

## **Short guide to clear writing on ECESP**

1. Choose a title that grabs the reader's attention.
2. Do not write a treaty on the circular economy. Focus on what your good practice, event, knowledge item, etc., brings to circularity, preferably something innovative.
3. Try to give concise information to attract the reader. Include all key points, such as whether the event is in person or the main argument of your article.
4. Start with a very brief description of your association, firm, etc., and then focus on the subject of your submission.
5. Provide fact-based results and/or tangible objectives.
6. Avoid using advertising or promotional tones, the ECESP is not a commercial site.
7. The secretariat may edit your text after submission to adapt the tone or add needed information.
8. Send a photo or visual to the editorial team by email at [CEStakeholderEU@eesc.europa.eu](mailto:CEStakeholderEU@eesc.europa.eu)!