

# Workshop to develop Climate Resilience Toolkit Case Studies

<https://goo.gl/sLCjwI>

LuAnn Dahlman | luann.dahlman@noaa.gov

NOAA Climate Program Office

Communications and Education Division

Co-managing Editor, U.S. Climate Resilience Toolkit

# Case Studies

- Brief stories highlighting examples of real people or communities who recognize climate-related issues and take some action toward building resilience

# Case Studies

Brief (400 – 800 words)  
stories (ideally, with a struggling protagonist)  
highlighting examples (that others can follow)  
of real people or communities  
who recognize climate-related issues and  
take some action  
toward building resilience

# Houston, We Have a Narrative

## WHY SCIENCE NEEDS STORY



**RANDY OLSON**

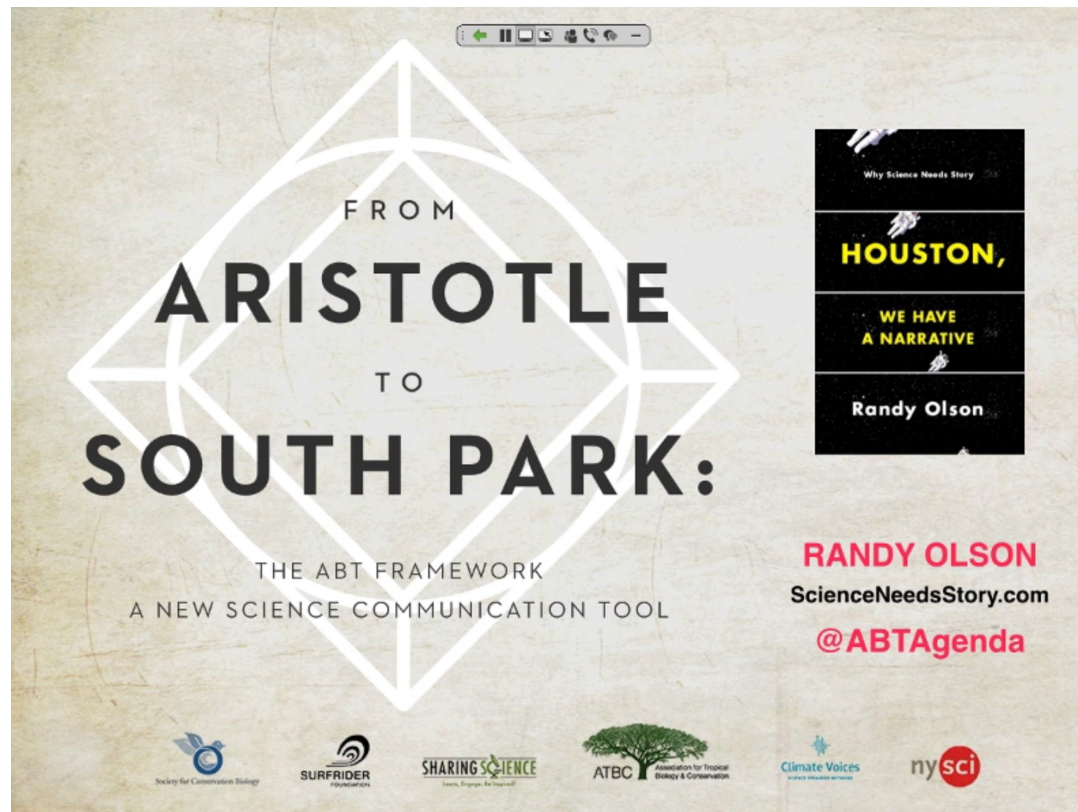
256 pages | 11 halftones, 9 line drawings | 6 x 9 | © 2015

Ask a scientist about Hollywood, and you'll probably get eye rolls. But ask someone in Hollywood about science, and they'll see dollar signs: moviemakers know that science can be the source of great stories, with all the drama and action that blockbusters require.

That's a huge mistake,... ***Read More***

If you don't have the time to read the book, you may want to spend an hour on a YouTube video

<https://www.youtube.com/watch?v=BfnxfNJRk7g>



“a simple one-sentence, fill-in-the-blanks template called the ABT (meaning “And, But, Therefore”). The template is this:

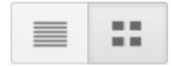
\_\_\_\_\_ and \_\_\_\_\_, but \_\_\_\_\_, therefore \_\_\_\_\_.

Every story can be reduced to this single structure. I can tell you the story of a little girl living on a farm in Kansas AND her life is boring, BUT one day a tornado sweeps her away to the land of Oz, THEREFORE she must undertake a journey to find her way home.”

Dot Earth - New York Times blog

From South Park to the Space Station, Randy Olson Sees an ‘And, But, Therefore’ Story Solution

# CRT Templates 7 items



New Regions



New Topics



Case Study Metada...



Standards for Grap...



Tips for Developing...



Tool Template.pdf



Training Course Te...

# CRT Templates 7 items



New Regions



New Topics



Case Study Metada...



Standards for Grap...



Tips for Developing...



Tool Template.pdf



Training Course Te...



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.

### 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:

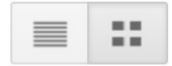
- *Tony*: This town manager in a rural community is open to opportunities for building the community's resilience, but he has other important priorities too.
- *Rita*: A 30-something GIS analyst who works for a large city. She knows data and technology, but she doesn't know climate.
- *Gil*: An entrepreneurial 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.

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).

# CRT Templates 7 items



New Regions



New Topics



Case Study Metada...



Standards for Grap...



Tips for Developing...



Tool Template.pdf



Training Course Te...





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

Thank you for suggesting a case study for the U.S. Climate Resilience Toolkit. 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.

Please provide the narrative as a separate Word document *and* also indicate selections or type responses in this template (required fields are indicated with an asterisk). Include optional information if you can. Once this form is complete, please save it as a separate, completed PDF (with a unique name). Completed stories (the narrative *and* this completed form) should be submitted via email to [LuAnn Dahlman](mailto:LuAnn.Dahlman@epa.gov) or [Nina Hall](mailto:Nina.Hall@epa.gov).

**\* Contributor's Name and Contact Information**

**\* Suggested Story Title**

**\* Narrative**

Please provide the narrative for this case study in a separate Word file. Consult the **Tips for Developing a Case Study** document for more information and guidance on developing the narrative.

**\* Summary of Climate Stressor**

*In one to three sentences, introduce the "protagonist" and the climate-related impact or impacts they face.*

**\* Summary of Asset Impacted**

*In one to three sentences, describe the key asset or assets impacted.*

**\* Summary of Action and Outcome**

*In two to four sentences, describe the action or actions taken and any results, benefits, and/or lessons learned.*

**\* Federal Tools and Services Used**

*List key federal climate resources used in the action taken (described above), and how they were used.*

**Original Source**

*If this story was adapted or excerpted from a previously published report, article, document, or website, please complete the following information. We will provide appropriate attribution at the end of the story.*

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

## Topics and Subtopics

*Check up to three main topics (required), and up to five total subtopics (optional).*

### ☐ Arctic

- ☐ Arctic Oceans, Sea Ice, and Coasts
- ☐ Melting Glaciers, Snow, and Ice
- ☐ Arctic Weather and Extreme Events
- ☐ Permafrost and Arctic Landscapes
- ☐ Arctic Development and Transport
- ☐ Arctic Peoples and Ecosystems
- ☐ Arctic-Global Linkages

### ☐ Coastal Flood Risk

- ☐ Sea Level Rise
- ☐ Coastal Erosion
- ☐ Storm Surge
- ☐ Tsunami
- ☐ Inland Flooding
- ☐ Shallow Coastal Flooding
- ☐ Building Resilience in Coastal Communities

### ☐ Ecosystem Vulnerability

- ☐ Fire Regimes
- ☐ Water Resources
- ☐ Carbon Balance
- ☐ Invasive Species
- ☐ Biodiversity Conservation
- ☐ Protecting and Enhancing the Resilience of Ecosystems

### ☐ Energy Supply and Use

- ☐ Energy Consumption
- ☐ Energy Production
- ☐ Energy Facilities
- ☐ Building Resilience in Energy Supply and Use

### ☐ Human Health

- ☐ Extreme Heat
- ☐ Extreme Events
- ☐ Increased Levels of Air Pollutants
- ☐ Food- and Water-Related Threats
- ☐ Changing Ecosystems and Infectious Diseases
- ☐ Building Health Care Sector Resilience

### ☐ Marine Ecosystems

- ☐ Ocean conditions
- ☐ Living marine resources
- ☐ Fisheries
- ☐ Habitat
- ☐ Aquaculture
- ☐ Communities

### ☐ Transportation and Supply Chain

- ☐ Land-Based Transportation
- ☐ Waterborne Transportation
- ☐ Aviation
- ☐ Supply Chain Security

### ☐ Tribal Nations

- ☐ Assessment and Planning
- ☐ Adaptation
- ☐ Mitigation
- ☐ Disaster Risk Reduction
- ☐ Relocation
- ☐ Capacity Building



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

### \* Partners

*List the name and URL for all collaborators, funders, and other organizations involved with this case study, including the contributing organization. If more room is required, provide this information in a separate document.*

**Partner Name**

**URL**

**Partner Name**

**URL**

**Partner Name**

**URL**

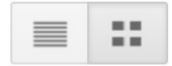
**Partner Name**

**URL**

**Partner Name**

**URL**

# CRT Templates 7 items



New Regions



New Topics



Case Study Metada...



Standards for Grap...



Tips for Developing...



Tool Template.pdf



Training Course Te...



See published examples at <https://toolkit.climate.gov/tools>

Thanks for nominating a tool for the U.S. Climate Resilience Toolkit. Please type responses and indicate selections in this template (required fields are indicated with an asterisk). Include optional information if you can. Once this form is complete, please save it as a separate, completed PDF (with a unique name). This completed form should be submitted via email to [LuAnn Dahlman](#) or [Nina Hall](#).

**\* Contributor's Name and Contact Information**

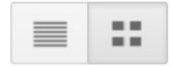
**\* Tool Name**

**\* Tool Webpage URL**  
*(or POC email for obtaining tool)*

**\* Direct Tool URL**  
*(if different from webpage)*

**\* Tool Description**  
*(one to three paragraphs—can be copied and pasted from tool website)*

# CRT Templates 7 items



New Regions



New Topics



Case Study Metada...



Standards for Grap...



Tips for Developing...



Tool Template.pdf



Training Course Te...

See published [example](#)

## Graphics

We encourage contributors to provide graphics (i.e., photographs, maps, graphs, charts) to accompany submitted content. We can also help you find appropriate images if needed. Please provide graphic files as separate digital files (JPG format preferred), with appropriate titles and captions, via email with your submitted content.

- **Banner/Header Images.** Our graphic designer, Caroline Dougherty, finds and prepares most of the large banner/header images that appear at the top of the case study and tool pages. If you have a particular image that you'd like to use as a banner, please feel free to submit the image file (JPG format preferred). Banner images must be at least 1200 × 640 pixels in order to display properly in all browsers and screen sizes.
- **Titles and Captions.** Please provide appropriate titles and captions for your graphics. These can be included in the body of the narrative or in an email. Editors reserve the right to modify these for consistency.
- **Attribution.** We rely heavily on graphics in the public domain or those with Creative Commons licenses, and provide full attribution to the author and source. Some good sources for identifying graphics are the [Global Change Information System \(GCIS\)](#), [Wikimedia Commons](#), and [Flickr](#). Please check to make sure the graphics you'd like to use are in the public domain or have a freely usable Creative Commons license.
- **Permission.** If you would like to include a copyrighted graphic, please seek permission from the author/copyright holder. We can assist with this process as needed. Note that the permission process can sometimes be lengthy and may delay the inclusion of the graphic in your content.

## Video

We also encourage the suggestion of short videos for relevant content.

- **Video Hosting.** Videos from YouTube or Vimeo can be embedded within most content types. Provide the “share” URL—not the embed code.
- **Applicability.** Videos should be directly applicable to the content. Videos might offer a “narrated”
- **Good resolution.** The minimum acceptable resolution for videos embedded in the Toolkit is 360p. HD resolution (starting at 720p) is preferred if possible.
- **Professionalism.** Appropriate lighting, clear