INNOVATION
NEWSNETWORK

EBOOK

HELPSHEETS

SUGGESTED ELEMENTS

Text elements

Standard text elements we set all booklets with, unless requested otherwise:

1 Headlines
2 Subheaders
3 Page numbers
4 Headers/footers
5 Contact details (Added to back cover or advert)

Other text elements we can include and suggest the client to consider:

6 Pull quotes
7 Standfirst
8 Image captions
9 References/Further reading

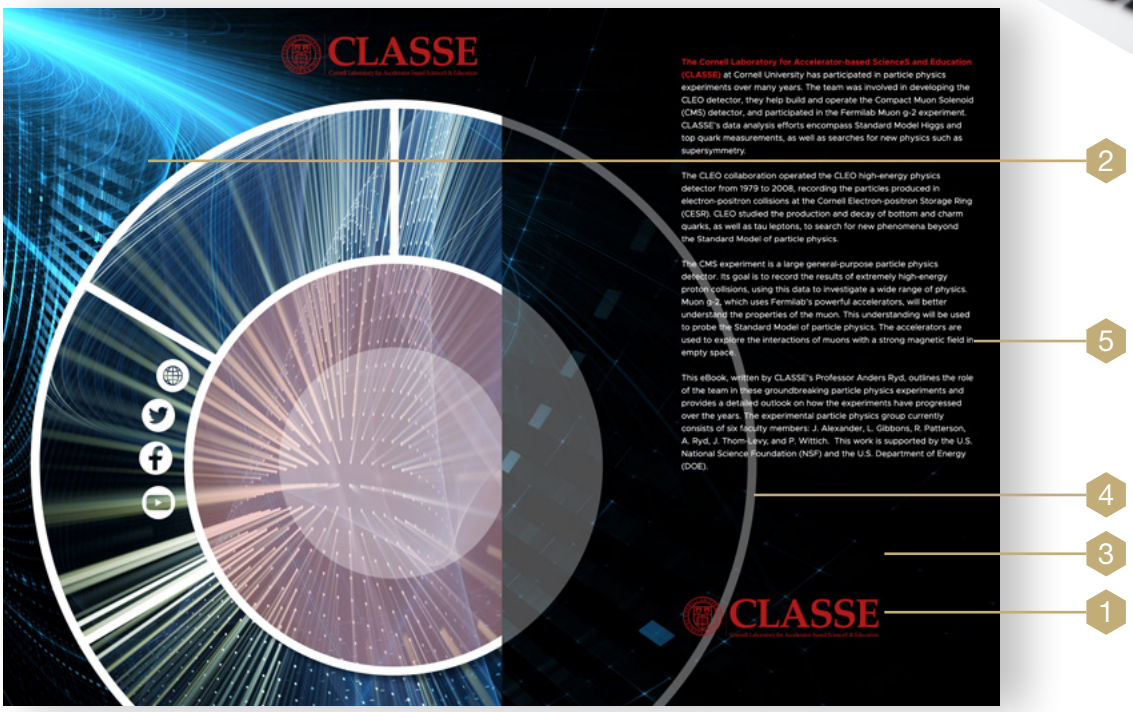
DESIGN ELEMENTS

Design elements

Suggested design elements to include:

1 Logo
2 Images
3 Colour - Background, borders, text etc. Often client company colours unless requested otherwise.
4 Graphic elements - Shapes, details, particular layout styles etc. For example, these can be included to mirror the logo or website.
5 Font - Client can request fonts to be used in the eBook. We may request client to send font files if we don't already own them.

Brand guidelines - We are happy to follow any brand guidelines sent to us by the client.



Images

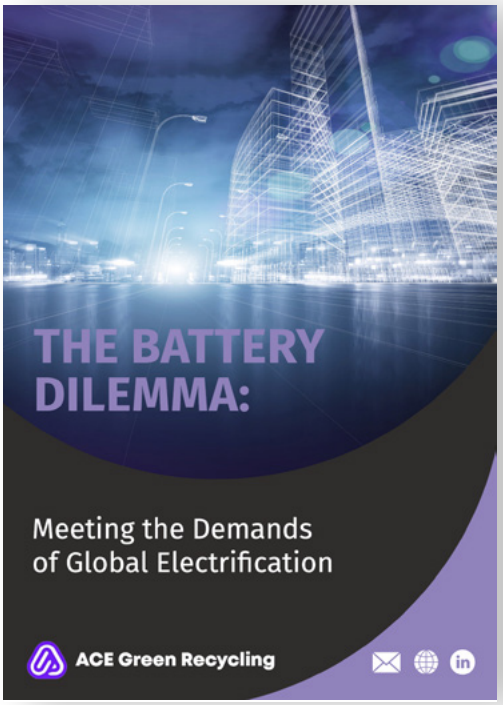
We request all images to be supplied as the original, high quality image file. eBooks are set to a minimum 300dpi. If the image quality falls below this we can replace with images from www.shutterstock.com. The client is free to choose any images from Shutterstock if they wish.

We request images to be sent in vector or rasterized format - jpg / png / pdf / eps etc.
They can also be supplied as Illustrator or Photoshop files.

Please do not supply images on Word documents or Powerpoint.

EBOOK EXAMPLES

Front and back cover:
Includes title, logo and contact details.



VIEW EBOOK

Standard word count:
Around 1000 words per spread. Even mixture of image and text.

VIEW EBOOK

EBOOK EXAMPLES

Text heavy:

Around 2000 words per spread. Smaller headlines and font. Few, if any images.

ADE is an innovator, with several projects of its own under development. These will provide significant advances in agriculture, rural land stewardship, and transportation.

ADE also helps shape and influence US federal government policies, through a strategic collaboration that its managing director, a registered Washington, DC lobbyist for the past 44 years, co-founded with a prominent energy and project financing attorney: the Alternative Fuels & Chemicals Coalition (AFCC):

- AFCC has grown into the second-largest bioeconomy lobbying group in the US;
- It is a potent advocate in the US Congress and with US federal agencies for the development and production of alternative fuels, renewable chemicals, biobased products, and sustainable aviation fuels (SAF); and
- AFCC is powered by its 150+ member companies, with offices and manufacturing facilities located in a majority of US states and overseas, that provide services and sell products, delivering benefits and creating jobs, adding economic value, and generating tax revenues for virtually every community in the US.

ADE and AFCC are not alone in doing this. There are many advocacy groups representing their industry members. There also are many reputable and capable firms that provide many of the same services as ADE. Maybe not all three at once, maybe not with the same experience and success ADE has had, and maybe not in the way ADE approaches the challenges faced by the innovators it assists.

Nevertheless, shop around to decide who best can help you advance.

THERE IS ANOTHER REASON FOR HOPE:

Significant, expanding support – and encouragement – is being made available to innovators.

Ever-increasing financial resources are being provided – tax incentives, technical assistance, and grant and loan guarantee funding to advance innovations through each of the nine Technology Readiness Levels (TRLs).

An increasing number of government agencies also are becoming more responsive to the climate crisis through new policies, programmes, and financial support, adding further encouragement and support for innovation.

If there is hope, why don't I see it and feel it?

Why are we still hearing all the bad news about the climate crisis, which seems to get worse every day, without any improvement?

You most likely see the same polluting vehicles as you run errands and commute, the same plastic containers that make up the majority of your rubbish, and companies doing business the same way they always have.

Where is the change? Where is the urgency? Where is the hope?

Good questions, to be sure. The answer is:

Creating something new is filled with pitfalls, scepticism, risk, setbacks, failures, and ever-escalating costs – more than ever imagined – with every advance relying on the hardest money to obtain: money from investors willing to take significant risks.

It takes a certain type of investor with enough commitment to an idea and sufficient fortitude to place money that could easily generate an attractive return from another, proven venture, in something untried that will take years to pay a return, and may fail at any time.

This is why it takes eight to ten years, often more, for an innovation to advance to the point where it can qualify for a bank loan or government loan guarantee, only after which it can be commercialised and deployed.

Even then, it often is only an outlier to the status quo, deployed as a single facility, with negligible market penetration.

There also is a graveyard of great ideas:

- Some ideas that could change the world and make major impacts on addressing the climate crisis never survive. They fall by the wayside, never to be heard of again, because they run out of money and are unable to obtain the funding to move to the next step.
- Some do not prove out, failing spectacularly, which shrinks the pool of investors willing to take a risk on something new and different, and makes those who still may consider such an investment, more risk-averse.

There likely are billions of dollars in private capital that have become 'scared money,' which has been pulled away from advancing innovations and, instead, is sitting on the sidelines or is invested in safer, tried-and-true ventures.

To survive, the creative minds and developers behind game-changing advances have to possess a significant amount of optimism, fortitude, belief in what they are doing, and the ability to start over, again and again, and take one frustratingly slow step after another to recover and move forward following each setback while, at the same time, projecting an aura of confidence and excitement in extolling the virtues and future impacts of their projects to potential investors.

It takes endurance and, perhaps, a touch of masochism. It certainly is not for everyone. As the saying goes, "If it was easy, everyone would be doing it."

Why should this instil me with hope?

There are two answers to this dilemma, both of which are guiding principles for ADE:

The first is to help those with game-changing ideas advance. The second is to initiate and pursue new high-impact ideas. ADE does this by, first, being an enabler and, second, being an innovator.

Its managing director, in collaboration with the advocacy organisation he co-founded, also serves as an enabler by leveraging the interests and power of AFCC's member companies to influence national policy, secure funding for priority programmes, and advance legislation to improve existing and create new federal programmes to address the climate crisis.

ADE is an enabler: Four of ADE's companies – American Diversified Energy, 3rd Party Studies, Due Diligence & Analysis, and Project Financing Assistance – serve as enablers.

The US Government has increased the amount of funding available through its grant and loan guarantee programmes nearly five-fold from its 2021 funding levels. This is the result of the Inflation Reduction Act, which directs nearly $400bn in federal funding to clean energy, to lower the nation's carbon emissions by the end of this decade, with the funds delivered through a mix of tax incentives, grants, and loan guarantees.

Moreover, grants and loan guarantees are available to advance projects through all nine Technology Readiness Levels, from initial concept to commercial deployment (see the Directory of Federal Funding Opportunities for Each Technology Readiness Level on the American Diversified Energy website).

One of the ADE companies that serves as an enabler – American Diversified Energy – assists innovators in meeting the requirements and preparing applications to apply for this funding.

Since the beginning of 2023, alone, American Diversified Energy has been working with a dozen companies to secure funding to deploy technologies that will:

- Produce biodegradable plastics that replace all types of fossil-based plastics and decompose seamlessly;
- Produce zero-emission electricity, hydrogen, gasoline, diesel, and sustainable aviation fuels (SAF);
- Produce renewable natural gas (RNG) from the methane released from landfills and organic wastes;
- Grow sustainable protein for feed and food, using cellular agriculture, without using land, plant, or animal products;
- Manufacture more efficient, advanced solar panels;
- Convert nonbiogenic wastes (tires, plastics, and the like) to the chemicals that are used to produce glues and adhesives, lacquers, detergents, nail polish, and other common products;
- Sequester carbon while producing renewable diesel and biomass power from forestry waste;
- Build the largest lithium battery gigafactory in North America with the capacity to produce enough batteries to power 650,000 vehicles per year;
- Deploy a technology for carbon recycling and expanding supplies of SAF and renewable diesel to reduce emissions and decarbonise the aviation and ground transportation industries;
- Deploy compact, modular geothermal units that generate power using the heat differentials between temperatures at the tops and bottoms of wells, which allows it to be used with any well with sufficient heat differentials, including abandoned oil wells; and

VIEW EBOOK

Image Heavy:

Less than 500 words per spread. Larger images and added elements, such as pull quotes.

Hokkaido University's pioneering wastewater-based technology innovation

The spread and mutation of COVID-19 across the globe have raised questions amongst scientists about how future outbreaks could be managed.

Although the inhalation of aerosolised droplets and person-to-person contact are significant transmission routes of COVID-19, there is growing evidence to suggest that infections can be caused by viral RNA in the faeces of individuals and also in wastewater. Masaaki Kitajima focuses on the benefits of particles found in wastewater to map and forecast future outbreaks.

The Water Quality Control Engineering Laboratory team in the Division of Environmental Engineering at Hokkaido University works collaboratively with Shionogi & Co., a major Japanese pharmaceutical company, to develop innovative early warning systems for COVID-19 and future global disease outbreaks.

"Masaaki Kitajima focuses on the benefits of particles found in wastewater to map and forecast future outbreaks"

VIEW EBOOK

FURTHER CONSIDERATIONS

What is SEO?

SEO stands for Search Engine Optimisation, which is the process of increasing traffic to your webpage through organic search engine results.

The content of a page is what makes it worthy of a search result position. As such, it is important to create good content.

So, what is good content?
From an SEO perspective, all good content has two key elements - your keyword strategy and the way you structure your article.

Get the most out your article
To get the most out of your article we want it to be as user and search engine friendly as possible.

If there's a specific keyword you want to rank for in search engine results, e.g. 'light steel frame', you would include this phrase within the copy (in the headline, intro, subheadings and throughout the text).

If you know what you want to rank for but are unsure how to incorporate it into the text, you can add a note to our editors so they understand what you want to rank for and can edit the piece accordingly.

Here are a few tips to follow when writing the content:

1. Always include a headline – without this your content will not be searchable
2. Use sub-headers – these will improve readability
3. Always include an intro – this should entice the reader and not be repetitive of the headline
4. Choose a keyword that targets the audience you are writing for. Consider how your audience searches on google. Don't be too broad. Consider longer keywords as opposed to one word.

Our editors will research keywords, so if we find something more suitable we will make these changes. You can also have more than one keyword.

5. Write high-quality content, include stats, and place the most important pieces of information at the top of the article. Consider bullet points to improve readability
6. Don't make sentences/paragraphs too long and keep terminology simple – this will improve readability
7. Please also supply images/infographics where possible. Including an image for every 350 words improves SEO. (We will use stock photos if you do not supply anything)

Our editors will edit your content as they deem necessary for SEO purposes, and we advise that you keep these amends in place.

You should also note that our digital editors will add internal links to related articles on our website for SEO purposes. This will be on the HTML version ONLY and NOT the pdf for the publication.

Our editors are on hand to guide you throughout. It's important we know what you want to rank for so we can get the best out of your article.

Spelling

As referenced in the 'house style' section of this booklet, we use British English spellings – realise, colourful, fibre – in all contexts apart from official names.

Subbing marks

When a templated article is returned to you for approval, you may notice the presence of double asterisks (**) in the body text. These are subbing marks, which let our design team know of text formatting (eg headings, italics, hyperlinks) and special characters such as subtext, supertext and symbols. They do not need to be removed from the text.

Trademarks

Our house style specifies that trademark symbols are only to be used in the first instance and implied thereafter, as peppering the text with trademarks creates visual clutter, which can distract from the content itself. We do not typically use trademarks or copyright symbols in headlines.

Unique copy

We would request that, where possible, you send us copy which has not already been published elsewhere, whether this is in another piece for our books or websites, on your own website or in a different publication. If we publish duplicate content it may not perform well in online searches and your article may receive reduced traffic from search engines. Therefore, if you do send us content which has been previously published, we will need to rewrite it to create unique copy.

INNOVATION NEWSNETWORK

Production Department

+44 (0)1260 273 802

nataliej@innovationnewsnetwork.com

nataliem@innovationnewsnetwork.com

www.innovationnewsnetwork.com

Pan European Networks Ltd

Network House

John Bradshaw Court

Congleton, Cheshire, CW12 1LB, UK

Registered in England and Wales

Co. Reg. No: 113 8663 18

VAT Reg. No: 7652562