



# “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  
**\$16,000**  
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 - 15 June 2022

#### Specify Your Project/Program

15 June 2022

#### Submit Plastic Atlas Asia Insights

30 June 2022\*

#### Submit Case Study

30 June 2022

#### Finals

July/August 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

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\*Submit by 30 May to be eligible for Plastic Atlas Asia Insights Prize

To learn more: [makethecase.capp.global/east-asia](https://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 June 2022  
Case Study due  
30 June 2022

Enquiries: [makethecase@capp.global](mailto:makethecase@capp.global)

# REGISTRATION ENDS 15 JUNE 2022

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

