



# Interested in Showcasing Project Impact? Use a Case Study!

A **case study** is a detailed study of a specific subject in its real-world context. It takes a comprehensive look at a specific case and attempts to answer questions such as What, When, Who, Where, Why and How in great detail so as to draw conclusions, learnings, comparisons and/or similarities to other events, research, facts or beliefs. The '**Case**' part of the equation gives a background and responds to questions such as **What** happened? **Who** did it happen to? **When** and **Where** did it happen? While '**Study**' examines the significance and looks at **Why** and **How** did it happen?

Usually presented in prose format, case studies can focus on a person, group, event or organization. The Oxford dictionary also adds another layer by referring to it as “a particular instance of something used or analyzed in order to illustrate a thesis or principle”. The World Bank blog posits that “The frequency and sophistication with which case studies are deployed by social scientists have greatly expanded in recent years. The goal now is not merely to document or describe, but to diagnose, explain, interpret, and inform a basis for action”. A non-profit case study digs into a social problem or challenge and offers insight into the outcomes and impacts of project intervention.

During the open space session on case studies during the just concluded linking and learning event held in Abuja, the facilitator - Obinna Nwagbara from YSAD, shared the importance of case studies as follows:

- It provides first-hand information about a problem
- Presents an opportunity to collect a large amount of information on rare/unusual cases
- Helps in the discovery of new insights
- Provides the building blocks for further research or intervention
- Offers an opportunity to learn from experiences and influence outcomes
- Helps to understand which policies or interventions have proved ineffective in various settings as well as how to adapt them in a different geography
- It helps an organization tell its success stories

In preparing a case study, it is pertinent to: examine the case thoroughly; focus the analysis on key problems; uncover possible solutions to the challenge(s) and select the best possible solution with supporting evidence. When this is all done, the case should be drafted following the logical outline of (i) Introduction, (ii) Background, (iii) Evaluation of the case and intervention, (iv) Resulting solution/changes, and (v) Recommendations.

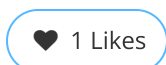
As a social actor, writing a case study is one way to showcase the impact of the work you do. It also helps you generate evidence on why a particular approach is or is not working. It helps you gain an in-depth understanding of your area of interest or intervention and shares solutions and recommendations for better program implementation. So, go ahead and write a case study about the amazing work you’ve done!

Need some inspiration for your case study? [Click here \(https://www.un.org/sustainabledevelopment/blog/tag/case-studies/\)](https://www.un.org/sustainabledevelopment/blog/tag/case-studies/); [Here \(https://www.sdgfund.org/case-studies\)](https://www.sdgfund.org/case-studies) & [and Here \(https://www.designkit.org/case-studies\)](https://www.designkit.org/case-studies)

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