

Submission Guidelines

1. Topic Selection

Each team should select a case study topic related to the 17 Sustainable Development Goals that reflects real-world scenarios and practices. You have the opportunity to choose an issue that is relevant to your local community or one that affects people worldwide. The chosen topic should allow for a comprehensive discussion of the issue from multiple perspectives, while avoiding overly broad scopes.

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 28, 2025.
(<http://competition.sppm.tsinghua.edu.cn/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**.

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

(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 20, 2025. (<http://competition.sppm.tsinghua.edu.cn/cmpten/login.html>)

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

(1) Case (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, demonstrate a successful sustainable development practice, 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 the stakeholders' interests, motivations, and 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 protagonist take? How do different stakeholders deal with problems? What are the results and implications? How does the situation described in the case play out eventually?

● **Questions for Discussion**

At the end of your case, 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**

Use appropriate frameworks, theories, and concepts to analyze different dimensions of the

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case. This section should offer an analytical perspective on the case that you have discovered. You can also think about what is lacking in the current solutions landscape and provide your policy recommendations.

(3) Appendix and Endnotes

- **Appendix (if necessary)**

An appendix provides useful additional information that is not included in the main body of your case analysis report. It may include questionnaires, tables, charts, government documents, statistical reports of an organization, and other relevant materials.

- **Endnotes**

Use endnotes to provide citations for books, journals, websites, and other sources referenced in the case analysis report.

3.2. Marking Criteria (Total score: 100)

(1) Topic Selection (10%)

The 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.

(2) Storytelling (30%)

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

(3) Conflict-provoking (20%)

The case presents a controversial situation or raises genuinely tough problems.

The 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.

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(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

Please submit your entries in both **docx** and **pdf** formats, and name the files after your case title.

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: Maintain a neutral tone when writing the case and use third-person perspective. Avoid including the authors' opinions or judgments in the case part.

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

Participants are encouraged to take photos and videos during field research and interviews. Finalist teams will be required to submit photos prior to the final round. Teams are also welcome to submit short videos (under 3 minutes in length). With your permission, these materials may be used in promotional posters and on our social media platforms to showcase the competition.

6. Copyright

All submissions must be original and unpublished, with no involvement in any copyright infringement or disputes.