



Department of
Asian and International Studies
香港城市大學
City University of Hong Kong



“MAKE THE CASE” - EAST ASIA

A Student Team Competition to Scale Solutions for Asia's Plastic Crisis

FIND AN EXISTING
PROJECT IN EAST ASIA
THAT REDUCES PLASTIC WASTE

“MAKE THE CASE” THAT THE PROJECT
DESERVES GREATER ATTENTION
& COULD BE REPLICATED ELSEWHERE

WRITE A CASE STUDY TO TELL US
HOW & WHY



TOTAL PRIZE MONEY
OVER
\$15,000
USD

Calling Students In

Brunei	Mongolia
Cambodia	Myanmar
Hong Kong SAR	Philippines
Indonesia	Singapore
Japan	South Korea
Laos	Taiwan
Macau SAR	Thailand
Mainland China	Timor-Leste
Malaysia	Vietnam

Solutions to the plastic waste problem, with real results, exist. No start-up or new ideas required.
Now, it's just a matter of getting them known. Let your team take up the challenge of spreading the word!

WHEN

Registration

21 February - 30 April 2022

Specify Your Project/Program

15 May 2022

Submit Plastic Atlas Asia Insights

30 May 2022

Submit Case Study

30 May 2022

Finals

Late June 2022

WHO CAN PARTICIPATE?

- Bachelor and Master's students
- Studying at East Asian universities
- Open to all disciplines

**ACT NOW
TO ADVANCE A MORE
CIRCULAR ECONOMY**

WHY PARTICIPATE

Prize Money

Top Prize: +\$2,500 USD

Each Theme

1st Place: \$4,000 USD

2nd Place: \$1,500 USD

3rd Place: \$500 USD

Plastic Atlas Asia Insights Prize

\$1,000 USD

Other Opportunities

See Page 2

To learn more: makethecase.capp.global/east-asia



Take the challenge: Compete to showcase the best proven projects or programs* that reduce plastic pollution in East Asia

THEME 1

Identify a city, town or village. Find a proven project that does a great job in reducing the amount of plastic pollution that enters the nearby waterway

THEME 2

An existing, proven project or program that reduces or eliminates plastic pollution that can be cost-effectively replicated and scaled

*We welcome projects and programs from the business sector, public and not-for-profit organizations

Exposure & Opportunities

- Internship with CAPP – top prize winning team
- Participate in Recruiting Week
- Finalists receive mentors in prep for presentations
- Case Study written up in "Make the Case" report
- Great personal exposure if team makes finals
- Receive participation certificate
- Opportunity to display advanced research and advocacy skills

Team Size:
3-4 Students

Key Dates:

"Plastic Atlas Asia
Insights" due
30 May 2022

Case Study due
30 May 2022

Enquiries: makethecase@capp.global

REGISTRATION ENDS 30 APRIL 2022

Sign-up at: <https://makethecase.capp.global/east-asia>

