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BINUS UNIVERSITY

ECOVATION

From Factor to Foundation, Shifting The Sustainability Paradigm

INTERNATIONAL BUSINESS CASE COMPETITION

GUIDEBOOK

DWDG at BINUS University

@dwdg_binus www ecovation.dwdgbinus.com

ABOUT

DoWell DoGood

BINUS UNIVERSITY

Do Well Do Good is committed to shaping future leaders who integrate sustainability into business strategy. By combining education, practical experience and real-world consulting projects, Do Well Do Good provides participants with the skills to develop innovative and ethical solutions that balance profitability with social and environmental responsibility.

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ABOUT

ECOVATION

EcoVation 2025 is a continuation of DWDG BINUS University's commitment to sustainability, following the success of EcoVation 2024. The event is driven by the growing urgency of environmental issues and the widening gap between corporate sustainability pledges and actual progress. Despite rising public awareness and internal sustainability goals set by many companies, only a small percentage are on track to achieve net zero, highlighting the need for a deeper shift in perspective. With the theme "**From Factor to Foundation: Shifting The Sustainability Paradigm**," EcoVation 2025 urges organizations to move beyond treating sustainability as a side agenda and instead embed the principles of People, Profit, and Planet into their core strategy. The event will include a national series of seminars featuring industry experts, academics, and policymakers, culminating in a large-scale business case competition. These activities aim to educate and empower students across Indonesia to think critically, solve problems collaboratively, and integrate sustainability into both their future careers and everyday lives, creating meaningful, long-term impact for society, the environment, and the economy.

BENEFITS

- Free certificate for all applicants
- Exclusive coaching sessions with industry experts
- A total prize pool of up to IDR XX.000.000
- Opportunity for finalists to attend a company visit by the case collaborator
- Access to insightful seminars and webinars on sustainability and business innovation
- Hands-on experience in solving real world business challenges with sustainability at the core
- Development of transferable skills essential for various career paths, including strategic thinking, problem solving, and ethical decision making

COMPETITION TIMELINE

WEBINAR REGISTRATION
18th May - 2nd June

WEBINAR D-DAY
3rd June

COMPETITION REGISTRATION
5th June - 16th June

COACHING CLINIC
18th June

QUALIFICATION ROUND
17th June - 28th June

TECHNICAL MEETING
17th June

PRELIMINARY ROUND
10th July - 17th July

SEMI-FINAL ROUND
29th July - 5th August

FINALIST ANNOUNCEMENT
12th August

COMPANY VISIT & FINAL ROUND
20th August

MENTORING PERIOD
12th August - 19th August

TECHNICAL MEETING 2
13th August

PARTICIPANTS REQUIREMENTS

Open to teams from universities, faculties, and departments across Indonesia and from international institutions. Finalists are required to attend the final round onsite at Grant Thornton Indonesia

Participants must be active Diploma (D3/D4) or Bachelor's Degree (S1) university students

Each team consists of 2-3 members

Individuals can register independently, and the committee will assist in team matchmaking

Registered team members cannot be replaced after submission

Each individual can only represent one team

Each team must appoint one leader to complete the registration form according to the guidebook procedures

REGISTRATION FLOW

1 Register Online

All participants must register at ecovation.dwdgbinus.com/register and complete the required information.

2 Attend Technical Meeting & Coaching Session

Participation in the Technical Meeting & Coaching Session is mandatory, as it will cover important event guidelines.

3 Follow Official Accounts

All participants must follow @dwdg_binus on Instagram and Do Well Do Good Future Leader - BINUS Chapter on LinkedIn.

4 Twibbon & Social Media Post

Participants must post a picture using the provided twibbon on Instagram, tag five friends, and use the designated caption from ecovation.dwdgbinus.com/twibbon. Participants are also allowed to use the Instagram collab post feature with their teammates or friends.

5 Repost Competition Announcement

Participants must repost the official EcoVation 2025 competition post on their Instagram Story from ecovation.dwdgbinus.com/ig-post.

6 Registration Confirmation

A confirmation email will be sent within 24 hours after completing all registration requirements.

GENERAL PROVISIONS

1 Agreement to Terms & Conditions

All participants must fully comply with and agree to the terms and conditions set forth by the EcoVation 2025 committee. By registering and participating in EcoVation 2025, participants are deemed to have agreed to all established rules and regulations.

2 Language of Output

All submitted outputs by participants, across all competition stages (including but not limited to decks, proposals, and presentations), must be written entirely in English.

3 Prohibition of Cheating & Dishonesty

Cheating is strictly prohibited during the competition. Any form of cheating, directly copying and pasting from Artificial Intelligence, or performing any other act of dishonesty, will result in the immediate disqualification of the team.

4 Prohibition of Campus Attributes Disclosure

Revealing any campus and institution attributes (such as university & institution logos, names, or any identifying affiliations) during any competition stage is strictly prohibited and will lead to disqualification. This includes, but is not limited to, the pitch deck and proposal submissions, where no institution-affiliated email addresses, logos, or mentions of the institution should be stated or included.

5 Prohibition of Offensive Material

The submitted business case and any related materials must not contain any offensive content, including but not limited to material related to SARA (ethnicity, religion, race, and inter-group relations). Any violation of this rule will result in a deduction of 5 points.

6 Mandatory Stage Attendance

All participants are obligated to attend all specified competition stages. Finalists are specifically required to attend the final round onsite at Grant Thornton Indonesia. Teams that do not attend the final round will be disqualified. Full attendance is required for all mandatory stages; failure to fully attend will result in disqualification.

- Teams that advance to the finals must confirm their attendance for the Final Round H-2 before the Final Round implementation.
- Teams that advance to the finals are required to attend Technical Meeting #2, which will be provided on August 13, 2025, right upon the Finalists Announcement.
- For each mandatory coaching session or technical meeting that a team attends, they will receive a bonus of 2 points added to their overall score. No point deductions will be applied for non-attendance.
- The presentation schedule, technical setup, and logistics for the finals at Grant Thornton will be provided by the committee during the Mentoring Period.

7 Finality of Results

The results and decisions made by the judges and the committee throughout the competition are absolute and cannot be challenged or disputed.

8 Committee's Rights

- The committee reserves the right to sanction participants, including disqualification, if a violation of EcoVation 2025 rules is found, without prior notice.
- The committee has the right to revoke prizes if violations related to the implementation are found.
- All submitted works of participants who are involved in EcoVation 2025 become the full property of the committee. The committee only has the right to publish these works.
- The committee has the right to make changes to content within the timeline, schedule, and any changes will be announced via email to the team leader and/or website.
- The committee reserves the right to modify the competition theme and structure during the event's progression. Any such changes will be promptly communicated to all participants through official channels.

9 Stage Progression Announcement

Participants who successfully pass each stage will be announced via the designated WhatsApp group.

10 Participant Agreement to Contact

Participants agree to be contacted by the committee or EcoVation 2025 partners at any time if needed.

11 Institution and Department Eligibility

The competition is open to teams from universities, faculties, and departments across Indonesia and from international institutions. There are no specific restrictions on the field of study or faculty from which participants originate.

12 Student Status

Participants must be active Diploma (D3/D4) or Bachelor's Degree (S1) university students. Students currently on academic leave are eligible to participate, provided they retain their active student status with their respective institutions. Participants who are expecting to graduate in the near future are also eligible, as long as they hold active student status at the time of registration and during the competition period.

13 Team Composition

- Each team must consist of 2-3 members.
- Teams may comprise members from different universities or institutions. However, each individual can only represent one team.
- Individuals can register independently, and the committee will assist in team matchmaking. After the matchmaking process, the committee will no longer intervene in team arrangements.
- Registered team members cannot be replaced after submission.
- Each team must appoint one leader to complete the registration form according to the guidebook procedures.

WEBINAR

Theme: Role of Artificial Intelligence in Developing a Sustainable Supply Chain

As the EcoVation 2025's main aim is to socialise the ongoing trend of making sustainable practices the "new normal" instead of just a factor to implement, it is important to address another "new normal" which is Artificial Intelligence. This FREE webinar would aim to promote how the two can integrate, and become the operational basis of businesses moving forward.

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TECHNICAL MEETING #1

A mandatory online session to introduce participants to the EcoVation competition framework, including details on the qualification process, coaching sessions, and judging criteria. Participants will also receive guidance on submission formats and deadlines.

- **Date:** June 17, 2025
- **Time:** 19.00 - 20.00 (GMT+7)
- **Location:** Online (Zoom)
- **Rundown:**
  18.45 - 19.00: Room Opening
  19.00 - 19.05: Opening & Sponsor Showcase
  19.05 - 19.30: Material Briefing
  19.30 - 19.55: Q&A Session
  19.55 - 20.00: Closing

Attendance is mandatory for all teams to ensure fairness and proper preparation. Teams will receive additional points for attending, with no point deductions applied.

Information regarding Technical Meeting #2 will be communicated via WhatsApp following the completion of the Semi-Final Round. Participants are advised to stay attentive to upcoming announcements related to the next phase of the competition.

COACHING CLINIC

The Coaching Clinic is an interactive online Zoom session led by an experienced speaker specializing in business analysis or business case competitions. It provides valuable insights, practical strategies, and expert guidance to help participants enhance their analytical and problem-solving skills.

- **Date:** June 18, 2025
- **Time:** 19.00 - 20.30 (GMT+7)
- **Location:** Online (Zoom)
- **Rundown:**
  18.45 - 19.00: Room Opening
  19.00 - 19.15: Opening & Sponsor Showcase
  19.15 - 19.20: Speaker Introduction
  19.20 - 20.00: Coaching Session
  20.00 - 20.25: QnA
  20.25 - 20.30: Closing

Attendance is mandatory for all teams to ensure fairness and proper preparation. Teams will receive additional points for attending, with no point deductions applied.

QUALIFICATION ROUND

The initial phase assesses participants' fundamental skills in business case analysis. Teams must submit a 5-page deck addressing the given case study, showcasing their problem-solving abilities.

Duration: 12 days

Submission Requirements:

- **Language:** Full English
- **File Name:** Qualification Round_EcoVation_Team Name
- **File Format:** PDF
- The deadline for submission is June 28, 2025. Participants are required to submit their work through the link that will be provided by the committee.
- Maximum 5-page deck (excluding cover, table of contents, references, and appendices).

- **Structure:**
  - Background
  - Problem Analysis
  - Solution
  - Implementation
  - Impact & Conclusion

Evaluation Criteria:

All teams complying to the output criteria will proceed to the next round.

Please ensure all submissions for both the qualification and pre-elimination stages adhere to the following formatting requirements:

- **Font:** Times New Roman
- **Font Size:** 12
- **Line Spacing:** 1.5
- **Paper Size:** A4
- **Margins:** Normal
- **References:** Use APA Style for all citations and the reference list.

For each point that does not comply with the requirements, 1 point will be deducted.

Scoring Matrix

Aspect	Component	Evaluation Criteria	Proportion	
Structure & Writing Quality	Compliance	Adherence to committee guidelines (format, length, sections)	5%	15%
	Logical Flow	Clear, logical, and coherent structure of ideas	5%	
	Deck Design & Appeal	Professional, visually appealing, and easy to follow	5%	
Case Analysis	Understanding	Depth of understanding of the case context	10%	45%
	Problem Identification	Critical and strategic identification of core problems	20%	
	Feasibility	Practicality and implementability of the proposed solution	15%	
Argumentation & Reasoning	Credibility	Use of credible sources to support analysis and recommendations	5%	10%
	Relevance	Strength and applicability of evidence to case findings	5%	
Integrity	Originality	Uniqueness of ideas, depth of independent analysis	5%	5%
Strategic Thinking & Innovation	Creativity	Innovation and uniqueness in the proposed solutions	10%	25%
	Risk Assessment	Awareness of risks and mitigation strategies for proposed solutions	15%	
Total Score			100%	100%

PRELIMINARY ROUND

A detailed proposal submission phase where teams refine their case analysis. Teams can modify their solutions based on deeper insights gained from research and coaching.

Duration: 1 week

Submission Requirements:

- **Language:** Full English
- **File Name:** Preliminary Round_EcoVation_Team Name
- **File Format:** PDF
- The deadline for submission is July 17, 2025. Participants are required to submit their work through the link that will be provided by the committee.
- Maximum 15-page proposal (excluding cover, table of contents, references, and appendices).

- **Structure:**
  - Executive Summary
  - Background
  - Problem Analysis
  - Proposed Solution
  - Implementation
  - Impact & Conclusion

Evaluation Criteria:

- Ranking-based selection
- Top 20 teams advance

Please ensure all submissions for both the qualification and pre-elimination stages adhere to the following formatting requirements:

- **Font:** Times New Roman
- **Font Size:** 12
- **Line Spacing:** 1.5
- **Paper Size:** A4
- **Margins:** Normal
- **References:** Use APA Style for all citations and the reference list.

For each point that does not comply with the requirements, 1 point will be deducted.

Scoring Matrix

Aspect	Component	Evaluation Criteria	Proportion	
Structure & Writing Quality	Compliance	Adherence to guidelines (format, length, clarity, and sections)	5%	25%
	Logical Flow	Clear, well-organized, and logical progression of ideas	10%	
	Writing Clarity & Professionalism	Grammar, conciseness, and overall readability	10%	
Case Analysis	Understanding	Depth of understanding of the case and its nuances	10%	40%
	Problem Identification	Critical and strategic identification of core issues	20%	
	Feasibility	Practicality and implementability of the proposed solution	10%	
Argumentation & Reasoning	Credibility	Use of credible sources to support analysis	5%	10%
	Relevance	Strength and applicability of evidence to case findings	5%	
Integrity	Originality	Unique insights, independent analysis, and depth of thought	10%	10%
Strategic Thinking & Innovation	Creativity	Innovation and uniqueness of proposed solutions	5%	15%
	Risk & Feasibility	Awareness of risks, mitigation strategies, and contingency planning	10%	
Total Score			100%	100%

SEMI-FINAL ROUND

Teams will create a presentation deck based on their refined proposals and present their solutions in front of judges.

Duration: 1 week

Submission Requirements:

- Number of pages: 15 pages
- Deck Structure:
  - Background
  - Problem Analysis
  - Solution
  - Implementation (financial analysis, risk mitigation & timeline projection)
  - Impact & Conclusion
- Design will be evaluated.
- Cover, table of contents, references, and appendices are not included.

Evaluation Criteria:

- Ranking-based selection
- Top 5 teams advance

Semi Final Presentation & Selection for Finals

- Based on the deck submissions, the top 5 teams will be selected as finalist
- Finalists will be announced on August 12, 2025 and will move on to the onsite final round at Grant Thornton.

Important Notes

- Teams that advance to the finals will need to enhance your presentation deck into an appealing presentation deck for the final round.
- The presentation schedule, technical setup, and logistics for the finals will be provided on August 13 2025, Technical Meeting #2 right upon the Finalists Announcement.

Scoring Matrix

Aspect	Component	Evaluation Criteria	Proportion	
Structure & Writing Quality	Compliance	Adherence to guidelines (format, length, clarity, and sections)	5%	25%
	Logical Flow	Clear, well-organized, and logical progression of ideas	10%	
	Writing Clarity & Professionalism	Grammar, conciseness, and overall readability	10%	
Case Analysis	Understanding	Depth of understanding of the case	10%	35%
	Problem Identification	Strategic identification of key issues	15%	
	Feasibility	Practicality and implementability of the proposed solution	10%	
Argument ation & Reasoning	Credibility	Use of credible sources to support the analysis	5%	10%
	Relevance	Strength and applicability of evidence to the case	5%	
Integrity	Originality	Unique insights, depth of independent analysis	10%	10%
Strategic Thinking & Innovation	Creativity	Innovation and uniqueness of proposed solutions	10%	20%
	Risk & Feasibility	Awareness of risks, mitigation strategies, and practical implementation steps	10%	
Total Score			100%	100%

COMPANY VISIT & FINAL ROUND

Attention Finalist!
Save the date: **August 20, 2025**

Step inside the heart of innovation! You're exclusively invited to an unforgettable company visit, where you'll gain insider insights, explore state-of-the-art facilities, and experience the future up close. Plus, witness the finalists bring their ideas to life in live presentations, leading up to the thrilling winner announcement! This is your chance to connect, learn, and be part of something extraordinary. Don't let this moment pass you by!

Finalists will pitch their solutions in front of a panel of judges and industry professionals at the case collaborator company's office.

Scoring Matrix

Aspect	Component	Evaluation Criteria	Proportion	
Revised Deck	Logical Flow & Storytelling	Clear, structured, and compelling narrative that guides the audience	10%	30%
	Deck Design & Visual Appeal	Professional, engaging, and effective use of visuals, data, and infographics	10%	
	Data-Driven Justification	Use of strong evidence, financial projections, and supporting data	10%	
Live Pitch	Delivery & Communication	Clarity, confidence, body language, and engagement	10%	35%
	Persuasiveness	Ability to effectively sell the idea and keep the audience engaged	10%	
	English Speaking Proficiency	Pronunciation, fluency, grammar, and coherence	5%	
	Team Coordination & Flow	Smooth transitions between team members, well-rehearsed collaboration	10%	
Q&A Performance	Depth of Understanding	Demonstrates strong grasp of case, industry, and broader context	10%	30%
	Critical Thinking & Adaptability	Ability to think on their feet and respond convincingly to judges' questions	10%	
	Handling of Difficult Questions	Ability to address weaknesses or concerns with logical and strategic answers	10%	
Strategic Thinking & Feasibility	Practicality & Execution Plan	Realistic execution plan, risk mitigation strategies, and feasibility	5%	5%
Total Score			100%	100%

Location:
Onsite at Grant Thornton

Participants:
- Top 5 teams as the finalist
- Approximately 20 public attendees

Fantastic news! You've made it to the final round of the business case competition, your hard work is truly shining!

Get ready to own the stage! Here's the ultimate guide that will help you ace your final round presentation!

1. Transforming Your Proposal into a Presentation Deck
In the final round, participants will need to enhance your deck with the help of your mentors into a visually engaging presentation deck. The deck should effectively communicate your ideas, solutions, and strategies within a limited slide count.

2. Submission Requirements
Finalists are required to submit their presentation deck in PDF format, no later than August 19, 2025 at 23:59. The deck should consist of a maximum of 15 slides, excluding the cover, references, and appendix slides. It's crucial to adhere to the content guidelines provided.

3. Content Guidelines
Detailed content guidelines for the slides will be provided after the semifinal rounds. Ensure that your presentation aligns with these guidelines to effectively convey your message to the judges.

4. Presentation Format
Each team will have 10 minutes to present, followed by 20 minutes of Q&A from the judges. All presentations were delivered both in Indonesian or English.

We look forward to seeing your ideas come to life! Prepare well, present confidently, and make an impact.

THANK 🙏 YOU

Ekanaka Hasudungan Pratama

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