



More Voices. Radical Imagination. Greener Cities

www.thenatureofcities.com

TNOC Publishing Network: Spread your good ideas by partnering with TNOC

TNOC invites partnerships with organizations and projects that want to publish collections of content online (and in some cases in physical versions). The advantages are that the content lands on a dedicated (and appropriately branded) sub-page(s) of TNOC, so it is easy to find and is gathered together thematically. It can also pass through the regular TNOC publishing stream and thus be exposed to TNOC's diverse, multidisciplinary readership: TNOC is read by about 50,000 per month, from 2,000+ cities in 100+ countries. Webpages can be designed to suit, and the styles of content can use TNOC's normal format (e.g., essays, roundtable) or newly designed to suit the material. TNOC is over 800 contributors from around the world: scientists, planners, architects, landscape architects, activists, practitioners, artists, urbanists, policy makers, and more. Join us.

Background

- TNOC was founded to share ideas across ways of knowing (disciplines and communities of practice) and geography.
- A related motivation (and observation) is that meetings are attended by a very limited set of people. Most green urbanists don't have the resources to attend or feel that their limited resources are better spent on other things. So, at the regular green urbanism events, one tends to see the same people, from the same cities.
- But there are thousands of people working in green urbanism around the country, from thousands of cities and towns. What about them? Meetings are not enough.
- The TNOC web platform was (and is) intended to be a platform to share good ideas with everyone, in a free (no pay wall to the readers) format that is largely open to any interested contributor.
- At TNOC we believe that the format should be driven by the ideas, so we are open to various styles of content. Although we publish primarily in English, we offer the option to all authors to publish their content in a second language. Our principal language is English because we want to share ideas most broadly, and, for better or worse, English is the language most likely to be shared by more people.
- In these ways, we strive to have the ideas at TNOC have the potential for the greatest reach and benefit.
- But we are also open to content in other languages. For example, we are developing a new project called *TNOC Francophone*.
- Indeed, TNOC's readership statistics show that TNOC is read by people all over the world, across the normal boundaries of ways of knowing, communities of practice, disciplines, geographies, who people work for, and their modes of action.

- This is all to say that meetings are interesting, and valuable, but they don't include many people, and so they cannot be the only, or even the principal answers to dialogue and sharing in urban greening. (Add to this the carbon costs of travel.)
- The TNOC platform is instrumental to success in sharing ideas broadly, and both “disseminating” and discussing knowledge and good ideas.

Partnering with TNOC through the “TNOC Publishing Network”

- TNOC has a route to partnership that offers to any group (e.g., research project; knowledge or action network; policy think- or do-tank; Association) access to publishing space to project their ideas to wide audiences. This route is called the TNOC Publishing Network.
- Any group, organization, or network that works in ways relevant to TNOC’s broad mission may partner with us. Groups can have any focus, from science to art, policy to design, planning to action.
- How it works:
 - TNOC works with you to frame your content in formats that makes sense to the ideas.
 - Partner content is offered to the regular TNOC audience at the TNOC site and social media.
 - Partner content then gathers in a dedicated partner page within TNOC’s architecture. This page can be co-branded with the Partner and TNOC, or branded only by the Partner, depending on the kind of service the Partner desires.
 - Partner pages can be designed to suit the needs of the Partner, in terms of appearance, branding, and even primary language.
- The benefits to the Partner and to TNOC
 - The Partner gains direct access to TNOC’s broad and diverse audience, developed over 8 years of TNOC’s work in this space. Partner’s don’t have to start from zero, in terms of audience; or, if they have an audience already, it can be broadened.
 - The Partner benefits from TNOC’s existing architecture and “back end”. You don’t have to build you own site or editing team.
 - The Partner benefits from TNOC’s extensive editorial expertise.
 - The Partner has access to TNOC global network of contributors, over 800 as of 2020.
 - For TNOC, the benefits flow from our continued desire for more voices, more ideas represented in our pages.
 - For TNOC, such partnerships are paid services. But we believe the costs to the Partners are less than those required to start websites from scratch and develop audiences TNOC has already curated.

Join us. Write to us to start a discussion of how we might work together to makes cities everywhere better for both people and nature. David.maddox@thenatureofcities.com