

Invitation for Provision of	Public Relations Services for Carbon Neutrality Publicity Campaign 2022-2024
Dated	15 July 2022 (Friday)
Deadline of Proposal Submission on	15 August 2022 (Monday) at 12:00 noon
Invited by at Address	Environmental Campaign Committee Secretariat 5/F, Southorn Centre, 130 Hennessy Road, Wan Chai, Hong Kong

INSTRUCTIONS ON SUBMISSION OF PROPOSAL

1. In response to this invitation for proposals, the Bidder is required to submit the proposal in the manner set out in this Appendix. Failure to fully comply with the instructions and guidelines herein may render the proposal null and void.
2. The costs quoted by the Bidder shall cover all expenses that may be incurred for the purpose of meeting the objective and requirements specified in the Service Specifications (**Appendix 2**). Such expenses must include the full costs for planning, coordinating, designing and producing any graphics or multimedia materials, copyright and any other costs related to the fulfilment of the objective and requirements specified in the Service Brief (Annex D). The Bidder should read the Service Brief carefully before submitting a proposal.
3. The proposal must be submitted in two separate parts, each of which should be enclosed in its own **sealed** envelope. The contents, which must be provided on A4 double-sided recycled paper and not in digital formats, to be enclosed in each envelope are as follows :

Envelope A

With the phrase ‘**Price Proposal of Provision of Public Relations Services for Carbon Neutrality Publicity Campaign 2022-2024**’ with the Name of Company clearly written on the envelope

- 3.1 **Schedule 4 – Price Proposal of Annex A** duly completed.

Envelope B

With the phrase ‘**Technical Proposal of Provision of Public Relations Services for Carbon Neutrality Publicity Campaign 2022-2024** with the Name of Company clearly written on the envelope

- 3.2 **Schedule 3 – Technical Proposal**, to be drawn up by the Bidder to give details on how the Bidder will go about strategising and executing the Services required. It should **NOT contain any cost information** and should follow the outline sets out in **Schedule 3 of Annex A** and in accordance with the service requirements sets out in **Appendix 2 – Service Specifications**:

- A draft overall Strategy of the Campaign;
- A draft marketing and implementation plan with outline of the publicity events and activities for each sub-theme;
- Branding proposal with written description of concept and rationales, which shall include but not be limited to the followings:
 - (i) Campaign name;
 - (ii) theme(s)
 - (iii) tagline(s);
 - (iv) slogan(s);
 - (v) logo(s);
 - (vi) key visuals;
 - (vii) other proposals (e.g. mascot, song, icon, if any); and
- Proposal of APIs on MEELS and three stages of “Get Prepared”

3.3 **Schedule 1 – Experience of the Tenderer of Annex A**, duly completed;

3.4 **Schedule 2 – Information on the Team of Annex A**, duly completed;

3.5 **Declaration of Compliance (Annex B)**, duly completed with the original company/organisation chop and the authorised representative’s signature.
and

3.6 **Confirmation of Compliance with Anti-Collusion Requirement (Annex C)**, duly completed with the original company/organisation chop and the authorised person’s signature to the effect that the Bidder understands and will abide by Clause 9 below. Where the Bidder comprises two or more companies/organisations acting in partnership, joint venture or otherwise, each of all such companies/organisations must duly complete a Confirmation of Compliance for inclusion in the submission.

The authorised person means the same person who is authorised to sign the contract if awarded by the ECC on the Bidder’s behalf.

4. The two parts, i.e., the two envelopes, of the proposal should **reach** the following address **together by 12:00 noon on 15 August 2022 (Monday)**.

Environmental Campaign Committee Secretariat
5/F, Southorn Centre,
130 Hennessy Road,
Wan Chai, Hong Kong

5. Any late submission will **not** be accepted. All the date and time mentioned in this invitation exercise refer to the Hong Kong Time.

6. In case a black rainstorm warning or typhoon signal No. 8 or above is in force during any time

between 9.00 a.m. and 12:00 noon on the submission deadline, the closing time for submission will be extended to 12:00 noon of the working day immediately following the cancellation of the afore-said warning or signal. Saturdays, Sundays, Public and Statutory Holidays are not considered working days for the purpose of this Appendix.

7. The schedule of activities for this invitation exercise is as follows:

Date/Time	Task/Activity
15 July 2022	• Invitation for proposals
Week of 25 July 2022	• Tender briefing
15 August 2022	• Deadline to submit proposals
Week of 22 August 2022	• Assessment Panel (Bidders might be invited to give presentation of their proposals)
Late-August 2022	• Award of contract

8. The Bidder should note the following before submitting a proposal:

- 8.1 The costs quoted by the Bidder shall be valid up to 31 December 2022.
- 8.2 In the preparation of the proposal, the Bidder should take into consideration the scope of service, terms and conditions governing the execution of Services in the Service Brief. By virtue of the Bidder's submission of a proposal, the Bidder is deemed to have accepted such scope, terms and conditions, irrespective of whether or not the Bidder has expressly given its agreement in writing.
- 8.3 In accordance with **Clause 29 of Appendix 3**, the Bidder's proposal must be presented in a gender-sensitive manner and the Bidder should ensure that the medium of promotion suggested by the Bidder will effectively reach people of both gender. Furthermore, the proposal should be submitted in compliance with the Green Management Requirements at **Clause 30 of Appendix 3**.
- 8.4 The cost of each and every Item or its subordinate Item on **Schedule 4 of Annex A of this Appendix must be quoted**.
- 8.5 The Bidder should ensure that the proposal, in particular the costs quoted, is accurate in every respect before submission. Under no circumstances will the ECC and/or ECC Representative accept any request for cost adjustment on grounds that a mistake has been made in the **Price Proposal at Schedule 4 of Annex A**.
- 8.6 The costs quoted should be precise to the Hong Kong dollar only and the Bidder should not quote the cost in odd cents.

- 8.7 Clarifications, where necessary, may be carried out with individual Bidders if the proposal contains points of doubt. Replies from the Bidder, if acceptable to the ECC and/or ECC Representative, will be included as part of the Bidder's proposal.
- 8.8 The provisions of Sub-Clause 8.7 are not tender negotiations. They are merely a means for the ECC Representative to obtain supplementary information from the Bidders to remove ambiguities in the proposal. The Bidder from whom clarification is sought does not have an advantage over the other Bidders from whom clarification is not required, and vice versa. Variations of offer by the Bidder during the course of a clarification are not acceptable.
- 8.9 The Bidders who do not receive an invitation for signing a contract within the proposal's validity period may assume that the proposal has not been successful. Documents of the unsuccessful proposal will be destroyed within **four** months from the date the validity of the proposal expires.
- 8.10 The ECC and/or the ECC Representative reserves the right not to consider any proposal and is not under any obligation to give a reason for so doing. A proposal need not be considered if it does not comply with the instructions and conditions set out in this invitation exercise, or if any information provided by the Bidder, whether in the proposal or not, is not sufficient for the ECC to carry out a tender evaluation.
- 8.11 The ECC and the ECC Representative are not under any obligation to consider a proposal if a claim is received by the ECC Representative alleging, or the ECC Representative having grounds to believe, that the services, deliverables or products to be supplied by the Bidder in relation to the Services are infringing the copyrights or have otherwise infringed the intellectual property rights in the service, deliverables or product of a third party.
- 8.12 The ECC and/or the ECC Representative shall not bear any cost incurred in relation to or incidental to the Bidder's submission of a proposal, the Bidder's participation in the selection process such as presenting its technical proposal in front of a selection panel if invited by the ECC Representative, and any associated preparatory work or travel that the Bidder may undertake on its own accord.
- 8.13 The Bidder should inform the ECC Representative in writing immediately of any change which occurs after the submission of a proposal and which might affect the proposal or the Bidder's ability to fully or partly provide the services as proposed. The ECC Representative reserves the right to re-evaluate the entire proposal in the light of the new information.
- 8.14 Upon request by the ECC Representative whilst the Bidder's proposal remains valid, the Bidder shall provide the latest audited accounts or unaudited accounts as appropriate for checking within 14 days from the date of such request. Failure to provide the accounts

within the stipulated time will render the proposal null and void.

- 8.15 If the Bidder is appointed to provide all or part of the services specified in the Service Brief, the Bidder's subsequent performance in executing the services will be monitored and may be taken into consideration when the Bidder's future tenders, quotations, service proposals and the like are evaluated by the ECC and/or the Hong Kong Government.
 - 8.16 The ECC reserves the right not to invite any of the Bidders to enter into a contract, written or otherwise, for the provision of all or any of the services specified in the Service Brief.
9. The Bidder shall comply with the anti-collusion requirement and confirm that such has been complied with. Details of the anti-collusion requirement are as follows:
- 9.1 The Bidder shall not communicate to any person other than the ECC or the ECC Representative the amount of any bid/tender, adjust the amount of any bid/tender by arrangement with any other person, make any arrangement with any other person about whether or not the Bidder or that other person should or should not bid/tender or otherwise collude with any other person in any manner whatsoever in the bidding process until the Bidder is notified by the ECC or the ECC Representative of the outcome of the bid exercise. Any breach of or non-compliance with this Sub-clause by the Bidder shall, without affecting the Bidder's liability for such breach of rules and laws or non-compliance, invalidate the Bidder's submission.
 - 9.2 Sub-clause 9.1 shall have no application to the Bidder's communications in strict confidence with the Bidder's own insurers or brokers to obtain an insurance quotation for computation of service cost and communications in strict confidence with the Bidder's consultants/sub-contractors to solicit their assistance in the preparation of the submission of a proposal.
10. Without prejudice to the ECC's right to cancel the invitation, where there are changes of requirement after the closing date for operational or whatever reasons, the ECC and/or the ECC Representative is not bound to accept any conforming offer and reserves the right to cancel the invitation. The ECC also reserves the right not to engage any Bidder or to engage one or more Bidder(s) as its Contractor for the provision of the Services.
11. Each Bidder's proposal will be assessed and rated in the following manner:
- 11.1 The assessment will be done **separately** on the **Technical Proposal** and the **Price Proposal**.
 - 11.2 For the purpose of this Clause, the Price Proposal refers to the "**Total Contract Price**" that the Bidder provides on **Part (A) of Schedule 4 of Annex A**.
 - 11.3 The assessment of the Technical Proposal will be further itemised into the following areas:

Assessment criteria			Maximum Score	Passing Score
1.	Creative concept of the Strategy	Innovation and creativity of the theme and tone of the Strategy and the message	15	8
2.		Degree of understanding of objectives and requirements of the Services	10	5
3.	Proposal of marketing and implementation plan	Impact and creativity of the proposed activities/ events/ initiatives	15	8
4.		Feasibility and appropriateness of the proposed activities/ events/ initiatives	15	8
5.	Proposal of the branding	Impact and creativity of the Initiative name, theme(s), tagline(s), slogan(s), logo(s), key visuals and others (if any)	10	5
6.	Creative concept of APIs	Innovation and creativity in delivery of the messages	5	3
7.		Accuracy and clarity of the messages	5	3
8.		Resonance/ Ability to convince the public of the messages	5	3
9.	Core members of the Project Team	Relevant experience and manpower of the Project Team	10	5
10.	Relevant experience of the Tenderer	Number of publicity or marketing projects with a contract value of more than HK\$0.8 million completed within five (5) years immediately preceding the Original Tender Closing Date	10	5

11.4 Any proposal that fails to meet any of the passing scores specified above will fail the technical assessment and will not be considered further.

11.5 Score weighting of Technical Proposal vs. total Costs Quotation = 70% : 30%

11.6 Each Bidder's Technical Proposal and the Costs Quotations will be weighted and calculated with the following formulae :

$$\text{Technical Proposal (A)} = 70 \times \frac{\text{Bidder's score in the Technical Proposal}}{\text{The highest score of all Technical Proposals}}$$

$$\text{Costs Quotation (B)} = 30 \times \frac{\text{The lowest Costs Quotation of all proposals}}{\text{Bidder's total Costs Quotation}}$$

11.7 The total score obtained by each Bidder = (A) + (B)

11.8 Normally, the proposal that obtains the highest total score will be selected for acceptance.