

Agriculture and Ecosystem Blog Guidelines

Preamble: To feed the world in 2050 and beyond we will need to intensify agricultural production while maintaining vital ecosystem functions. Many believe, however, that intensification will cause unacceptable harm to the environment, perhaps even undercutting the vital ecosystem functions that support life.

The CGIAR Research Program on Water, Land and Ecosystems (WLE) challenges this perspective. Our vision is of a world in which agriculture thrives alongside vibrant ecosystems, and those engaged in agriculture live in good health, enjoy food and nutritional security, and have access to the inputs and resources they need to continuously improve their livelihoods.

To achieve this, it will not only take technical solutions but also changes in how we use, manage and perceive natural resources. Above all we will need to create a new discourse and encourage all project partners and stakeholders to start thinking in new ways, to embrace more cross sectoral approaches and challenge the 'business as usual' models

The Agriculture and Ecosystems Blog is meant to be a discussion and networking platform on ecosystems services and issues related to the research agenda. It is meant to stimulate conversations and be an important place for scientists, development professionals and academics to discuss issues. It will be less a promotional and corporate communication tool. Critical opinions and ideas can be expressed here, new propositions and ideas can be outlined. All have to have science credibility to them and a relation to the CRP5 themes.

Audience: The blog will target an informed, global audience from developed and developing nations with an interest in ecosystem services, landscapes, water management, agriculture, food security, natural resource management, etc.

Content: The blog will feature content that is in line with the three main messages of the WLE program: sustainable intensification, benefit/risk sharing, and politics. Content should also relate in some way to one or more of the 5 Strategic Research Programs (Irrigation, Rainfed Systems, Resource Recovery and Reuse, River Basins, Information Systems). Pieces should be forward looking and solution oriented with an aim to stimulate conversations among scientists, development professionals and academics. Critical opinions may be expressed and new propositions and ideas outlined. All arguments should be based on evidence and findings from research (either within or outside of WLE). Linkages to research are strongly encouraged.

We are looking for pieces such as:

- Reviews of recently published journal articles or books, linked to topical issues and news
- Opinion pieces related to current events and global affairs
- Critical analysis/reflections of events, workshops or field work that can raise discussion and debate

We also accept videos and audio interviews. If you prefer to contribute ideas for blog pieces instead of a full submission, you may outline your ideas and opinions with links

to relevant materials for the Agriculture and Ecosystems blog team to generate a post from.

Tone: The tone should be discursive and easy to read for a wide audience. Please refrain from using technical language and acronyms excessively.

Length: 400-800 words

Photos/diagrams/illustrations: At least 1-2 photos/diagrams/cartoons or illustrations are needed. Please source correctly and provide a caption.

Structure: Blog posts should be evidence based with in text references or links to “Additional resources” at the end of the post. References may be links to news articles, journal articles, publications, other blog posts, etc. You may also include photos, power points, videos, or other material that can be embedded in the post.

Each post will feature an “About the Author” section at the end of the piece. Please submit 2-3 sentences about your background along with your post.

Standardization: All blog posts will be edited by the WLE blog team for consistency of style and tone. Posts will be returned to the author for final review of the WLE edits before it is posted.

Promotion and dissemination: All blog posts will be promoted in the following manner and we request that you use some of your own personal outlets to promote your piece as well:

- Twitter
- Yammer
- Facebook
- LinkedIn