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# MAKE THE CASE – EAST ASIA STUDENT COMPETITION

## SOCIAL MEDIA KIT

**Purpose:** We invite individuals, companies, NGOs and concerned individuals about the plastic crisis in East Asia to use your social media accounts to reach out to students (graduate school students and undergraduate students) at East Asian universities

To make it easier for you, here are links to various materials to share. Thank you.

Web Site: <https://makethecase.capp.global/east-asia>

Poster: <https://makethecase.capp.global/east-asia-poster.pdf>

Poster:

**“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**

**Call for Students in:**  
Brazil, Cambodia, China, Hong Kong, Indonesia, Japan, Laos, Maldives, Malaysia, Mongolia, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand, Timor-Leste, Vietnam

**When:**  
Registration: 21 February - 10 April 2022  
Submit Plastic Atlas Asia Insights: 26 March 2022  
Specify Your Project/Program: 19 April 2022  
Submit Case Study: 18 April 2022  
Finals: Mid-late May 2022

**Who Can Participate?**  
• Bachelor and Master’s students  
• Studying at East Asian universities  
• Open to all disciplines

**Why Participate?**  
• Prize Money: Top Prize: +\$2,500 USD; Cash Prizes: 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

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

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 civil society organizations

**Exposure & Opportunities**

- Interact with CAPPI – top prize winning team
- Participate in Inspiring Week
- Finalists receive measure to prep for presentations
- Case Study written up in “Make the Case” report
- Great potential exposure if team makes finals
- Reciprocal participation opportunities
- Opportunity to display advanced research and advocacy skills

**Team Size: 3-4 Students**

**Key Dates:**  
“Plastic Atlas Asia Insights” due: 26 March 2022  
Case Study due: 18 April 2022

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

**REGISTRATION ENDS 10 APRIL 2022**

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

## MAKE THE CASE – EAST ASIA STUDENT COMPETITION SOCIAL MEDIA KIT

### KEY HASTAGS:

#MaketheCaseEA

#OceanRecoveryAlliance

### ACCOUNTS TO SHARE, TAG, AND FOLLOW TO STAY UPDATED

Twitter Account: [https://twitter.com/makethecase\\_ea](https://twitter.com/makethecase_ea)

Instagram Account: [https://www.instagram.com/makethecase\\_ea](https://www.instagram.com/makethecase_ea)

### PARAGRAPH TO COPY TO SEND OUT VIA EMAIL

(please send email to [Rob@CAPP.global](mailto:Rob@CAPP.global) to receive this paragraph in email form or as an image)



### About the “Make the Case” Student Team Case Study Competition

**Total Prize Money Over \$15,000 USD**

We invite all students from East Asian universities (Bachelor and Master’s students) to form a student team (3 or 4 people) and submit a Case Study on a project or program that reduces plastic pollution in East Asia. To learn more, please visit 1) [Our Competition Poster](#) and 2) [Our Competition Web Site](#)

**Registration until 10 April. Submit Case Study by 30 April.**