

# 2025 Tsinghua International Case Analysis Competition of Public Policy on Sustainable Development Goals (SDGs)

## 1. Organizers and Sponsors

### Organizers:

- ✧ 清华大学公共管理学院中国公共管理案例中心 China Case Center for Public Policy and Management (CCCPPM), School of Public Policy and Management (SPPM), Tsinghua University
- ✧ 清华大学全球可持续发展研究院 Institute for Sustainable Development Goals of Tsinghua University (Tsinghua SDG Institute)

### Sponsors:

- ✧ 晶澳太阳能科技股份有限公司 JA Solar Technology Co., Ltd.
- ✧ 保乐力加中国 Pernod Ricard China

## 2. Theme: Sustainable Development Goals (SDGs)

The year 2025 marks both the 80th anniversary of the founding of the United Nations and the 10th anniversary of the adoption of the Sustainable Development Goals (SDGs). These milestones offer a timely opportunity for people to reflect on the challenges of global governance and renew the collective commitment to a more sustainable and inclusive future.

Adopted by all United Nations Member States in 2015, the 2030 Agenda for Sustainable Development provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals, which are an urgent call for action by all countries - developed and developing - in a global partnership. These goals address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice. The 17 SDGs are integrated—they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. Achieving the SDGs requires the partnership of governments, private sector, civil society and citizens alike to make sure we leave a better planet for future generations.

In this context, the 2025 Tsinghua International Case Analysis Competition of Public Policy on SDGs invites students to **select a topic related to the 17 Sustainable Development Goals that aligns with their research interests and expertise, and conduct public policy case studies focusing on real-world scenarios and practices.** The case studies should provide practical experiences and solutions for achieving the SDGs or contribute valuable insights to global governance. Participants

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have the option to explore case stories within local communities or those that impact global populations. The chosen topic should allow for a comprehensive discussion of the issue from multiple perspectives, while avoiding overly broad scopes. Participants are expected to not only present well-crafted case narratives, but also provide thoughtful analysis that reflects solid policy knowledge and strong academic competence.



### 3. Why Participate In?

- The competition provides a platform for participants to cooperate, communicate, and compete with students from various countries, disciplines, and cultures.
- Participants will have a chance to work in teams to interview organizations and people, investigate real-world problems, discover interesting stories, and find innovative public policy solutions for the SDGs.
- Participants will get an opportunity to practice the case study method, apply and integrate knowledge, skills, theories and experience by discussing complex real-life challenges.

### 4. Eligibility

- The competition is open to **currently enrolled undergraduate and postgraduate students (including master's and PhD students)** from universities worldwide, with no geographical restrictions.
- Participants can compete **either individually or in teams of up to four members**, with each student allowed to join only one team. Each team must appoint one member as the team leader.
- **Mixed teams are allowed.** Participants can form teams that include both undergraduate and postgraduate students. Collaboration across different disciplines and departments is also permitted.

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- Case studies must **be written in English**, and they should constitute original work that has not been published elsewhere, ensuring freedom from copyright disputes.
- CCCPPM is organizing two case analysis competitions this year - one in Chinese and the other in English. Participants **are permitted to join only one of the competitions**.

## 5. Timetable (GMT+8, Beijing Time)

### (1) April 30, 2025 - May 28, 2025 (Registration & Submission of Proposal)

Each team should register and submit a proposal through the online competition platform by 13:00 on May 28. (<http://competition.sppm.tsinghua.edu.cn/cmpten/login.html>)

### (2) May 29, 2025 - June 13, 2025 (Proposal Review & Announcement of First-Round Winners)

The judging panel will review proposals, and the first-round winners will be announced on June 13.

### (3) June 14, 2025 - July 20, 2025 (Conducting Case Studies & Submission of Case Analysis Report)

Participants will conduct case studies. Field research and interviews with stakeholders are strongly recommended. Each team should submit a case analysis report by 13:00 on July 20.

### (4) July 21, 2025 - August 5, 2025 (Report Review & Announcement of Second-Round Winners)

The judging panel will review case analysis reports, and the second-round winners will be announced on August 5.

### (5) August 16 - 17, 2025 (Final Competition & Announcement of Final Winners)

Each team will present their work and answer questions from the judges in the final competition. The final winners will be announced.

## 6. Rewards

### (1) Prizes

All participating teams will compete for the following awards:

**One First Prize:** \$3,000 USD (or equivalent in RMB, before tax) for each team.

**Two Second Prizes:** \$2,000 USD (or equivalent in RMB, before tax) for each team.

**Three Third Prizes:** \$1,000 USD (or equivalent in RMB, before tax) for each team.

Other finalists will receive honorable mention certificates.

### Best Individual Performance Award

From each of the first and second prize-winning teams, two students will be selected to receive the Best Individual Performance Awards. From each third prize-winning team, one student will be selected to receive the Best Individual Performance Award.

### (2) Case Acceptance

The CCCPPM encourages participants to develop their case studies into high-quality teaching cases

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after the competition. Excellent teaching cases will be accepted by the CCCPPM, and will have chances to be published by [China Case Bank for Public Policy & Management](#) and contribute to international MPA education. Case authors will receive a one-time remuneration payment as well as certificates acknowledging the acceptance of their cases.

## 7. Submission Requirements

Please carefully review the attached **Submission Guidelines** and **Layouts for Proposal and Case Analysis Report**, and kindly adhere to our instructions when submitting your entries.



(Scan the QR code to check the attachments.)

## 8. Contact

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To facilitate communication and sharing of information, please join the competition QQ group.

QQ Group Number: 591906428



Please scan the QR code to follow the CCCPPM's official WeChat account "中国公共管案例中心" for latest information.

The most up-to-date information about the competition will be announced on [CCCCPPM's official website](#), official WeChat account, [competition platform](#), and QQ group.

## 9. About SPPM

The School of Public Policy and Management (SPPM), Tsinghua University, was founded in 2000 and is the first graduate school of public administration in China. The School's mission is to become a world-class institution that actively engages in teaching, research, and consulting in global public affairs. Tsinghua SPPM is committed to not only training future generations of scholars and

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practitioners in public affairs with global vision and strong social commitment, but also constituting a global forum where critical challenges may be discussed, innovative ideas and wisdom may be shared, and dialogues and collaboration may be fostered between China and the world to achieve lasting peace, prosperity, equity, and sustainability of the human kind. The school currently offers three degree programs in Chinese, including Master of Management, Master of Public Administration (MPA), and Ph.D. programs, and six Master's programs in English, including Master of Public Administration in International Development (MID), International Master of Public Administration (IMPA), Master of Public Administration in International Development and Governance (MIDG), Master of Public Policy for Sustainable Development Goals (MPP-SDG), International Master of Public Administration in the Belt and Road Initiative (IMPA-BRI), and International Master of Public Administration for Future Leaders (IMPA-Future Leaders).

[School of Public Policy and Management of Tsinghua University](#)

### 10. About CCCPPM

The China Case Center for Public Policy & Management (CCCPPM) was founded in 2004 as a subsidiary of the School of Public Policy & Management, Tsinghua University. It is China's first professional case center in the field of public policy and management which develops Chinese, English, and multimedia teaching cases to serve degree programs offered within the SPPM. The Center establishes an online case database - China Case Bank for Public Policy & Management ([www.chinacases.cn](http://www.chinacases.cn)), providing case teaching services for colleges and universities nationwide and serving as a think tank for Chinese government departments and relevant organizations. The Center also fosters and leads innovations in case teaching and research by organizing training sessions, workshops, seminars, and case analysis competitions, with the aim of improving teaching quality and cultivating qualified public sector professionals.

[China Case Center for Public Policy & Management](#)

Official WeChat: 中国公共管理案例中心

### 11. About Tsinghua SDG Institute

Housed in the School of Public Policy and Management at Tsinghua University, the Institute for Sustainable Development Goals of Tsinghua University (Tsinghua SDG Institute) was founded on May 14, 2017. It aims to establish a leading platform to conduct interdisciplinary research and collaborate with global partners to address challenges in implementing UN Sustainable Development Goals. By integrating theoretical learning and practical experience in the field, Tsinghua SDG Institute strives to cultivate a new generation of talent who is dedicated to the implementation of SDGs and the improvement of global governance. Meanwhile, it makes every effort at creating a high-end open platform for research in the field of SDGs, attracting world-class experts and scholars to engage in teaching and research activities. Besides, Tsinghua SDG Institute aspires to become a leading think tank in China on SDG-related policies through cooperative partnerships with relevant government agencies.

[Institute for Sustainable Development Goals, Tsinghua University](#)

Official WeChat: 清华大学全球可持续发展研究院

## 12. About MPP-SDG

On January 16th, 2017, President Xi Jinping of China and President Doris Leuthard of the Swiss Confederation jointly witnessed the signing of the memorandum between Tsinghua University (THU) and the University of Geneva (UNIGE) on comprehensive cooperation on SDGs. During the roundtable, Qiu Yong (as President of Tsinghua University at that time) and Yves Flückiger (as President of UNIGE at that time) signed an agreement on a dual Master of Public Policy for Sustainable Development Goals (MPP-SDG). Within this cooperative framework, the School of Public Policy and Management (SPPM) of Tsinghua University has embarked on a partnership with the Geneva School of Social Sciences (G3S) of UNIGE to launch a highly interdisciplinary dual master's program for the SDGs, effective from September 2018. This program focuses on defining and developing concrete solutions for the SDGs through hands-on, team-based and project-driven activities, in parallel with courses on the fundamentals of sustainable development. Candidates from a broad range of backgrounds will gain both theoretical understanding and practical field experience that will prepare for employment on sustainable development projects.

[MPP-SDG Program Overview](#)

## 13. About JA Solar

JA Solar Technology Co., Ltd. ("JA Solar") is a leading global supplier of photovoltaic ("PV") power generation solutions. Mr. Baofang Jin, the founder and chairman of the Board of the company, led the pioneering entry into the PV industry in 1996, with an initial focus on the silicon rod and silicon wafer business. In 2005, he founded JA Solar to begin manufacturing solar cells. The company was listed on NASDAQ in 2007. By 2010, JA Solar had extended its industrial chain downstream to include modules, and in 2012, it further expanded to PV power generation, thereby having established a vertically integrated production chain. After privatizing and delisting from NASDAQ in 2018, JA Solar completed its A-share listing on the Shenzhen Stock Exchange in 2019. The company's birthplace and place of registration for the listing are both in Ningjin County, Hebei Province. JA Solar has established multiple production bases globally and owns 16 sales companies overseas. JA Solar's products are sold and serviced in 178 countries and regions worldwide.

The company's position as an industry leader in product technology is supported by its commitment to technology-driven innovation and high-quality development. As of 2024, the company had 1,899 valid patents, including 1031 invention patents. JA Solar operates under a modern, globalized enterprise management system, and its core management team possesses extensive knowledge on trends in global PV technology and business development. With its commitments to technological innovation, solid financial strength, and a full-fledged global sales and service network, the company has earned widespread recognition from global customers. For many years, the company has consistently maintained its position on the lists of *Fortune China 500* and *Global Top 500 New Energy Enterprises*.



## 14. About Pernod Ricard China

In China, Pernod Ricard leads the way among all international spirits and wines groups with a strong distribution network across the country. Key brands such as Martell Cognac, Chivas Regal and Royal Salute Scotch whiskies were introduced into the country over three decades ago. Since then, they have grown to become China's leading portfolio of imported spirits, along with other brands that joined Pernod Ricard in the past two decades. Pernod Ricard owns one distillery and one winery in China – The Chuan Malt Whisky Distillery in Emeishan, Sichuan and Helan Mountain Winery located at the eastern foothills of Helan Mountain in Ningxia.

Pernod Ricard maintains its strong commitment to contributing to China's sustainable development. As a responsible industry leader, for over a decade the company has developed responsible drinking campaigns and programmes to inform consumers and employees about the importance of enjoying alcohol products responsibly. In recognition of its positive social contribution, Pernod Ricard has received a significant number of awards in China.