

# ENVIRONMENTAL SUSTAINABILITY ROTARIAN ACTION GROUP

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## EDITORIAL POLICY

September 2017

*Revision History (to be completed for each finalised and published version)*

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## Introduction

The ESRAG Editorial Policy sets out our Standards for all the ESRAG non-commercial content produced, commissioned, acquired or otherwise obtained by ESRAG for publication by ESRAG on all platforms and through services operated by ESRAG.

ESRAG platforms include, but are not limited to:

- ESRAG official website ([www.esrag.org](http://www.esrag.org))
- ESRAG newsletter (via a service provider)
- ESRAG social media such as Facebook, Twitter, LinkedIn, Instagram, etc.
- Emails sent by ESRAG staff to ESRAG members and non-members.

The ESRAG Board amends the Editorial Policy from time to time to meet changing needs and circumstances including legislation affecting ESRAG and Rotary International.

The Editorial Policy enables ESRAG members, content makers and the public to understand the editorial and ethical principles that are fundamental to Rotary International and ESRAG. The Policy is developed with the experience of the ESRAG Board of Directors and the ESRAG Communications and Social Media Working Group. The Editorial Policy is based on the Rotary Code of Policies and takes into account the requirements of current legislation and regulation (if any). Most importantly, they seek to reflect the standards that Rotary audiences can reasonably expect of their Rotarian Action Groups.

The Standards set out in this Editorial Policy are to be applied in ways that maintain independence and integrity as well as preserve trust and positivity.

## Submission

ESRAG welcomes submissions of non-commercial articles written in English that will educate and enlighten our audience of Rotarians and visitors. ESRAG reserves the right to exercise its editorial judgment and reject any article at any time for any reason.

Editorial decisions to publish or not to publish an article are made at the discretion of ESRAG and are based on factors including but not limited to: compliance with the ESRAG Editorial Policy, relevance to the Action Group, interest to readers, timeliness and calibre of writing, as well as space limitations within the given publication.

ESRAG will only consider completed works, rather than outlines or pitches, and fully written in English (*Source: Rotary Code of Policies, 48.010. RI Official Language, June 2017*). ESRAG will not consider partially completed works. ESRAG reserves the right to publish articles in other languages when and where the Executive Committee of the ESRAG Board of Directors deems it appropriate.

ESRAG reserves the right to edit the submitted works for accuracy, clarity, quality and length. ESRAG does not guarantee that authors will review their work prior to publication due to time constraints inherent in the production process.

It is advised to include any applicable charts, graphs and images with the article's submission. ESRAG reserves the rights to publish a few or all of the charts, graphs and images. All visuals shall be provided with the applicable labelling and caption information. It is the author's responsibility to secure the publishing rights to any charts, graphs or images submitted. Submitted charts, graphs and images should not be embedded in Word documents but saved separately as a TIFF, EPS, or JPEG file at 300 dpi resolution. Photos should be largest, high-resolution file size possible.

ESRAG does not pay authors for solicited or unsolicited work that is selected for publication.

Submitted content should not be commercial in any way and should not promote individuals, companies, products, services, etc. that have a commercial purpose. In addition, the submitted content should not be political and should not exert any corporate pressure on governments or political authorities (*Source: Rotary Code of Policies, 2.090. Clubs and Politics, June 2017*).

The submitted content should reflect the positive advancements that support sustainability and that are fair and beneficial to all concerned, with a focus on innovation and solutions applicable worldwide. The article should be submitted via e-mail with indication of the author's name, address, company, title and e-mail address. As a guideline, feature articles shall not be longer than 1500 words maximum. Shorter articles length (e.g. 150 – 500 words) are welcome however ESRAG might request the authors to expand on certain aspect of the shorter articles.

None of the editorial content that ESRAG publishes on its various platforms shall be influenced by advertisers, politicians, private or industry sponsors, members, donors, partners or collaborators.

The views expressed in all of ESRAG's publications are those of the individual authors and do not necessarily reflect the official positions or policies of ESRAG.

All the ESRAG publications staff members abide by the Rotary Code of Policies and high work ethic. All authors interested in writing for ESRAG are urged to review and follow this Editorial Policy for ethical and responsible editorial behaviour.

## Research/Insights

ESRAG supports the meaningful exchange of information to help create an environment that fosters the continuation of knowledge, thought leadership and a free exchange of ideas. Such an environment requires the authors of ESRAG's submissions to freely share the source of their research findings and insights, if applicable, upon submission.

When quoting others' work, include attributions within the body copy following journalistic, Associated Press style. Do not include footnotes, endnotes or lists of references.

## Copyright

ESRAG will respect the copyright of all original editorial content that is published in its media channels by referring the article to the author and/or publishing media. Where possible, ESRAG will embed an electronic link to the publishing media (e.g. newspaper website, blog post, research institutes, etc.)

Articles are edited by ESRAG's staff of volunteers, who might rewrite all titles, subtitles, and subheads to conform to ESRAG's style. We will not accept responsibility in case of loss.

## Censorship

ESRAG reserves the right to exercise its editorial judgment. Editorial decisions to publish or not to publish a submitted article are made at the discretion of ESRAG and are based on factors including but not limited to: compliance with the ESRAG Editorial Policy, relevance to the industry, interest to readers, timeliness and caliber of writing, as well as space limitations within the given publication.

## Conflicts of Interest

Conflicts of interest may arise in a variety of situations (e.g. stakeholder relationships, consulting relationships, employment history, etc.), and, therefore, the author is required to be 100% transparent and inform ESRAG of any such conflict.

## Advertising

At the direction of the ESRAG Board of Directors, ESRAG may occasionally participate in special advertising and/or marketing initiatives that involve the publication of advertising content.

In such instance, ESRAG shall follow the Advertising Policy of the Rotary Official Magazine as stated below (source: *Rotary Code of Policies, 51.010.5. Official Magazine Advertising Policy, June 2017*):

- ESRAG shall actively solicit high-grade advertising from reputable advertisers of worthy goods and services.
- Cautious judgment will be exercised in the acceptance of advertising, to the end that there will be in the content no advertising which is offensive to good morals or decency, or that promises something different from what the advertiser will deliver.
- ESRAG does not endorse any advertiser and does not assume financial responsibility or obligation in connection with advertised goods and services.

The advertising content of any ESRAG publication should not exceed 35% of the total content on an annual basis (source: *Rotary Code of Policies, 51.010.6. Advertising Content of the Rotary, June 2017*)

## After Publication

All authors are encouraged to promote their ESRAG contributions once they are published by ESRAG via personal and company websites, social media outlets, e-mails to colleagues and peers, etc.