TRANSFORM
EDITORIAL GUIDELINES 2025

1   Feature content and style

- The word count for a single page article is 600; 1,100 for two-page (DPS) articles. If illustrations are included, the word count must be reduced by 100 words per illustration. Longer articles may be considered for publication in the print issue. Otherwise, they will be published in full online.

- Authors are encouraged to supply additional elements where possible, such as graphs, diagrams, sidebars, 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 are encouraged to include 'active voice' elements in their articles, such as quotes from relevant sources, or the inclusion of case studies.

- 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 is evidence of the quality and impact of the work of its authors and, by extension, the institutions that support them. The authorship of articles, reports, blogs etc. must also include accountability and legal responsibility for the work.

Therefore, it is important to lay down standards of expected ethical behaviour by all parties involved in the act of publishing: the author, editor, peer reviewer, publisher and the professional body that owns or sponsors the magazine / report or journal.

Best practice
These guidelines are designed specifically to add clarity to ISEP Transform's policy on the use of AI when writing for the magazine. Our policy focuses on ensuring the integrity of the content and aims to provide greater transparency and guidance to authors, readers, editors and other contributors.

- ISEP 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 to use them in ways which adhere to principles of artistic, academic and journalistic integrity.

- Challenges and considerations in using AI for content creation include copyright infringement and the protection of intellectual property, data storage timelines; and the ethical issues of biases, plagiarism, and the potential for misuse.

- ISEP Transform believes in and supports the value of human creativity and human authorship. As such, human oversight and accountability is essential to ensure the accuracy and integrity of the content we publish.

ISEP Transform therefore <u>reserves the right to refuse submissions</u> where the use of AI-generated content has clearly been used in place of human authorship. When submitting proposals, any use of AI-generated text in an article must be disclosed and the author must acknowledge and claim full responsibility.

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 information that may be time-sensitive 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 a feature being rejected, or postponed until a later issue. Please ensure that the version submitted by the deadline is complete, with all revisions made, as this is the one that will be taken forward. Any 'final edit' versions sent after the deadline risk being refused.

- Authors are encouraged to target contributions to ISEP 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 photo of each author to accompany the article
  - 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 www.iema.net/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 – When planning your article

1. TRANSFORM*'s* readership is highly knowledgeable within the environmental and sustainability sectors, so please try to avoid lengthy/overgeneralised introductions. Get straight to the point and make best use of your wordcount.

2. 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.

3. 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.

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