



CASE STUDY DEVELOPMENT GUIDANCE FOR VOLUNTEERS

PURPOSE

The purpose of developing and sharing case studies within the GMG community is to help the industry learn from real-life—or in some cases, hypothetical—examples and scenarios. This document is intended to provide guidance for participants who are providing case studies for publication through GMG while also recognizing that every case study will be different. Visit [this page](#) to view existing published case studies.

The intended audience of these case studies is other mining industry stakeholders. Case studies can promote education and help build confidence in new technologies or approaches. They are also effective communication tools that can be used across the industry, helping organizations to mitigate risks and optimize their operations. Case studies may also supplement GMG guidelines to exemplify certain elements of the guidance.

CONTENTS

The contents, format, and length will vary based on the topic and the context. The following questions are intended to provide some key things to consider in the case study:

- What was the problem or situation (what, when, why, where)?
- What was done to address it? What process did you follow?
- Who was involved (can be generalized by stakeholder group)?
- What were the key challenges and how were they addressed?
- What went well? And why?
- What was the outcome? What was the impact on your team? What was the impact on your organization?
- What were the key findings, lessons learned, or insights gained from the experience?
- What are the next steps?
- Would you do anything differently next time? What would you do the same?

Other considerations

- If the case study is covering a technology application, the focus should typically be on the implementation or application rather than the specifics of the technology product itself.
- If the case study is outside of mining, consider how it can be applied to mining.
- GMG is a vendor-neutral organization, so case studies should focus on information sharing and are not intended to be used to leverage competitive advantage or sales.

PRODUCTION PROCESS

You will work directly with the GMG Technical Editing team, who are available to assist with developing the case study in the way that works best for you. For example, you could:

- Set up a call to discuss the elements of the case study based on the questions above, and GMG writes it
- Share notes and materials to be organized and written into a case study by GMG
- Write the case study, which is then edited by GMG before publication

We will share the final content with you for review and finalize together. We are also happy to accommodate any approvals processes your company requires.



PUBLICATION AND ANONYMITY

GMG has an open model. Your case studies will be available for free through the GMG website. We will also share them through our public communications channels. They may also be included in a news release to a list of various mining media.

While we would love to have your company's name associated with the case studies you provide, you can also choose to submit them anonymously. Because the focus of these case studies is typically for sharing learnings and examples, they still deliver value if presented anonymously.