ACT Case Studies (Stories)- Guidelines

Author / Contact :

Fuad Al-Tawil

Fuad@ActionClimateTeignbridge.org

01626 87 2721

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Section 1. Introduction

The following are guidelines should be used when preparing Case Studies (stories) from ACT.

They are intended to help those wanting to write/submit a story to the ACT website. It provides general guidelines as well as some restrictions to maintain consistency and manageability of these.

The case studies can come from any ACT group. They should be grouped under the following headings with each case study taking up less than one A4 page of text (2 pages including pictures; consider splitting if more is necessary; use links to further data/pictures/info):

- Motivations
- Cutting out waste
- Greater efficiency
- Restorations and improvements
- Self sufficiency
- Helping others
- Other

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1.1 Clear Objectives

Be clear about the purpose: Which of the categories listed above does it best fit?

Align the case study with the intended audience's interests or needs, i.e. ACT's working group members and beyond.

1.2 Compelling Narrative

Present the case as a story with a beginning, middle, and end.

Include a conflict or problem being solved, the actions taken to address it, and the outcomes.

Make it relatable and engaging to hold the audience's interest.

1.3 Relevant and Specific Details

Use real data, metrics, and tangible results, especially to back up any claims.

Highlight specifics of the situation, such as the context, challenges faced, and the strategies used.

Avoid overly generic information; provide depth.

1.4 Structured Format

While it is not necessary to state these as discrete headings, the following structure could be followed:

Title: A descriptive and engaging title.

Introduction: Background information, including the subject and the problem.

Problem Statement: Clearly defined challenges or objectives.

Solution/Action: Steps taken, processes implemented, or strategies employed.

Results/Outcomes: Concrete outcomes with quantitative or qualitative evidence.

Conclusion: Key takeaways or lessons learned.

Call to Action is not normally required, but a subtle hint may be useful.

1.5 Credibility

Use credible sources and verified data.

Include direct quotes, testimonials, or individuals involved in the case.

Mention the limitations or caveats to add honesty.

1.6 Visual Aids

Use graphs, charts, and images to complement the text.

Visual aids make complex data easier to understand and more appealing.

1.7 Relevance to the Audience

Tailor the language, style, and depth to suit ACT Energy group members level of knowledge and interests. This will be diverse, so try to write at a level to make it accessible to most. Use links/references for more details.

Address how the case study's findings apply to their challenges or goals.

1.8 Actionable Insights

Provide lessons, strategies, or solutions that a majority of the readers could apply.

Make it clear how the case study's findings relate to broader issues or opportunities covered by ACT.

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1.9 Engaging Design

Use a professional and visually appealing layout.

Keep the text concise and avoid clutter.

Break up the content with headings, bullet points, and highlighted sections.

1.10 Timeliness

Ensure the case study is up-to-date or, if older, still relevant in its context.

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