

# ensia

ENVIRONMENTAL SOLUTIONS IN ACTION

## PROPOSAL GUIDELINES

Ensia is a magazine showcasing environmental solutions in action. We cover a broad spectrum of environment and sustainability issues, looking at the crossroads of sectors, disciplines, ideologies and geographies for new ideas to emerge. Our mission is to share environmental solutions and spark conversations that motivate, empower and inspire people to create a more sustainable future.

Ensia considers proposals for innovative articles, feature stories, videos, photo galleries and infographics that provide solution-focused perspectives on emerging environmental challenges as well as novel ways of looking at long-standing issues.

### **What are we looking for?**

The best way to get a feel for what we publish is to read [ensia.com](http://ensia.com). Although we appreciate a wide variety of approaches and welcome proposals that don't fit this model, in general, we are looking for stories that do at least some of the following:

- address the environment and sustainability from multiple perspectives (not just science and policy, but also economics, design, etc.)
- tell compelling stories with vivid characters and universally useful messages
- focus on solutions
- feature new voices, new issues, new ideas, new information, new inspiration
- challenge conventional ways of thinking about the environment
- include a human dimension
- cut across disciplines, sectors, political persuasions and continents
- interest people who can change the world
- clarify the relationship between the environment and other issues

Please do not send general queries about story ideas. Your pitch should clearly describe the piece you envision producing and clearly demonstrate how it will be innovative, solution-oriented and unlike anything we've seen or are likely to see anywhere else. Check the archives to see topics we've already covered.

When possible, include a working title and enough of a lede that we can get a good sense of your writing style. A paragraph or two is fine; please do not exceed a page. Submit written pitches as part of your email message, not as an attachment. Include links to work samples if you have not written for us before.

### **Features**

Generally, feature stories are roughly 1,000–1,200 words.

### **Articles**

Generally articles are around 700–750 words, though some are longer.

### **Who is our audience?**

Ensia's audience includes decision makers and change agents around the world, including members of the environmental community (leaders in academia, NGOs, government agencies, business, industry and the media) and the educated public (students, concerned citizens, etc.). Most readers will have a basic interest in and understanding of environmental topics, but we don't assume they know about the complexities of each issue.

### **Where should submissions be sent?**

Send pitches for features and articles to [mary@ensia.com](mailto:mary@ensia.com).

For more about photo, video and infographic submissions, please see our Multimedia Submission guidelines at [ensia.com/contact](http://ensia.com/contact).

We try to respond to every query within a month, usually sooner.

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