



# STORIES OF CHANGE TEMPLATE

## Introduction

Stories of Change are a chance for you to tell a story about how your project has done. It gives you a chance to say what has gone well and what you have found to be difficult. It allows you to share the experience you have gained when facing difficulties in the project and to share any technological innovations that you have worked on.

You are very welcome to **use this document as the template** for your Story. It would be good to add pictures if they are available.

Technical Briefs aim to provide readers with a practical introduction to a technology or development practice. The nature of the information included in any one Technical Brief will depend on its subject matter. For example, in the case of food processing a brief may provide all the details necessary to allow someone to replicate the practice but for a more involved process such as wind powered electricity generation then the brief will provide an introduction to the subject matter and outline the options.

This template aims to ensure all new documents produced are consistent. If you require further guidance or have any suggestions for improvement please contact Neil Noble: [neil.noble@practicalaction.org.uk](mailto:neil.noble@practicalaction.org.uk)

## Audience

The target audiences for technical briefs are development practitioners, field workers, intermediaries in development of practical solutions and small and medium sized business people.

The document should be written in a simple and clear manner avoiding technical jargon or explaining it where it is necessary. Stories of Change reach a global audience; the reader may not have a technical background or be reading in their first language. The words used should be universally acceptable or explained if specific to a particular geographical region.

Photographs, diagrams and graphical images are an important element to telling a story and should be integrated into the document where appropriate.

## Content

See the Practical Answers website: <https://practicalaction.org/stories-of-change-answers> for examples.

**Formatting**

These guidelines have been written in the same format as the technical briefs and can be used as a template to create new technical briefs. The document can be copied and named appropriately then the text replaced with the contents of the new technical brief.

**Font:** Trade Gothic LT Com or Arial if Trade Gothic LT Com is not available.

**Font sizes:**

Title	
Main heading	12 bold
Sub heading	10 bold
Text	10 normal
Headers & Footers	8 normal

**Margins:**

Top	3 cm
Bottom	2.5cm
Left	1.5 cm
Right	5 cm

**Headers & footers:**

The header should contain the title of the technical brief on the left-hand side and Practical Action on the right hand side.

**Page numbering:**

Numbering starts on page 2, positioned, bottom left corner in the footer.

**Photographs & illustrations**

Pictures should be clearly captioned and numbered for ease of reference. Credit should be given to the photographer/illustrator and copyright owner. Appropriate permission must be obtained.

E.g. Figure 1: Micro irrigation system being built in Zimbabwe.

Photo credit: Practical Action/Shawn McGuire.

For web material photographs should be of a low resolution quality of a file size less than 50KB.

It is desirable to produce 2 versions – one with lower quality graphics for web based dissemination the other higher quality for print.

When creating high resolution documents for printing, high resolution images should be provided separately from the text. The publisher will then be able to format the content to suit.

**Tables**

Tables should be clearly titled and numbered.

**Further information**

Please include any references, links, organisational information that would be useful to others.

Author's details are generally provided at the end of the technical brief along with any additional information relating to the origins of the documents such as the project that the brief relates to and the date that the document was created or updated.

**Practical Action**

The Schumacher Centre

Bourton-on-Dunsmore

Rugby, Warwickshire, CV23 9QZ

United Kingdom

Tel: +44 (0)1926 634400

Fax: +44 (0)1926 634401

E-mail: [inforserv@practicalaction.org.uk](mailto:inforserv@practicalaction.org.uk)

Website: <http://www.practicalaction.org/>

Practical Action is a development charity with a difference. We know the simplest ideas can have the most profound, life-changing effect on poor people across the world. For over 40 years, we have been working closely with some of the world's poorest people - using simple technology to fight poverty and transform their lives for the better. We currently work in 15 countries in Africa, South Asia and Latin America.

# stories of change