

## Short guide to clear writing on ECESP

1. Choose a title that grabs the reader's attention.
2. Do not write a treaty on 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.
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. Where appropriate, add some links to other sites to offer more information and substantiate your statements and claims.
7. Avoid using advertising or promotional tones, ECESP is not a commercial site.
8. Respect the character limit.
9. Organise your text in bullet points for better readability.
10. Enrich your text with a logo picture (JPG format) and also pictures or videos to be included in the text (URL format). Should you encounter any difficulty, drop us a line on [CEStakeholderEU@eesc.europa.eu](mailto:CEStakeholderEU@eesc.europa.eu).
11. The secretariat may edit your text after submission for it to (even) better fit the framework of these Guidelines.