



A Guide for Case Study Development and Storytelling

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Crafting a Strong Case Study





Audience and Strategy Identification



Who is the audience for this case study? What are their values?
Interests? What do you hope they get out of reading the case study?



What do you want them to do after reading the case study?



Will you include a call to action? If so, what is the aim of the call to action? What is the most effective way to get this to happen?



Contextualizing the Change Process



- What is the context of this change?
- Why does the change matter?
- How long have you been fighting this/working on this issue?
- How important is it in your local, national, or regional context?
- How does this advance women's movements in your context?



Describing the Change



- What are the key wins that your organization has contributed to recently?
- Would this change have happened without you? Can you contextualize your role and impact in numbers and comparatively in any way? Think creatively.
- What is the impact of this outcome on individuals, communities, laws, institutions, norms, etc.?
- What evidence do you have to support these outcomes?
- Share any inspirational stories or shifts that happened as a result of your efforts.
- What strategies helped these successes come about?
- What challenges did you have to address, overcome, or navigate around on the pathway to change?
- What do you wish would have happened, but did not?
- Which successful strategies could be replicated, scaled up or adapted in the future?
- How sustainable are these changes or what else is needed?
- How has this inspired you to continue the fight? What new ideas have emerged as a result of your efforts?

Bringing the Case Study to Life



To what extent are you engaging in storytelling techniques as you frame and write this case study? See resources for more inspiration.



Do you have multimedia evidence that help to bring this achievement to life? For example, pictures, videos, interactive website, quotes, etc.

Example of a Case Study Template



Case Study Structure

1. Organization Name + Logo
2. Approach to the work
3. Our Reach
4. Key achievement 1
5. Key achievement 2
6. Challenges to the Change Process
7. Strategies that Supported the Change Process
8. Call to Action (Optional)





Organization Name + Logo



Tanzania - Arusha, working in 3 pastoralist districts

OVERVIEW

Region: Tanzania
Founded: 1997
Scope of Work: Tanzania
and East Africa
pastoralwomenscouncil.org

ISSUES

Women's empowerment, girl's
education, poverty reduction,
economic empowerment, sexual and
reproductive rights, land rights, and
community building.



- Year of founding
- Type of Organization
- List key issues addressed/Focus areas
- Populations addressed
- Main strategies used in the work
- Geographic location and focus
- SDGs contributed to



Approach to the work



Vision

IWDA's vision is gender equality for all, and our purpose is to advance and protect the rights of diverse women and girls. We are an Australian-based organisation, resourcing women's rights organisations primarily in Asia and the Pacific, and contributing to global feminist movements to advance our vision of gender equality for all.

- Vision and Mission
- Values
- Add Photo or Video to bring to life

IWDA advances their vision of gender equality for all by



Power, leadership and civic space



Freedom from violence



Gendered climate justice



Feminist knowledge creation that transforms discourse and gender norms



"PWC is the story of ten women wanting to change the path of young Maasai girls, wanting to address the marginalization of girls and women, wanting to influence a different generation of Maasai girls to have the same opportunities as men and boys."





Our Reach

Reach: The Numbers



1,500

Maasai girls received scholarships for secondary and tertiary education.



13,000+

Women have access to microcredit financing across northern Tanzania



30,000+

Pastoralist women receive livestock capital



1,250+

Women have been allocated land by village governments, improving their capital wealth as well as food security



7,000+

Women accessed services and reported GBV (through facilitated women's rights leadership forums)



400+

Women now hold positions of power at the local level, and are helping new generations of women and girls to rise up.

- Key Statistics on how many reached in different goal areas

Key achievement 1



Through microfinance programs, small loans are used to create intergenerational shifts in social and economic status of women.

PWC realized that the education and scholarship program on its own was not enough to empower women, many of whom returned home after higher education to find their mothers financially dependent on their husbands. Given this reality, PWC's microcredit program was born, providing support to women of all ages to become financially independent, save for their children's - or their own - education, to start their own businesses, and to save money so they could become financially secure. Over the past ten years, PWC has created and facilitated 438 active groups of women, coordinated by a village community bank. Each group contains roughly 30 women, for a total of over 13,000 women reached. PWC's focus is on

438
active groups of women, coordinated
by a village community bank

13,000+
women who have access to
microcredit interventions.

Many women have borrowed money
for their children's education, though
some are also borrowing money to buy
their own cattle, goats, and sheep, or
for other such economic opportunities.



- The challenge and why the change was needed and why it is important
- The key win: Provide narrative and evidence that supports the achievement.
- Highlight your reorganization role and value added in the process of making that change happen and who else was involved in making the change happen.
- Add compelling pull out stories/quotes to humanize the change
- Focus on why long-term and flexible support made a difference
- Add Photo or Video to bring to the achievement to life



Key achievement 2



"I have the courage to address issues because I already know networks that I can connect to, to seek advice and support."

A woman leader from Papua New Guinea commented as part of the Women's Leadership Pathways research.



In 2018 in Papua New Guinea, WAVE partners supported the appointment of 14 women to a range of local government committees, including Ward development and law and order committees; assisted more than 20 women to secure community leadership roles; and supported five women to stand for government and Ward elections in East Pomio for the first time. IWDA's role in this achievement was as the convener of WAVE, and as distributor of funds to local community groups.

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Challenges to the Change Process



The Future

On the immediate horizon, PWC hopes to expand their work to climate change resilience. With their success in securing ownership rights for women, the group has noticed an emerging need to expand to develop strategies to adapt to the effects of climate change on the Maasai. Livestock mortality rates are rising, drawing attention to the need for improved strategies to diversify sources of income. Now that more women are educated, empowered, and economically independent, they feel it's a good time to educate communities about how to adapt to climate change given their resources, and to develop strategies together. "We hope that in 20 years we'll need to close our doors because our work will be done."

- What do you wish would have happened but did not
- Identify barriers and progress and any strategies deployed to address challenges or identify what else needs to be done in the future




Strategies that Supported the Change Process

- Identify factors and actors that contributed to success and successful strategies that could be replicated, scaled up or adapted in the future

KEY WINS

Increased Leadership in Papua New Guinea

IWDA developed a ground-breaking women's leadership program with sixteen women's rights organisations in five countries, called Women's Action for Voice and Empowerment (WAVE) <https://iwda.org.au/what-we-do/wave/>, funded by the Government of the Netherlands. One key win stemming from this collaborative initiative is shared below.



SDGs Contributed

PWC's programming centers around quality education, women's economic empowerment, climate change adaptation, sexual and reproductive health, and women's rights and leadership.

1 NO POVERTY

4 QUALITY EDUCATION

5 GENDER EQUALITY

10 REDUCED INEQUALITIES

13 CLIMATE ACTION

Communication Resources





Resources

- [Resources Storytelling and Social Change toolkit. Working Narratives New Tactics in Human Rights' Strategy Toolkit](#) (Tools based on problem identification, vision creation, map the terrain, explore tactics and take action)
- [The Secret to Better Storytelling for Social Change.](#) SSIR.
https://ssir.org/articles/entry/the_secret_to_better_storytelling_for_social_change_better_partnerships
- [Centre for Social and Behavior Change Communication.](#) Many resources.
- [Designing a Social and Behavior Change Communication Strategy.](#) Health Communication Capacity Collaborative.
- [Norms Appeal Tool:](#) Social marketing and learning toolkits. Tools of Change.
- [Academic research and literature on participatory communication and social change](#) from GDSRC.

Thank You

