

TECHINICAL ARTICLES GUIDELINES

We look for thought-provoking articles written in appropriate style that offer solutions to problems and raise our readers' interests and awareness. The audience, Solar Impulse's Experts, are engaged, visionary professionals who want to learn more about the latest developments. The articles cover news in all areas of science, technology, engineering, as well as science policy and issues important to the Experts community. The articles will be published and accessible only to Experts through their personal Dashboard. The aim of the "technical articles" is to provide high quality content for our exclusive community of Experts.

CATEGORIES OF TECHNICAL ARTICLES

- **Technical articles** (up to 1000 words, 2 figures or tables, 15 references) highlight recent exciting technologies new advances and fresh insights in the field. Can be very specific about a technology (product) or a process.
- **Perspectives** (up to 1000 words 1-2 figures, up to 15 references) provide a critical, constructive analysis of a specific field (SDG topic), and contextualize it, explaining the potential interdisciplinary importance. Perspectives are meant to express a personal viewpoint.
- **Re-post articles** re-present the content of an article that was previously published on another site, journal, or magazine (Include a link back to the original post). Please always leave Trademarks and Copyrights in place.
- **Books or Media Reviews** (up to 800 words, 1 figure, up to 15 references) feature commentary on new books, films, exhibitions, performances, mobile applications, podcasts, and other media that are technical, and likely to be of broad interest to our Experts.
- **Policy Forums** (1000 to 2000 words, 1-2 figures, up to 15 references) present issues related to the intersections between science, technology, and society that have policy implications.
- **Interviews** (up to 800 words) feature an article written in an interview style.
- **Meeting reports** (up to 1000 words, 5 figures) detail forthcoming meetings, or report past events, which have either been organized by Solar Impulse or which have been attended by a Solar Impulse Expert.

TIPS FOR EFFECTIVE WRITING

Here are some suggestions for effective writing:

- Write punchy lead paragraphs that will "grab" readers and pull them into the article.
- Avoid long introductions. Get right to the point. Tell the reader exactly what you plan to do.
- Avoid jargon and acronyms. Readers don't like to go back and check their meaning.
- Avoid long, complex sentences. Break a complex thought into two or more sentences.
- Don't assume that the reader knows as much as you do. Carefully explain or define a term that isn't commonly used or was coined at your company.
- Use the active voice, not passive. Instead of writing "It was accomplished in 10 days," say "We finished the project in 10 days."
- Write a conclusion that sums up your major points and makes a statement on why the article is important to the reader.

CONTENT GUIDELINES

Title between 8-12 words:	Please choose a title that is informative and engaging, and at the same time concise and understandable (avoid jargons, expand acronyms and abbreviations). You can include a subtitle if a specification is necessary. You should also specify field codes - hashtags (select one or two fields disciplines that describe your article).
Introduction approximately 50-100 words:	Include a description of the subjects covered in your article without specific details. You should identify the objectives (why are you writing it?) as well as including a 'take-home' message.
Main text:	Include the arguments you want to discuss in a structured format (for each point in your article, you need to explain both what and why). You should include relevant examples and practical explanation.
Conclusions:	End your article with a conclusion that you think is supported by the preceding arguments.
Tables and Figures:	Your article will be strengthened if you can illustrate your points. Graphic illustrations should be kept simple and in proportion to the article's length. Make a specific reference the text to each table or figure in your article. If you use a table or figure from another publication, you must have obtained written permission to use it.
References:	Referencing is a way to give credit to the writers from whom you have borrowed words and ideas. By citing the work of an individual (person, institution) you acknowledge and respect their intellectual property rights. it is also a way to provide evidence to support your assertions and claims. Lastly, Referencing allows your readers to trace the sources of information you have used.
General comments:	<ul style="list-style-type: none">• Article should be written in English (please make sure you proofread your document before sending it to us).• Do not add any marketing or promotional material and refrain from advertising.• Make sure you disclose any potential conflicts of interest.• Please notice: we do retain the right to decide if it is appropriate to publish articles, that are of general interest, on the Solar Impulse website (public access).

PUBLICATION PROCESS

- Articles should be submitted via e-mail to expert@solarimpulse.com.
- Include the article (Word format, do not send PDF files) and images as a separate attachment to your message.
- Photographs must be high resolution. Preferred formats are .jpg and .gif; .tiff accepted but not recommended. Send photographs separately, not embedded within the article text.

Please notice that we might need to edit your article for consistency, clarity and style. If you receive feedback that your article needs some fine-tuning, make any necessary changes and resubmit as per the mail received. (Promptness is greatly appreciated). Most articles are published online within 2 to 4 weeks after acceptance. Decisions about what material to publish are at the sole discretion of the Editor.