

INITIATIVE NAME
LOCATION

"Make the Case" Entry

TEAM NAME
SCHOOL



Collaborating Partner



Sponsor



THEME 1 CASE STUDY

CREATE YOUR OWN TITLE PAGE
(PERHAPS ADDING PICTURES OF YOUR PROJECT OR PROGRAM)
OR START ON NEXT PAGE AS PAGE 1 OF CASE STUDY

THEME 1: IDENTIFY A PROVEN INITIATIVE (PROJECT OR PROGRAM) IN A CITY, TOWN OR VILLAGE IN EAST ASIA THAT REDUCES PLASTIC POLLUTION FROM ENTERING A WATERWAY

Profile of Stakeholder: [add Stakeholder name here]

(50-word summary overview description of who they are.
Example: xyz (URL here) is a NGO, based in ABC, that has operated for over X years in the country. They are....)

TEAM MEMBERS:

1. [Name \(hyperlink to LI profile\)](#)
2. [Name \(hyperlink to LI profile\)](#)
3. [Name \(hyperlink to LI profile\)](#)
4. [Name \(hyperlink to LI profile\)](#)

SCHOOL:

(Abstract) Describe the Plastic Waste Problem and The Proposed Solution (200 words)

Problem: dolor sit a met, consectetur adipiscing elit. Cras at justo vitae est congue vulputate vitae nec felis. Phasellus id sodales eros. Mauris nec arcu in lectus faucibus tristique. Pellentesque ac dapibus justo. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Aenean ut lacus ut mauris congue tincidunt in ut erat. Curabiturscelerisque feugiat Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at justo vitae est congue vulputate vitae nec felis. Phasellus id sodales eros. Mauris nec arcu in lectus faucibus tristique. Pellentesque ac

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WHAT WOULD BE THE LONG-TERM RESULTS FOR WATERWAYS (RIVERS, LAKES, OCEAN) IF THIS SOLUTION WERE IMPLEMENTED IN EAST ASIA, AND AROUND THE WORLD? (200 words)

(Note: we suggest your team answer this question after completing the rest of the Case Study as it is meant to provide a summary – the why and the how– of the Case Study beyond stating the problem and solution. In many ways, this is your “make the case” closing argument and laying out the importance of the initiative your team is writing about, i.e. if this solution were to be replicated and scaled everywhere where viable). The judge will read about the problem, the solution, and the contextual “why and how” importance) dolor sit a met, consectetur adipiscing elit. Cras at justo vitae est congue vulputate vitae nec felis. Phasellus id sodales eros. Mauris nec arcu in lectus faucibus tristique. Pellentesque ac dapibus justo. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Aenean ut lacus ut mauris congue tincidunt in ut erat. Curabiturscelerisque feugiat Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at justo vitae est congue vulputate vitae nec felis. Phasellus id sodales eros. Mauris nec arcu in lectus faucibus tristique. Pellentesque acat. Curabiturscelerisque feugiat Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at justo vitae est congue

PART I: PROVIDE BACKGROUND INFORMATION

Describe the city where the Initiative takes place? (100 words)

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Provide the scale of the problem of plastic waste in this city? (100 words)

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Why did the Initiative start in this city? (100 words)

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PART II: THE INITIATIVE'S IMPACT

What are the benefits to society? What has been accomplished? Have the societal benefits outweighed the amount of resources expended to generate the results?

(Add up to 4 bullet points; 50 words each)

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What are the benefits for the environment? Has the Initiative reduced or eliminated the amount of plastic in the streets or waterways? What has been accomplished?

(Add up to 3 bullet points; 50 words each)

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What are the benefits for the economy? Has the Initiative created new business? Can it create new jobs?

(Add up to 3 bullet points; 50 words each)

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PART III: WHAT IS POSSIBLE IF THE INITIATIVE HAD MORE RESOURCES IN ITS CURRENT LOCATION

Are the Initiative's operations sustainable "as they are?" Will it be in operation for next five years? If yes, why? If no, why not and what can be improved? (150 words)

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Assume your team had the funds to increase the budget to maximize social impact. How would the team spend this additional funding, and what would be the incremental results/benefits?

SPEND MONEY/WHY:

- Line item #1; **Amount** - **Why (1 line only please)**
- Line item #2; **Amount** - **Why (1 line only please)**
- Line item #3; **Amount** - **Why (1 line only please)**
- Line item #4; **Amount** - **Why (1 line only please)**
- Line item #N; **Amount** - **Why (1 line only please)**

INCREMENTAL RESULTS/BENEFITS

(up to 5 bullet points; Up to 30 words each)

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PART IV: "MAKE THE CASE" TO REPLICATE THIS INITIATIVE IN FIVE OTHER LOCATIONS IN EAST ASIA (OR WORLD)

How can this Initiative be replicated in other cities in East Asia? Please describe if this is "country specific" or if it would work in other countries in East Asia, too (200 words)

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What kind of resources will be required to replicate current innovation? Money? People? Change in regulation/policies? (100 words)

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Why would these new Initiatives be worth the time, resources and effort? (100 words)

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What challenges need to be overcome for replication? (100 words)

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Which countries and/or cities in East Asia will you choose and why? (200 words)

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What type of stakeholder and partnerships will be needed to replicate the current initiative? (150 words)

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TEAM PROFILES

TEAM LEADER: NAME HERE, LI PROFILE LINK (OPTIONAL)

Up to 75 words. Include brief bio. For your benefit, please also list your interest and type of work you'd like to pursue, and if you are interested in an internship or full-time work. This is your space to promote yourself. vulputate vitae nec felis. Phasellus id sodales eros. Mauris nec arcu in lectus faucibus tristique. Pellentesque acLorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at justo vitae est congue vulputate vitae nec felis.

TEAM MEMBERS:

NAME HERE, LI PROFILE LINK (OPTIONAL)

Up to 75 words. Include brief bio. For your benefit, please also list your interest and type of work you'd like to pursue, and if you are interested in an internship or full-time work. This is your space to promote yourself. vulputate vitae nec felis. Phasellus id sodales eros. Mauris nec arcu in lectus faucibus tristique. Pellentesque acLorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at justo vitae est congue vulputate vitae nec felis.

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INITIATIVE NAME
LOCATION

"Make the Case" Entry

TEAM NAME
SCHOOL

PLEASE PROVIDE THIS INFORMATION FOR THE JUDGES: REFERENCES/INTERVIEWS

INTERVIEWS (LIST PERSON, DATE OF INTERVIEW)

- 1.
- 2.
- 3.
- 4.
- 5.

REFERENCES

- 1.
- 2.
- 3.
- 4.
- 5.

DO NOT INCLUDE IN THE FINAL PRESENTATION THAT YOUR TEAM SUBMITS

DIRECTIONS FOR COMPLETING CASE STUDY

Dear Teams,

- 1) A number of the winning Case Studies will be printed into a CAPP report (without any format changes, if possible, we will award a small number of points for completing the Case Study by following these rules. Every team should receive the maximum points:
 - a. Please use Calibri font 10 for your answers.
 - b. Add your team's relevant information in the Header, replacing the placeholder name, location, team name, school.
 - c. Replace all "Lorem ipsum" passages throughout with your answers. These passages are placeholders for your answers.
 - d. Erase the (XXX words) and all other (Red Font directions) as these directions should not be part of your Case Study.
 - e. Replace the RED font with what is requested to add in its place, where applicable
 - f. Please adhere to the word limits.
 - g. Please use this Case Study "template" format.
 - h. Replace the footer information with your team name and initiative name
- 2) Interviewing the stakeholders: As you view the Case Study Parts I, II, and III, it is designed to make your team provide a detailed background about the initiative itself, in its current state, and to think what could be possible if the current initiative had more financial and other resources in its current location; and, most important, how your team could recommend replicating/scaling the initiative and what has to happen. We hope you'll reach out to the stakeholders and work with them to answer these questions. The more comprehensive your answers, the more believable your answers will be, and the more credible your Case Study becomes.
- 3) Building the Story: In Parts III and IV, there are no wrong answers. Your Case Study should "Make the Case" why and how your initiative should be replicated and scaled. The more compelling your story, the greater the possibility that there will be interest by other stakeholders in East Asia to replicate the initiative and reach out to CAPP.Global to see how they can get involved to do so.
- 4) CAPP.Global may showcase all winning Case Studies on its web site (CAPP.Global). At the appropriate time, we will require written permission from the stakeholder your team is writing about.
- 5) Non-Confidentiality: Please do not submit any information that should remain confidential. All information provided to the "Make the Case" competition should be public information. There will not be any NDAs signed by reviewers, judges or anyone affiliated with this competition.