



## Guidelines for blogging

Thank you for your interest in writing for the Landscape Institute blog on the topic of the COP26 climate conference.

The UK will host the 26th UN Climate Change Conference of the Parties (COP26) in Glasgow from 31 October to 12 November 2021. The LI is participating in a number of projects in the run up to and throughout the conference, including a presence at the event itself.

Additionally, from 11 to 15 October 2021, Kunming, China will host COP15: the 15th meeting of the Conference of Parties to the [Convention on Biological Diversity](#). Biodiversity and habitat loss are crises which, like climate change, are directly linked to human activity; which require a concentrated global effort to tackle; and which landscape practice can benefit enormously.

We are using our digital channels, including our blog, to promote our involvement in these events, and to advocate for landscape-led climate and biodiversity action.

### Resources

For topics and inspiration:

- LI policy paper: [Landscape for 2030: How landscape practice can respond to the climate crisis](#) – a useful collection of case studies exemplifying how landscape can help with climate mitigation, adaptation, and habitat restoration
- IFLA Europe report: [Urban landscapes and climate change: the contribution of landscape architects to improve the quality of life](#)
- UK Government: [COP26 Explained](#)
- UN Environment Programme: [UN Biodiversity Conference \(COP15\)](#)
- UN Environment Programme: [Sustaining life on Earth: How the Convention on Biological Diversity promotes nature and human well-being](#)

Guidelines on blogging:

- [HubSpot: The anatomy of a perfect blog post](#)

## Blog mission statement

In the runup to COP26, the LI blog will explore how landscape and built and natural environment interventions specifically can contribute to achieving the four main conference goals:

- 🌍 Secure global net zero and keep 1.5 degrees within reach
- 🌍 Adapt to protect communities and natural habitats
- 🌍 Mobilise finance
- 🌍 Work together to deliver

We will also consider COP15, and the linked crises of habitat and biodiversity loss. Biological diversity is about more than ecosystems. It's about food security, medicine, fresh air, clean water, shelter, and human health and wellbeing – all areas to which landscape practice contributes massively.

The spirit of our work on COP26 is collaboration, knowledge sharing, and adding value. We aim to represent bold thinking, ideas and innovations at all scales: local, regional, national, and international.

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## Requirements

### Word count:

- 🌍 500 minimum

This figure is a loose guideline: we encourage contributors to explore your topic in as much depth as you wish! Similarly, predominantly media-based articles may be shorter.

### Headline:

- 🌍 60 characters / 14 words maximum

### Formatting:

- 🌍 We follow the [Guardian and Observer style guide](#) for our online articles
- 🌍 One space after a full stop, not two!
- 🌍 Good practice when writing copy for web is to keep it easily digestible: short paragraphs (2-4 lines) and succinct sentences, with longer passages broken up by sub-headings
- 🌍 While we proofread and copy-edit everything we publish, please strive to submit as close to a finished product as possible; we may return or reject submissions with a large number of spelling and/or grammatical errors

### Images:

Landscape is a visual profession, and we encourage and welcome visual media, such as images and video, to compliment blog articles.

- 🌍 JPEG or PNG format
- 🌍 At least one image to serve as a featured image, at least 1000px in width, in landscape orientation

- 🌐 Please feel free to submit any number of additional images alongside your article. These should be a suitable resolution for web (at least 800px), in JPEG or PNG format
- 🌐 For videos, please provide a link to an external hosting service (such as YouTube or Vimeo) rather than send the raw file
- 🌐 ***You must hold the usage rights to any image or video you submit, or have express permission from the rights holder(s).*** By submitting images and videos, you grant the LI permission to reproduce them (with credit), unless explicitly indicated. You also indemnify the LI against any infringement of a third party's intellectual property rights.
- 🌐 Please include the following information for all submitted media:
  - Title
  - Name(s) of the photographer/videographer/artist
  - Name(s) of the copyright holder
  - Caption: 100 characters maximum (optional; for images only)
  - Alt text (for images only; a description of the content of the image for visually impaired users): 100 characters maximum

#### Links:

- 🌐 Please only include links that will add value for the reader
- 🌐 Do not link to any product or advertising

#### Content guidelines

In keeping with the mission statement of the blog, please aim to inform and engage, not to promote or advertise. Link the topic to the COP26 vision and how landscape, built and natural environment interventions can help deliver it.

Our audience comprises landscape architects and practitioners in related fields, as well as policymakers, other industry figures, and the public. What will they get out of your article? Will your post inspire them to adapt their practice, pass on your insight, or push for change?

**You must be the sole owner of the copyright of any content you provide** – written, visual, or otherwise – or have the express permission of the copyright owner to reproduce it on any of the LI's communications channels.

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#### For questions, pitches and submissions...

...please contact Ben Gosling, LI Communications Manager, at [ben.gosling@landscapeinstitute.org](mailto:ben.gosling@landscapeinstitute.org).

Thank you!

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Institute**  
Inspiring great places