



StFX
UNIVERSITY

BRIAN MULRONEY
INSTITUTE OF GOVERNMENT



SECOND ANNUAL
Atlantic Undergraduate
Policy Case Competition
OFFICIAL EVENT GUIDE

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1. OVERVIEW

The **Atlantic Undergraduate Policy Case Competition (AUPCC)** is an inter-university case competition designed to get students from across Atlantic Canada interested and involved in the policymaking process. Participants will spend their time researching policy options, developing clear recommendations, devising actionable implementation strategies, and delivering persuasive arguments to judges.

The 2025 AUPCC is organized by a team of undergraduate students, in conjunction with the **Brian Mulroney Institute of Government**.

This year's event will take place on **November 7–8, 2025** at Mulroney Hall on the **St. Francis Xavier University Campus (StFX)**.

Monetary awards will be presented to those teams whose submissions best exemplify effective policies, with a specific focus on impact, feasibility, and originality. The award values are as follows:

- **First Place** – \$1,200
- **Second Place** – \$1,000
- **Third Place** – \$700

2. MISSION STATEMENTS

In organizing this conference, the Mulroney Institute and AUPCC Organizing Committee seek to

- Promote passion and engagement in public policy among Atlantic Canada's youth;
- Facilitate the participation of students across all disciplines;
- Strengthen participants' policy research and writing skills;
- Encourage the delivery of strong and persuasive arguments;
- Develop participants' critical thinking skills in addressing complex issues;
- Promote creativity, diversity, and innovation in policy solutions;
- Allow participants to connect with like-minded peers and professionals;
- Foster an environment built on mutual respect and collaboration; and
- Build strong student leaders.

3. TEAM ELIGIBILITY AND REQUIREMENTS

Each school may field a maximum of **2 teams** of up to **3–4 people each**. All students in a team must be from the same university. Teams may be accompanied by their faculty advisors.

Students from all fields of study are encouraged to participate, as policymaking is a multidisciplinary art that can be approached from a range of different perspectives. Participants are encouraged to draw upon their background to create creative and innovative solutions to salient policy problems.

There is **no entry fee** for participation, but teams must procure their own transportation and accommodation. Rooms will be set aside in a local hotel for those interested.

4. POLICY THEME

The theme of this year's conference is **nation-building in the face of continued economic assaults and threats to Canada's sovereignty**. The idea is simple:

What can Atlantic Canada do to support the federal government's goal of promoting national unity and self-sufficiency?

The topic is kept intentionally broad to promote a diversity of solutions. As such, policies can be approached from various angles and include a range of different stakeholders, policy instruments, and implementation strategies. For example, teams may choose to address areas such as *intergovernmental relations*, *infrastructure*, *trade*, *social policy*, etc. Nothing is entirely out of bounds, so long as it addresses the central theme.

Teams should keep in mind that no matter the scope, the policy must be actionable, meaning someone could theoretically follow the proposed recommendations and implement the policy in the real world. In other words, teams, as policymakers, must bridge the gap between ideas and reality.

5. JUDGES

The AUPCC deliverables will be judged by four experts in the field of the given policy theme. Three judges will be from one of the participating schools (to be determined) and the fourth judge will be an independent expert. Judges will be announced in a future communication.

6. DELIVERABLES

a. Policy Memorandum

The policy memorandum will constitute the bulk of the substantive work that goes into preparing for the AUPCC. Teams will format their policy recommendations in the style of a **Memorandum to Cabinet**. Policy proposals should be between **3,000–4,000 words** and ideally address all the steps of the policy cycle, from initiation to administration. Your proposal does not need to be comprehensive, but they should include as much detail as is necessary for someone using the recommendations to make well-informed policy decisions.

Policy proposals will be scored based on the quality of the content, adherence to structural requirements, the justification of recommendation, the innovativeness and originality of the idea, and the feasibility of the policy. A formal rubric will be provided in a future communication.

b. Poster

Participants will design a poster for inclusion at the AUPCC's poster gallery. The poster itself will not be judged or scored but will serve as a way of communicating each team's policy proposal to a wider audience. Each team will submit a poster before the **October 31 deadline** so that it may be printed and displayed in the Mulroney Hall Atrium.

c. Presentation

Teams will also deliver an oral presentation of their policy proposal for appraisal by a group of four judges. Teams must submit a PowerPoint slide deck before the **October 31 deadline** if they wish to have one.



While the team's policy proposal may be strong on paper, this is only half the battle. In the fast-paced environment of policymaking, every second must count given that Cabinet only has so much time to review and consider policies for approval. As such, each team's objective is to make a definitive case for why their policy matters and what it would do to benefit Canadians. Teams must make a clear, concise, and – most importantly – persuasive argument that captures people's attention.

Presentations will be scored based on the timing (within 15 minutes); the coherence of the presentation; the delivery of the presentation and the team's engagement with the audience; and the quality of responses to questions asked by the judges.

7. DATES AND DEADLINES

Event	Date
Event Overview	August 17, 2025
Registration & Paper Submission Window Opens	September 3, 2025
Team Registration Deadline	September 19, 2025 @ 11:59 PM
Paper Submission Deadline	October 10, 2025 @ 11:59 PM
Presentation & Poster Submission Deadline	October 31, 2025 @ 11:59 PM
Conference Dates	November 7–8, 2025

8. AT THE AUPCC

The AUPCC will take place between **Friday, November 7** and **Saturday, November 8, 2025**, at venues across the **StFX campus in Antigonish, Nova Scotia**. By this point, participants will have already submitted their final papers, posters, and PowerPoint presentations, and will be set to make their case to the judges. The event itself is focused on bringing these unique policy proposals together and building strong peer-to-peer connections.

The majority of AUPCC activities will take place at **Mulroney Hall**. A full event programme will be provided at a later date.

9. CONTACT

For any questions, concerns, or comments about the AUPCC and its rules, rubrics, schedule, etc., please contact atlanticpolicycompetition@gmail.com.