

**Guest Blog and Case study Guidelines**

Hello! We are delighted that you are going to be contributing a guest blog or case study to the resources section of our website! <www.greatrecovery.org.uk/resources>

Please have a quick read of these guidelines (noting that they are only guidelines – we are flexible and like diverse content!)

Please send blogs or case studies to info@greatrecovery.org.uk

**Readership**

The Great Recovery site and resources are for anyone with an interest in the circular economy. While we do have large design audience, our site is also visited by academics, scientists, brands, consumers, waste and resource managers and students – so pretty varied!

**Nature**

Blog: Our main ask is that your blog content explores the idea of the Circular Economy in some way. This could be the work you are doing in this area, a critique of a theory, an idea you’ve had, something great you have seen… as long as you are building on the discussion of closed loop thinking, we are happy.

Case study: Sharing stories of best practice, innovation, finding and overcoming challenges and barriers to circularity is a fantastic way of enabling our wider network to progress their own circular economy solutions, find inspiration and connect with each other. We ask that case studies offer an overview of your project and give an insight into the steps to circularity.

**Length and Style**

Our average blog or case study is around 500-800 words. If you have more to say, feel free (but we may edit it down slightly…) The style is whatever suits you. We want the voices of our contributors to speak to the readers.

**Format**

Please provide a short title, and a brief biography of the writer that we can include. Please write the piece in paragraphs and provide in a Word doc. You are encouraged to include a call to action at the end of your post, or tell people where to find more information

**Linking**

Please include any internal/external links by pasting in brackets behind the word that you want to be linked. Links are usually used to explain terminology or point towards an organization.

**Images**

We love pictures! Please send us a minimum of 1 and max of 6 images, no smaller than 640px wide at 72pdi. We are happy to resize your images. If there are credits required for the images, please make this clear.

**Promotion**

Once your piece is live, you will be sent a link to the post. Please feel free to spread the word via social media etc. If you wish to share the post elsewhere, please link back to the Great Recovery site. If you have any questions regarding the guest blogging process, want to discuss your idea or want us to have a look at a draft, please contact Josie: info@greatrecovery.org.uk

-----------------------------------------------------------------------------------------------------------------------------------

**Case study template**

**Here is our suggested format for your template. Do feel free to alter to suit your organisation, but please ensure you give us the information marked \*.**

**Please do send images.**

*By providing this case study you agree that it can be used solely by The RSA Great Recovery project, on our website and in other materials. All case studies will be attributed to the original authors.*

**\*Name** (organisation or individual):

**\*Logo/Image** (please copy and paste here or attach as a separate pdf /jpg file):

**\*Title** (of the project or case study):

**Introduction** (please tell us a bit about how the project came about and its relevance for the circular economy. What was the original inspiration for the idea, who was involved, and how did things get off the ground? @100-200 words)

**Development** (how did the project expand and develop? What were the initial findings and what changes were made as a result? How did the team work together and/or with collaborators? @100-200 words)

**Outcomes** (what lasting changes have been made as a result of the project? What was learnt by the different partners? What lessons would be transferable to other situations? What would have been done differently in hindsight? If this project is ongoing, please just give as much detail as you are able. @150-300 words)

**Comments** (please comment on the potential of this project in the wider context of transitioning to a circular economy. What were the main challenges you encountered? What opportunities did you come across or make use of? Any other comments that you think would be useful for our network! @200-300 words)