



# Submission Guidelines

## 1. Topic Selection

Each team of participants should focus on a case topic that is relevant to Sustainable Development Goals, which can be global or local. You have the opportunity to pick an issue in your 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

<https://sdgs.un.org/goals>



## 2. Case Proposal

### 2.1. Submission Requirements

Each team should register on the online competition platform by 13:00 May 24, 2021. (<http://166.111.7.233:8888/cmpten/login.html> )

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

**(1) Case title.**

**(2) Background.**

**(3) Significance.**

Why is the case important and relevant to SDGs? Why is it worth studying?

**(4) Case synopsis.**

You should anticipate the story that the case will tell.

**(5) Research plan.**

How do you propose to collect information and data? What types of information search strategies will you adopt? Who will you interview and how will you make the necessary arrangements? What is your timetable?

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

**(1) Topic Selection (40%)**

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

**(2) Case Synopsis (30%)**

Present context for the situation, basic facts, decisions and actors 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 realistic research arrangements and timeline.

## 3. Case Analysis Report

### 3.1. Submission Requirements

Each team should submit a case analysis report to the online competition platform by 13:00 July 23, 2021. (<http://166.111.7.233:8888/cmpten/login.html> )

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

#### (1) Case Part (about 5500 words)

##### Content of case

This part should be a description or story based on actual events and circumstances. It is useful to think about the case from the following aspects:

- *Setting: where, when, why.* Where and when is the story taking place? What precipitated the events and actions on which the story is based?
- *Decision maker, main actor, other actors.* Who are the principal characters in the story? Who is the key actor and why?
- *Issues, interests.* What are the actors' interests, motivations and goals?
- *Controversies, conflicts.* What issues, questions, or problems do the actors confront or solve? What is controversial in the case?
- *Constraints, opportunities.* What circumstances limit the actors' freedom of action? What opportunities do they face?
- *Decision, action.* What decision or action do the principal actor take? What must be decided? Why?



### **Questions for discussion**

List 3-5 questions relevant to the cases for discussion.

## **(2) Case Analysis Part (about 2500 words)**

### **Case Abstract**

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

### **Case Analysis**

You should adopt suitable framework, 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) Reference List**

List the sources like articles, books, journals and websites you have cited and used in the article.

## **(4) Appendix (if necessary)**

An appendix gives useful additional information which are not included in the main body of the case. Appendix may include useful tables, charts, full text of government document or statistical report of an organization.

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

### **(1) 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.

### **(2) Conflict-provoking (20%)**

Case presents a controversial situation or raises genuinely tough problems.



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

### (3) Research Methods (20%)

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

### (4) 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

Case proposal and case analysis report should be in .doc or .docx format. You may need to submit pdf as required during the competition.

**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 neutral. In the case part, writer's opinions or conclusions should be avoided but the opinions of the persons in the case can be quoted or cited from sources.

**Citations:** All sources used in the case study should be appropriately cited using **the Chicago Manual of Style**.

[https://www.chicagomanualofstyle.org/tools\\_citationguide.html](https://www.chicagomanualofstyle.org/tools_citationguide.html)

**Citations within the text:** References are indicated within the text by a footnote, references are then given at the bottom of the page. Footnotes should be placed at the end of the relevant sentence where possible and should follow punctuation (for example, by being placed after the full stop). Superscript Arabic numbers should be



used in the text to indicate footnotes, **for example**<sup>1</sup>. Citations are numbered sequentially in the order in which they appear in the text and each citation corresponds to a numbered footnote containing publication information about the source cited.

**Reference list:** In addition to footnote style of citation within the text, please provide a full list of your cited works at the end of your case analysis report.

**Format:** The main content (except titles) of your case analysis report should be **Times New Roman 12-point font with 1.5 line spacing**. For footnotes, please use **10 size Times New Roman with 1 line spacing**.

**Sample case proposals and case analysis reports are available on the online competition platform.**

## 5. Supporting Materials

Teams are encouraged to take pictures and videos during the field investigation and interview. Before the final, teams will be asked to voluntarily provide some multimedia materials. With your authorization, we may use these materials on posters and our social media platforms for competition promotion purpose.

## 6. Copyright

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

---

1. Sointu, Eeva, and Linda Woodhead. "Spirituality, Gender, and Expressive Selfhood." *Journal for the Scientific Study of Religion* 47, no. 2 (2008): 259-76.