



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 must also be accompanied by a faculty advisor.

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 unique backgrounds to create creative and innovative solutions to salient policy problems.

Registration opens on **September 3, 2025**, and is first come, first served. Any additional teams beyond the first two per school will be put on a waiting list. If there is still room under by the end of the registration period, teams on the waiting list may be asked to join the competition.

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 issues, stakeholders, policy instruments, and implementation strategies. For example, teams may choose to address issues that touch on *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 size or scope, the proposed policy must be actionable, meaning that the federal Cabinet 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 submission package will be judged by four experts in the field of the given policy theme. Three judges will be from one of the participating schools and the fourth judge will be an independent expert. Judges will be announced in a future communication.

6. DELIVERABLES

The AUPCC will consist of two primary deliverables: the written **Policy Proposal**, the oral **Policy Presentation**.

For detailed formatting and submission guidelines, please see the Competition Format document and the official Policy Proposal and Presentation Rubrics.

a. Proposal

The Policy Proposal will constitute the bulk of the substantive work that goes into preparing for the AUPCC. Teams will format their Policy Proposals in the style of a **Memorandum to Cabinet**. Policy proposals should be about **12 pages long (~2,000-3,000 words)** and address a key issue pertaining to the AUPCC's theme of nation-building. The proposal does not need to be comprehensive, but it should include as much detail as is necessary for Cabinet to make well-informed policy decisions.

Policy Proposals will be scored out of **60 points** according to the competition rubric, which evaluates the submission on its **formatting and clarity**, the strength of its **Ministerial Recommendations** (including an Issue Statement, Recommendations, and Rationale), the depth of its analysis (Background, Proposed Approach, and Alternative Options), and the feasibility of its

Implementation Plan. For more information, please refer to the Policy Proposal Rubric.

b. Presentation

Teams will deliver an in-person oral Policy Presentation for evaluation by a group of 4 judges. Teams must submit a PowerPoint slide deck before the **November 4 deadline**.

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 the audience's attention.

Policy Presentations will be scored out of **40 points** according to the competition rubric, which evaluates the submission on the **clarity and persuasiveness of the argument**; the **professionalism and effectiveness of the slide deck**; **confident delivery and balanced team engagement** within the 15-minute limit; and the **precision of responses** during the question period. For more information, please refer to the Policy Presentation Rubric.

7. DATES AND DEADLINES

| Event | Date |
|--|-------------------------------|
| Team Registration & Paper Submission Window Open | September 3, 2025 |
| Team Registration Deadline | September 26, 2025 @ 11:59 PM |
| Paper Submission Deadline | October 28, 2025 @ 11:59 PM |
| Presentation Submission Deadline | November 4, 2025 @ 11:59 PM |
| Competition 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 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.