

## **WRITING GUIDELINES**

### **Writing for Tech For Good Institute Insights**

#### **A. Content Scope and Themes**

##### Scope

Insights predominantly focus on exploring topics within the digital economy, examining them through the lenses of innovation, digital progress, and sustainable growth. For instance, you might analyse the impact of national policies and legislation on digital technology, society, and the economy across the Southeast Asia-6 region.

Quick tip: Avoid topics that have been extensively covered, and if you bring a unique angle to a common subject, make it clear how your article advances the discussion.

##### Themes

Given the breadth of our scope, consider utilising three key themes to assess and enhance your insights:

- Innovation: Technology and business model innovation for a transparent and accountable tech ecosystem.
- Digital Progress: Fostering a confident digital society across SEA, improving access, building trust, safeguarding rights and privacy, addressing emerging threats.
- Sustainable Growth: Addressing how innovation and digital progress may enable inclusive and equitable growth for economies and businesses, so as to advance sustainable livelihoods.

#### **B. Content Guidelines**

We are enthusiastic in welcoming new writers, so here are our general standards and guidelines for content development.

- Length: Let's avoid TL;DR. Articles are to be less than 1,200 words.

- Evidence-driven: Any research and expert opinions must be grounded by quality data.
- Diverse yet inclusive: Southeast Asia is an incredibly diverse region with a wealth of local insights and differing perspectives on technical, economic, policy and social drivers.
- Relevant: Insights must be helpful in informing and shaping a tech ecosystem that is sustainable, equitable and inclusive.
- Meaningful: Insights must inspire action for policymakers, policy influencers, industry and the public to adopt or adapt.
- Please also ensure that your article is written for a web environment by hyperlinking your examples to your source material.
- While our editorial process only assesses submissions in English, we may support published contributions in both English and selected Southeast Asian vernacular languages. They include Bahasa Indonesia, Thai, and Vietnamese.
- Quick tip: Ensure that your article provides context to the issue you are highlighting while offering a discussion on the problem, analysis, and possible recommendations.

### **C. Product Types**

We welcome a diverse range of submissions, provided they embody your personal essay with a distinctive perspective on Southeast Asia.

Here are two product types to inspire your contribution:

#### Articles

- Analysis: Spotlight on regional- or country-specific issues: Share insights on specific challenges or opportunities within a particular country or region in Southeast Asia.

- Policy Review: Take a deep dive into current regulations or policy briefs shaping the digital landscape in the region.
- Explainers: Provide a comprehensive introduction to emerging or fast-growing issues relevant to Southeast Asia. Define the topic, highlight its significance, and offer insights into its impact on the region's digital economy.

#### Commentaries

- Perspectives and reflections on an event, article, book, decision, or speech. Do include context, what is new, and why it matters to Southeast Asia.

You may refer to the sample [here](#) for inspiration.

#### **D. Acknowledgement for Insights Contributors**

All authors who are selected for publication on TFGI's Insights will be duly credited as an Insights contributor. Additionally, published articles will be promoted on TFGI's owned platforms – website, electronic mailers, and LinkedIn channel.

Insights contributors selected for publication will also receive an honorarium of USD \$100.

We look forward to your impactful contributions!

For queries, contact [techforgoodinstitute@gmail.com](mailto:techforgoodinstitute@gmail.com). Happy writing!