

## Submission Guidelines

### 1. Topic Selection

Each team should choose a case study topic about the 17 Sustainable Development Goals that reflect real-world scenarios and practices. You have the opportunity to pick an issue in the local community or one that affects people around the world. The topic you focus on should allow you to investigate an issue from various aspects, but it should not be too broad.

#### The 17 Sustainable Development Goals:

Goal 1: No Poverty

Goal 2: Zero Hunger

Goal 3: Good Health and Well-Being for people

Goal 4: Quality Education

Goal 5: Gender Equality

Goal 6: Clean Water and Sanitation

Goal 7: Affordable and Clean Energy

Goal 8: Decent Work and Economic Growth

Goal 9: Industry, Innovation and Infrastructure

Goal 10: Reduced Inequalities

Goal 11: Sustainable Cities and Communities

Goal 12: Responsible Consumption and Production

Goal 13: Climate Action

Goal 14: Life Below Water

Goal 15: Life on Land

Goal 16: Peace, Justice and Strong Institutions

Goal 17: Partnerships for the Goals

## 2. Proposal

### 2.1. Submission Requirements

Each team should register through the online competition platform by 13:00 on May 23, 2022.

(<http://166.111.7.233:8888/cmpten/login.html>)

Please fill in the team information page and upload a proposal. Be sure to include the following points in **about 1500 words**.

#### (1) Case Title

#### (2) Background

#### (3) Objectives and Significance

Indicate the objectives and purposes of your case study. Articulate why your case study is important and worth studying, and how it is relevant to the SDGs, public policy, and public management.

#### (4) Case Outline

Anticipate the story that your case will tell. Describe the narrative structure, protagonists, stakeholders, their actions and opinions, policy alternatives, controversies, resolutions, etc.

#### (5) Research Plan

Describe how you will collect information and data, who you are going to interview, and how you will arrange your time schedule and make necessary arrangements.

### 2.2. Marking Criteria (Total Score: 100)

#### (1) Topic Selection (40%)

The topic is clearly related to a challenge/dilemma of the SDGs policy issues and has practical significance. The scope of the topic is moderate. The key objectives and the central theme of the case study are clearly stated.

#### (2) Case Outline (30%)

Present context of the situation, basic facts, decisions, and stakeholders involved in the case with clarity and brevity. Highlight the challenges/decision-making dilemma.



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### (3) Research Plan (30%)

The plan includes literature research and field research, involving different stakeholders and adequate interviews. Present thoughtful and feasible research arrangements and schedules.

## 3. Case Analysis Report

### 3.1. Submission Requirements

Each team should submit a case analysis report through the online competition platform by 13:00 on July 22, 2022. (<http://166.111.7.233:8888/cmpten/login.html>)

A case analysis report should consist of the following parts **in about 8000 words**.

#### (1) Case Body (about 4500 words)

- **Case Story**

This part should be a well-told story based on actual events and circumstances. For example, you can describe an event that happened, introduce a policy-making process, or tell a story about an organization that is constantly changing in the face of many problems. It is useful to think about your case story from the following aspects:

- Setting: where, when, why. Where and when is the case story taking place? What precipitated the events and actions on which the story is based?
- Protagonist, decision-maker, stakeholders. Who are the principal characters in the story and why? Who is the protagonist? Who are the supporting actors?
- Issues, problems, interests. What are stakeholders' interests, motivations, goals? What issues, questions, or problems must they confront or solve?
- Controversies, conflicts, constraints, opportunities. What are controversial in the case? Are there any conflicts and different ideas among stakeholders? What circumstances limit stakeholders' actions? What opportunities do they face?
- Decisions, actions, results. What must be decided and why? What decision or action does the

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protagonist take? How do different stakeholders deal with problems? What are the results and implications? How does the situation described in the case played out eventually?

- **Questions for Discussion**

At the end of your case body, please give 3-5 questions designed to promote discussion of the key issues within the case.

**(2) Case Analysis (about 3500 words)**

- **Case Abstract**

Summarize the main content of the case including basic facts, decisions, stakeholders and resolutions in 150 - 250 words.

- **Case Analysis**

Adopt suitable frameworks, theories, and concepts to analyze various dimensions of the case. This part should offer an analytical perspective on the case you have discovered. You can also think about what is missing from the current solutions landscape and what your policy suggestions are.

**(3) Appendix (if necessary)**

An appendix gives useful additional information which are not included in the main body of your case analysis report. The appendix may include questionnaires, useful tables, charts, government documents, statistical reports of an organization, etc.

**(4) Endnotes**

Use endnotes to list sources like articles, books, journals, and websites you have cited in the case analysis report.

**3.2. Marking Criteria (Total score: 100)**

**(1) Topic Selection (10%)**

Case topic reflects important and valuable issues of the SDGs and is highly relevant to public policy and public administration. The scope of the selected topic is moderate. The subject and objectives of the case study are clear, and case writing and analysis stick to the selected topic.



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**(2) Storytelling (30%)**

Case scenarios are described with clarity and precision. Case story has a clear and engaging beginning, middle and end. Case story arouses interest and curiosity of the reader.

**(3) Conflict-provoking (20%)**

Case presents a controversial situation or raises genuinely tough problems.

Case shows different stakeholders' problems, opinions and actions, which evokes discussion.

**(4) Research Methods (10%)**

Appropriate application of various investigation and research methods to collect information and materials. Make excellent use of both primary and secondary source materials.

**(5) Analysis and Conclusion (30%)**

Accurately use public management/public policy related theories and frameworks to analyze the main points/discussion questions of the case. Well-structured and clearly show the development of a logical argument. Have a proper conclusion.

## 4. General Case Writing Guidelines

The proposal and case analysis report should be in **docx** format. You also need to submit a **pdf** document as required.

**Tense:** Use the past tense as far as possible when describing past events. Exceptions to this rule are quotes and descriptions of concepts that do not change. If the case study describes a project which is still ongoing, use the present tense.

**Tone:** Keep the tone of the case study neutral. The case body should be written in the third person. In the case body, the writer's opinions and judgments should be avoided, but the opinions of the persons in the case can be quoted or cited from sources.

**Citation and Reference:** All sources used in the case study should be appropriately cited using the **APA style 7th edition**. See *American Psychological Association. (2020). Publication manual of the American Psychological Association, seventh edition* for more information.

**Format and Layout:** Please refer to the attached layouts for proposal and case analysis report.



## 5. Supporting Materials

The participants are encouraged to take pictures and videos during the field investigation or online interview. Before the final, each team will be asked to provide some photos. The teams are also welcome to submit short videos of less than 3 minutes. With your authorization, we may use these materials on posters and our social media platforms for competition promotion purposes.

## 6. Copyright

All submissions must be original work and have not been published (meaning not using third party pre-existing copyright materials).