



VOICES SUBMISSION GUIDELINES

Thank you for your interest in contributing to Ensia's Voices section, featuring original op-eds and commentaries from both established and emerging environmental leaders.

The goal of Voices is to share *new* ideas, insights, solutions and inspiration with people who can use them to change the world. Our audience includes environmental thought leaders and decision makers around the world, including NGO heads, business leaders, environmental researchers, government officials, foundation program officers and members of the media.

Voices writers have contributed to and changed conversations around pressing issues such as global food security, deforestation caused by palm oil, ending "exclusive environmentalism" and much more. Global thought leaders such as Mark Tercek, Jonathan Foley, Danielle Nierenberg, Tony Juniper, Maggie Koerth-Baker, Ramez Naam, Ted Nordhaus, Michael Shellenberger, Peggy Liu and others have all appeared in this section.

As with any opinion piece, the contributor should take a clear, well-formulated position on a specific topic. As a general guide, the following is a helpful structure to follow:

- 1) Here's what I think
- 2) Here's why you should care
- 3) Here's why I think what I think
- 4) Here's what people who disagree think and why they're wrong
- 5) Wrap-up — reinforce main point, call to action, etc.

Ensia's Voices section is not a venue for repurposing thoughts widely shared elsewhere or rereading old arguments. We specifically seek new ideas for moving conversations forward. Contributors are free and encouraged to take risks and present provocative opinions that may not sit well with all audiences — as long as it's done in a fair and respectful way. Voices contributions should make readers say, "I hadn't thought of it like that before."

Ensia considers Voices submissions of 700 to 1,000 words in ready-to-publish form on an ongoing basis. Send your completed Voices piece to Ensia senior editor David Doody at david@ensia.com. Please note that Ensia does not pay for Voices pieces.

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