

# Call for Papers 2016: Sustainable Production Systems

## Climate Innovation Insights: guidelines for authors and editors

These guidelines are intended to support the standardisation and quality of the proposed **Climate Innovation Insights series from Sustainable Production Systems** (SPS), based on the previous document created by Climate-KIC UK and Ireland.

### Introduction

As its name suggests, Climate-Knowledge and Innovation Community (Climate-KIC) has the task of sharing knowledge with and beyond its Partnership on the successes and failures of stimulating game-changing innovation to tackle climate change. When start-ups, public authorities, larger businesses and research bodies speak to Climate-KIC, they often want to know what has worked and what hasn't worked in efforts to innovate. They are also interested in how Climate-KIC and others are improving their roles as innovation engines and what is shaping the climate innovation landscape.

Climate Innovation Insights are a mix of case studies of recent innovation experiences and analytical pieces that draw lessons from diverse sources to aid the understanding of Climate-KIC and its Partners. The main objective is to offer learning points and source material that can help individuals and organisations iteratively improve the way they work and approach innovation for tackling climate change. The insights are intended to be quality-assured, evidence-based, authored in a clear and compelling manner in order to make them accessible for broad international audiences of entrepreneurs, public servants, researchers, students, and investors.

This document informs authors, editors and co-ordinators about:

- The features of Climate Innovation Insights that makes it different from other publications series.
- The guidelines for authoring and producing an Insight.
- The efforts to standardise the series.

### What makes Climate Innovation Insights distinctive?

An Insight is not just for demonstrating and disseminating successful innovations or highlighting a particularly good project, policy, business or measurement framework. Rather, it is for sharing the learning processes unfolding in a particular experience and what lessons can be drawn from this experience to help others engage in the climate innovation landscape.

As the name suggests, it is written from the perspective of someone who has 'insight', for example from authors who have been deeply involved in a particular activity, a piece of research or interacted with different groups that has allowed them to discover something of interest.

In order to maximise the learning triggered by an Insight, it equally reflects successful and difficult aspects of an innovation process or an attempt to support the innovation landscape. In fact, it is often the challenges with which people are confronted and the ways in which they were overcome that generate lessons and meet the curiosity of the reader.

### **Structure of individual Insights**

An approximate indication on how to structure the contents of the Insights is given below.

#### Overall structure

In summary, the structure should be roughly as follows:

- *Introduction* – why should the reader care about this insight or experience, and how does it relate to innovation for tackling climate change? Focus on a general reader being able to understand this ie. jargon free/limit technical language (approx. 200 – 400 words)
- *Body* – what happened? What were the results of the project, policy, experience or piece of research? What does the experience/body of evidence tell us about this particular insight/experience? (approximately 400 words)
- *Enabling Factors/Challenges* – analysis of the challenges or hurdles as well as successes. Assessment of how challenges have been overcome and what can be learned by the wider climate innovation community from the experience/evidence (approximately 400 words)
- *Implications and Guidance* – if advising others, what should they take from the experience or insight that you have gained to strengthen their work on innovation for tackling climate change? (approx. 300 words).

#### Key messages

The front cover of each Insight will contain three to five key messages. These messages are expected to determine whether a reader will continue reading the entire case study or decide to put it aside. The key messages should provide a brief summary of what the Insight is about; why it is of interest for the climate innovation community; and what the reader can learn from it. The space for these key messages is extremely limited, so content and wording will need particular attention.

#### Format (for designers/editors)

- The briefs should be a 4 page, book leaflet style.
- The copy should not exceed 2000 words, with 1800 words as the target.
- They should feature an image on the front page and a further 1-2 images inside, space permitting (to be provided either by the authors, or by the production company – guidelines to be discussed)
- Each brief should include quotes and these should be given a pull quote treatment, if space allows
- The text should be punchy, accessible and non-technical
- Opportunities should be sought to enliven the text, with the help of graphs, maps, boxes, infographics or bullet points
- Each brief should include short and pithy key messages. There should be no more than 5 key messages and each message should be no more than 25 words long
- An introductory paragraph should seek to outline the issue and draw out the reader's interest.

- Subsequent paragraphs should include key lessons, insights and implications, with a focus on analysis rather than description (see above)
- Authors and editors should avoid sensationalist or over-hyped claims, and wherever possible propositional statements should be backed by references or evidence.

### Standardisation

Climate-KIC will use a single editor for the copy editing stage and a single proof reader to help impose standardisation of the new briefs. Some rules to guide editing and authors are given below:

- English, not American spellings (e.g. -ise, not –ize)
- The author(s) should only have their name and organisation included
- In-sentence lists should use lower case Roman numerals (i, ii, etc)
- The number of references should not exceed 10 and as a rule should be included in endnote format. References should not appear in brackets embedded in the text.
- Reference to other pages or sections of the briefing should appear in the text, not in Endnotes.
- Personal communications or interviews should be cited as references as follows "Name. Personal interview. Date."

### Production Process

Insights are intended to be primarily desk-based studies. As indicated above it is expected that the authors will have a good degree of familiarity with the experiences and evidence described.

The role of the Climate-KIC SPS will be:

- To clarify any questions on the final outputs expected from authors;
- To review pre-drafts of text and provide recommendations for improvement – particularly in terms of its level of achievement in offering lessons and the draft's compliance with the specifications below;
- To remind authors of the timely completion of their Insights.
- To act as the intermediary between the design/editing team and the authors.

### **Key Facts for the Climate Innovation Insights Series**

<b>Overview</b>	Authoritative briefings of lessons learned in engaging in innovation for tackling climate change
<b>Audience</b>	Entrepreneurs, investors, researchers, public servants, innovation networkers
<b>Length</b>	1800-2000 words, with figures/graphs/maps counting as 200 words each to be deducted from the total.
<b>Tone</b>	Neutral, even-handed, authoritative, credible, judicious and accessible.
<b>Title</b>	Should flag the relevance for audiences ... e.g. 'when investors pull out – the case of' or 'measuring mitigation potential of clean tech start-ups'

<b>Story-telling</b>	Include quotes from different perspectives, to bring the 'insight' alive, support and illustrate the points made. Where possible quotations will be highlighted in 'pull quote' form and will be attributed by name, unless negotiated otherwise with the author.
<b>References as End Notes</b>	References are encouraged to substantiate any statistics/propositions and should include references to other sources beyond published material.
<b>Quality assurance</b>	Initial quality assurance lies with Climate-KIC SPS staff, to decide whether drafts are ready to proceed to peer review and editing. Peer review will be managed by Climate-KIC. Final review and sign-off of the content is from Director SPS. Sign-off of the final pdf is from the Climate-KIC series co-ordinator and the author.
<b>Editing and layout</b>	Climate-KIC SPS will run the author's draft through a substantive edit to improve the punchiness and flow of the text. At a later stage, Climate-KIC will also submit the draft to detailed proof-reading. Edits are undertaken by Climate-KIC's outsourced publisher. The edits will always be approved by the author. Layout will be handled by Climate-KIC SPS outsourced designers.
<b>Graphics</b>	One or two powerful graphics can be used but will need to be supplied by the author in high resolution (min. 300 dpi).
<b>Photos</b>	If the author has relevant photos, 3-5 should be provided in high resolution (min. 300 dpi)
<b>Branding</b>	Insights will carry the Climate-KIC branding but the partner authoring institution will also be branded and recognised as appropriate. For this, a short description of the organisation should be provided (2 to 3 sentences) for inclusion in the final publication
<b>Authorship</b>	Authorship within the series is open to all Partners.
<b>Distribution</b>	'Insights' are generally printed in hard copy for meeting and conference distribution. Climate-KIC SPS does not have a budget for bulk mailing. PDFs are posted on the website and promoted prominently via Climate-KIC e-newsletter and digital communication channels. This dissemination work is undertaken by Climate-KIC's central communications team (detailed plan still tbd); authors and partners are also encouraged to take on this work.

### Timeline

Send out request to partners	24th October
Expression of Interest from partners  Please send a brief email to Sira Saccani to say you are interested and include a couple of sentences about the topic and your idea. It is very important to pick one of the topics we have listed. We would like to have contributions that fit to our SPS	28th of October

strategy, so partners should pick one of the predefined topics.	
Information about selection from Climate-KIC	4th November
First draft submission	30th November
Internal review, peer review	Until 9th December
Final draft submission	23rd December
Production including editing, layout, design etc.	TBD in January 2017 (realised by Climate-KIC to ensure consistency)
Launch	TBD

## Topics

	Topics (these are not titles; you can draft your own title)
1	Unlocking climate friendly innovation through additive manufacturing from waste streams (ideally in the mobility, packaging and consumer goods sectors: consumer electronics, household appliances, clothing & fabrics)
2	Contribution of delocalised manufacturing and micro-factories to support new Circular Economy business model streams (ideally in the mobility, packaging and consumer goods sectors: consumer electronics, household appliances, clothing & fabrics)
3	Required financial instruments and financial incentives for cross-industry collaboration in Circular Economy
4	Back to localisation and regionalisation: The changing role of the territories based on closed loop thinking
5	Eco-design as a driver for innovation in the product development process and to facilitate cross-sector collaboration and re-use of waste streams from different manufacturing industries
6	Interplay of Industry 4.0 and Circular Economy: how can digitisation support creating symbiotic relationships between various industries and stakeholders and increase resource productivity
7	Synergies between environmental innovation and regulatory interventions specifically to support Circular economy business models, where policy could support (ideally in the mobility, packaging and consumer goods sectors: consumer electronics, household appliances, clothing & fabrics)

8	Role of industry clusters to enhance Circular Economy in Europe
10	Open IPR: how can an open intellectual property management accelerate the transition to a net-zero carbon economy
11	Waste Streams in EU: how to map and interlink specific types of waste (steel, aluminium, plastics and additional household waste) with relevant manufacturing industries in order to create climate friendly and economically viable circular models

### **Budget**

Climate-KIC will offer a budget of up to 6000 Euro for creating one (1) Innovation Insight.

If the partner proposal is selected, the budget will be awarded through the Task Confirmation Process.

The budget must be spent in 2016, no additional budget will be awarded for 2017; unless there is additional calls for papers in 2017.

### **Contact person for any questions:**

Sira Saccani, Director Sustainable Production Systems [sira.saccani@climate-kic.org](mailto:sira.saccani@climate-kic.org)