

**Provision of Public Relations Services for  
Carbon Neutrality Publicity Campaign 2022-2024**

**SPECIFICATIONS OF SERVICES**

**Interpretation**

In this Specifications of Services, unless the context otherwise specified –

"Bidder"	means the company/ organisation, and/ or its representative/ person authorised to act on his behalf, that is invited to make a proposal for the services set out in this Specifications of Services;
"Contract"	means the contract to be signed between the ECC and an authorised representative of the Bidder referred to in this Specifications of Services whose proposal is accepted;
"Contractor"	means the Bidder referred to in this Specifications of Services whose proposal is accepted;
"Hong Kong"	means the Hong Kong Special Administrative Region of the People's Republic of China;
"ECC"	means the Environmental Campaign Committee;
"ECC Representative"	means the Chairman, members of the ECC and its working groups and sub-committees or any officer authorised to act on his behalf;
"EMSD"	means the Electrical and Mechanical Services Department;
"EEB"	means the Environment and Ecology Bureau;
"EPD"	means the Environmental Protection Department;
"Services"	means the promotional services to be provided by the Contractor as set out in this Specifications of Services.

Words importing the singular includes the plural and vice versa and words importing a gender include any gender; and

The headings to the Clauses and/or Sub-clauses of this Specifications of Services are for ease of reference only and shall not limit or extend the interpretation of this Specifications of Services.

## **1 PURPOSE**

- 1.1 The Environmental Campaign Committee (ECC) acting through the Environmental Protection Department (EPD) intends to appoint a Contractor to carry out services to deliver a Strategy and a Marketing Plan to promote the Government's "Carbon Neutrality" Publicity Campaign (the Campaign), covering three sub-themes, for two years from Q3 2022 onwards, as well as to execute the implementation of various activities proposed in the plan.
- 1.2 The purpose of the Campaign is to enhance public awareness on the imminence of the climate crisis, and instil a sense of urgency to start adopting a low-carbon lifestyle with particular focus on three sub-themes, i.e. energy saving, green transport as well as waste reduction and recycling (including municipal solid waste (MSW) charging) as set out in the scope of services.
- 1.3 The Contractor will develop and execute the Strategy and the Marketing Plan with a list of proposed publicity events and activities for the Campaign within the budget and timeframe, in order to effectively apply their ideas to the right marketing channels with a view to reaching out to target audience.

## **2 BACKGROUND**

- 2.1 The former Chief Executive announced in her 2020 Policy Address that Hong Kong would strive to achieve carbon neutrality before 2050. In her 2021 Policy Address, she further announced that the Government would publish the Hong Kong's Climate Action Plan 2050 in 2021 to set out more proactive strategies and measures to reduce carbon emissions, and pursue more vigorous interim decarbonisation targets to reduce Hong Kong's carbon emissions by 50% before 2035 as compared to the 2005 level.
- 2.2 The Hong Kong's Climate Action Plan 2050 (the 2050 Plan) was published on 8 October 2021. With the vision of "Zero-carbon Emissions · Liveable City · Sustainable Development", it outlines the strategies and targets for combating climate change and achieving carbon neutrality. As of 2019, electricity generation was Hong Kong's largest source of carbon emissions (66%), followed by transport (18%) and waste (mainly from landfills) (7%). The 2050 Plan has set out four major decarbonisation strategies to tackle these three major sources of carbon emissions, namely net-zero electricity generation, energy saving and green buildings, green transport and waste reduction.
- 2.3 Achieving carbon neutrality in less than 30 years is extremely challenging and requires the participation of the whole community. The Government, all sectors and every citizen must work together in their respective areas to adopt and practise a low-carbon lifestyle, such as reducing energy consumption, opting for green transport, practising waste reduction and recycling, etc. It is proposed that a publicity campaign be launched in the coming two years to raise people's awareness of climate change and encourage them to practise low-carbon and sustainable lifestyle.

## **3 THEME AND SUB-THEMES OF THE PUBLICITY CAMPAIGN**

The Campaign adopts the overarching theme of carbon neutrality, with three sub-themes on energy saving, green transport as well as waste reduction and recycling (including MSW charging).

### 3.1 Energy Saving

Buildings account for about 90% of Hong Kong's total electricity consumption, and over 60% of our carbon emissions is attributable to generating electricity for our buildings. The Government is committed to managing electricity demand and promoting energy conservation. The Government strives to reduce the overall electricity consumption of buildings through promoting green buildings, improving buildings' energy efficiency and promoting a low-carbon lifestyle. The goal is to reduce the electricity consumption of commercial buildings by 30% to 40% and that of residential buildings by 20% to 30% from the 2015 level by 2050, and to achieve half of the above targets by 2035.

On energy saving, the Campaign seeks to enlist the participation of non-governmental organisations (NGOs), the business sector and the general public. It targets to heighten public awareness of the benefits of saving energy, means to achieve it and sustain the habit. Depending on the specific segments of audience to be reached, EPD/ Electrical and Mechanical Services Department (EMSD) will also provide information on the latest technological advancement in energy saving, as well as the evolvement in the regulatory regime relevant to their segments.

### 3.2 Green Transport

Transport is the second largest source of carbon emissions in Hong Kong, accounting for about 18% of Hong Kong's total carbon emissions in 2019. In recent years, the Government has been spearheading the promotion of new energy vehicles and vessels, as well as the establishment of ancillary facilities to accelerate the development of green transport in pursuit of zero-emission and zero-carbon transportation. Currently, the number of registered vehicles in Hong Kong has reached 920 000, of which private cars (PCs) account for more than 70% (about 660 000 vehicles). Their total carbon emissions are the highest among all types of vehicles, taking up one-fourth of the carbon emissions generated by the transport sector. The Government aims to achieve the long-term target of attaining zero vehicular emissions and zero carbon emissions in the transport sector before 2050, through the electrification of vehicles and ferries, development of new-energy transport and measures to improve traffic management. Apart from promoting electric buses and commercial vehicles, the Government will also collaborate with the franchised bus companies and other stakeholders in the next three years to test out hydrogen fuel cell electric buses and heavy vehicles.

Regarding green transport, the Campaign aims to promote the use of electric and new energy vehicles. EPD aims to raise public awareness of the global trend and benefits of using green transport in reducing air pollution and achieving carbon neutrality, and inform the public of the latest technological development and available support, including facilities, so as to encourage wider adoption of green transport and reduce people's range anxiety. Fostering a positive perception towards green transport could also give greater incentive to the private sector to utilise it in their daily business operation and provide electric vehicle (EV) charging facilities in their premises, joining hands with the Government in facilitating Hong Kong's transition to green transport.

### 3.3 Waste Reduction and Recycling

Waste was the third largest source of Hong Kong's total carbon emissions in 2019. It accounted

for about 7% of the total carbon emissions, and over 90% of such emissions came from decomposition of waste in landfills. To reduce the carbon emissions from waste, the Government has been promoting waste reduction and recycling, as well as developing waste-to-energy facilities. The bill providing for MSW charging, which is the cornerstone of our overall waste reduction strategy, was passed by the Legislative Council in August 2021. The Government has already commenced the preparatory work for its implementation, which will serve as the main driving force for various sectors and the public to practise waste reduction and recycling.

To provide further impetus for behavioral change, the Government has been vigorously expanding its community recycling network in recent years to promote the good habit of waste separation at source and recycling, and encourage the recovery of low-value recyclable wastes. To support smart city development, EPD also launched a Pilot Programme on Smart Recycling Systems in September 2020 to test in phases the local application of smart recycling facilities connected by Internet of Things (IoT) technology. The Government has also been expanding progressively various waste and recyclables collection schemes, providing for the central collection of glass bottles, paper, plastics, and food waste, etc.

On waste reduction and recycling, the Campaign aims to continue with its on-going efforts to promote its importance, in particular with a view to preparing the public for the implementation of MSW charging in 2023 at the earliest. The promotion will be divided into three stages. The first stage will adopt the theme “Dump Less, Save More” to continue to cultivate good habits of waste reduction and clean recycling in daily lives, e.g. going plastic-free and adopting a lifestyle of contentment with less waste generation. The next stage will focus on the theme of “Resources Circulation”, which will refresh the image of recycling and create a positive ambience by emphasising the role of recycling in the circulation of resources, as well as its benefits on different walks of life such as green employment and sustainability. Recycling support at community level will also be promoted in tandem to create synergy and encourage the public to further practice waste reduction at source and recycling. The final stage, with the theme “Get Prepared”, will be launched a few months before the implementation of MSW charging to cultivate proper waste handling habits and provide handy information relating to MSW charging compliance, gearing up the public for its formal implementation.

## **4 TARGET AUDIENCE**

The target audience is the general public of Hong Kong. Given the breadth and depth of publicity events and activities to be proposed under the Strategy throughout the Campaign, the Contractor will need to define more specifically which particular sectors of the community (e.g. private sector, young people, housewives, domestic helpers, general public, etc.) to be targeted under the three sub-themes and the corresponding initiatives through its Strategy. Extra focus will also be placed on promotion targeting students. They are critical demographics as youth and students are forceful influencers who can energise others (e.g. their peers and families) to save energy. Engagement at an early age would also establish energy saving habits that will stick for years to come.

## **5 OBJECTIVES OF THE SERVICES**

### **5.1 The Objectives of the Campaign**

- (a) to enhance public awareness of the imminence of the climate crisis, and instil a sense of

- urgency to start adopting a low-carbon lifestyle;
- (b) to build and enhance public awareness of carbon neutrality target and promote means to reduce individual carbon emissions in respect of clothing, food, living and travel;
- (c) to mobilise different sectors to play their own roles in contributing to energy saving;
- (d) to enhance public and private sectors' understanding of new energy transport and their willingness to adopt it in their daily lives or business operation; and
- (e) to enhance public knowledge on waste reduction and recycling, and reinforce the message of "Dump Less, Save More, Recycle Right" and help the public to get well prepared for the implementation of MSW charging and progressively adopt a more sustainable lifestyle.

## 5.2 To Change Attitude and Achieve Objectives

The Contractor shall assist the Government to enhance public awareness of the imminence of the climate crisis, and instil a sense of urgency to start adopting a low-carbon lifestyle.

## 5.3 Primary Task

The primary task of the Contractor shall be to construct and deploy the most convincing contents for the messages to be conveyed to the target audience, as well as the most effective and innovative channels (e.g. mass media, social media, schools, targeted sectors, public campaign-type gatherings) by which such messages and contents are to be delivered.

## 5.4 Study and Research

- 5.4.1 The Contractor shall conduct market research to identify the target segments that need to be educated the most on the subject at each stage. Efforts on energy saving, green transport and waste reduction and recycling have been undertaken in many places. The information would provide essential and ready reference materials for the Contractor. The Contractor shall localise and customise any useful messages, ideas or deliverables identified from other cities' experience, to fit the same into the local culture.

### 5.4.2 Energy Saving

For details, please refer to the information and the reference webpages given in Annex D.

### 5.4.3 Green Transport

For details, please refer to the *Hong Kong Roadmap on Popularisation of Electric vehicles* and *Clean Air Plan for Hong Kong 2035* at [https://www.epd.gov.hk/epd/english/resources\\_pub/policy\\_documents/index.html](https://www.epd.gov.hk/epd/english/resources_pub/policy_documents/index.html)

### 5.4.4 Waste reduction and recycling

For details, please visit <https://www.wastereduction.gov.hk/>. For MSW charging, please visit <https://www.mswcharging.gov.hk/?lang=en>.

- 5.4.5 The Contractor may consider making reference to and/or modifying and/or thinking along the line of the slogan(s), tagline(s), image(s) etc. of the three sub-themes to promote "branding" of this Campaign with details under Paragraphs 5.6 and 6.2.2.

## 5.5 Contents and Monitoring Production

The Campaign will consist of three sub-themes with details as set out in Annex D. The Contractor is responsible for both idea generation and implementation of publicity events and activities of the whole Campaign.

## **5.6 Branding**

The Contractor shall promote “branding” of the Campaign. A Campaign name, theme(s), tagline(s), slogan(s), logo(s), key visuals and other proposal (e.g. mascot, song, icon, etc.) shall be devised in order to unite all the different heads of promotion activities undertaken by the Government.

# **6 SCOPE OF THE SERVICES**

## **6.1 Duration and Timeframe**

The Contractor is expected to start its work in Q3 2022. The Contractor shall provide the Services to the Government for a period commencing from the date specified in the Tender Acceptance and ending on the date upon the completion of all services set out in Paragraphs 5 and 6 subject to early termination or extension provided for in the Contract.

## **6.2 Scope of Services**

### **6.2.1 Overall plan and strategy of the Campaign**

- (a) The Contractor shall propose, formulate and execute a two-year Strategy covering Q3 2022 – Q2 2024 (or any two-year period as directed by the Government) for the launching and promotion of the “Carbon Neutrality” Publicity Campaign. In formulating the Strategy, the Contractor shall:
  - (i) develop the theme(s) and tone(s) of the Strategy;
  - (ii) generate ideas and recommend the overall direction of the Campaign;
  - (iii) formulate strategy context that is able to maximise interests from media and public;
  - (iv) execute the strategy and marketing plan of the Campaign;
  - (v) provide recommendations on enhancing the Campaign’s positioning and media interest;
  - (vi) create solid and compelling messages in alignment with specific Environment and Ecology Bureau (EEB)/EPD/EMSD events and activities;
  - (vii) provide details of the approach to reaching the target audience, including details of, and justification(s) for, how they would further define the specific groups targeted by their proposed Strategy from the wider target audience; and
  - (viii) advise on the relevant publicity activities of EEB/EPD/EMSD organised by other contractors under the same campaign theme to ensure consistency in messages disseminated to the public.
- (b) The Contractor shall develop and implement a creative, cost effective and appropriate Strategy with key messages and tactics that achieves quantifiable results.
- (c) The proposed Strategy included in the Tender submission will form the basis for discussion to develop a detailed publicity plan.

- (d) The Contractor shall submit the Strategy according to the work schedule as set out in Annex D.

### **6.2.2 Branding**

- (a) The Contractor shall design and submit a branding proposal which shall include a Campaign name, theme(s), tagline(s), slogan(s), logo(s), key visuals and other proposal (e.g. mascot, song, icon, etc.) for the Campaign. If the Contractor wishes, such branding proposal shall also include other elements the Contractor considers appropriate for the Campaign.
- (b) The Contractor shall submit the branding proposal according to the work schedule as set out in Annex D.

### **6.2.3 Marketing Plan of the Campaign**

- (a) The Contractor shall design and submit a Marketing Plan for the Campaign which consists of three sub-themes. The plan shall include -
  - (i) an overall public relations and promotional plan for the promotion of the Campaign; and
  - (ii) a detailed plan of publicity events and activities for the three sub-themes of the Campaign according to the schedule set out in Annex D. The schedule is tentative and subject to change and confirmation by the ECC/EEB/EPD/EMSD after award of the Contract. The implementation and execution costs for all the publicity events and activities to be carried out in the Strategy and the Marketing Plan of the Campaign approved by the Government shall be included in the cost of this project and borne by the Contractor.
- (b) The Contractor shall propose publicity events and activities for each sub-theme for the Campaign under the Strategy based on the detailed information in Annex D. The publicity events and activities shall either complement or enhance the effect of the other. They should also clearly complement the overall theme and key slogan of the Campaign.
- (c) The Contractor shall design the publicity content of the Campaign by including a complex range of publicity events and activities, e.g. community events, media exposures, press events, advertorials, etc., of varying size and/or nature as well as Announcements in the Public Interest (APIs)/ short video clips for using on various social media platforms and websites.
- (d) The Contractor shall provide the following information for each event and activity proposed in the Marketing Plan:
  - (i) the nature, focus of attention and target audience;
  - (ii) the venue, duration and scale;
  - (iii) the cost estimation (with detailed breakdown);
  - (iv) work schedule;
  - (v) suggestion of option(s) and/or fall back plan(s) should the physical events and activities are interrupted by unforeseen situations including but not limited to the



- pandemic; and
  - (vi) any information relevant to the implementation and execution of the publicity events and activities.
- (e) The Contractor shall submit the deliverables according to the work schedule under Paragraph 8.2.
- (f) For the avoidance of doubt, the Contractor shall prepare and submit the deliverables mentioned in Paragraph 8.2 in English or Chinese or both as directed by the Government.
- (g) If spokesperson(s), ambassador(s) or celebrity/celebrities is/are proposed in the Marketing Plan, the Contractor shall carry out the related liaison work if so directed by the ECC/EEB/EPD/EMSD.

#### **6.2.4 Basic activities to be covered by the Plan**

- (a) Promotion through Mass Media Channel(s) – the Contractor shall provide input for the development of promotion initiatives through mass media channels, which may include APIs/ short video clips on online channels or other initiatives the Contractor considers suitable. The Contractor shall propose the style and format, number and duration of short video clips to be produced and the online/web-based/smart phone/social media platforms for promotion of the videos.
- (b) Media Placement – the Contractor shall formulate an Advertising Plan/Media Placement Plan with a mix of other media channels to promote the Campaign or various publicity and activities under the Campaign, which shall include –
  - (i) proposal of a media mix comprising a placement schedule of the proposed media/communication channels online and offline to ensure wide exposure to the target audiences;
  - (ii) provision of online/web-based/smart phone platform but not limited to search engines, discussion forums, websites, mobile apps and social media;
  - (iii) proposals of programmes and sponsorships for any media placement which involves collaboration with TV or radio stations or digital channels;
  - (iv) explanation with data why the channels proposed are likely to be the most effective in order to best reach and influence the target audience and achieve the objectives; and
  - (v) budgetary allocation for the Media Plan for reference.

The proposed advertising and/or media placement of the Campaign should be submitted to ECC/EEB/EPD/EMSD for consideration. The Government may pick and choose from the proposed plan and may negotiate with the Contractor on the costs. Items accepted by the Government shall be implemented within the agreed budget.

- (c) Media Engagement – the Contractor shall enrich the outcome of media coverage by arranging, for example, media engagement activities including but not limited to media

tours, media briefings and interviews, and columnist relations, etc.

- (d) Website – Provision of management services for some dedicated sub-websites under [www.energysaving.gov.hk](http://www.energysaving.gov.hk) are required under the contract, and the specific requirements are given in the inputs to Sub-theme 1 of Annex D.
- (e) Social Media Platforms – the Contractor shall make use of the existing social media platforms under the EEB/EPD family such as the Facebook/Instagram Fanpages of “Big Waster”, ECC, ECFriends, T Park and Clean Shorelines, and provide input for or suggest collaboration among these social media platforms to promote the Campaign.
- (f) APIs – the Contractor shall create and produce TV and radio APIs to disseminate messages set out in Annex D to members of the public and other target audiences. APIs should be completed and delivered to EEB/EPD/EMSD/ISD, TV and radio stations on the dates as requested by EEB/EPD/EMSD/ISD.
- (g) Mobile Application (App) – the Contractor shall design, produce and manage a mobile application for “Plastic-Free Takeaway, Use Reusable Tableware” Campaign (phase 3) to facilitate the public/eateries to participate in the electronic participation incentive scheme (ePIS) as set out in Annex D.
- (h) Other Activities – the Contractor shall include activities that would be welcomed, widely acknowledged and well received by the target audiences to create/increase incentive for participation.

### **6.2.5 Publicity Implementation Plan**

- (a) The Contractor shall provide an implementation plan to carry out the marketing plan of the Campaign in paragraph 6.2.3 for approval by ECC/EEB/EPD/EMSD. The implementation plan should provide details on the quantity, content, timing and other specifics of the publicity of the Campaign. Upon approval of the implementation plan, the Contractor is to carry out all Services necessary to deliver the items in the plan.
- (b) The implementation plan is to be updated or revised as and when deemed necessary by the EEB/EPD/EMSD. The Contractor is to carry out the Services in accordance with the latest approved implementation plan.
- (c) Situational analysis and consideration for contingency measures should be laid out in updates to the implementation plan in case of unexpected turns in the COVID-19 pandemic, changes in the social environment and any negative messages arising from the Campaign.

All costs, including media placement cost, for items (a) to (c) above should be covered by the Project Cost of this contract.

### **6.2.6 Evaluation of Campaign and Recommendations**

- (a) The Contractor shall propose methodology with effective indicators for conducting an evaluation exercise and the methodology for monitoring public feedback on the Campaign

to ECC/EEB/EPD/EMSD for approval.

- (b) The Contractor shall propose suitable methods to monitor and evaluate each of the proposed publicity events and activities to assess the impact of the Campaign and engagement with the target audience, for example, setting up criteria such as number of attendees, publicity value to be generated, measuring knowledge and/or behavioural changes via appropriate means, etc.
- (c) The Contractor shall submit a monitoring report for the Campaign. The monitoring report shall indicate the effectiveness of marketing strategies, approaches, publicity stunts, events or activities or programmes, advertising/media channels or platforms, incentive programmes, public relations programmes, spokesperson(s) or celebrity/celebrities (if any) mentioned in the Plan. All the publicity events and activities of the Campaign implemented should be evaluated according to the methods proposed in paragraph 6.2.6 (b).
- (d) The Contractor shall, based on the monitoring report, make suggestions on the improvement of the publicity events and activities to be implemented and/or executed and propose refinement or revision of the Strategy, if necessary.

#### **6.2.7 Special Points to Note**

- (a) The Contractor shall cooperate with the ECC/EEB/EPD/EMSD and shall comply with all reasonable suggestions and instructions regarding the performance of the contract signed between the ECC/EEB/EPD/EMSD and the Contractor.
- (b) All Deliverables, including but not limited to ideas, activities, logo(s), bilingual slogan(s) and relevant graphics, artwork or photos, and all publicity materials, etc. proposed by the Contractor must be approved by the ECC/EEB/EPD/EMSD. The execution of all ideas/events/activities/advertising plans shall be approved by the ECC/EEB/EPD/EMSD.
- (c) All final designs, artwork and digital output shall be provided in both JPEG and editable Adobe Illustrator (A.I.) file formats for graphic, or as instructed by the ECC/EEB/EPD/EMSD for other types of electronic files. All files shall be supplied in a CD or DVD ROM or any other forms as instructed by the ECC/EEB/EPD/EMSD. The copyright, and any similar rights in any part of the world, of the materials designed and produced by the Contractor under this contract shall be vested in the ECC/EEB/EPD/EMSD.
- (d) Videos, TV and radio APIs should be completed and delivered to EEB/EPD/EMSD/ISD, TV and radio stations on the dates as requested by EEB/EPD/EMSD/ISD.

#### **Deliverables**

##### **Video and TV API**

- (i) Shooting format: 4K or equivalent is preferred.  
High-definition Video formats and still camera shooting may be considered depending on the creative.
- (ii) Output: File-based format: 16:9 (HD) in XDCAM HD422 at 50Mbps in MXF
- (iii) Duration: Length of video subject to content; 30 second for API
- (iv) Language: Cantonese (with written Traditional Chinese subtitles 繁體中文書面語); English (with English subtitles)

- (v) Background music: tailor-made / post-scored music is preferred
- (vi) Soft and hard copies of the scripts
- (vii) Soft and hard copies of the storyboard (together with draft scripts and description of visuals in both Chinese and English)
- (viii) twelve still pictures from the footage of the completed video clips in JPEG format for each language version
- (ix) Essential information in the visuals of the video clips, such as website address, telephone number or e-mail address, is required to be accompanied by voice-over script as appropriate.
- (x) Copies required:
  - High resolution MPEG4 file
  - High resolution MOV ProRes HQ file saved on USB drive (including a clean master version with separate audio tracks)
  - WMV file for Windows platform
  - 16:9 version saved on two DVDs suitable for playing on DVD players and broadcast on 16:9 TV sets. The DVDs should be with looping function

#### Radio API

- (i) Duration: 30 seconds
- (ii) Language: Cantonese, English and Putonghua
- (iii) Soft and hard copies of the scripts

- (e) The Contractor is required to provide the following services, materials and professionals for the production of Videos, TV APIs and radio APIs:
  - (i) Creative and copywriting services/materials for providing the creative concept, scripts, slogans, storyboards, subtitles and graphic and photographic images/materials. The creative services/materials should be the contractor's original idea and must not have been purchased by other parties beforehand. If the contractor's creative services/materials is accepted in this quotation exercise, the awarded contractor should not re-sell the idea to other parties.
  - (ii) Full crew and equipment for location shooting both outdoor and indoor in Hong Kong (including transportation);
  - (iii) Off-line and on-line editing;
  - (iv) Cantonese and English voice-over talents for the conversations/narrations for videos and TV APIs;
  - (v) Cantonese, English\* and Putonghua\*\* voice-over talents for the radio APIs;
  - (vi) In the event that any language version of the recording of the radio API is rejected for broadcast/found unsatisfactory (for example, by radio stations) due to inaccurate or improper pronunciation after the station copies have been delivered and the inaccuracy/deficiency has been confirmed/vetted by the Official Languages Division of the Civil Service Bureau, the Contractor is required to arrange another recording of the same language radio API to rectify the inaccuracy/deficiency, and deliver the approved version to radio stations for replacement at no cost to the EPD.
  - (vii) The Contractor should be responsible for musical arrangement of the APIs (tailor-made / post-scored music is preferred), clearance of all copyright issues and obtain necessary licences at its own cost and expense for broadcasting anywhere within and outside Hong Kong, any occasion and any usage using any media, including, but not limited to, radio channels, TV, video walls, the Internet and multi-media advertisements on public transport, and at seminars, exhibitions and other public functions/activities, and for production of VCDs/DVDs/CD-ROMs and other publicity materials by the

Government for non-profit making purpose;

(viii) Worldwide and perpetual copyright of the Video and APIs, VCDs/DVDs/CD-ROMs and other publicity materials produced shall belong to the Government;

(ix) Audio recording and sound mixing;

(x) All post-production services;

(xi) Subtitles in written Traditional Chinese subtitles 繁體中文書面語 for the Cantonese version and in English for the English version for the Video and TV API;

(xii) Delivery of the TV and radio APIs to local TV and radio stations, i.e. TVB, Cable TV, Fantastic TV, PCCW Media (now TV), HKTVE (viu TV), RTHK TV, RTHK (Radio), Metro Broadcast and Commercial Radio under the instruction of the ISD. The Contractor is also responsible for any station copy fees charged by the aforesaid TV stations.

(xiii) Celebrity involvement

If a celebrity/celebrities will take part in the Video and TV API, the Contractor should be responsible for lining up of celebrities and talents and clearance of performers' rights to enable the Video and API to be broadcast anywhere within and outside Hong Kong, any occasion and any usage using any media, including, but not limited to, radio channels, TV, video walls, the Internet and multi-media advertisements on public transport, and at seminars, exhibitions and other public functions/activities, and for production of VCDs/DVDs/CD-ROMs and other publicity materials by the Government for non-profit making purpose; handling arrangements for filming and audio recording for celebrities and talents and absorbing under this project the hair-styling, make-up, costume, equipment/props and transportation/traveling fees incurred, the level of such fees should be negotiated between the Contractor and the celebrities/talents.

\*A monologue-type of API is required for the English radio API

\*\* Voice-over talents for Putonghua recording should preferably have attained at least Grade 1B (一級乙等) in the Putonghua Shuiping Ceshi (國家語言文字工作委員會普通話水平測試)

- (f) The Contractor shall design, produce and manage the App for “Plastic-Free Takeaway, Use Reusable Tableware” Campaign (phase 3) to facilitate the public/eateries to participate in the ePIS and allow the public to earn e-stamps for redemption of gift items or e-coupons. The contractor shall provide technical support to resolve technical problems of the App and helpdesk service to answer enquiries from the public on the App.

(i) The contractor shall produce the App with, but not limited to, the functional requirements below:

- Available on iOS and Android in both English and Chinese for Hong Kong;
- Allow tracking of a range of collected data inputs native to device, device OAS or device software development kit (“SDK”). (e.g. check-ins, permission, calendars, reminders;
- Transactional rewards such as point values that can be exchanged for services and goods;
- Redeemable rewards such as coupons and limited time offers;
- QR code functionality for capturing and redeeming of rewards, coupons or offers;
- Editorial feed containing media - generated by the history of user interactions or pushed content;

- Backend setting that can convert interactions, tracking and metrics to point values and able to handle coupon and offer creation, management, and generation;
- Backend setting that can handle updates of restaurants, respective content, redemption details and status and content on an on-going basis; and
- Application Programming Interface(s) able to handle the interaction between the backend settings as needed to maintain good synchronization.

(ii) The Contractor shall produce the App with, but not limited to, the technical requirements below:

- A mobile app for iOS and Android that supports both Chinese and English languages;
- A mobile app for iOS and Android that supports standard accessible criteria (colour blindness, poor eye sight, and/or supports native level OS accessibility settings etc.);
- Testing environments for iOS and Android (e.g. Testflight or equivalent);
- Testing environments for web (e.g. branches for testing and production);
- Responsive web environment which are mobile first in creation;
- Responsive web environments that support both Chinese and English languages;
- A centralised exportable comment-able repository for code (e.g. Github) that controls all branches and assets;
- Provide hosting location for production and subsequent transfer of hosting if necessary; and
- Run security scan for the application as per EPD's requirement.

(iii) The Contractor shall provide a backup and recovery system which support full and incremental backup and recovery of application data. The system shall provide system/ application/ database information/ data restore procedure to enable rapid recovery from hardware/ software failure, restoring and transactions up to the time of last backup. The system shall support the specified retention period of all data/documents. The system backup including the application data shall be done once a day within the maintenance window. The system backup start time shall be configurable.

(iv) The Contractor shall suggest a workflow that is transparent to EPD on App production status, review and production process, and suggest documentations needed (e.g. User Manual, test results) to facilitate and record the production process.

(v) The Contractor shall provide a 1-year system maintenance and support after completion of App. The Contractor shall comply for the items below:

- Program, configuration, and integration bug fixing;
- Hosting, Maintenance, updating and other support services; and
- On-site local support, if required, for the problem solution.

(g) The Contractor shall assess the necessity to refine the Strategy, Marketing Plan and/or Implementation Plan if and when necessary. The Contractor shall submit the refined and/or revised Plans accordingly for Government's approval. No additional fees or expenses for refining and/or revising the plans shall be payable by the Government.

(h) The Contractor shall coordinate with different parties to ensure the publicity events and

activities proposed can be implemented and executed smoothly. The Contractor shall follow EPD's "A Waste Reduction Guidebook for Large Event Organisers" (see [https://www.wastereduction.gov.hk/en/green\\_event\\_guide.htm](https://www.wastereduction.gov.hk/en/green_event_guide.htm)) when organising the events and activities.

- (i) The expenditure of the publicity events and activities proposed for the Campaign, including but not limited to the production of materials, logistic arrangements, all necessary facilities, manpower and promotion, shall be borne by the Contractor.
- (j) The Contractor shall be responsible for obtaining any necessary approval/licence from relevant authorities to facilitate implementation of the proposed publicity events and activities confirmed for the Campaign.

## **7 CONTROL OF THE SERVICES**

### **7.1 Government Representative**

The Government Representative will act as the liaison officer between the Contractor and the Government in relation to the Services.

### **7.2 Instructions from Government Representative**

The Contractor and the members of the Team shall take instructions only from the Government Representative. The Contractor shall comply with all reasonable instructions as the Government Representative may give in relation to the Services. The Contractor will be required to maintain, for the duration of the Contract, an office in Hong Kong.

### **7.3 Attending Meetings**

The Contractor shall hold monthly and ad hoc meetings as required by the ECC/EEB/EPD/EMSD with and/or give presentations to Government Representative to discuss the status of the Services and any problems. All members of his/her team must be readily contactable throughout the contract period by ordinary means of communication including telephone, meeting in person, online meeting and via email. The Contractor will be required to consult and attend meetings in Hong Kong with ECC and other government bureaux and departments and organisations, agencies, committees and parties and report to the ECC as directed by the Government. The time and travelling cost of the Contractor are deemed to have been covered by the contract sum.

### **7.4 Responding to Questions and Request**

The Contractor shall provide professional advice and responses to any questions or requests made by the Government Representative.

## **8 DELIVERABLES AND TIMEFRAME**

### **8.1 Duration**

The Contractor must provide the Services to the Government for a period commencing on the date specified in the Tender Acceptance and ending on the date upon the completion of all services set out in paragraphs 5 and 6 subject to early termination or extension provided for in the Contract.

## 8.2 Deliverables and Timeframe

The Contractor shall submit deliverables as required by the Government including those mentioned below (“**Deliverables**”) to the satisfaction of the Government in accordance with the following timetable:

<b>Deliverables</b>	<b>Submission Deadline/ Required Time for Submission</b>
(a) Submission of -  (i) draft overall Strategy for the launching and promotion of the Campaign (under Paragraph 6.2.1); (ii) draft branding proposal (under Paragraph 6.2.2); and (iii) draft detailed marketing and implementation plan of events and activities for the Campaign (under Paragraph 6.2.3, 6.2.4 and 6.2.5)	Three (3) weeks after the commencement of the Contract
(b) Submission of -  (i) final overall Strategy (under Paragraph 6.2.1); (ii) final branding proposal (under Paragraph 6.2.2); and (iii) final marketing and implementation plan with execution details of publicity events and activities of the Campaign (under Paragraphs 6.2.3, 6.2.4 and 6.2.5)	Five (5) weeks after the commencement of the Contract
(c) Submission of –  Execution details of publicity events and activities of the Campaign according to the plan approved by ECC/EEB/EPD/EMSD (under Paragraphs 6.2.3, 6.2.4 and 6.2.5);	Six (6) weeks before the implementation of the event and activities
(d) Execution of - Publicity events and activities according to the plan approved by ECC/EEB/EPD/EMSD (under Paragraphs 6.2.3, 6.2.4 and 6.2.5)	Eight (8) weeks after the commencement of the Contract
(e) Submission of –  detailed proposal of methodology with effective indicators for conducting an evaluation exercise	Two (2) weeks before the completion of the publicity events and activities for the Campaign



as well as the methodology for monitoring public feedback of the Campaign (under Paragraph 6.2.6)	
(f) Submission of –  monitoring report of the publicity events and activities for the Campaign (under Paragraph 6.2.6)	Two (2) weeks after the completion of the publicity events and activities for the Campaign
(g) Completion of all services set out in Paragraphs 5 and 6	

### 8.3 Language

All Deliverables shall be prepared in English or Chinese or both as directed by the Government.

### 8.4 Acceptance by the Government

None of the Deliverables shall be deemed to have been completed until and unless the Government Representative has confirmed acceptance of the same in writing.

## 9 REQUIREMENTS FOR THE TEAM

### 9.1 Project Team

- 9.1.1 The Contractor shall deploy personnel with relevant expertise (“Team”) to perform the Services. Such personnel may be employees, agents or sub-contractors of the Contractor.
- 9.1.2 The Team shall include at least one Project Manager to head the Team who shall assume the role of central liaison officer for communicating with the Government and oversee the whole services.
- 9.1.3 The Team shall also comprise members -
  - (a) with professional experience in assisting project management in the field of marketing and/or event management and/or digital marketing and/or advertising and/or public relations;
  - (b) to provide expert suggestion on the branding and marketing strategies for the Campaign including, but not be limited to the strategic and artistic direction of the key deliverables and relevant graphics, artwork or photos to be used for the designs of the new set of publicity materials that will be used consistently across all means of communication (both online and offline);
  - (c) to provide expert suggestion on the promotion of the Campaign through digital platforms or social media, as well as handling of any crisis arising in the digital world;
  - (d) to provide editorial and video production expert suggestion for the production of print and/or video-based advertorials, success stories, targeted marketing content and

messages and promotions for the Campaign; and

- (e) to set up a school outreach team and supervise the team to execute school outreach activities to promote Mandatory Energy Efficiency Labelling Scheme (MEELS), Energy Efficiency and Conservation, and Renewable Energy. The project team shall consist of ONE Project Manager and FOUR Communication Officers with the requirements as set out in Annex D.

## 10 CONTRACT PRICE AND PAYMENT

### 10.1 Payment

10.1.1 The Contractor shall be paid the Contract Price by instalments in accordance with the following payment schedule:

<b>Instalment</b>	<b>Deliverables Required</b>	<b>Amount Payable expressed as percentage of the Contract Price</b>
1.	<p>The Government's acceptance in writing of:</p> <ul style="list-style-type: none"> <li>(a) draft overall Strategy for the launching and promotion of the Campaign (under Paragraph 6.2.1);</li> <li>(b) draft branding proposal (under Paragraph 6.2.2); and</li> <li>(c) draft detailed marketing and implementation plan of events and activities for the Campaign (under Paragraph 6.2.3, 6.2.4 and 6.2.5)</li> </ul> <p>to the satisfaction of the Government.</p>	5%
2.	<p>Completion of publicity events and activities for public seminars and trade consultation (see Annex D), including:</p> <ul style="list-style-type: none"> <li>(a) Public seminars of Energy efficiency and conservation</li> <li>(b) Public seminars and exhibitions for the 3rd Green I&amp;T Day</li> <li>(c) Public seminars and comprehensive and systematic training programmes under a RCx Training and Registration Scheme</li> <li>(d) Trade consultation of the draft Code of Practice on Energy Labelling of Products</li> </ul> <p>to the satisfaction of the Government.</p>	5%
3.	<p>Completion of school outreach activities (see Annex D), including:</p> <ul style="list-style-type: none"> <li>(a) Revamp of the Education Kits for students</li> <li>(b) School outreach preparation including exhibition panels, roadshows with interactive kiosks</li> <li>(c) School outreach activities including school talks,</li> </ul>	5%

	trade seminars, exhibitions and roadshows to the satisfaction of the Government.	
4.	Completion of publicity events and activities for promotion of MEELS (see Annex D) to the satisfaction of the Government.	5%
5.	Completion of publicity events and activities for Energy Saving Charter 2023, 4T Charter and Energy Saving Championship Scheme 2023 (see Annex D) to the satisfaction of the Government.	10%
6.	Completion of design and production of publicity materials for Energy Saving (see Annex D) to the satisfaction of the Government.	5%
7.	Completion of publicity events and activities for Green Transport (see Annex D) to the satisfaction of the Government.	15%
8.	Completion of publicity events and activities for “Dump Less, Save More” (see Annex D) to the satisfaction of the Government.	5%
9.	Completion of publicity events and activities for “Resources Circulation” (see Annex D) to the satisfaction of the Government.	5%
10.	Completion of publicity events and activities for “Pre-launch” Stage of “Get Prepared” (see Annex D) to the satisfaction of the Government.	15%
11.	Completion of publicity events and activities for “Official Launch” Stage of “Get Prepared” (see Annex D) to the satisfaction of the Government.	15%
12.	Completion of publicity events and activities for “Post-launch” Stage of “Get Prepared” (see Annex D) to the satisfaction of the Government.	10%
<b>Total:</b>		<b>100%</b>

10.1.2 Notwithstanding Clause 10.1.1, the Bidder’s attention is drawn to Clause 2 of Appendix 3 that the ECC’s liability shall be limited to the money payable in accordance with the schedule of rates for the amount of work completed to the standard acceptable to the ECC Representative. Where the Contractor has incurred any liability to the ECC, whether at

law or in equity and whether such liability is liquidated or unliquidated, the ECC may set off, whether at law or in equity, the amount of such liability against any sum then due or which at any time thereafter may become due to the Contractor under the Contract or any other contracts.

- 10.1.3 Where the Contractor is a non-resident corporation, the ECC and/or the Government shall withhold a percentage equivalent to the prevailing Hong Kong profits tax applicable to unincorporated and incorporated business/profession of any fee payable to the Contractor by way of lump sum, instalments or discounted payments (exclusive of any reimbursement of expenses, if any) in respect of the services provided in Hong Kong for the settlement of such profits tax chargeable on the fee. Any balance will be returned to the Contractor without interest within a reasonable time upon final determination and settlement of such tax liabilities.

## **11 ACKNOWLEDGEMENT**

- 11.1 The name of “ECC” or “環運會” should be added prominently at the beginning of the event title which should be used and shown in all publicity materials and activities under this service contract.
- 11.2 The logo of the ECC must be used and printed onto the following categories of publicity materials, including but not limited to leaflets/posters/banners; backdrops; webpage; reports and publications; and advertisements on newspaper and electronic media.
- 11.3 For publicity materials produced under this service contract, the size of the name and/or logo of the ECC should be placed in the most prominent position.
- 11.4 Use of the name and logo of the ECC for other purposes is subject to the prior approval of the ECC Secretariat.
- 11.5 Exceptions to the above clauses 11.1 to 11.4 are allowed at the discretion of the Government or the ECC.

## **12 REMARKS**

- 12.1 The ECC reserves the right to hire part of the services (i.e. selected items) to be delivered by the Contractor by notice in writing, and the ECC shall reserve the right to assign part of the services to another contractor.
- 12.2 The ECC reserves the right not to invite any of the bidders, who have submitted proposals in response to this invitation, to enter into a written agreement on the project.
- 12.3 The ECC shall reserve the right, at any time or prior to the completion of the services at its discretion, to terminate whole or part of the services to be delivered by the Contractor by notice in writing, and the ECC shall reserve the right to assign the balance of the uncompleted services to another contractor.
- 12.4 The ECC, the Government and their employees shall not be under any liability whatsoever for

or in respect of:

- (a) any loss of or damage to any of the Contractor's property or that of its employees or agents howsoever caused whether by any act, omission, default or negligence of the ECC, the Government or any of their employees, agents or otherwise;
- (b) any injury to or death of any of the Contractor's employees save and except any such injury or death caused by the negligence of the ECC, the Government or any of their employees.

12.5 The Contractor shall indemnify the ECC, the Government and their employees against any claim or demand made against or liability incurred (including all costs, charges or expenses whatsoever) by the ECC, the Government or any of their employees in respect of:

- (a) any loss, damage, injury or death save and except injury or death caused by the negligence of the ECC, the Government or any of their employees; or
- (b) any loss of or damage sustained by or any injury to or death of any third party.

12.6 The Contractor shall indemnify the ECC, the Government against any loss of or damage to any property of the ECC, the Government or of any of their employees or any injury to or death of any employee of the ECC and the Government arising out of any act, omission, default or negligence of the Contractor or any of its employees and sub-contractor (if any).

### 13 SUBMISSION AND ENQUIRY

13.1 Your proposal and/or any other relevant documents must reach the ECC Secretariat by **12:00 noon, 15 August 2022 (Monday) (Hong Kong Time)**. Late submission will NOT be accepted. Should you have any queries, please contact the ECC Secretariat at 2835 1020.