CDx Academy Publishing Guidelines

Purpose:
To ensure all articles align with the CDx Academy's mission to educate and support Southeast Asia's businesses, particularly SMEs, in their decarbonization journey.

1. Content Focus
Submissions must align with at least one CDx module and should:
- Educate on actionable decarbonization strategies.
- Share tools, case studies, or real-world insights.
- Address regional challenges and opportunities.
- Be solutions-oriented and accessible to non-experts.

2. Article Requirements
- **Length:** 500–1,000 words
- **Title**: Clear, informative, under 70 characters
- **Summary**: 1-2 sentence overview
- **Tone:** Professional, clear, and engaging; avoid jargon and sales language
- **Support:** Use real-world examples or data where relevant
- **Format:** Word or Google Doc

Include:
- Author bio (50–100 words), headshot, organization name, and contact email
- Any relevant visuals with usage rights

3. Attribution & Editorial Rights
- Cite all sources and data.
- Promotional content is not accepted.
- CDx may edit for clarity, tone, SEO, and alignment with platform goals.
- Final publication is at CDx's discretion.

4. Licensing & Use
By submitting, you grant CDx a non-exclusive license to publish and promote your content across its platforms. Content may be excerpted or repurposed with attribution.

CDx Learning Modules

All CDx content and insights are structured into four learning modules, each with clearly defined topics that reflect a critical stage in a company's decarbonization journey. Together, they guide corporates from understanding the landscape to implementing real solutions and communicating impact.

Module	Designed to Help Corporates:	Topics
Module 1: **Understand the Landscape: Know Where You Stand**	• Navigate Southeast Asia's evolving policy, market, and regulatory context. • Build internal climate readiness across departments and leadership. • Establish a credible emissions baseline to inform your targets and your strategy.	1. Why Decarbonization Matters for Your Business 2. Building Internal Climate Readiness 3. Establishing Your Emissions Baseline and Setting Initial Targets
Module 2: **Design Your Path: Build a Credible Decarbonization Plan**	• Identify and evaluate energy efficiency, renewable energy, low-carbon heat, and credible offsetting options. • Engage internal teams and suppliers in building a shared path forward. • Prioritize actions and build a phased roadmap grounded in cost, impact, and feasibility.	4. Improving Energy Efficiency in Your Operations 5. Choosing the Right Renewable Energy Strategy 6. Switching to Low-Carbon Heat 7. Using Offsets & Nature-Based Solutions Credibly 8. Reducing Scope 3 Emissions Through Supply Chain Engagement 9. Mobilizing Your Team for Decarbonization 10. Phasing Your Decarbonization Strategy
Module 3: **Make It Real: Finance and Implement Projects**	• Understand project delivery models like ESCOs, PPAs, and blended finance. • Access investment and carbon financing opportunities suited to your business. • Overcome implementation challenges through smart solutions and digital tools.	11. Scaling Projects with ESCOs and Third-Party Financing 12. Choosing the Right PPA Strategy for RE Procurement 13. Accessing Carbon Finance and Investment Opportunities 14. Overcoming Implementation Challenges with Smart Tools
Module 4: **Share Your Impact: Communicate with Confidence and Credibility**	• Align with widely adopted ESG and carbon reporting frameworks like TCFD, ISSB, CSRD, and GRI. • Avoid greenwashing by communicating your climate performance credibly and consistently. • Strengthen your brand, investor confidence, and leadership positioning.	15. Strengthening ESG Reporting and Compliance 16. Building Trust and Avoiding Greenwashing