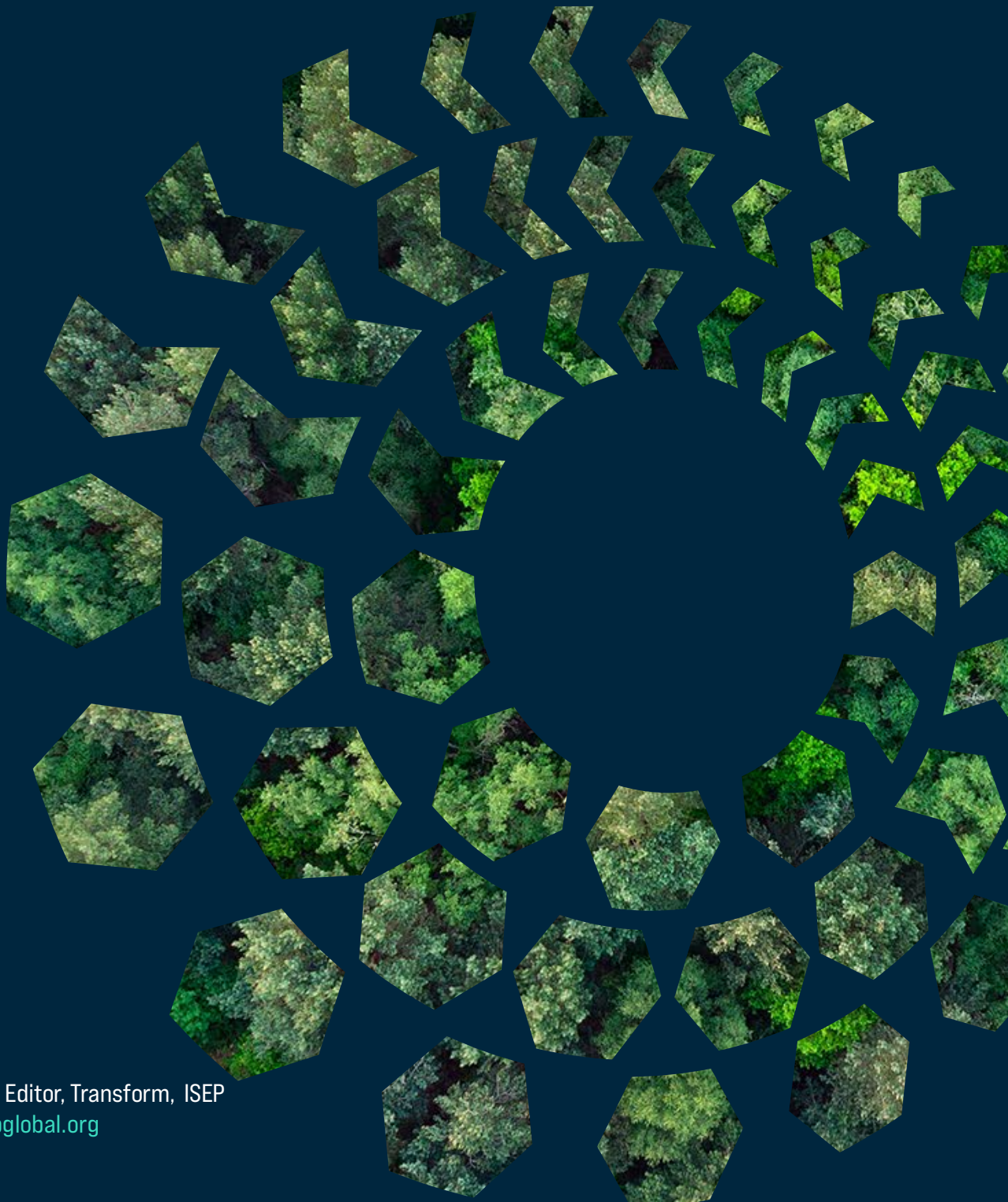


ISEP

Institute of Sustainability &
Environmental Professionals

TRANSFORM EDITORIAL GUIDELINES

2025-2026



Sharon Maguire, Editor, Transform, ISEP
s.maguire@isepglobal.org

TRANSFORM EDITORIAL GUIDELINES 2025-26

1. Feature content and style – technical detail

- Single-page articles should be about 600 words, double-page (DPS) around 1,100 words, with a 100-word reduction per illustration, graph, or similar element. Longer pieces may be considered for print or published in full online.
- Authors are encouraged to supply additional elements where possible, such as graphs, diagrams, side-bars, or photographs, and to include breakout boxes to add variety, pace, and interest for the reader. All sources **MUST** be stated for data supplied in tables, graphs etc.
- Authors must ensure the FINAL copy has passed all internal PR/Comms and authorisation processes **BEFORE** submission for publication.
- Authors should adhere closely to these guidelines to avoid significant revisions to their articles or delays in the editing process.

2. Artificial Intelligence (AI)-generated content

The publication of an article in a professional magazine serves as a reflection of the quality and impact of the authors' work and, by extension, the reputation of their affiliated institutions. Authorship of any publication – whether an article, report, or blog – entails both accountability and legal responsibility. Accordingly, it is essential to establish clear standards of ethical conduct for all parties involved in the publication process, including authors, editors, peer reviewers, publishers, and the professional bodies that own or sponsor the publication.

Best practice

- These guidelines provide clarity on TRANSFORM's policy on the use of AI when writing for the magazine. Our policy focuses on safeguarding the integrity of the content and provide greater transparency and guidance to authors, readers, editors and other contributors.
- TRANSFORM recognises the transformative potential of AI-powered writing assistants and tools such as ChatGPT. While these technologies can support the writing and research process by authors and create efficiencies, it's important to understand their limitations and use them in ways which adhere to principles of artistic, academic and journalistic integrity.
- The use of AI in content creation raises a number of challenges and considerations, including the protection of copyright and intellectual property, data storage and retention practices, and the ethical implications of bias, plagiarism, and potential misuse.

TRANSFORM believes in and supports the value of human creativity and human authorship. As such, human oversight and accountability are essential to maintain the accuracy and integrity of the content we publish. We therefore reserve the right to decline submissions in which AI-generated content has supplanted human authorship. Any use of AI-generated material must be fully disclosed at the time of submission, and the author must accept full responsibility for the resulting work.

3. Timing and copy deadlines

- An outline of between 250-300 words of the proposed article should be sent to the editor. The minimum copy date is six weeks before publication. Any time-sensitive information must be highlighted and, if later edits are required, the author should liaise with the editor to ensure the most up-to-date information appears.
- Failure to meet copy deadlines may result in an article being rejected, or postponed until a later issue. Please ensure that the version submitted by the deadline is complete, with all revisions finalised, as this is the one that will be taken forward. 'Last minute edit' versions sent after the deadline may be refused.
- Authors are encouraged to align contributions to TRANSFORM's published list of forthcoming issue themes. However, these themes are not exclusive, and the magazine covers a range of content each issue to cater for its readership across different sectors.

4. Authors' details

When submitting articles, authors should provide the following:

- Full contact details including telephone, mobile and email
- A suggested by-line for each author
- A suggested title for the article.

5. Format

- Text must be sent in electronic format (preferably Word or compatible) by email.

6. Illustrations/charts/graphs

Illustrations should be sent in the following formats:

- Tables to appear in the article should be included as part of the electronic file.
- Diagrams to appear in the article should be included as part of the electronic file and should also be sent as separate electronic file (i.e. source data) (e.g. Excel) plus hard copy (PDF, mail).
- Graphs to appear in the article should be included as part of the electronic file and should also be sent as hard copy (PDF, mail).
- Photographs should be sent in electronic format such as large file (i.e. over 2Mb), high-resolution (300 dpi) jpegs. Screen grabs from the Internet are not suitable for print purposes.
- Author photos: please provide a suitable portrait-style image. These should be taken in good light against a plain background. Large file, high-res images are required (see above).
- Please confirm that permissions have been obtained for any pictures you intend to use which may be subject to copyright or require permission for publication. Where necessary we will use an alternative illustrative image of our choice.

7. Copyright / legal

- ISEP retains copyright of the published article, and therefore exact reproduction of the article as published (whether in print or on the web) is not possible without prior consent via the editor. By submitting your article, you are understood to be allowing us to publish the article in print and (permanently) online at <https://www.isepglobal.org/engage/transform/>
- All views expressed by the author(s) remain the responsibility of the author. ISEP Transform and the publishers accept no responsibility for views expressed in articles.
- All articles are understood to be contributed free of charge. For the avoidance of doubt, ISEP Transform will make no payment for articles. Professional freelance journalists must contact the editor in writing to discuss/agree terms and conditions before submission of content.

8. Web-exclusive content

- Due to the high volume of articles we receive, we may publish some articles as 'web-only'. Articles that do not conform to our word-count guidelines may be published online.
- Web-exclusive features are widely read and distributed via our newsletter and social media platforms. They are viewed as a vital part of our magazine offering.

9. Publication

- Due to the substantial number of submissions we receive, we cannot guarantee publication of any article, either in advance of receiving it, or once it has been submitted. We also cannot guarantee publication in a specific issue.
- Text word count will be reduced if any article is too long, and changes to the text may be made to conform to the style of the magazine. Every effort will be made to maintain the sense of the original text; authors will be consulted on any material alterations relating to technical content.
- Authors should pay particular attention to clarity and readability. Submissions that require heavy editing are less likely to be published.

10. By submitting content for publication, you confirm that:

- You (and/or other named contributors) are the sole author(s) of the content submitted.
- The content you submit is original and has not previously been published (unless you specifically advise us to the contrary and is accepted).
- You have not previously licensed the use of the content you submit.
- As far as you are aware, the content submitted will not infringe any third-party rights, be defamatory or in any way illegal.

QUICK TIPS – planning your article

- TRANSFORM's readership is highly knowledgeable within the environmental and sustainability sectors, so please try to avoid lengthy/over-generalised introductions. Make best use of your wordcount.
- Be precise, factual, and informative - backed up with official stats if possible. Charts and graphs are welcome with all sources supplied. References will be published in the online versions of your article ONLY.
- Consider the length of your article. If the topic is too large - focus on one or two aspects to make your case. We are happy to assist/advise on structure where necessary.

If you require any further information, please do not hesitate to get in touch.

Sharon Maguire

Editor s.maguire@isepglobal.org

Chris Seekings

Deputy Editor c.seekings@isepglobal.org