

GUEST BLOG GUIDELINES

Why should I contribute?

- Access, connect and share your knowledge with a global community of public policy practitioners, civil servants and leaders, academics and private sector innovators
- Increase the visibility of your insights by tapping into the over 150K+ annual OPSI platform users and subscribers

Who are we looking for?

- Individuals or organizations on the cutting edge of innovation research
- Practitioners with personal experience in public sector innovation and innovation thought leadership

What topics are our audience particularly interested in?

- Anticipatory innovation and foresight
- Ground-up efforts (e.g., innovative citizen engagement) and adaptive innovation
- Behavioural insights
- Cross-border innovation
- Developing/using innovation tools, resources, and methods
- Emerging technologies (e.g., AI, digital twins, 5G, robotics, new data techniques)
- Experimentation
- Innovation management (portfolio approaches, skills, capacities)
- Innovative approaches to cope with/combat climate change
- Mission-oriented innovation
- Systems approaches

What we need from you:

1. Join our community by registering yourself as an author
2. Provide us with your blog post, 3 key takeaways and at least one image
 - Blog post: 500-800 word count (up to 2000 if surfacing new concepts or complex ideas)
 - Key takeaways: 3 bullets on the key messages you want to convey to the reader
 - Images: include a high quality JPEGs or PNGs(at best 1MB or more) related to the content

Please email your article to OPSI@oecd.org. We will review your blog post for potential publication. If accepted, we will proofread the post and send it back to you for a final round of edits and approval. Once the contributor and OPSI are satisfied with the article, OPSI will publish it.

BEST PRACTICES

Write for a general audience

- The objective is to reach as many people as possible. Provide enough context for the reader to recognize the significance of the issues without becoming too technical
- Avoid jargon and be consistent, clear and concise!

Articulate a specific message

- Ask yourself: what do I want the audience to take away from this article? And what do I want them to feel and what actions do I want them to take?

Use a catchy opening

- The opening, or lead, paragraph should be catchy and highlight the main point of the article

Bring in a human element

- Ask yourself: how could a change in X improve the world we live in – from the global to the individual level

Set the tone

- We encourage blogs that are topical, insightful and authoritative!

Use informative headings

- This will help your readers navigate the blog and retains interest

Hyperlink for context

- Hyperlink references, as opposed to footnoting, to provide readers with the necessary context

Get inspired by some of our favourite blogs

- [Effective foresight by governments: an international view](#)
- [The Diversity of Design Toolkits in the Public Sector](#)
- [Trade-offs and considerations for the future: Innovation and the COVID-19 response](#)