

Claire's clear writing tips



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Clear writing
for **Europe**
2021

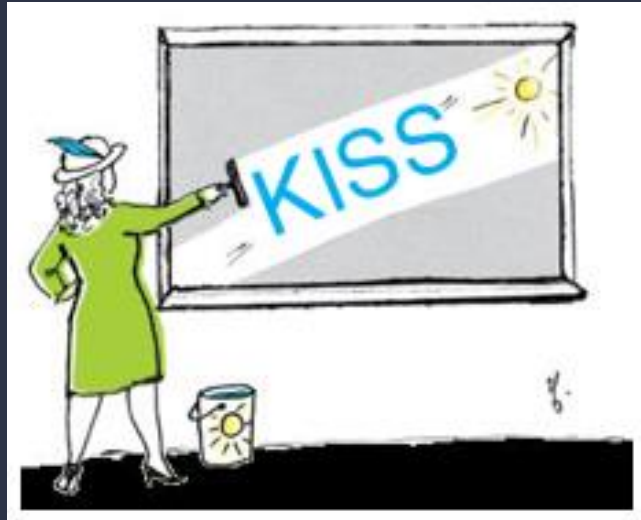


Who is Claire?

- **Face of the Clear Writing Campaign**
- **Advantages to using a character**
- **Claire's tips:**
 - ✓ **how to write clearly/avoid common mistakes**
 - ✓ **short and fun**
 - ✓ **advice based on relevant examples**
 - ✓ **every Friday**



Early Claire



☁ Don't write this:

It furthermore seems appropriate to enable a preliminary regime with a control on the volume of products that are placed on the market using this procedure with their conformity assessment based on the results of initial compatibility studies.

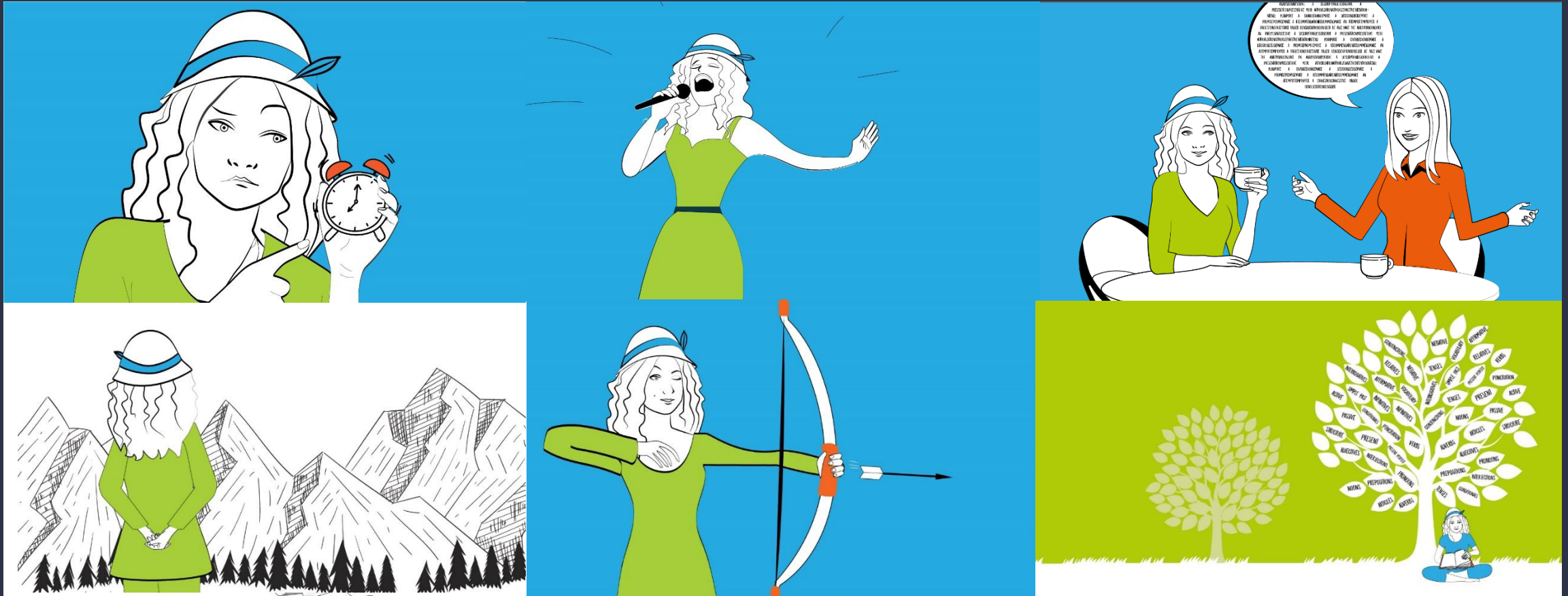
Problem: long sentence (38 words) containing a lot of ideas, jargon (regime), incorrect usage (control)

☀ Instead, write this:

There should be preliminary arrangements for limiting the volume of products placed on the market. Their conformity should be assessed on the basis of initial compatibility studies.

Solution: two shorter sentences (27 words) with one idea per sentence, fewer nouns

New Claire



Tip: Active, not passive

Claire's clear writing tips



Don't write this:

Monitoring the implementation of the strategy in each Member State **is done by** the national contact points.



Instead, write this:

The national contact points **monitor** implementation of the strategy in each Member State.

Claire's stats

- More than 300 tips since 2015
- +/- 50 tips a year
- Quiz every month
- Thematic tips (Easter, Christmas, Halloween, Valentine's Day)
- Nearly 16 000 subscribers across all EU institutions
- Active user community – feedback, questions, suggestions

