

OpenMind
BBVA
Collaborator's handbook

www.bbvaopenmind.com

FUTURE
SCIENCE
ETHICS DISSEMINATION
SOCIOLOGY PHYSICS DEBATE
POLITICS **TECHNOLOGY** ARTS
MATHEMATICS EVOLUTION **BUSINESS** CHANGE
CULTURE GEOPOLITICS **DIGITAL** BIOSCIENCE
BIOLOGY **FUTURE** COMMITMENT **RESEARCH** IoT
ROBOTICS COMMUNICATION **ECONOMY** CHARACTERS
ARTS **ENVIRONMENT** **INNOVATION** INVENTIONS PHILOSOPHY
VISIONARIES COMPUTING BIG DATA **INTERNET** EUROPE DATA
ARTIFICIAL INTELLIGENCE SPACE SUSTAINABILITY DEVELOPMENT
NATURE **HISTORY** MEDICINE **HUMANITIES** COOPERATION
GLOBALIZATION EDUCATION ENTREPRENEURSHIP CLIMATE CHANGE
CYBERSECURITY HEALTH ENERGY **EQUALITY** **AUTHORS** FINANCE
LOGIC MEDIA **ENGINEERING** LEADERSHIP COOPERATION CHEMISTRY
NOBEL MOBILITY UNIVERSE



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01 What is OpenMind?

OpenMind is...

A non-profit project

- ✓ It doesn't receive any economic benefit from its editorial activity.
- ✓ There is no advertising, link building or branded content.
- ✓ Its main goal is to help generate and disseminate knowledge about science, technology and society.

OpenMind is **NOT**...

A scientific journal

- ✗ We don't publish academic articles or extracts.

A news website

- ✗ We discuss matters that are always topical rather than news items.

A publishing house

- ✗ No third-party books published.
- ✗ Our books are published every year with an external publisher.

02 Benefits of collaborating with OpenMind

➤ Reach and sharing

Access to a global audience:

- Content created by our collaborators is shared in the same way as our own content.
- Dissemination through OpenMind social media profiles and other collaborating organisations.
- Ample network of contacts and growing recognition among the general public and great academic institutions.

➤ Personal editor

You will be guided through the publication process by an editor from the OpenMind team:

- Editorial counseling and layout.
- English/Spanish translation.
- Legal protection and copyright.
- Illustration of your texts.

➤ Networking

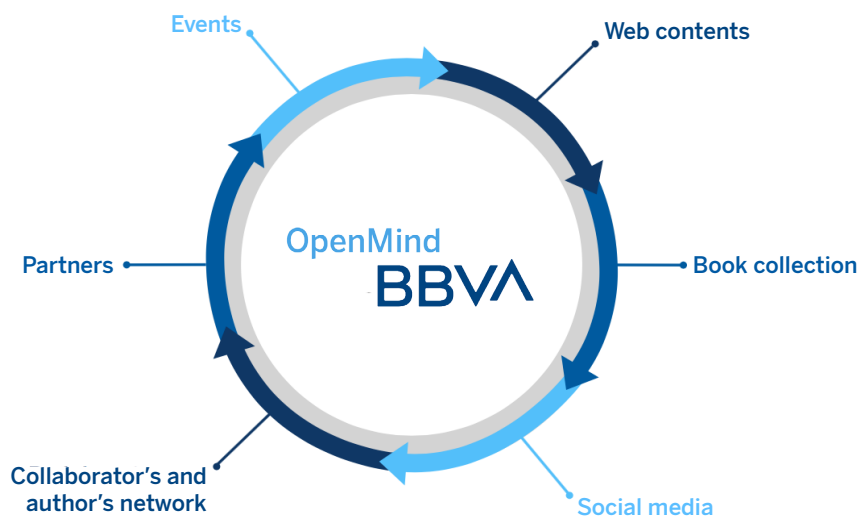
Our community also exists beyond the online world:

- You will have the chance of attending and participate in events organised by OpenMind.
- Access to an important network of contacts in the scientific and academic worlds.
- Create your professional profile on our website with your contact information.

03 About us

OpenMind, BBVA's knowledge community, is a **non-profit project** launched in June 2011 intended to contribute to the generation and **dissemination of knowledge** about the fundamental issues of our time, in an **open and free-of-charge system**, both in Spanish and English.

With 600,000 visitors on average every month, the OpenMind community is increasingly global.



> Web contents

In addition to the academic content in our books, we work with multimedia formats such as infographics, videos, quizzes... This OpenMind content is divided into four major categories:

SCIENCE

- Bioscience
- Physics
- Mathematics
- Research
- Environment
- Leading figures
- Scientific insights

TECHNOLOGY

- Digital World
- Innovation
- Future
- Robotics
- Artificial Intelligence
- Visionaires

ECONOMY

- Global Economy
- Business
- Finance
- Geopolitics

HUMANITIES

- Arts
- Communication
- Culture
- Beliefs
- Sociology
- Politics

➤ Book collection

A book is published every year with **essays from leading international figures** who analyze and share their knowledge about key issues of our time. Globalization, ethics, innovation, the future of Europe, scientific and technological advances and their impact on society – these are some of the topics of the books.



You can download these books and their articles in PDF, mobi and epub format as well as mp3.

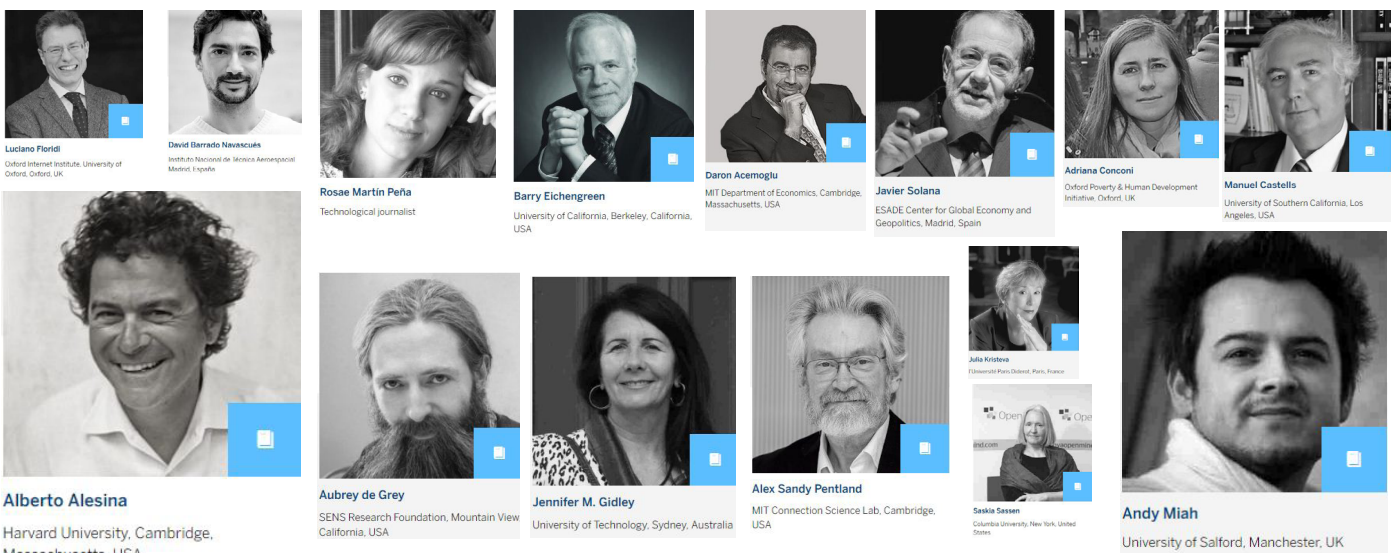
➤ Social media



OpenMind has a growing community which is committed to the dissemination of knowledge.

➤ Network of authors and collaborators

The OpenMind community includes almost **300 authors with diverse profiles**: academics, experts in diverse scientific branches, knowledge disseminators and writers.



Partners

OpenMind has partnerships with several entities:

Main partners



Materia creates and disseminates science and technology related content for OpenMind.



MIT Tech Review shares OpenMind content in its social media and website.

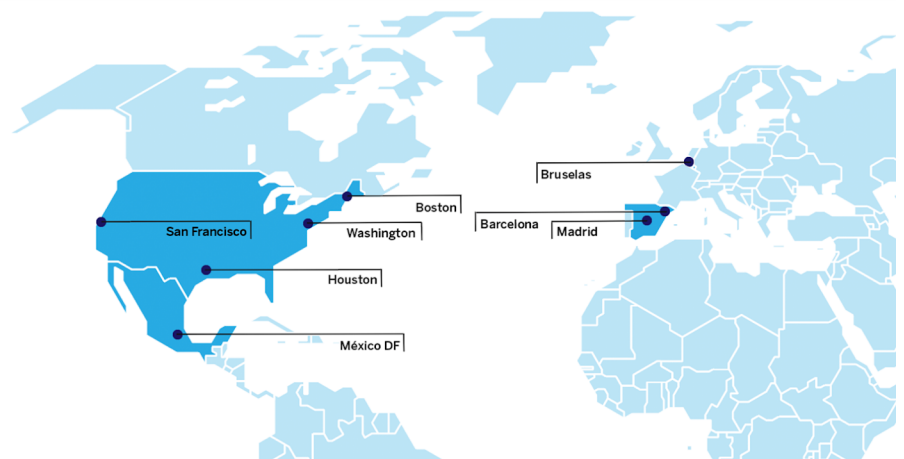
Other institutions we have collaborated with



Events

OpenMind hosts [events](#) and conferences in different countries to consolidate its network of authors and collaborators and to reach as many people as possible.

More info in our [events gallery](#).



04

How to publish in OpenMind

1 I have an idea! Does it fit into OpenMind?

Send us a brief description of your idea: **one paragraph with a description of the topic** or some examples of other content you have published about the same issue. Our team will assess your proposal's editorial suitability so that you may proceed with the editorial process.

If you have already written something and would like to publish in OpenMind, check the style guide and adapt the text before submitting it for assessment.

2 Editing and feedback: optimize your possibilities

Our editorial team will review your draft and send you some comments and proposed changes. Normally, these are simple adjustments you need to make to your article to adapt it to our audience's standards in order to maximize its effect.

The next few pages contain our style guide and some editorial tips to build your text and optimize your chances of reach and dissemination.

3 Final draft: ready to publish!

After the proposed adjustments are ready and validated, our team will suggest a selection of images for illustration, and the translation process will begin.

Remember: you can always send us your comments and feedback. You can make adjustments and corrections before and after publication on our website.

4 Translation and legal protection

When the Spanish and English texts are ready to publish, you will receive a preview of your article **as it would look once it is published**. If this is your first article, this is the right time to create your collaborator's profile using [this form](#).

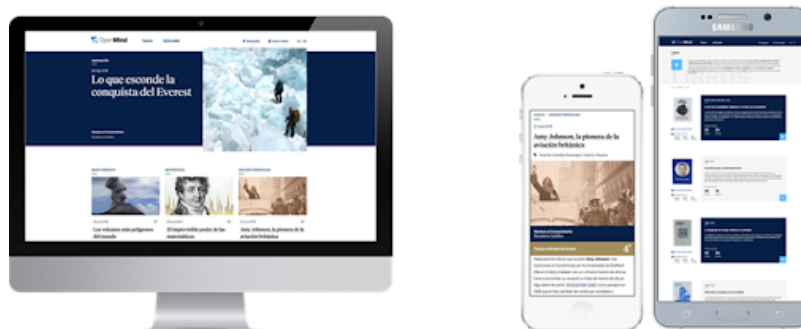
Using this text as a reference, we will send you an **individual consent document for every article** where you will be confirming your authorship and granting OpenMind the possibility of using it on our website and networks. Find out more about the legal framework in [this document](#).

Everytime you share one of your texts in our web, it will be automatically linked to your [collaborator's profile](#). As it happens with your articles, we will also translate your profile.

5 Publication and social media

You will receive an email on the day your article is published (we will try to schedule it as early as possible), including links to the article in both languages so that you may share it.

The OpenMind social networks team will further **disseminate it on our social networks**, other BBVA Group profiles and potentially the accounts of some of our partners. These decisions will solely depend on editorial suitability criteria.



05

Style guide and editorial tips

Bare in mind

> LENGTH

Around **600-700 words per article**.
Optionally, you can develop your idea in a series of articles.

> HEADING

Your article's heading may be changed for **SEO reasons**. We will send you several suggestions for your approval.

> STRUCTURE

We recommend that the text be divided into **sections** and to include lists or sections with bullet points.

> TARGET

OpenMind's audience is not an expert in all of our topics but they are **extremely interested** in gaining knowledge about different subject matters. Be careful with jargon!

> FREQUENCY

There is no commitment in terms of **frequency**. Enjoy the writing process and bear in mind that publication deadlines may vary depending on our schedule.

> MULTIMEDIA

Images and videos are essential for easy online reading. We will always suggest illustrations for your texts.

Suggestions

> ORIGINALITY

Our publications are mostly **original**, initially published in OpenMind and personally signed by the author.

> NEW DISSEMINATION

If your article has already been published, you must confirm your copyright and obtain the consent from the other source.

> ACCURACY

You must use references, quotations and external links when you use data from other publications. The same applies to images!

> GENERAL INTEREST

Our audience is **global** and, as such, we avoid "local" subjects.

> APPROACHES / FORMATS

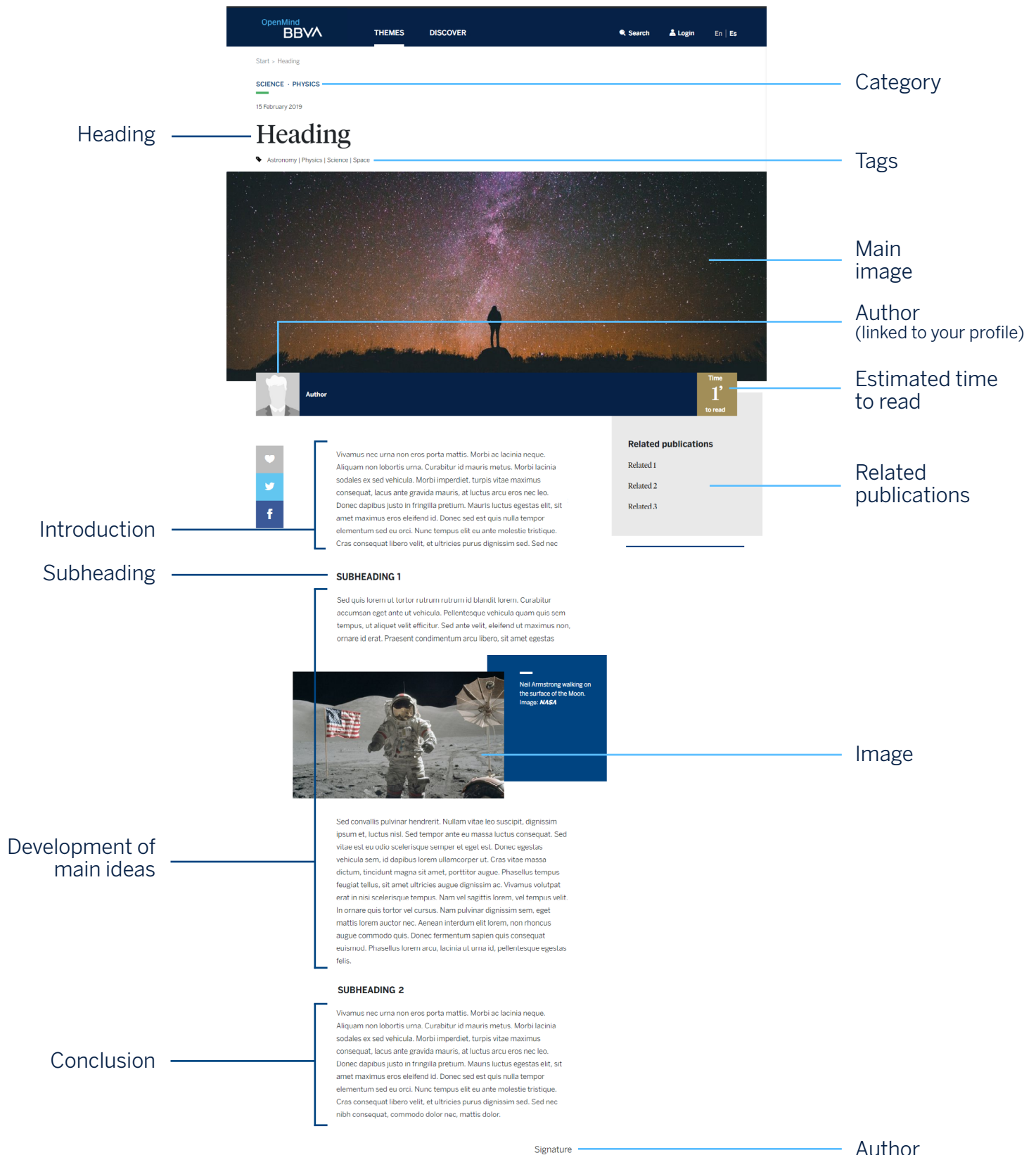
Lists, questions, proposals that open areas for discussion are a very good resource, as well as the stories of the individuals behind the events.

*** We don't publish scientific essays, research papers or fragments of previously published work**

OpenMind reserves the right not to publish the articles sent by the collaborators at any time of the process. Failure to comply with the site's behaviour rules will allow OpenMind to terminate the collaboration process.

06

Post layout



■ Elements in dark blue depend on the author.

■ Elements in light blue are predetermined and depend on OpenMind's editorial team.

07

Legal framework for my publications

✓ What do contributions mean in the context of OpenMind?

Contributions primarily refer to the articles or texts you send us for publishing. These contributions **will not be economically remunerated** in any way.

✓ What can BBVA and OpenMind do with your contributions?

BBVA may disseminate your contributions worldwide across all internal and external dissemination channels of the OpenMind knowledge community (website, social media, etc).

✓ Can I use my text in other channels if it has been published in OpenMind?

BBVA's use of your content will be non-exclusive, which means it will not prevent you from using your contributions freely in whichever channels you want at the same time.

✓ For how long can BBVA and OpenMind use my contributions?

BBVA may use your contributions for an unlimited time, unless you send us an email to openmind@bbva.com informing us that you would like to terminate this use.

✗ What can BBVA and OpenMind not do with your contributions?

They must not market your contributions, seek economic profit from them or otherwise use them in a way that has no connection with the **OpenMind knowledge community** and its dissemination purposes.

✗ What happens if I decide that I don't want BBVA and OpenMind to use my contributions anymore?

You may contact us at any time at the email address openmind@bbva.com to let us know of your decision.

After we receive your notice, we will effectively stop using your contributions within thirty (30) days approximately.

In any case, please bear in mind that BBVA and OpenMind can only stop using your contributions on the websites or channels that are under its control, such as www.bbvaopenmind.com

Discover more

- Legal notice
- Data protection policy
- Collaborator's document
- FAQs

Copyright

If you send your contributions to OpenMind, you guarantee that you have full powers to authorize the use set forth herein, both because you are the author of the contributions or, if they include elements by third parties (e.g. images or photos), you have obtained the necessary permissions.

Discover some successful contributions

Over the years, many OpenMind collaborators have written articles that have become hits regarding number of visualizations, number of times they have been shared or debate that they have generated. They stand out for having found a correct approach, good writing style or for having connected especially well with our audience. These are some examples:

- Ten Easy Tips for Reading Philosophy Texts
- IoT, AI and Blockchain: Catalysts for Digital Transformation
- Sophie Germain: Mathematics by Candlelight
- The Dictatorship of Free Choice: Identities among Algorithms
- Ten Years on From the Crisis: Writing the Future of Europe (I)
- 5 Movies that Explain the Concept of Singularity

If you have any more questions about our project, check our [FAQs](#) or submit your question using our [contact form](#).



www.bbvaopenmind.com/en