Concept paper: Case study

A case study is a method involving an up-close, in-depth, and detailed examination of a particular situation or case invlolving both qualitative and quantitative research methods. It can be defined as an empirical inquiry that investigates a case within its real-life context. The case can be nearly any unit of analysis, including different events and actions.

This sort of well written or described example of an issue can motivate or give ideas to find solutions. To prepare this, it is necessary to collect information through interviews, visits, statistics etc. during which silver age citizens can be involved.

What methods/other tools/techniques can be used while implementing the tool?	**Main aims while using the tool**
Case study can be used in combination with workshops or bigger public events. To compile case study, several tools can be used to collect the needed information (e.g. interviews, questionnaires, desk research, study visits, focus groups, conceptual mapping).	The main aim of using the case study tool is to acquaint key decision and policy makers, or various target groups such as silver age people, with new solutions already working in other places.
How can the tool be used in each phase of the process (when developing age-friendlier and green mobility solutions)?	
Planning stage: very useful as it enables to specify a list of solutions and provide possible answers to specific problems. **Development and implementation stage**: in-depth examination of cases can be an inspiration for developing own solutions **Evaluation stage**: case study can be used to show what kind of changes have happened as a result of some decisions **Feedback**: if part of the case is to collect and show the feedback, it can be used also to get feedback for changes	
What is the aim of engagement with this tool?	
Inform: Case study tool is used to acquaint key decision and policy makers with new solutions already working in other places. **Consult**: It can be at starting point for disscusions and coming out with ideas based on presented cases which can be futher developed. **Collaborate**: Joint analysis of individual case studies can be a platform for developing joint applications for the whole group. **Empower**: Analyzing case studies empowers the basis for proposed new solutions.	
For how many people and how is the tool suitable (for one-time use)?	**How much effort is required from the participant and what influences that?**
It depends on presented case studies and the way of presentation. Case study can be presented during workshops, seminars and meetings but also can be a subject to be presented to a broad group of recipients with	It requires from the participants his/her involvement and contributions in understanding presented examples and transfering them into local circumstances.

the help of social media.	
Time needed to <u>prepare</u> using the tool and what influences the time needed?	**Time needed to <u>implement</u> the tool and what influences the time needed?**
Considerable preparation required mainly for specyfing list of cases to be analyzed and group of intrested addressees. Preparation requires thorough investigation and research in order to prepare designated for case study solutions, and therefore it is very time consuming. It requires reviewing available sources, e.g. online on Interreg Policy Learning Platform, good practices descriptions from relevant European projects etc.	**Considerable set-up and preparation required** – the implementation requires the organization of case presentations to the specified addressees. And therefore, it is a matter of logistics where and how it can be organized. The needed implementation time differs whether the presentation of cases is online or during meetings. If the presentation is realized during a meeting it requires some logistics (finding a room, technical equipment etc.).
Time needed to <u>summarize</u> using the tool and what influences the time needed?	**Price for the user of the tool and what influences the price**
Once the case study is presented, there is **no direct need for further summaries**. If a follow-up is required, e.g. to study how the presented case studies changed the listeners' opinions, other feedback tools can be used.	**Free or low cost** – it depends on the analyzed case, the scope of adressees, the way of presenting etc. The online way of presenting is a cheap solution but requires more effort in examining responses and drawing conclusions. Sometimes the costs may extend to travel costs.
SWOT on using the tool	
STRENGTHS Chance to present new, innovative, already working/or not working real-life solutions	**WEAKNESSES** Presented solutions can be not applicable to local circumstances, using the tool can be very time-consuming in terms of data collection and case study preparation
OPPORTUNITIES Provides an opportunity to broaden the knowledge of listeners	**THREATS** Solutions based on presented case studies may be not applicable because of local obstacles (law regulations, cultural differences)
How to use the tool?	
How to prepare using the tool? • Decide what will be the subject of the case study; • Choose your research methods and plan the techniques that will be used during the case study; • Recruit any staff or personnel needed for the research. **How to implement the tool?** • Do the research, using the methods and techniques you planned to use; • Use any tools necessary to do the research, e.g. interviews, focus groups; • Finalize and format the study.	

How to follow-up using the tool?

- Summarize the results,
- Disseminate the outcomes – if this is to be done within a public meeting, proceed with organizing the meeting, inviting participants and presenting the case study there;

In case later follow-up is needed or case study needs to be amended, proceed with that.

Tips and hints for using the tool with people in silver age

Shine a light on silver age people – in view of green silver age mobility, case studies can be used to describe e.g. how different problems were solved with help of better involvement of older people, how older people changed their habits of mobility and what kind of changes this brought along.

Scan a variety of sources – while reviewing multiple sources can be very time-consuming, it will raise the quality of your study. Useful sources include e.g. the Interreg Policy Learning Platform, good practices descriptions from relevant European projects etc.

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Case studies: Case studies mapped in the project CASI2020 (left) and potential case study as a one-pager