

# Provision of Public Relations Services for Waste Reduction and Recycling Campaign – Stage 5

Tender Briefing



# "Reduce & Recycle 2.0" Campaign

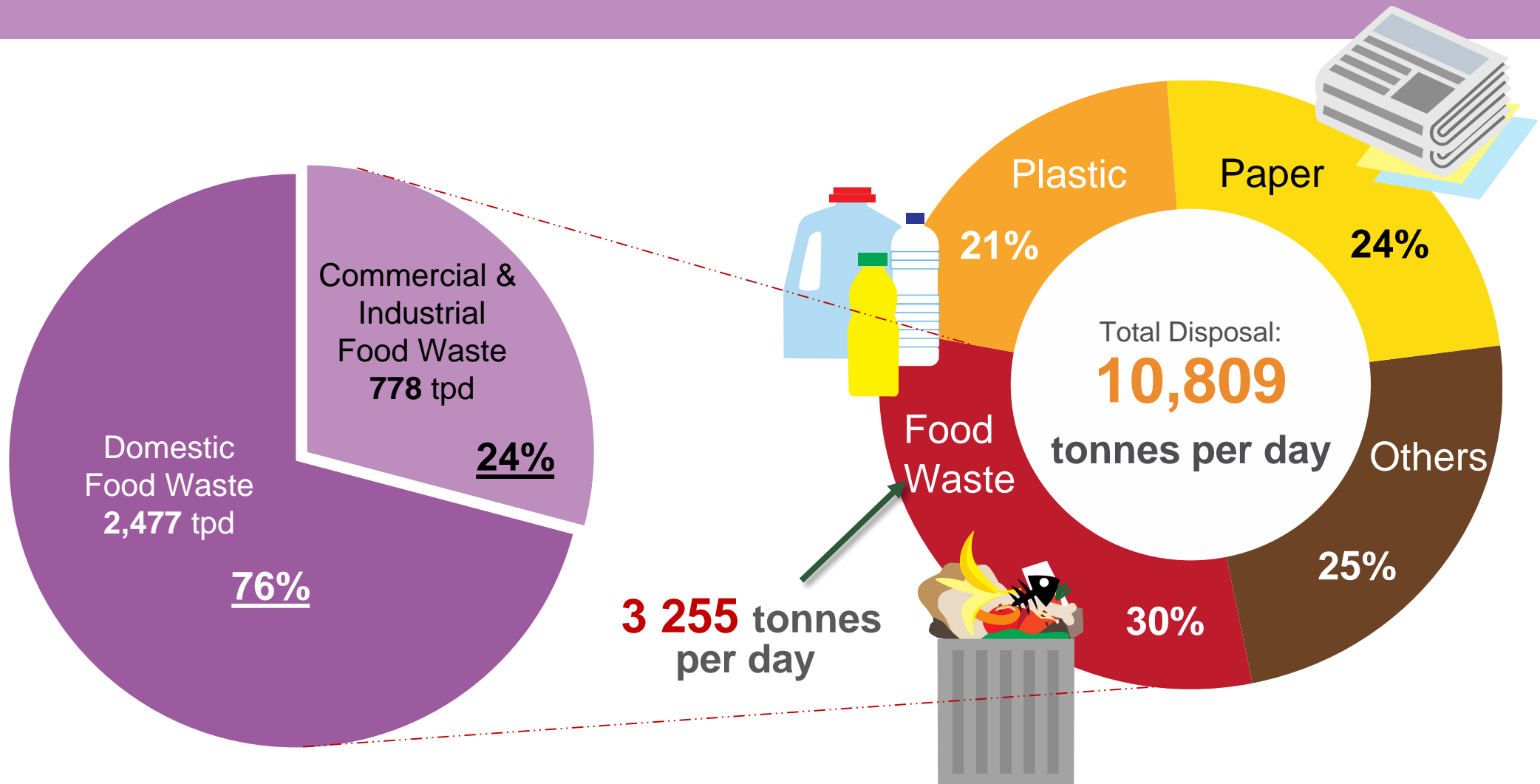
A two-year campaign to promote

- waste reduction at source
- community recycling network
- green living concept of "Save More, Recycle More"

## Stage 5 - Food Waste Reduction



# Food Waste Problem in Hong Kong



**01**

**Waste reduction at source**

**02**

**Surplus food donation**

**Food Waste Management Strategies  
in “Waste Blueprint for Hong Kong 2035”**

**03**

**Recyclable collection**

**04**

**Waste-to-energy/resources**

# Waste reduction at source



- The Food Wise Hong Kong Campaign was launched in 2013 to
  - promote a “Food Wise and Waste Less” culture
  - encourage behavioural change to reduce food waste at source
- Various schemes and activities include Food Wise Charter, Food Wise Eateries Scheme, publicity of Big Waster etc

惜食香港  
Food Wise Hong Kong

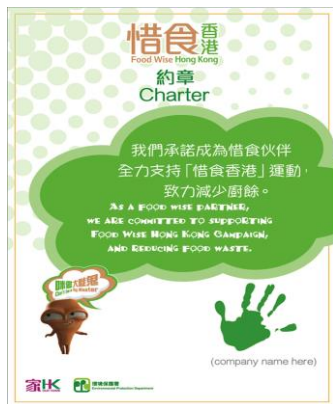


## Big Waster Social Media Platforms

- Facebook: Over 75,280 likes
- Instagram: Over 13,700 followers

## Food Wise Charter

Around 1,085 Food Wise Charter signees



## Food Wise Eateries Scheme

Around 1,180 participating eateries



## Training Workshops and Talks





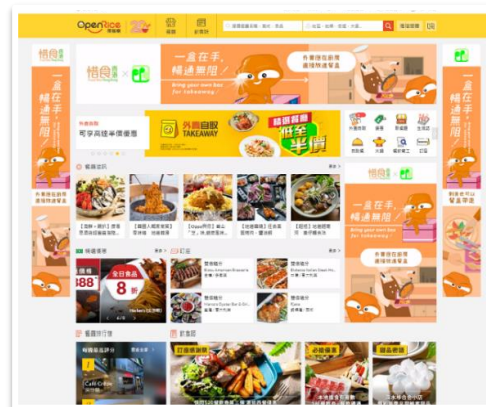
# Media Placement



ViuTV



OpenRice



THEi MTV



TVB



Bus



Bus Stop



MTR Station



# Surplus food donation



- The Food Wise Hong Kong Campaign also promotes the donation of surplus food by the Commercial and Industrial (C&I) sector to charitable organizations
- The Environment and Conservation Fund (ECF) offers funding support to NGOs in running surplus food recovery projects
- Care for society and reduce food waste





# Recyclable collection



- The Pilot Scheme on Food Waste Collection
  - 1<sup>st</sup> phase in 2018 & 2<sup>nd</sup> phase on a larger scale in 2021 covering public and private premises that generate larger quantities of food waste (e.g. public markets, large shopping malls, food factories)
  - food waste is transformed into energy and compost as a by-product at O·PARK1 every day
- Guidelines and Code of Practice on proper source separation of food waste were disseminated





# Waste-to-energy/resources



- Aim to achieve “Zero Landfill”
- The Government will continue to develop O-PARKs and optimize the use of sewage treatment works to enhance the overall food waste treatment capability in Hong Kong



# Purpose

The ECC acting through the EPD intends to appoint a Contractor to

**01**

**execute the publicity plan to promote Stage 5 of the "Reduce and Recycle 2.0" Campaign from May to October 2022**

- Design and production services
- Implementation of the publicity and public relations programme, including social media strategy and content direction, public engagement ideas and activities

**02**

**promote**

- food waste reduction at source
- surplus food donation
- source-separation of food waste to facilitate collection
- O · PARK1's environmental benefits to turn waste into energy

# Objectives



## Education

- Inform the public on the current food waste situation in Hong Kong to raise awareness of the challenges and necessity of food waste management
- Educate the public on the food waste cycle and its respective environmental impacts to invoke introspection
- Demonstrate the government's innovative approach in reducing food waste with the introduction of the role, features and functions of O·PARK1

## Public Engagement

- Encourage the public to properly avoid and reduce food waste
- Promote the Food Wise Hong Kong Campaign to stakeholders in the F&B industry and the public

## Develop Advocacy

- Nurture individuals to become advocates in the community on saving food

## Overall Theme

## Target Audience



## 食物斷捨離 Food Minimalism



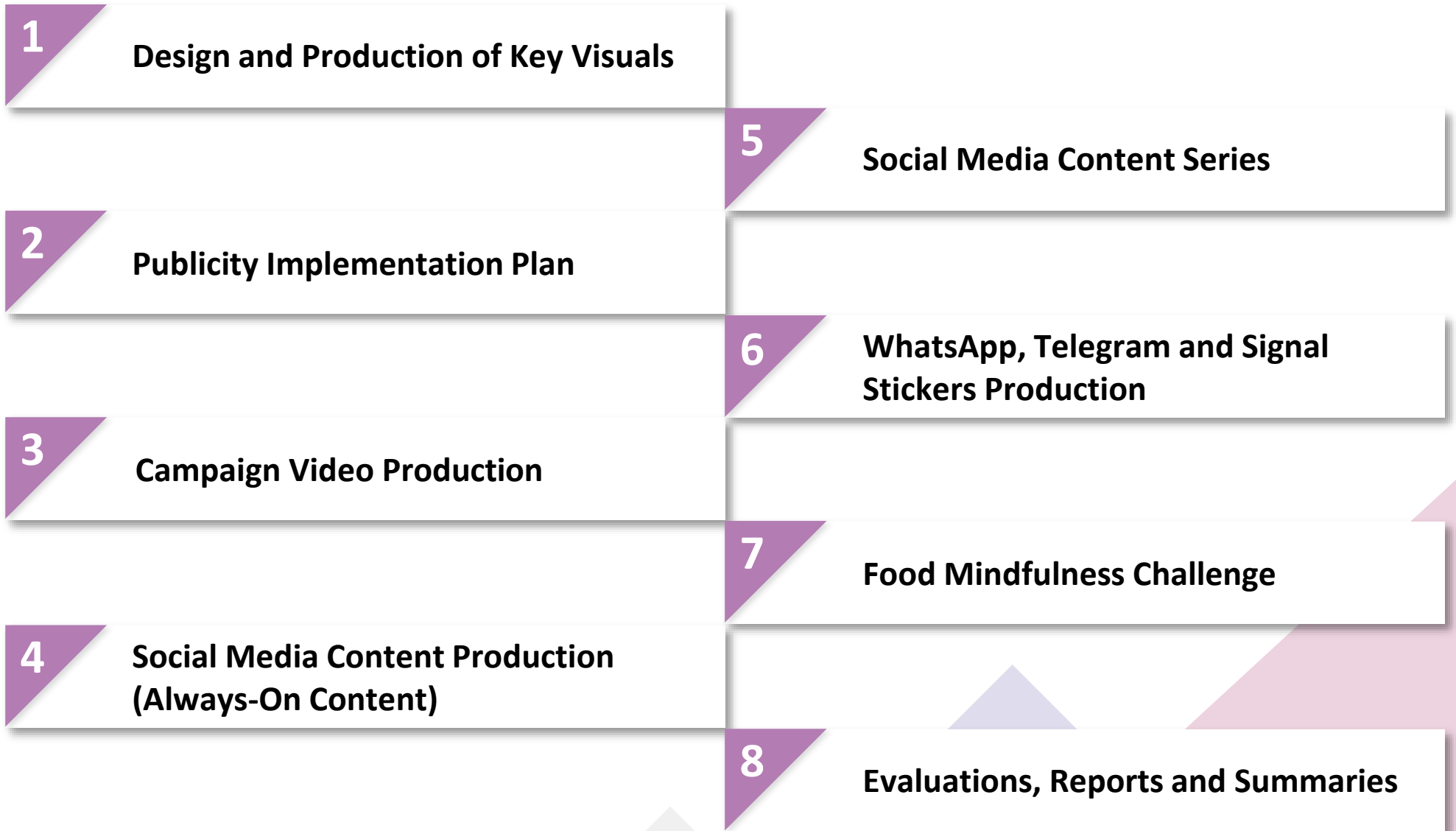
- Showcases the concept of “Enough is as good as a feast”
- Applies the concept to food waste management in daily life to change the public’s attitude towards food

- General Public
- C&I Sector





# Scope of Services



# Submission of Proposal

## Sealed Envelope A

**Price Proposal of Provision of Public Relations Services for Waste Reduction and Recycling Campaign – Stage 5**

**Name of Company**

**Schedule 4 – Price Proposal of Annex A**

## Sealed Envelope B

**Technical Proposal of Provision of Public Relations Services for Waste Reduction and Recycling Campaign – Stage 5**

**Name of Company**

1. Schedule 3 – Technical Proposal
2. Schedule 1 – Experience of the Tenderer of Annex A
3. Schedule 2 – Information on the Team of Annex A
4. Declaration of Compliance (Annex B)
5. Confirmation of Compliance with Anti-Collusion Requirement (Annex C)

# Technical Proposal

## 01 Experience of the Tenderer

Schedule

- Publicity or marketing projects with a contract value of more than HK\$0.3 million within 3 years

## 02 Information on the Team

Schedule

- Relevant experience and complete capabilities in delivering the services

## 03 Proposals for Stage 5 Campaign

Schedule

- Suggested key visuals design for Stage 5 Campaign
- Suggested publicity implementation plan, media placement plan and social strategy plan
- Campaign Video

# Price Proposal

## Schedule 04 - Price Proposal

- Total Contract Price
- Breakdown of the Contract Price into items
- Optional Expenses (media cost of the advertising plan, for ref. only)



# Assessment



- Technical Proposal: 70%
- Price Proposal: 30%

# Tentative Schedule

25 April 2022



3 May 2022



16 May 2022



Week of 22 May 2022



End May 2022

**Invitation for proposals**

**Tender briefing**

**Deadline to submit proposals**

**Assessment panel (Bidders might be invited to have presentation of their proposals)**

**Award of contract**

# Submission of Proposal



**By 12:00 noon  
16 May 2022  
(Monday)**



**Environmental Campaign  
Committee Secretariat**

**5/F, Southorn Centre,  
130 Hennessy Road,  
Wan Chai, Hong Kong**



**Opening Hours:  
9:00 am – 5:30 pm  
(Mon. to Fri.)**