foraus
Forum Aussenpolitik
Forum de politique étrangère
Forum di politica estera
Swiss Forum on Foreign Policy

CALL FOR BLOGPOSTS

GUIDLINES ON HOW TO WRITE A BLOG FOR FORAUS

We want to read your ideas! foraus calls for diverse and nuanced opinions on Swiss foreign policy, international affairs and current domestic debates with international relevance, and invites guest bloggers to contribute to our blog. All political opinions are welcome.

Do you think Switzerland should apply for a seat at the UN Security Council? Should we be worried about trade wars? How should Swiss companies be held accountable for human rights violations abroad? Do you have an answer to these questions or want to address new ones? We look forward to reading your contribution!

A. CONTENT

- Your piece deals with an aspect of international affairs and/or Swiss foreign policy, broadly conceived
- One key message with 2-3 supporting arguments and that present a nuanced account of the issues at hand
- Have your audience in mind and know who you want to address, be it relevant political stakeholder, decision makers or the broad public
- Ideally, outline concrete policy recommendations
- If you have a specific date in mind for the publication of the blogpost (e.g.an international conference, a Swiss popular vote), make sure you send us the first draft at least two or three weeks before the envisaged publication date

B. STYLE

- The blogpost is not an academic paper, so keep the style 'journalistic'
- The most important content comes first
- State your opinion and use quotes purposefully

C. FORMAT

- A short title and an 'abstract' (2-3 sentences) summing up the arguments of the blogpost
- Maximum of 800 words, ideally between 600-700 words
- No footnotes, but you are encouraged to use hyperlinks
- Have a look at previous publications to get a sense of the format (https://www.foraus.ch/blog/)

Don't hesitate to contact the foraus blog team (blog@foraus.ch) if you need further information on how to write your blogpost.

D. REVIEW & PUBLICATION

Email your text, in a doc format, to blog@foraus.ch. The foraus-blog team will review your first draft and get back to you with comments and suggestions. The editors of the blog are volunteers working for the blog outside of office hours. They might therefore take a few days before providing complete feedback, depending on their workloads.

Please provide us with a cover picture for your blogpost and include the source/link of the picture. The picture needs to be copyright free.
Examples of websites where you can find such pictures are:

- https://unsplash.com/
- https://pixabay.com/
- https://www.pexels.com/
- https://www.flickr.com/photos/whitehouse/

Once the blogpost is ready to be published, we also need from you:

- a short biography
- a portrait photo
- your Facebook and Twitter handles if you want to be tagged on social media
- a catchy phrase on the content of your blog for our social media channels

The foraus-blog team will publish the blog post on the foraus website and promote
it on social media.

EN: Guidelines on the use of AI at foraus

foraus permits the use of Artificial Intelligence (AI) tools in content production (blogs, publications, etc.) to improve efficiency, subject to strict conditions designed to safeguard foraus's credibility, transparency and independence as a foreign policy think tank. These guidelines are based on federal guidelines (transparency, non-discrimination, accountability), EU ethical guidelines and foraus policy documents relating to AI governance. They apply to all staff and volunteers; responsibility lies with the lead author.

General principles

The use of AI is permitted where it improves quality and minimises risks. Fundamental principles:

- Human oversight: AI provides support but does not replace expertise; final content is always verified and approved by humans.
- Transparency: any use of AI for content creation is disclosed (e.g. footnote in publications).
- Accuracy and fact-checking: AI outputs are verified against primary sources; no dissemination of unverified information.
- Ethics and fairness: prevention of bias, discrimination or misinformation; compliance with the FADP (Data Protection Act).
- Sustainability: limited use to avoid dependency; annual review of the guidelines.
- Personal responsibility: authors undertake to comply with the originality declaration clause included in the draft idea/concept note.

Use in blogs and publications

AI can be used for text generation, research and proofreading.

- Can we use AI? Yes, for example for drafts, summaries or brainstorming (tools: ChatGPT, Claude, Gemini, Perplexity). Always state: 'This text was written with the help of AI and checked by [name].'
- References to the future and predictions: in the case of speculative scenarios (e.g. 'AI in foreign policy in 2030'), clearly identify them as hypotheses; if AI presents something that already exists as 'new', delete or correct it – fact-checking is mandatory.
- Example of a footnote: "Draft produced with the help of GPT-4; final version revised and verified by [name]."

Aspect	Permitted	Not permitted	Disclosure required
Text draft	Yes		Always in a footnote
Research	Yes, togenerate sources	Accept as sole source	‘AI-assisted research’
Translation	Yes, yes with verification	Without human correction	Optional
Future scenarios	Yes, as a hypothesis	Presented as a fact	‘Scenario based on…’

AI-generated images and visuals

Images generated by AI (e.g. using Midjourney, DALL-E) are permitted for illustrative purposes, but not for factual representations.

- Rules: only where necessary (e.g. futuristic scenarios in blogs); realistic illustrations are prohibited to prevent misinformation.
- Mandatory attribution: always add a watermark or caption: ‘Image generated by AI via [tool]’. Do not use in official reports.
- Alternatives: prioritise royalty-free stock photos or your own graphics; use AI only if absolutely necessary.
- Example: in a blog post on ‘AI in diplomacy’: an abstract image of robots around a negotiating table, with the caption ‘Image generated by AI via DALL-E 3’.

Risk management and training

- Assess risks before use: check for bias (e.g. by diversifying prompts), accuracy testing.
- New entry in the practical guide on the foraus members’ platform.
- Training: annual workshop on AI tools and ethics (inspired by Digital Responsibility CH).
- Sanctions: undeclared use of artificial intelligence may result in additional reviews during the processing stage, or even refusal of publication.

Implementation and updating

These guidelines come into effect immediately; the GS Engagement department is responsible for informing authors of them. Authors and reviewers are responsible for ensuring compliance. An annual review will be carried out based on feedback and new regulations (e.g. the EU AI Act, updates at federal level). For any changes: engagement@foraus.ch. AI guidelines updated annually reinforce our role as a trusted Think tank.

Ressources pour les auteur·e·s

- Recommendations on the Use of Generative Artificial Intelligence at UZH | University of Zurich
- AlgorithmWatch's guidelines to use generative AI responsibly
- Leitlinien zum Umgang mit Künstlicher Intelligenz in Kommunikation und Marketing an der Universität Bern
- EU AI Act