

## SEFARI Case Study Guide: Communicating with Clarity and Purpose

Case studies highlight SEFARI's collaborative and interdisciplinary work by summarising previous or ongoing research and knowledge-exchange activities. They help showcase key outputs, emerging insights, and the value of working collectively across the Programme.

They should be understandable to non-experts. Case studies are aimed at those working in the policy sector. This is an opportunity to tell a compelling story about what you did, what you found, and why it matters.

1. Title - Short, clear, attention-grabbing, and written in plain English.

How Healthy Honeybees Help Our Crops Thrive vs

An Interdisciplinary Investigation into *Apis mellifera* Pollination Dynamics
Across Multiple Agroecological Contexts

- 2. Main Landscape Image Images attract readers, especially those featuring people. If you don't have one, we can help source a suitable photo. Please ensure all images are properly credited.
- 3. Short Summary (75 100 words) This is probably the most important section in your case study. If someone only reads this paragraph they should still get a clear idea of the main outcomes of your research. This should be a concise and accessible overview (four sentences at most) capturing the key outcomes, why the work matters and who it benefits.
- **4.** Stage of the work Scoping  $\square$  Ongoing  $\square$  Completed  $\square$
- **5. Directory of Expertise** A list of all those from across SEFARI institutes who are involved.
- **6. Purpose (no more than 250 words)** This section provides context for the reader. What issue is being addressed? Why is this important? What are you doing?
- 7. Results (no more than 250 words) Summarise the activity, key findings and outcomes. Avoid technical detail. Graphs, equations and tables can be difficult to digest for a non-expert audience. Consider if they are really necessary. If they are, make them as easy to interpret as possible. Including some methodology for context is okay, but this is not a methodology section.

- 8. Benefits (no more than 250 words) A brief explanation of what has been achieved by this research and why this is relevant in relation to wider issues. Describe the benefits for policy, practice, communities, the environment, industry etc... Emphasise relevance, usability, and impact rather than process.
- 9. **Project partners** A list of directly involved external partners (with links).
- **10. Further Information** To add further context and interest, feel free to provide us with...
  - DOI links to any published research papers or PDFs of post-print manuscripts (if this complies with the journal's access conditions)
  - Relevant website links (we encourage you to hyperlink these in text where possible)
  - Documents or SEFARI Gateway webpages that you would like to link to
  - Videos
  - Additional images

A case study template is available on our website.

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Please take a look at our <u>website</u> for examples of our case studies.

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