

See published examples at <https://toolkit.climate.gov/taking-action>

## What is a Case Study?

Case studies are brief narratives (suggested 400–800 words) highlighting examples of real people or communities who recognize climate-related issues and take action to build resilience.

In order for us to recognize contributors and enable end users to find stories of interest, a completed **Case Study Metadata Template** (a PDF fillable form) must accompany each submission.

Ideally, case studies feature a clear protagonist—an identifiable person (or an entity with which people can identify) who becomes aware of some climate issue and works through some issues toward a solution. Incorporating some tension will help hold readers' attention: What obstacles get in the way when moving toward a solution? Will this solution really work? Will all be lost? Stories should help readers feel the urgency of taking action. If you don't have a specific protagonist, don't despair. Present your story in such a way that readers can identify the action that people are taking. Our editors can work with you to finalize the text.

**Case studies should not read like government press releases.** Though it's common for agencies to produce stories that show their value to taxpayers, our need is for stories about taxpayers finding what they need from agencies. Please focus on the people dealing with issues rather than the folks who are providing solutions. In general, mention the federal agency that supported the project in the narrative just once. Include project and partner names in the narrative only as necessary (note that names of all partners in the **Metadata Template** will be listed and linked in the sidebar of every story).

## Who's the Target Audience?

Decision makers, including planners, policy leaders, natural resource managers, business leaders, and town, city, and state officials. To give you someone to write to, you might focus on the following personas who might find value in your story:

- *Tony*: This town manager in a rural community is open to opportunities for building the community's resilience, but he has other important priorities too.
- *Rita*: A 30-something GIS analyst who works for a large city. She knows data and technology, but she doesn't know climate.
- *Gil*: An entrepreneurial project manager/consultant. Looking for work.
- *Joy*: Retired from work, yet active in her community. Owns a home right on the coast and plot of forested land around her summer home.
- *Graham*: Successful Great Plains farmer who plants and harvests high-return crops, mitigating risk through use of chemicals and technology.

Feel free to come up with additional personas based on your experience with our intended audience.

## How Do I Submit the Story?

Each submission should consist of: (1) the story in narrative form (Word format); (2) a completed Metadata Template (PDF format); and (3) any accompanying images or graphics (JPG format preferred). Stories should be submitted via email to [resilience@aia.org](mailto:resilience@aia.org)

## Review Process

We evaluate case studies individually based on their content and ability to show resilience-building. For most of the submitted stories, we do some level of editing to give them a reasonably consistent tone and style. Editors submit proposed text to authors for review and secure approval for the final text before publishing the story.

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## Overview of a Case Study

Component	Description	Message to Our Audience
Title ( <i>Editorial Decision</i> )	Descriptive title encapsulating the climate-related issue and general description of the resilience-building action.	
Climate Stressors and Impacts	What is the undisturbed setting of the story? What are the climate-related threats that could change that? If possible, describe or quantify the amount of money, time, or other resources at stake. Give adequate context to make the protagonist's situation real for readers.	Your location and/or resources might be vulnerable to these stressors and impacts.
Second Section	Deciding to move forward, exploring options, recognizing challenges.	A range of solutions, tools, and/or data may be relevant to your issues. Decisions must be made.
Third Section	Here's the action folks took or the solution they are pursuing to move forward.	The system is moving toward a more resilient state.
Final Message	As possible, hint that some vulnerability still remains—building resilience is an iterative process.	There may be another step to take in the future.
References	Please provide complete references for any report or academic paper discussed within the narrative in AMS style. If the cited document is available online, please include URL.	

We strongly encourage the submission of images and other graphics to help illustrate your story. Please see the separate **Standards for Graphics and Video** document for guidance.

For questions, or to submit stories and metadata, please contact [resilience@aia.org](mailto:resilience@aia.org)