ACT Case Studies (Stories)- Guidelines

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Section 1. Introduction

The following are guidelines when preparing stories and case studies from members of the various ACT working groups and initiatives.

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 aimed at website editors to maintain consistency and manageability of these.

These can come from any ACT group. They should be grouped under the following headings with each story 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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Section 2. Guidelines for contributors

If you are an ACT Wildlife Warden or Carbon Cutter, to help you get started, we've put together a few prompts — you can answer as many as you like or something completely different, it's up to you!

- What made you feel passionate about helping wildlife or tackling climate change?
- How has being part of an ACT initiative like the WW/CC scheme helped you?
  This could be something personal, something it helped you to achieve in your parish, or anything else that stands out to you!
- What do you most enjoy about being a Wildlife Warden or Carbon Cutter?
- Do you have any highlights to share? A project you're proud of, a personal win, or something unexpected that happened along the way.

We'd also love for you to also share:

- A photo of what you've been doing or even better - you doing it! Photos will bring your story to life.

Section 3. Guidelines for group editors

For contributions that you want to be presented as case studies, you may want to consider including some of the following. It's not necessary to include or state these as explicit as the are listed here.

3.1 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.

3.2 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.

3.3 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.

3.4 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.

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3.5 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.

3.6 Visual Aids

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

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

3.7 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.

3.8 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.

3.9 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.

3.10 Timeliness

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

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