

**THE FUTURIAN**  
**EDITORIAL BRIEFING**  
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# The editorial grid

Focus: the post-COVID future.

Time horizon: 5 to 10 years from now.

Lends itself to: 3 Horizons thinking

	<b>Analytical categories</b>				
		Social	Economic	Environmental	Political
<b>Scenario Archetypes</b>	Continuity				
	New Normal				
	Transformation				
	Collapse				



# A few definitions: Analytical Categories

**Social:** Demography, consumer tastes, attitudes, habits, role models.

**Economic:** Jobs, growth, sales, consumer confidence, savings.

**Environmental:** Climate change, biodiversity, pollution, water, waste.

**Political:** Law, regulation, policy, tax & debt, civil liberties.



# A few definitions: Scenario archetypes

**Continuity:** After an interruption, things go along much as before. The 'business as usual' scenario.

**New Normal:** Things were progressing along a trend, there is a disruption, and then things settle along the same trend at a different level.

**Transformation:** Things were progressing along a trend, there is a disruption, and then something different emerges.

**Collapse:** Things were progressing along a trend, there is a disruption, and that continues into an indefinite future.



# The publication process

## **For new writers:**

- We manage the writers group through a private group on Linked-In. We will need to connect on that platform and I will add you to the group.
- You will need an account on Medium. Once I have your Medium username, I will add you as an accredited writer.

You then become an established writer and can follow the procedure below.

## **For established writers:**

- We need to agree a title for your piece. Normally a question of eight or less words. This will depend upon where it fits into the editorial grid.
- You write the piece and then e-mail it to me as a Word file. We then go through the process of editing and re-drafting the piece until we reach the final version.
- You then upload the final version onto the publication account on Medium.
- We then finish off for consistency and publish it on the publication date.



# The final article layout

We are in the process of establishing a standard template for each article. They should consist of, in this order:

1. The title. You add the title we have agreed when you upload the draft.
2. The edition stamp. This is a subtitle that we shall add at this end just prior to publication.
3. A picture (to draw in the readers). You can add a picture from Unsplash if an appropriate one comes to you. Alternatively, we will find one to use.
4. The body of the text. You need to upload that from the agreed text on the Word file in order to attribute your authorship.
5. The copyright stamp ©. The copyright of the piece belongs to you. You are granting us the worldwide electronic rights of publication. We will add this.
6. The EUFO logo. We will add that, as a means of establishing a bit of visibility to our editorship.

