



The Fifth Element: Impact stories guidelines

The Fifth Element is a programme by the Club of Rome that seeks to ask better questions for the future of humanity and learn from communities acting by themselves towards equitable wellbeing within a healthy ecosystem. Acting as a platform, we aim to support people and organisations to connect, reflect and act together toward systemic change.

We want to use our platform to showcase real-life examples of transformative change, demonstrating that impact is possible and highlighting initiatives driving it.

Therefore, we're welcoming your success stories in the form of impact stories, similar concept to case studies. Depending on approval by Communications Officer- they will be displayed on our [website](#) and other digital channels.

NB: The impact stories may be amplified through partner websites, additional outreach activities and communication channels as appropriate and decided upon by the Communications Officer. Authors and partners are encouraged to support the wide dissemination of materials.

Who will read it?

Our audience is varied. The impact stories are aimed at the general public, local changemakers, community organisers, researchers, policy actors, decision-makers, funders and experts in fields relevant to our work.

We welcome stories by:

- External experts and organisations working on topics related to systems transformation
- Club of Rome members and staff
- Partners

Reposting of existing content previously published on different channels is also possible with a link to the original impact story depending on approval by the Communications Officer.

What we consider an impact story:

- A success story from your project/initiative, that has created or is creating transformative impact, related to our topic of interests:
 - Regenerative enterprises
 - Reframing research for the 21st century: show how transdisciplinary, community-driven approaches can transform academia
 - Intergenerational collaboration
 - Art for social transformation: how artistic practices can unlock collective transformation through shared learning and help humanity move from today's overlapping crises to desirable futures.



- Reconciling worldviews across cultures: work to foster mutual understanding that enables transformation, moving beyond “us and them” towards peaceful pluriversality.
- Emergence, Resonance, Pollination: Across the world, diverse initiatives—from agroecology in Brazil and India, to sand dams in Kenya, to circular economies in the Andes—show that local, place-based solutions rooted in living systems work. These examples spread not by copying, but through what we call ‘pollination’—sharing ideas in ways that resonate locally, creating ripple effects of change.
- On-the-ground stories – insights and examples of systemic change/systems transformation from the real world.

Process

- Before embarking on an impact story, authors must submit an outline of the impact story to Chiara Rusconi, Communications Officer for The Fifth Element at crusconi@clubofrome.org. Please submit in Word format, the following:
 - Impact story the topic and reasoning
 - Your name and affiliation
 - Your social network handles
 - Which working threads does your impact story relate to (more info on the different threads can be found [here](#)):
 - Regenerative enterprises
 - Reframing research for the 21st century
 - Intergenerational collaboration
 - Art for social transformation
 - Reconciling worldviews across cultures
- If approved, Chiara will connect with you to inform you and will request for you to share draft of impact story, following the structure outlined below.
 - We might schedule an interview to understand more about your project.
 - Please don’t forget to share any relevant visuals/graphics/images. Imagery is key to portray the impact and inspire change.
 - Visuals should be sent as individual attachments in the best quality available and must include copyright/credit information
- **Title:** keep it short & sweet (40/50 characters)
 - If desired, you can add a subtitle (100 characters)
- **Short summary:** a clear overview of what the initiative is, who is involved and the core impact achieved (50/60 words)
- **Story** (1000-1300 words): this is the main body of the story, please divide it in the following sections:
 - **Background-** the challenge or system gap the initiative set out to address, and why this was important. (150 words)
 - Please organise this section so there’s a title and body
 - **Approach** - how the initiative brought about change. (250 words)
 - Please organise this section so there’s a title and body



- **Outcomes and impact** – this is the key section of the page. Showcase your impact, and describe tangible results, shifts in policy or practice, changes in community, environmental or economic wellbeing. (700/900 words)
 - Please organise this section so there’s a title and body
- **Looking ahead** - how the initiative is evolving or scaling. (100 words)
 - Please organise this section so there’s a title and body
- **Learning and recommendations** – key insights others can apply in their own work. (150/200 words)
 - Please organise this section so there’s a title and body
 - Please include any additional links, visuals, graphics, pictures to help the story come across and inspire the reader.

Criteria

- Aim for 1000 words. Impact stories are capped at 1500 words.
- Contributions must be relevant to the [work](#) of The Fifth Element.
- Consider different world views and be cognizant of the very different socio-economic and political systems across the world.
- Aim for outstanding quality, in-depth, unique, provocative perspectives are encouraged.
- We are particularly interested in contributions that resist the urge to oversimplify complex challenges, instead embracing the territory of unexplored questions where real transformation might begin.

Structure, style and language

- Know your main point(s) before you start and be clear on your key messages. If it helps, write an outline or plan to structure your ideas.
- Avoid using scientific jargon, and if used, explain what it means.
- Keep it third person, it’s not your opinion, but a story.
- Always keep ideas as simple as possible. See where examples help to explain more complex points. Always judge clarity from the reader’s standpoint.
- Include hyperlinks to relevant studies or other related materials. Avoid footnotes.
- Include reference to partners, stakeholders, research and other initiatives in your article. Name-checking will increase their visibility in online searches and will also give specific contacts to mention on social media, who may then engage with the article to further increase its reach.
- Avoid long sentences and paragraphs and use subheadings as needed to break up the article.

Catalysing the Emergence of a Human Revolution

thefifthelement.earth



A professional proofreader will be available to non-native English speakers upon request.

Please note that all blog submissions will be copy-edited to ensure readability and alignment with The Fifth Element brand and style. If you author an impact story, you agree to read and respond to relevant comments within one week as part of this process.

Important: Content from impact stories does not represent the official views of The Fifth Element and will always be accompanied by a disclaimer.

Thanks for your interest in contributing to The Fifth Element. We look forward to receiving and reading your work.