



**CURTIN DUBAI
BUSINESS CUP
CHALLENGE 2022**
SUSTAINABILITY

Case Study One

Choose any existing company or NGO and suggest things they could do (that they are not already doing) to address SDG 1 (and any others you wish to address with your solution). The solution must be self-sustaining (i.e., it cannot require continuing funding from the government), and it cannot violate the goals of SDG 13, 14, or 15.

GUIDELINES

- Word limit of 2,000 words (not more than two pages of graphs, charts and images).
- Only word documents, PowerPoint presentations and PDF files of a maximum of 5MB can be submitted.
- Video Submissions (no longer than 5-minutes) are accepted. Videos should only be in .MP4 format and can be submitted with a We-Transfer link provided on a word document. The video and word document must be labelled as instructed below.
- All submissions, regardless of format, must be labelled as the following example:
Case one_Team Name_University Name_Mentor Name
- To submit your case studies, only one member from each team should email the file to bcc@curtindubai.ac.ae with the subject line as follows:
Case one - Team Name - University Name - Mentor Name
- **All submissions must be emailed no later 10 am on Thursday, 27 October 2022.**
- Results will be announced on the official page: <https://curtindubai.ac.ae/bcc/>