DO YOU HAVE A STORY FOR CLIMATE TRACKER?

Here’s our quick guide on how to pitch your idea, and get your story to Climate Tracker and beyond!
WHO ARE WE LOOKING FOR?

- We want stories from young journalists (ages 18 to 35 years old) who aim to start publishing in international news sites or have few options to publish their stories in other international sites.

- We look for climate change stories with an emphasis on people from developing countries all over the world.

WHAT DO WE ASK?

- Reporting and writing an original climate change story in english for publication on our website

- Adapting it for our Climate Weekly newsletter

- Original photos with captions
WHAT TYPES OF STORIES TO PITCH?

We’re interested in new stories from your own agenda. We’re not looking for breaking news. We want to tell the stories that are not being told.

FEATURE STORY

Yours is a story from the first line of the climate crisis. We want to tell the story of the people impacted and the complex reasons behind those climate impacts. We also want to visualize people in power and their climate policy decisions. For these types of stories, you should aim for a feature.

- **Recommended Story Length**: 900 - 1200 words
- **Sources**: At least 3 direct sources from different backgrounds. Depending on the story, we might need more. We want diverse representation in our stories and a deep analysis of the issues described.
- **Photos**: 1 Original photos, 1-2 open source photos

Some of these requirements may vary depending on the story. If you have ideas for videos, infographics or more original photos to go with your story, we’re open to hearing your pitch!

EXPLAINER

Climate change is a complex issue. We want to take a complex issue, analyze it and explain the different ways in which it impacts people. This might cover a specific climate policy, a controversy within the scientific community or a new law, for example.

- **Recommended story length**: 800 - 1000 words
- **Sources**: At least 2 direct sources and at least 2 indirect sources (reports, articles, or other documents).
- **Photos**: At least 1 original photo and 1-2 open source photos

PROFILE

Some people make a very big difference in the fight against climate change. We want to hear their story. Think about an environmental defender, a climate policy leader or a scientist working on an important breakthrough.

- **Story Length**: 700 - 900 words
- **Sources**: At least 3 direct sources. We want to know the person from their own perspective, but also from the perspective of others.
- **Photos**: 1 Original photo or 1-2 open source photos
**LANGUAGES AND TONE**

- All stories filed must be in **english**.

- We use simple language, short sentences and avoid first-person narration. However, feel free to be creative. We want our stories to be entertaining!

- Our stories must be centered on people. Always ask the question, is anyone affected by this and how?

- All publications must have a strong link with the climate crisis or with factors of global relevance such as national climate plans, global industries, or multilateral institutions.

**WHAT WILL THE PROCESS BE?**

1. We will review your pitch and get back to you in the next 1 to 5 days after you send it. We may ask you to include some changes.

2. If we accept your pitch, we'll agree on a due date for publication and a structure for the story. If your proposal includes it, we'll also coordinate multimedia materials.

3. After delivering the story on our agreed deadline, we will edit the piece and send it back to you within 2 to 5 days with questions and corrections. This “back and forth” may repeat several times.

4. With your final approval, we will publish the story on our website and our Climate Weekly newsletter. We may also use it in our other platforms.

5. We will give you an invoice template and, after you send it back with your information, we will pay you for your story within the next 30 days.

**HOW MUCH DO WE PAY?**

We pay 150 EUR for each freelance story. This takes into account original photos and adapting the story for our Climate Weekly newsletter.
WHO DECIDES THE CATEGORIES IN THE END?

This is something we will discuss once you've pitched your story, and will be based on your story as well as our internal editorial calendar. At times we will reach out, and it will be clear to you as a writer. When you reach out to us, we may ask you to change your piece, for example, from an Investigative story, to a Frontline story, depending on the story and our own plans.

WHAT DO I GET?

We have a small budget to pay reporters for original stories that normally range from 50 to 200 EUR, depending on the type of story you are pitching. However, all of our story grants are subject to the judgment of the editorial team, and we encourage you to approach us if you have an incredibly unique story.

We are happy to republish stories at times, but unfortunately we can’t pay for those.

As a non-profit organisation seeking to support young climate reporters around the world, we aim to report on how many story grants we give out each month, to highlight the diversity of our storytellers.

HOW LONG SHOULD THE STORIES BE IN GENERAL?

The most difficult part about writing a story is often cutting it down to size. We would like you to write between 800 and 1000 words. In some cases we can go up to around 1,200. Investigative stories can be longer. If you think you need more space for your story, please let us know why and, if we agree, we can move that around.
We need you to include the following information:

- **Name, age and country**
- **Working title**: Send us a preliminary title for your story. This will help you and us to picture what it will be about.
- **Story summary**: 200 words max!
- **Sources and interviews**: Let us know if you have any interviews already confirmed, or if you think you have a good chance at securing one for your story.
- **Story type and length**: Please tell us what kind of story type you have in mind. We also recommend limiting the story between 800 - 1200 words depending on the type of story.
- **(Bonus) Previous publications**: If you have published stories before, send us a link to them. This is not a requisite to publish your story.
WHERE CAN I FIND MY STORY?

We’re interested in a wide range of stories from developing countries, but here are some guidelines of what topics might be of our interest:

- **Climate policy:** What is your government’s plan to reduce emissions or adapt to climate change? Is it consistent with a 1.5° target? Are they fulfilling their promises? Where are they falling short and why?
- **Impacts:** Has climate change impacted local communities in your country? How? Could these impacts have been prevented? What role did authorities play? Make sure there’s a strong link between your story and the climate crisis.
- **Covid-19 pandemic:** Has the pandemic affected climate plans in your country? Is your country investing in renewables or in fossil fuels for its recovery strategy?
- **Solutions:** Have communities in your area implemented new environmental solutions? Are they related to a larger framework such as NDCs, carbon credits, etc? What limitations do they have?
- **Violence:** Do you know about a new case of violence against environmental defenders in your country? What role did authorities play? Are there economic interests involved?

*Please keep it easy and keep it near. We don’t expect you to travel big distances (and can’t pay for it) or do anything that would put yourself or others at risk.*
WHERE TO SEND THE PITCH?

You can send your pitches to our Editor-in-Chief, Sebastián Rodríguez, at the email: sebastian@climatetracker.org. We will review your pitch and get back to you!

Thank you very much!!