Author Guidelines for *Cases Authored by Innovators*

What are *Cases Authored by Innovators*?
Contributions to the “Cases Authored by Innovators” section tell story of a particular innovation from conceptualization to the current impacts and strategy for the future. The innovators themselves either author, or co-author, these “case narratives,” providing their own description of their motivations and strategies; the most significant impacts of the innovation; and challenges either overcome or remaining. The editors of *Innovations* encourage authors to address, as appropriate, the role of technology in the innovation; the social, political, and economic context for the work; and how the innovations may have influenced governance at the local, or national or even global scale.

Although authors of “Cases Authored by Innovators” are requested to provide documentation and referencing of public sources as available, the cases are not intended to be contributions to theory or policy. They are, instead, detailed descriptions of the process of innovation that can inform future action by other innovators; public policies and business strategies in support of innovators; and better understanding among scholars of the personal and institutional dimensions of innovation.

Innovation is an unpredictable, evolutionary, and potentially chaotic phenomenon. Cases authored by innovators are intended to describe in compelling detail how the innovator successfully developed a workable approach to addressing a major societal challenge. Such “solutions in the public interest” almost always involve ingenuity, perseverance, and the novel deployment of technologies and/or modes of organization; they often redefine a social “value chain,” and sometimes go as far as to change in some fundamental way existing public policy. Strong case studies are also frank in their discussion of obstacles encountered, failures experienced, and unintended consequences observed (both positive and negative).

Who are the authors of *Cases Authored by Innovators*?
The editors invite the innovators themselves to author or co-author the case narratives. The subjective point of view of the innovator is welcomed. An outside viewpoint on each innovation is provided by a case discussant, which places the innovations in context and highlight the aspects of the innovation that are analytically most interesting and/or have the most significant implications for policy.

How many *Cases Authored by Innovators* are published in each issue?
Typically we publish two case narratives in each issue.
Structure and Style of *Cases Authored by Innovators*

Given each case’s unique narrative and set of public and internal challenges, we cannot prescribe a rigid “template.” Nevertheless, *Innovations* cases authored by innovators usually include the following components in roughly the following sequence:

1. An introduction to the case comprised of a few tightly written paragraphs that give the reader a working understanding of the innovation and a sense of the magnitude of the challenge addressed by the innovation.
2. The body of the case is a description, usually in chronological order and first-person narrative (if author is the innovator) of the process put into action, including obstacles (both those overcome and those not overcome), and changes in strategy dictated by circumstances. The writing process should focus on clearly explaining the process, the actors, and the technologies involved. Narrative flow can be provided by drawing readers’ attention to critical junctures—crises, transitions, and shifts in strategy. Authors should emphasize motivation, action, and impact. Throughout, authors should avoid the passive voice.
3. The final section should reflect on what was accomplished by the innovation: its impact on people, practices, and places. We are particularly interested in impacts on governance at all scales. Authors may wish to conclude with a short discussion of where the innovation is headed in light of its impact to date and changes in the environment.
4. We encourage authors to employ text boxes or “side bars” to highlight illustrative anecdotes, core concepts, notably policy impacts, or technical specifics. These boxes can be useful tools for elaborating upon important topics without disrupting narrative flow.

Length

Cases authored by innovators are 5,000-10,000 words in length (10 – 20 pages including graphics, charts, photographs).

Editorial Process

Recognizing that invited contributors to the “Cases Authored by Innovators” section are not typically professional writers; we offer significant editorial support. Authors of invited case narratives to go through multiple drafts in the four stages:

1. Initial review and feedback of outline, summary, or manuscript one.
2. First round: feedback and suggested changes regarding content and logic from a reader
3. Second draft: Review and suggested refinements from a consulting editor (a professional editor who focuses on clarity and flow).
4. Next-to-final draft: final review; proof edit