

**Carbon Neutrality Publicity Campaign 2022-24****Sub-theme 1: Energy Saving***(Suggested lists of contacts of professional bodies, trade and industry/sector will be provided by EMSD.)*

<b>Project</b>	<b>Date</b>	<b>Target audience</b>	<b>Message</b>	<b>EEB/EPD/EMSD events / projects</b>	<b>Brief details of the events / projects</b>
1	Q3/Q4 2022	- Importers and suppliers of LED lamps and gas appliances	Trade communication to facilitate the launch of the 4 <sup>th</sup> Phase of Mandatory Energy Efficiency Labelling Scheme (MEELS) after legislative amendments	Trade consultation of the draft Code of Practice on Energy Labelling of Products	- To provide publication materials (such as posters, leaflets, etc.), conduct phone communication with trades, collect feedback, compile and present feedback findings analysis reports for the consultation of the draft Code of Practice on Energy Labelling of Products.
2	Q3/Q4 2022	- Students - Members of the public	To promote MEELS, Voluntary Energy Efficiency Labelling Scheme (VEELS), Energy Efficiency and Conservation (EE&C), and Renewable Energy (RE)	Public outreach preparation including exhibition panels, roadshows with interactive kiosks	<ul style="list-style-type: none"> <li>- To provide design and production of copyrighted artwork for roadshows with interactive kiosks (multimedia presentation through tablet) and exhibition panels with all necessary accessories, transportation, manpower for installation and dismantling services for roadshows at up to 120 public venues (e.g. shopping malls, residential areas, schools, youth centres, carnivals, community centres, etc.) for a period of 24 months.</li> <li>- To provide design, graphics, artwork, file import, proof-reading, typesetting, computer work, film output and colour separation services. The design services shall include proposing content (in English and Chinese) based on information and advice from EMSD.</li> <li>- To produce illustrations, drawings, diagrams, etc. for TWO designs of exhibition panels. All designs should be in accordance with EMSD Corporate Graphic Identity requirements.</li> <li>- To provide maintenance, repair and storage services for all the roadshow equipment, exhibition panels and necessary accessories for a period of 24 months.</li> <li>- To make allowance for spares and wastes due to factors such as</li> </ul>

					<p>quality control during the production process.</p> <ul style="list-style-type: none"> <li>- The time scheduled for installation and dismantling may be outside normal office hours.</li> <li>- Minimum Requirements for Roadshows with Interactive Kiosks and Exhibition Panels as shown in Annex D-1.</li> </ul>
3	Q3/Q4 2023	<ul style="list-style-type: none"> <li>- Students</li> <li>- Members of the public</li> </ul>	To promote MEELS, VEELS, EE&C and RE	Public outreach activities including school talks, trade seminars, exhibitions and roadshows	<ul style="list-style-type: none"> <li>- To provide sufficient manpower resources to implement publicity and outreach activities for 12 months, including but not limited to the recruitment, advertisement, communication, handling enquiries and logistics arrangement, etc.</li> </ul> <p><u>Project team</u></p> <ul style="list-style-type: none"> <li>● To set up a project team to provide the services under the Contract. The project team shall have solid experience in publicity, communication, public relation services, education and knowledge of energy efficiency; and experience in relation to organising and implementing school outreach programmes.</li> <li>● The project team shall consist of ONE Project Manager and FOUR Communication Officers.</li> <li>● The Project Manager shall be at least a degree holder (or equivalent), with at least 5 years of relevant working and management experience in publicity, communication and public relations services in primary or secondary schools, Government bureau and departments (B&amp;Ds) and/or non-government organisations (NGOs). The Project Manager shall be fluent in Cantonese and English and good in Putonghua.</li> <li>● The Communication Officers shall have obtained at least a Higher Diploma qualification (or equivalent), and must demonstrate the satisfactory standard of work with at least 2 years of related working experience in coordination and communication services. The Communication Officers shall be fluent in Cantonese and English while good communication in Putonghua is also required.</li> <li>● The Project Manager shall supervise the Communication Officers and provide professional guidance when necessary. In</li> </ul>

					<p>order to ensure adequate resources, better understanding of Energy Efficiency Labelling Scheme (EELS) and EE&amp;C and maintain the quality of services. The Communication Officers shall work full time in EMSD.</p> <ul style="list-style-type: none"> <li>● Due to the nature of work, the project team shall have frequent discussions, meetings and communications with EMSD daily and work in EMSD office. The team is required to work on weekdays and occasionally on weekends and public holidays when necessary.</li> <li>● The Contractor shall be responsible for the transportation of the project team to/ from the outreach activity venues.</li> </ul> <p><u>Scope of services</u></p> <ul style="list-style-type: none"> <li>- To prepare, plan, coordinate and facilitate the implementation of publicity events for EELS and/or EE&amp;C and/or RE including school talks, themed panel exhibitions, EELS &amp; EE&amp;C interactive kiosk roadshows, trade seminars: <ul style="list-style-type: none"> <li>● To prepare contents of EELS publicity materials, update and produce the EELS posters, pamphlets, leaflets, etc. (current publications are shown at <a href="https://www.emsd.gov.hk/energylabel/en/publications.html">https://www.emsd.gov.hk/energylabel/en/publications.html</a>);</li> <li>● To prepare letters to invite schools and/or related organisations to the exhibitions, roadshows and seminars with successful engagement with not less than 50 and up to 60 schools with group(s) of 10 to 100 students from each school joining the activities;</li> <li>● To liaise with participating schools/ centres and handle all necessary coordination work;</li> <li>● To prepare the EELS presentation materials;</li> <li>● To arrange enrollment and provide logistics support;</li> <li>● To invite participants and speakers;</li> <li>● To prepare evaluation/ survey forms;</li> <li>● To consolidate statistical figures and compile event reports;</li> <li>● To plan, prepare, arrange and procure publicity souvenirs; and</li> <li>● To liaise with the schools and/or related organisations and</li> </ul> </li> </ul>
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					<p>provide logistics arrangement including on site setup and material collection for the exhibitions, roadshows and seminars.</p> <ul style="list-style-type: none"> <li>- To develop and review educational activities and prepare presentation materials for school talks: <ul style="list-style-type: none"> <li>● To design and produce copyrighted artwork materials (materials on 5 levels from Kindergartens, Lower and Upper Primary Schools, Lower and Upper Secondary Schools), arrange ambassadors (at least two per team) to conduct face-to-face school talks (20 min to 45 min per talk) or virtual presentation (subject to the situation) to group(s) of 10 to 100 students, from not less than 50 and up to 60 schools. In case virtual presentation is arranged, all necessary equipment should be provided by the Contractor.</li> </ul> </li> <li>- To support MEELS Operation and Upgrading Exercise, and the grace period and operation of 4<sup>th</sup> Phase of MEELS: <ul style="list-style-type: none"> <li>● To assist and support in the publicity activities (e.g. trade seminars and meetings, etc.);</li> <li>● To design and produce publicity materials (in hard and soft copy), e.g. leaflets and posters, graphic design, etc. for promotion of MEELS, including 3<sup>rd</sup> Upgrading, the operation of 4<sup>th</sup> Phase of MEELS; and</li> <li>● To assist in daily data inputting and information/document processing for the Data Management System of the MEELS.</li> </ul> </li> </ul>
4	2022 to 2023	<ul style="list-style-type: none"> <li>- Members of the public</li> <li>- Business sector</li> <li>- NGOs</li> </ul>	To promote the 3rd upgrading of MEELS	Publicity activities to promote MEELS	<p><u>Advertisements</u></p> <ul style="list-style-type: none"> <li>- To design and produce copyrighted artwork with EMSD Mascots included in specified banner-size and rectangular-shaped images for online advertisement.</li> <li>- To design and produce copyrighted artwork for online advertisement on selected websites and mobile apps (with multimedia artwork) for 3 months.</li> <li>- To prepare MEELS &amp; EE&amp;C articles with copyrighted artwork for</li> </ul>

					<p>publications (e.g. newspapers, magazines, journals, newsletters and pamphlet) with proof-reading services.</p> <p><u>Newsletters</u></p> <ul style="list-style-type: none"> <li>- To prepare and provide attractive and magazine-type design (including copyrighted photos, illustrations, cartoon characters, drawings, diagrams, charts, graphics, and all necessary artwork to complete the design work) and printing services for three half-yearly MEELS newsletters issuance in December 2022, June 2023 and December 2023 tentatively.</li> <li>- The newsletter shall comply with EMSD's Corporate Graphic Identity requirements.</li> <li>- Detailed specifications for each of the MEELS newsletter are as follows: <ul style="list-style-type: none"> <li>● Size : A4</li> <li>● No. of pages : 4 (i.e. 2 pages of double-sided A4)</li> <li>● Language : Traditional Chinese</li> <li>● 800 hard copies to be delivered to EMSD for each issue with following format: <ul style="list-style-type: none"> <li>➢ Paper : 128 gsm glossy artwork recycled paper (both sides, for all pages)</li> <li>➢ Ink : Environmental ink</li> <li>➢ Colour : 4C (all pages)</li> <li>➢ Binding : Fold to A4 size (folded by A3 paper)</li> </ul> </li> <li>● Soft copy in PDF format shall be provided to EMSD. The PDF file shall be text-based and web-accessible (i.e. readable by disabled persons using screen readers).</li> <li>● Previous versions of the MEELS Newsletter published by EMSD are available at -  Web version:  <a href="https://www.emsd.gov.hk/energylabel/tc/publications.html">https://www.emsd.gov.hk/energylabel/tc/publications.html</a>)  PDF version:  <a href="https://www.emsd.gov.hk/energylabel/tc/doc/EMSD_MEELS_Newsletter_19.pdf">https://www.emsd.gov.hk/energylabel/tc/doc/EMSD_MEELS_Newsletter_19.pdf</a> </li> </ul> </li> </ul>
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					<p><u>Publicity Visits</u></p> <ul style="list-style-type: none"> <li>- A team shall be set up for publicity visits with at least one person-in-charge, one fieldwork manager and sufficient number of team members (at least two quality checkers/survey supervisors, one surveyor in each district and two fieldwork supervisors). The person-in-charge should possess a degree (or above) majoring in Statistics (or a related subject) or a professional membership of a statistical body. Both the person-in-charge and the fieldwork manager should have good experience in conducting similar surveys and telephone calls and shall be responsible for conducting training on background knowledge, survey skills and general matters of the survey for the team members.</li> <li>- The team shall be responsible for the services below: <ul style="list-style-type: none"> <li>● To plan, schedule and conduct about 1,800 local retailer visits (18 districts, at least 100 retailers per district) with printed publicity materials (in colour printings) for the promotion of statutory requirements of the 3<sup>rd</sup> upgrading of MEELS or requirements of MEELS, to gauge the retailers' awareness of the energy labels when selling prescribed products.</li> <li>● To design and produce a questionnaire with covering letters and the publicity materials (including copyrighted photos, illustrations, cartoon characters, drawings, diagrams, charts, graphics, and all necessary artwork to complete the design work) for the promotion of statutory requirements of the 3<sup>rd</sup> upgrading of MEELS or requirements of MEELS. The contractor shall also provide printing services for the questionnaire and publicity materials (in colour printings).</li> <li>● To formulate a plan and questionnaire for conducting visits.</li> <li>● To prepare call scripts, plan, schedule and conduct follow-up telephone calls to remind local retailers about the statutory requirements of the 3<sup>rd</sup> upgrading of MEELS/MEELS' requirements with quality/audit checking and control form, calling plan, and information record (including company name, address, telephone, fax, name and position of contact person, business nature, products carried, floor space, type of shops, contact result, follow-up action (if any), etc.).</li> <li>● To perform quality checks on the completed questionnaire forms</li> </ul> </li> </ul>
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					<p>and conduct follow-up telephone calls (by quality checkers) on incomplete or questionable forms.</p> <ul style="list-style-type: none"> <li>● To plan, schedule and conduct market survey visits to local retailers for monitoring the market situation.</li> <li>● To plan, schedule and conduct spot checks (by fieldwork supervisors) at random time slots to ensure the quality of visits.</li> <li>● To arrange re-visits to unsuccessful cases (e.g. target respondent is not available or retailer shop is closed, etc.).</li> <li>● To conduct telephone interviews with at least 10% of the retailers randomly selected from the database of the identified retailers on MEELS' requirements. The interview questions are to be designed by quality checkers.</li> <li>● To compile and produce report with all data presented in an organised, clear and professional statistical format with three hard copies delivered to EMSD. The report shall include total number of relevant retailers in each district, distribution of retailers by business nature, distribution of retailers by floor areas of shops, results obtained in this service and their statistical presentations, weekly report on the observation results.</li> <li>● To design and produce publicity materials with minimum requirements as shown in Annex D-2.</li> </ul>
5	2022 to 2023	- Retailers and members of the public	To raise the public awareness of the 4 <sup>th</sup> Phase of MEELS	Publicity activities to promote the implementation of the 4 <sup>th</sup> Phase of MEELS	<p>- The publicity plan shall include the following items:</p> <ul style="list-style-type: none"> <li>● Trade seminars;</li> <li>● Publicity visits to retailers and shops (requirements are the same as above item 4);</li> <li>● Newsletters (requirements are the same as above item 4)</li> <li>● TV and radio APIs;</li> <li>● Bus body advertisement;</li> <li>● Production of leaflets and posters (requirements as shown in Annex D-2); and</li> <li>● API broadcast at public transportation utilities, etc.</li> </ul> <p><u>APIs</u></p> <p>- Two versions, i.e. pre-implementation version and post-implementation version shall be produced. The Contractor shall work closely with EMSD and EEB to meet the requirements on</p>

					<p>storyboard, API talents and VO talents during the API production.</p> <ul style="list-style-type: none"> <li>● Pre-implementation version to be broadcast before the full implementation of the 4<sup>th</sup> Phase of MEELS around Q4 2023/ Q1 2024; and</li> <li>● Post-implementation version to be broadcast after the full implementation of the 4<sup>th</sup> Phase of MEELS around Q3 2024.</li> </ul>
6	2022 to 2023	- E&M Trade/ Practitioners	Retro-commissioning (RCx) is a cost-effective tool for reducing electricity consumption of buildings and improving building energy efficiency	Public seminars and comprehensive and systematic training programme under a RCx Training and Registration Scheme	<ul style="list-style-type: none"> <li>- To organise public seminars and produce promotional videos for E&amp;M trade stakeholders/ practitioners.</li> <li>- To design and produce promotional posters/ leaflets (in both hard and soft copy).</li> <li>- To engage RCx stakeholders and provide at least 200 RCx training quota for different levels of local practitioners, engineers and professionals. The training course should fulfill the training requirements of RCx Training and Registration Scheme launched by Hong Kong Green Building Council (HKGBC).</li> <li>- Examinations should be arranged for trainees upon completion of the training courses to evaluate their knowledge and competence in RCx.</li> <li>- Reference information on RCx Training and Registration Scheme by HKGBC: <a href="http://retro.hkgbc.org.hk/textdisplay.php?serial=4">http://retro.hkgbc.org.hk/textdisplay.php?serial=4</a> Contact details for arranging RCx training can be found as follows: <a href="http://retro.hkgbc.org.hk/textdisplay.php?serial=7">http://retro.hkgbc.org.hk/textdisplay.php?serial=7</a></li> </ul>
7	2022 to 2023	- Stakeholders of the welfare sector	To promote “Green Welfare NGOs” and EE&C in the welfare sector and common energy management opportunities in various welfare premises	Publicity on “Green Welfare NGOs”	<ul style="list-style-type: none"> <li>- To design and produce publicity materials: <ul style="list-style-type: none"> <li>● Posters/ leaflets (in both hard and soft copy); and</li> <li>● Promotional videos.</li> </ul> </li> <li>- Means of promotion: <ul style="list-style-type: none"> <li>● Publicity on social media, including Facebook (e.g. Big Waster Facebook), YouTube, Instagram, etc.</li> </ul> </li> <li>- Reference information on “Green Welfare NGOs”: <a href="https://www.energysaving.gov.hk/en/competitions/green_welfare_ngos.html">https://www.energysaving.gov.hk/en/competitions/green_welfare_ngos.html</a></li> </ul>



8	2023	- Students	To give an overview of energy efficiency, energy efficient buildings and renewable energy	Revamp of the education kits for students	<ul style="list-style-type: none"> <li>- To revamp with new artistic designs and update contents of the existing education kits of Energy Efficiency Overview, Energy Efficient Building, and RE.</li> <li>- To promote the revamped education kits.</li> <li>- Reference information: <a href="https://www.emsd.gov.hk/en/about_us/public_education/education_kit/index.html">https://www.emsd.gov.hk/en/about_us/public_education/education_kit/index.html</a></li> </ul>
9	2023	- Various sectors of the community, including schools, trade, hospitals, hotels, NGOs and other stakeholders of the building sector	<ul style="list-style-type: none"> <li>- To promote Energy Saving Charter and 4T Charter Schemes</li> <li>- To give recognition to exemplary organisations with outstanding performance in the application, planning and promotion of energy saving and renewable energy, so as to garner concerted efforts among the industries to achieve carbon neutrality</li> <li>- To inspire the creativity and innovation in young people in promoting energy saving and wider</li> </ul>	Publicity activities including briefing sessions, competition for students and organisations, roving exhibition, launching ceremony and award presentation ceremony, roadshows and visits, etc.	<p><b><u>Energy Saving and Decarbonisation for All campaign</u></b></p> <p>The campaign aims to promote the following:</p> <ol style="list-style-type: none"> <li>1. Energy Saving Charter and 4T Charter Schemes</li> <li>2. Energy Saving Championship Scheme, i.e. competitions for organisation and student categories</li> <li>3. Launching Ceremony</li> </ol> <p><b><i>1. Energy Saving Charter and 4T Charter Schemes</i></b></p> <ul style="list-style-type: none"> <li>- To recruit not less than 4,000 participants for Energy Saving Charter Scheme and not less than 800 participants for 4T Charter Scheme.</li> <li>- To be responsible for the design of graphics and layout for all promotion materials (in hard copy and soft copy), including but not limited to posters, e-banners, tent cards, switch stickers, roadshow foam boards.</li> <li>- To arrange publicity activities (in physical and/or virtual/online format), including briefing sessions, at least 15 site visits to schools, welfare NGOs and supporting organisations and at least 10 roadshows in supporting organisation's premises.</li> <li>- To be responsible for the design of graphics and layout of certificates for issuance to all participants and supporting organisations.</li> <li>- To be responsible for the design of page layout, content write-up, editing and proof-reading of articles and other coordination work for newspaper supplements (including one Chinese newspaper and one English newspaper).</li> <li>- To provide necessary secretarial services and event management</li> </ul>

			adoption of RE		<p>services to the Charter Schemes.</p> <ul style="list-style-type: none"> <li>- To carry out coordination work on temperature sample checking service for at least 90 participating premises of Energy Saving Charter scheme from June to September 2023 to check compliance of indoor temperature.</li> <li>- Reference information: <ul style="list-style-type: none"> <li>● Energy Saving Charter 2021 website: <a href="https://www.energysaving.gov.hk/esc2021/en/home/index.html">https://www.energysaving.gov.hk/esc2021/en/home/index.html</a></li> <li>● Energy Saving Charter 2022 website: <a href="https://www.energysaving.gov.hk/esc2022/en/home/index.html">https://www.energysaving.gov.hk/esc2022/en/home/index.html</a></li> <li>● Energy Saving for All Campaign: <a href="https://www.energysaving.gov.hk/en/home/index.html">https://www.energysaving.gov.hk/en/home/index.html</a></li> <li>● Ten categories of Energy Saving Charter and 4T Charter participants: <a href="https://www.energysaving.gov.hk/esc2021/en/participants/index.html">https://www.energysaving.gov.hk/esc2021/en/participants/index.html</a></li> <li>● Deepening Energy Saving in Existing Buildings in Hong Kong through “4Ts” Partnership: <a href="https://www.enb.gov.hk/sites/default/files/pdf/EnergySaving_EB_EN.pdf">https://www.enb.gov.hk/sites/default/files/pdf/EnergySaving_EB_EN.pdf</a></li> </ul> </li> </ul> <p><u>Briefing Sessions for Charter Schemes</u></p> <ul style="list-style-type: none"> <li>- To organise briefing sessions (or webinar as needed).</li> <li>- To be responsible for the arrangement of event venue for the whole-day of briefing sessions together with provision of IT facilities/services. The venue of briefing sessions shall accommodate at least 200 people, if physical briefing sessions are requested/ directed by EMSD.</li> <li>- To invite/arrange at least a total of 300 participants to join at least two briefing sessions.</li> <li>- To provide the following items for <b>each</b> briefing session: <ul style="list-style-type: none"> <li>● All video production services required for presentation;</li> </ul> </li> </ul>
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					<ul style="list-style-type: none"> <li>● All organisation, coordination and liaison services for the half-day briefing session;</li> <li>● Liaison and coordination with venue managers, guests and other relevant parties for completion of the briefing session;</li> <li>● A trial session for testing the set-up at the venue at least one day before the briefing session to ensure smooth operation, if requested/ directed by EMSD;</li> <li>● Design, preparation, arrangement and production of all the promotion/ publicity materials including flyers in electronic format;</li> <li>● Design and production of electronic backdrop and publicity materials, etc., and services including design development, work coordination, proof-reading and delivery;</li> <li>● Handling of enquiries, distribution and collection of enrollment forms, delivery of confirmations and reminders, and collection of feedback questionnaires;</li> <li>● Compilation of attendance list for the briefing session and email list for future promotional activities;</li> <li>● Logistics and on-site arrangements for the briefing session, including setting up venue, providing on-site manpower for registration and receiving participants;</li> <li>● Master of ceremony (MC) services;</li> <li>● Design and compilation of the questionnaires to reveal participants' interests and comments on the Charters; and</li> <li>● Preparation and uploading of power point presentation and video clips on the website before the briefing session.</li> <li>● Reference information: Briefing Session - Energy Saving Charter 2021: <a href="https://www.energysaving.gov.hk/esc2021/en/events/index.html">https://www.energysaving.gov.hk/esc2021/en/events/index.html</a>; Briefing Session - Energy Saving Charter 2022: <a href="https://www.energysaving.gov.hk/esc2022/en/events/index.html">https://www.energysaving.gov.hk/esc2022/en/events/index.html</a></li> </ul> <p><u>Energy Saving Charter and 4T Charter Schemes – website</u></p>
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					<p><u>management</u></p> <ul style="list-style-type: none"> <li>- To manage a dedicated website of the "Energy Saving Charter Scheme and 4T Charter Scheme" (with the online registration system) under the Energy Saving for All (ESA) campaign (<a href="https://www.energysaving.gov.hk/esc2022/en/home/index.html">https://www.energysaving.gov.hk/esc2022/en/home/index.html</a>) for at least two years <u>at its own cost</u> before the handover of the website to EMSD and EMSD's website contractor.</li> <li>- To update the campaign website, including the briefing session webpage (<a href="https://www.energysaving.gov.hk/esc2022/en/events/index.html">https://www.energysaving.gov.hk/esc2022/en/events/index.html</a>) by providing and uploading relevant promotion materials, photos, video clips, etc. promptly during the implementation of the Charter Schemes.</li> <li>- To update and edit the website/webpage at any time upon request/direction by EMSD.</li> <li>- To produce e-pamphlets or e-banners to promote activities of the ESA campaign.</li> <li>- To coordinate with EMSD and EMSD's web manager to upload promotional pamphlets/banners to the ESA website.</li> <li>- To transfer and handover the updated website data/ information to EMSD.</li> </ul> <p><b>2. Energy Saving Championship Scheme 2023</b></p> <ul style="list-style-type: none"> <li>- Energy Saving Championship Scheme 2023 comprises two categories, i.e. competition for students and competition for organisations. Winning organisations will be invited to share their exemplary experience with their peers and the general public through seminars and other promotional activities. <ul style="list-style-type: none"> <li>● To recruit not less than 1,000 students from primary schools and not less than 100 students from secondary schools and tertiary institutions for Energy Saving Championship Scheme (Competition for Students).</li> <li>● To recruit not less than 100 participants for Energy Saving Championship Scheme (Competition for Organisations).</li> <li>● To set up two Judging Panels to hold and witness the</li> </ul> </li> </ul>
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					<p>Competition for Students and Competition for Organisations respectively, and the composition and number of Judging Panel members/ Chairperson shall be comparable with the two Judging Panels of the Energy Saving Championship Scheme 2019. Other arrangements for the competitions including assessment criteria and the timeframe should also be similar to and comparable with the Energy Saving Championship Scheme 2019.</p> <ul style="list-style-type: none"> <li>● To suggest gimmicks to promote the competitions, provide necessary secretarial services and event management services to the Championship Scheme.</li> <li>● To be responsible for the design of page layout, content write-up, editing and proof-reading of articles and other coordination work for two newspaper supplements (one Chinese newspaper and one English newspaper).</li> <li>● Reference information: Energy Saving Championship Scheme 2019 and 2022 websites: <a href="https://www.energysaving.gov.hk/eschampion2019/en/home/index.html">https://www.energysaving.gov.hk/eschampion2019/en/home/index.html</a> and <a href="https://www.energysaving.gov.hk/eschampion2022/en/home/index.html">https://www.energysaving.gov.hk/eschampion2022/en/home/index.html</a></li> </ul> <p><u>Competition for Organisations - sharing session</u></p> <ul style="list-style-type: none"> <li>- To organise a one-day experience sharing session by winning teams of championship scheme (organisation) and provide the following items/services for the event: <ul style="list-style-type: none"> <li>● Video recording services for the sharing session for promotion on event website;</li> <li>● Arrangement of event venue and provision of IT facilities/ services for the whole day sharing session;</li> <li>● An MC;</li> <li>● Arrangement and invitation for at least 50 participants;</li> <li>● Immediate update of photo album on website;</li> <li>● One photographer for photography services and two video</li> </ul> </li> </ul>
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					<p>men for video recording services at the event;</p> <ul style="list-style-type: none"> <li>● A trial session for testing the set-up at the venue at least one day before the sharing session to ensure smooth operation, if requested/ directed by EMSD;</li> <li>● Design, production and delivery of the promotion materials (in hard copy and soft copy);</li> <li>● Video and sound system for the event including the electrical wiring installation and the Work Completion Certificate;</li> <li>● Seating arrangement, including chairs for physical event, if requested/ directed by EMSD;</li> <li>● On-site manpower to handle the registration and usher guests to seats; and</li> <li>● Design of page layout, content write-up, editing and proof-reading of articles and other coordination work for two newspaper supplements (one Chinese newspaper and one English newspaper).</li> </ul> <p><u>Competition for Students - roving exhibition</u></p> <ul style="list-style-type: none"> <li>- To organise a roving exhibition for winners' submissions (drawings, video clips) of championship scheme (students) and provide the following items/services for the event: <ul style="list-style-type: none"> <li>● Arrangement of event venue for the whole day event;</li> <li>● An MC;</li> <li>● Arrangement and invitation for at least 100 participants;</li> <li>● Update of photo album on website within 2 working days;</li> <li>● One photographer for photography services and two video men for video recording services at the roving exhibition;</li> <li>● Design, production and delivery of the promotion materials (in hard copy and soft copy) for the roving exhibition;</li> <li>● Video and sound system for the event including the electrical wiring installation and the Work Completion Certificate;</li> <li>● On-site manpower to handle the registration and usher guests to seats; and</li> <li>● Design of page layout, content write-up, editing and proof-reading of articles and other coordination work for two</li> </ul> </li> </ul>
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					<p>newspaper supplements (one Chinese newspaper and one English newspaper).</p> <p><u>Championship Scheme – website management</u></p> <ul style="list-style-type: none"> <li>- To manage a dedicated website of the "Energy Saving Championship Scheme" under the ESA campaign (Energy Saving Championship Scheme 2019 <a href="https://www.energysaving.gov.hk/eschampion2019/en/home/index.html">https://www.energysaving.gov.hk/eschampion2019/en/home/index.html</a> or an updated version) for at least two years <u>at its own cost</u> before handing over the website to EMSD and EMSD's website contractor.</li> <li>- To update the website by providing and uploading relevant photos and video clips, etc. promptly during the implementation of the Championship Scheme, including the roving exhibition and sharing session.</li> <li>- To update and edit the website at any time upon request/ direction by EMSD.</li> <li>- To prepare e-pamphlets or e-banners to promote activities of the ESA campaign.</li> <li>- To coordinate with EMSD and EMSD's web manager to upload promotional pamphlets/banners to the ESA website.</li> <li>- To transfer and handover the updated website data/ information to EMSD.</li> </ul> <p><b>3. Launching Ceremony</b></p> <ul style="list-style-type: none"> <li>- To arrange a launching ceremony, which includes the following key activities in both physical and virtual format: <ul style="list-style-type: none"> <li>i) Launching of the Energy Saving and Decarbonization for All Campaign</li> <li>ii) Signing ceremony of the Energy Saving Charter 2023 and 4T Charter schemes</li> <li>iii) Launching of the Energy Saving Championship Scheme 2023</li> <li>iv) Award presentation for Energy Saving Championship Scheme 2022</li> </ul> </li> </ul>
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					<ul style="list-style-type: none"> <li>- To coordinate and invite chairpersons and members of the judging panels for both Competition for Students and Competition for Organisations to join the ceremony.</li> <li>- To invite official guests, e.g. Director of Electrical and Mechanical Services (DEMS) and Secretary for Environment and Ecology (SEE)/ head of the policy bureau to participate in the ceremony.</li> <li>- To coordinate and invite representatives of all Energy Saving Charter/ 4T charters categories, in particularly the major supporting organisations, e.g. developers and property management companies to join the launching ceremony as participants.</li> <li>- To be responsible for the arrangement of event venue for the whole day of the launching ceremony and award presentation ceremony together with provision of IT facilities/ services. The ceremony/ event venue shall be able to accommodate at least 180 people and 70 people for the launching ceremony and award presentation ceremony respectively, if physical ceremonies are requested/ directed by EMSD.</li> <li>- To invite/arrange at least 150 participants to join the launching ceremony and at least 50 participants to join the award presentation ceremony.</li> <li>- To provide necessary secretarial services and event management services to the launching ceremony and award presentation ceremony.</li> <li>- To be responsible for the design of page layout, content write-up, editing and proof-reading of articles and other coordination work for two newspaper supplements (one Chinese newspaper and one English newspaper), production of a 30-sec video and advertisement of the video in social mass media (e.g. Facebook, IG, YouTube, etc.) over a period of two months following the ceremony.</li> <li>- To provide the following items/services for <b><u>each</u></b> ceremony: <ul style="list-style-type: none"> <li>● Two MCs;</li> <li>● Stage platform;</li> <li>● Design, production and installation of a LED Stage back-drop (size about 8m (W) x 4m (H));</li> <li>● Opening performance of the programme, including interaction</li> </ul> </li> </ul>
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					<p>with audience;</p> <ul style="list-style-type: none"> <li>● Design and production of the animations/ graphics on LED back-drop, gimmick and gimmick props for the event (the animations/ graphics shall be approved by EMSD);</li> <li>● On-site manpower to handle the registration and usher guests to seats and stage;</li> <li>● Video and sound system including the electrical wiring installation and the Work Completion Certificate;</li> <li>● Two photographers for photography services and one video man for video recording services in the ceremony;</li> <li>● Seating chairs;</li> <li>● Arrangement of a safety inspection and a Safety Certificate of the backdrop and stage structure by an Authorised Person or an RSE, as appropriate;</li> <li>● Design, production and delivery of the printed materials for “Energy Saving and Decarbonisation for All” posters, “Housekeeping Practice” window stickers, “Energy Saving Charter Pledges” tent cards and “Housekeeping Practice” switch stickers;</li> <li>● Design of graphics of website banner;</li> <li>● Design of A3 poster of “Energy Saving Championship Scheme 2023”;</li> <li>● Insurance for All-Risk Liabilities;</li> <li>● Design, production and installation of a Stage back-drop (size about 3m (W) x 3.5m (H));</li> <li>● Update of photo album on website within two working days;</li> <li>● A trial session for testing the set-up at the venue at least one day before the ceremony to ensure smooth operation, if requested/ directed by EMSD;</li> <li>● Video taking and production services for the 10 winning teams of Energy Saving Championship Scheme 2022; and</li> <li>● Video taking and production services for the interview with Carbon Neutrality Ambassador, if required or directed by EMSD.</li> </ul>
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10	Q3 2023	- General Public	To promote energy efficiency and conservation	Two public seminars (each with 180 – 200 target participants) held in physical form with online live streaming	<ul style="list-style-type: none"> <li>- To seek and invite guest speakers from trades, education sector, utilities, etc. to deliver technical presentations on topics about energy efficiency, energy conservation and renewable energy at the seminars. Each seminar shall consist of at least two presentations by guest speakers, and two sessions of presentation by government speakers that will be arranged by the government. Exact number of presentations at the seminars are subject to change at the final discretion of EMSD or its representative.</li> <li>- To provide MC and video taking and photography services for the seminars.</li> <li>- To prepare scripts for opening and closing remarks for government officials.</li> <li>- To coordinate with guest and government speakers and prepare rundown of the seminars.</li> <li>- To provide and manage logistics arrangement for the seminars, including but not limited to setting up the venues, providing sufficient manpower for on-site operation and support, manning the reception and registration counters, receiving and escorting government officials, guest speakers and participants and maintaining order of the seminars.</li> <li>- To liaise and coordinate with management offices and/or their representatives and/or contractors of different venues, guests and other relevant parties to ensure smooth preparation, conduct and completion of the seminars.</li> <li>- To provide notebook computers (main and standby devices), digital cameras, laser pointers, publicity materials, backdrops, souvenirs, certificates, name badges, drinks as appropriate, plus other necessary work such as the design, development, arrangements, work coordination, proof-reading and deliveries of related services and products, etc.</li> <li>- To promote and advertise the seminars in May – June 2023 through various channels, including but not limited to advertisements on websites.</li> <li>- To handle enquiries from the public and other parties, provide and administer enquiry channels and platforms with respect to the</li> </ul>
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					<p>seminars such as dedicated email address(es), phone hotline(s), fax number(s), online platform(s), etc.</p> <ul style="list-style-type: none"> <li>- To provide and administer registration channels and platforms with respect to attending the physical seminars and/or viewing the online live streaming, such as distributing and collecting registration forms and information via dedicated online registration platform, emails, phone calls, faxes, etc., compile registration lists, send confirmation and reminders to participants, and send reminders to guest speakers.</li> <li>- To take and provide attendance records for the seminars.</li> <li>- To design, provide, distribute, encourage replies and collect from audience the post-seminars feedback questionnaires in electronic and/or paper form, and compile feedback summary reports. Online electronic (paperless) feedback questionnaires should be provided unless otherwise approved by EMSD or its representative.</li> <li>- To provide video taking and online live streaming services for the seminars, including but not limited to all necessary equipment, systems and services, manpower resources, technical support, operational tests, rehearsals, logistics.</li> <li>- To set up and administer an online live streaming platform, manage the broadcast, and monitor participants to enable a smooth operation and viewing of the live streaming of the seminars.</li> <li>- To handle enquiries and resolve technical issues encountered by participants regarding the use of the online platform.</li> <li>- To provide and administer a platform for participants of the physical seminars and those viewing the online live streaming to pass questions to MC and speakers during the Q&amp;A session.</li> <li>- To set up, test and coordinate with relevant parties on the audio-visual facilities available at the venues.</li> <li>- To set up, test and coordinate with relevant parties on the broadband provisions at the venues for live streaming with contingency plan in case of network failure.</li> <li>- To provide at least two video cameras with pan-tilt-zoom functions and floor stands for live streaming, sufficient quantity of clip-on wireless microphones for speakers and MC for voice reception clear enough for effective live streaming. Webcam with integrated</li> </ul>
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					<p>microphone is not acceptable.</p> <ul style="list-style-type: none"> <li>- To provide on-site rehearsals and operation tests on the virtual platform and video taking at least one week before the first seminar session.</li> <li>- To provide IT technical support and qualified on-site technicians for the seminars.</li> <li>- To provide all other planning, administrative, management, supervision, organisation, coordination, liaison, hosting, technical, secretarial and logistical work and services that are necessary and as requested by EMSD for the successful and full preparation, conduct and completion of the seminars.</li> <li>- To attend coordination and progress meetings at EMSD Headquarters and/or other locations designated by EMSD or its representative, regularly and/or as requested by EMSD or its representative, and prepare meeting minutes.</li> <li>- Reference information: <a href="https://ee.emsd.gov.hk/english/general/gen_news/gen_news_eeo.html">https://ee.emsd.gov.hk/english/general/gen_news/gen_news_eeo.html</a></li> </ul>
11	Q3/Q4 of 2023	<ul style="list-style-type: none"> <li>- The following parties in both the Mainland and Hong Kong: <ul style="list-style-type: none"> <li>● I&amp;T sector</li> <li>● Electrical &amp; mechanical trade</li> <li>● Universities</li> <li>● Public organisations</li> </ul> </li> </ul>	To raise public awareness of energy efficiency and conservation and the use of renewable energy by various sectors of the community through the application of I&T	Hybrid seminar and physical exhibition	<p><b>Green I&amp;T Day</b></p> <ul style="list-style-type: none"> <li>- To organise a thematic conference with exhibition in both Hong Kong and the Mainland to showcase the innovation and technology (I&amp;T) achievements of the Greater Bay Area in relation to energy efficiency and conservation as well as renewable energy.</li> <li>- To provide items/services including but not limited to the following: <ul style="list-style-type: none"> <li>● Event management services from concept creation, event planning, design and production to on-site event execution, program management as well as test runs and ad-hoc arrangement as instructed by EMSD's representative for successful delivery of seminar and exhibition;</li> <li>● On-site equipment in both Hong Kong and the Mainland and an online platform with necessary manpower and technical support;</li> <li>● Management of guest and participants in both Hong Kong and the Mainland, e.g. invitation, enrollment, logistic arrangement,</li> </ul> </li> </ul>

					<p>transportation and accommodation, etc.;</p> <ul style="list-style-type: none"> <li>● Design and production of event and publicity materials, e.g. website, backdrop, exhibition panels, leaflets, presentation templates, advertorials, opening gimmick, etc.;</li> <li>● MC and reception services in both Hong Kong and the Mainland;</li> <li>● Secretariat and editorial services for press release, articles, enquires, etc.;</li> <li>● Photography services in both Hong Kong and the Mainland;</li> <li>● Catering services and social functions in both Hong Kong and the Mainland; and</li> <li>● All necessary equipment and manpower for organising the event successfully even in the case of any unexpected turns in pandemic, changes in social environment, etc.</li> <li>● Reference conference brochure for the event in 2019 as shown in Annex D-3.</li> </ul>
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## Sub-theme 2: Green Transport

Date	Target audience	Message	EEB/EPD events / projects	Brief details of the events / projects
2022 to 2023	- Members of the public	EV development is ready for popularisation and will bring environmental benefits	Publicity activities on EV popularisation	<p>- To organise an array of publicity activities to –</p> <ul style="list-style-type: none"> <li>● Inform the public of the latest EV development, its environmental benefits, government support, etc.;</li> <li>● Foster positive perception towards EV among the general public to promote their adoption; and</li> <li>● Encourage the provision of EV charging facilities in private premises.</li> </ul>
2022	- Members of the public	EPD launches a mobile app, which shows the locations and availability of public EV chargers	Publicity activities promoting the mobile app	<p>- To organise an array of publicity activities to –</p> <ul style="list-style-type: none"> <li>● Inform the public of the launch of the mobile app;</li> <li>● Promote the app's functions and applications; and</li> <li>● Encourage its adoption.</li> </ul>

### Sub-theme 3: Waste Reduction and Recycling

Date	Target audience	Message	EEB/EPD events / projects	Brief details of the events / projects
<b>“Dump Less, Save More” (focusing on going plastic-free)</b>				
Q3/Q4 2022	- Members of the public	To promote “Bring Your Own Containers” Eateries Pilot Scheme <sup>1</sup> , and “Plastic-Free Takeaway, Use Reusable Tableware” Campaign (phase 3) <sup>2</sup>	Promotion of reusable tableware	<u>“Bring Your Own Containers” Eateries Pilot Scheme</u> <ul style="list-style-type: none"> <li>- Online and offline publicity activities of the scheme including but not limited to design and organisation of a launching ceremony.</li> <li>- Design and production of the stickers for the pilot scheme.</li> <li>- Organisation and carrying out of outreaching activities to promote the pilot scheme to a total of around 9,000 eateries (suggested list of eateries will be provided by EPD) covering 18 districts in 3 months or any other period of time as advised, and distribute the stickers participating eateries.</li> <li>- Design, production and management of a Webpage for the pilot scheme. The names and addresses of participating eateries shall be shown on the webpage where the public can easily search such eateries by district, name, address, category or by an interactive map.</li> <li>- Design of a pop-up banner for placing advertisement on relevant online apps.</li> </ul>

<sup>1</sup> The proposed “Bring Your Own Containers” Eateries Pilot Scheme encourages eateries in the food & beverage (F&B) sector to welcome customers to bring their own meal containers for takeaway food. Participating eateries will receive stickers for display at the entrance of their premises for publicity and easy identification of their eco-friendly measure. The names and addresses of participating eateries will also be shown on a designated webpage where the public can easily search such eateries by district/eateries’ names, coupled with advertising such as pop-up banners on relevant online apps.

<sup>2</sup> Following the earlier two phases of the “Plastic-Free Takeaway, Use Reusable Tableware” campaign, the Phase 3 campaign is proposed to be carried out in parallel with the above pilot scheme to strengthen the momentum. Under the campaign, members of the public can get a stamp for each takeaway order made at the participating eateries without obtaining disposable tableware and redeem a set of reusable stainless-steel cutlery sponsored or a complimentary hot drink provided by individual eateries with six stickers. Furthermore, to promote the use of smart technologies, it is recommended to develop one centralised mobile application platform across different participating eateries for the e-stamp collection, rewards redemption and data consolidation of the campaign.

				<ul style="list-style-type: none"> <li>- Design of IG/FB posts/stories (at least 2 nos. a month) in the form of photos/videos for posting on social media platforms.</li> </ul> <p><u>Plastic-Free Takeaway, Use Reusable Tableware”</u> <u>Campaign (phase 3)</u></p> <ul style="list-style-type: none"> <li>- Online and offline publicity activities including but not limited to design and organisation of a launching ceremony.</li> <li>- Design, production and distribution of the campaign stickers to the participating eateries.</li> <li>- Design, production and management of a Mobile Application (App) for the campaign to facilitate the public/eateries to participate in the electronic participation incentive scheme (ePIS) and allow the public to earn e-stamps for redemption of gift items or e-coupons. The mobile app shall also be equipped with information, including but not limited to a list of the participating eateries and a list of the gift items/e-coupons.</li> <li>- Provision of technical support to resolve technical problems of the App and helpdesk service to answer enquiries from the public on the app.</li> <li>- Publicity on the App including design pop-up banner(s).</li> <li>- Design of IG/FB posts/stories (at least 2 nos. a month) in the form of photos/ videos for posting on social media platforms.</li> </ul>
Q3-4 2022	<ul style="list-style-type: none"> <li>- Kindergarten, primary and secondary school students</li> <li>- Members of the public</li> </ul>	To promote reducing the use of single-use plastics	Follow-up based on the recommendations from Council for Sustainable Development on the control of single-use plastics to be published	<p><u>Design &amp; production of publicity materials:</u></p> <ul style="list-style-type: none"> <li>- Online teaching and learning resources for kindergartens, primary and secondary schools on (a) waste hierarchy – prevention of plastic waste generation always comes first, to be followed by proper recycling and disposal; (b) the lifecycle of</li> </ul>

				<p>plastics, for example, where do they come from and how are they currently recycled/ disposed of; (c) environmental impact brought by the society's over-reliance on single-use plastics; (d) tips to go plastic-free in different occasions, say, bring your own food container, reduce gift packaging;</p> <ul style="list-style-type: none"> <li>- Promotion videos on (a) – (d) above;</li> <li>- Posters (both hard &amp; soft copy); and</li> <li>- Online banners for promoting simple/ no packaging.</li> </ul> <p><u>Means of promotion:</u></p> <ul style="list-style-type: none"> <li>- Inform schools that teaching and learning materials are available online;</li> <li>- Promotion through social media (e.g. Facebook, Big Waster Facebook and Instagram, etc.);</li> <li>- Promotion through online advertisement; and</li> <li>- MTR advertising at stations.</li> </ul>
Q3 2022	- Members of the public	To promote the Stage 2 of the pilot scheme on Reverse Vending Machine (RVM) <sup>3</sup> , which will be launched in phases in Q2/3 2022. The number of RVMs will increase from 60 to 120 to enhance the service to the public and help nurture a greener habit and culture in the community	Stage 2 of the pilot scheme on Reverse Vending Machine (入樽機)	<p><u>Design &amp; production of publicity materials:</u></p> <ul style="list-style-type: none"> <li>- Posters (both hard &amp; soft copy);</li> <li>- Leaflets (both hard &amp; soft copy); and</li> <li>- Promotional videos.</li> </ul> <p><u>Means of promotion:</u></p> <ul style="list-style-type: none"> <li>- Promotion through social media (e.g. Facebook, Big Waster Facebook and Instagram, etc.) and the RVM dedicated webpage;</li> <li>- Engagement of KOLs for publicity activities (e.g. social media collaboration, videos, etc.);</li> <li>- Public transport advertising, including MTR and buses, at locations where RVM(s) is/are installed</li> </ul>

<sup>3</sup> Under the pilot scheme, the EPD will install 120 RVMs in phases at locations with suitable foot traffic, and provide an instant rebate via e-payment platform to encourage the public to return used plastic beverage containers. All the plastic beverage containers collected would be delivered to suitable local recyclers, as arranged by the Government-appointed contractor, to ensure proper recycling.



				nearby; - Posters displayed in public housing estates, shopping centres, supermarkets, institutions and government premises, etc. where RVM(s) is/are installed at/nearby; and - Video displayed on RVM's screen.  [EPD's outreaching teams to help promote the pilot scheme to residential blocks where RVM(s) is/are installed nearby]
Q3-4 2022	- Members of the public	To promote the Plastic Shopping Bag (PSB) Charging Scheme and "bring your own bag"	The PSB Charging Scheme	<u>Design &amp; production of publicity materials:</u> - Posters (both hard & soft copy); - Leaflets (both hard & soft copy); and - Promotional videos.  <u>Means of promotion:</u> - Promotion through social media (e.g. Facebook, Big Waster Facebook and Instagram, etc.); - MTR advertising at stations; and - Promotion through online advertisement.
<b>"Resources Circulation"</b>				
Q2 2022 to Q3 2023	- Members of the public	To promote the continuous enhancements of community recycling support such as the expanding GREEN@COMMUNITY network and facilities, rolling out of a new one-stop housing collection service GREEN Collect, setting up of smart recycling systems, etc.	Expansion of the community recycling network GREEN@COMMUNITY and initiatives for upgrading community recycling support services as follows:- - Opening of 10 new Recycling Stores in Q1 & Q2 2022 gradually - Rebranding of the existing 11 Recycling	- To organise an array of publicity and promotional activities (including online publicity campaign), from planning to implementation, to promote the expanded community recycling network, including the opening of 10 new Recycling Stores and rebranding of 11 Recycling Stations; the upgraded community recycling services including the launch of GREEN Collect and extending community recycling support to rural villages; and setting up smart recycling systems for trial, etc. - The public activities should also promote the image

			<p>Stations from Q2 to Q4 2022 gradually</p> <ul style="list-style-type: none"> <li>- Rolling out of GREEN Collect one-stop collection service for housing estates in Q2 &amp; Q3 2022</li> <li>- Setting up smart recycling network in Q3 to Q4 2022</li> <li>- Upgrading of GREEN\$ mobile app in Q3 to Q4 2022</li> <li>- Gradual expansion of community recycling support for rural villages, volunteer programmes, etc. in 2022 to 2023</li> </ul>	<p>of “6” which represents recycling of at least 8 common recyclables and recycling with secured downstream recyclers.</p> <ul style="list-style-type: none"> <li>- The public activities should arouse the public participation in practicing clean recycling at estates under GREEN Collect.</li> <li>- The public activities should attract the public to join the ePIS and GREEN\$ mobile app when practicing clean recycling at any recycling points at GREEN@COMMUNITY.</li> <li>- The effectiveness of the public activities on promoting the said initiatives should be included.</li> <li>- The public activities should include, but are not limiting to, online campaign and promotion, advertorials (online and printed media), social media posts, advertisement (online and printed media), orientation activities and district events at rebranded Recycling Stations, upcycling workshops, seminars, themed exhibitions, and any other forms of promotion/public events that could achieve the said objectives. Planning, design, implementation and evaluation of the activities should be included.</li> </ul>
Q3-Q4 2022	- Members of the public	To promote the territory-wide recycling activities to solicit support from the public and at the same time help foster habits of separation at source and prepare for municipal solid waste (MSW) charging	<p>Recycling Month (全城回收月) under the 25th Anniversary of establishment of HKSAR</p> <ul style="list-style-type: none"> <li>- GREEN\$ promotion; and</li> <li>- District Fairs (together with GREEN\$ promotion, etc.) in November 2022</li> </ul>	<ul style="list-style-type: none"> <li>- To organise education and promotion events in the form of fun fairs at the rebranded Recycling Stations and/or some major estates in November 2022.</li> <li>- To encourage the public to practise recycling by rewarding GREEN\$ when members of the public carry out clean recycling at GREEN@COMMUNITY during the promotion period.</li> <li>- Hong Kong Jockey Club’s (HKJC) sponsorship for promotion and implementation of the Recycling Month will be acknowledged. Representative of the HKJC Charities Trust will also be invited to join</li> </ul>

				the opening/signature event.
<b>“Get Prepared”</b>				
<i>“Pre-launch” Stage</i>				
Q4 2022 – Q1 2023	- Members of the public	To promote the soft message of “Lifestyle of Contentment” (知足生活) with a view to influencing people’s mindset and cultivating good habits of “Recycle More, Dump Less, Save More”	Promotion of “Lifestyle of Contentment” and “Recycle More, Dump Less, Save More” habit to prepare for the implementation of MSW charging (MSWC)	<p><u>Design &amp; production of publicity materials:</u></p> <ul style="list-style-type: none"> <li>- Advertorial series in short video, micro-film, print and/or audio format, featuring interviews, sharing and quotes of suitable KOLs, celebrities and/or influencers <ul style="list-style-type: none"> <li>● Phase One: publicising the rewarding experiences of KOLs, celebrities and influencers in adopting a “Lifestyle of Contentment”, thereby creating a positive image for “Recycling More, Dump Less, Save More”</li> </ul> </li> </ul> <p>(In promoting the “Lifestyle of Contentment”, our “normal” as well as “new normal” lifestyles, such as more takeaway meals ordering, online shopping, home cooking and staycation, should be covered; a useful reference for developing the advertorial series for MSWC would be the "識碳一定係咁歎" video programme series on ViuTV (<a href="https://viu.tv/encore/say-low-to-carbon">https://viu.tv/encore/say-low-to-carbon</a>))</p> <p><u>Means of promotion:</u></p> <ul style="list-style-type: none"> <li>- Advertorial series on relevant TV, press, and/or digital and social media channels;</li> <li>- Promotion through social media (e.g. Facebook, Big Waster Facebook and Instagram, etc.), including pop-up and/or push-ads for the advertorial or other messages, collaboration with KOLs, celebrities and/or influencers;</li> <li>- Publicity activities, including but not limited to, physical fairs or activities, such as Simple Markets</li> </ul>

				<p>(「簡。生活市集」、「二手市集」, etc.) to convey the message of “less is more”, demonstrating the value of simple, green and low-carbon lifestyles and attitudes; and</p> <ul style="list-style-type: none"> <li>- Any other interactive activities proposed by the Contractor.</li> </ul>
Q1 – Q2 2023	<ul style="list-style-type: none"> <li>- Members of the public</li> </ul>	To create a positive image for MSWC and educate the public on the “polluter pays principle”, with a view to changing the attitude and cultivating good habits on waste handling among the public	Promotion of proper waste handling attitude and habits to prepare for implementation of MSWC	<p><u>Design &amp; production of publicity materials:</u></p> <ul style="list-style-type: none"> <li>- Advertorial series with interviews and quotes in short video, micro-film, print and/or audio format; <ul style="list-style-type: none"> <li>● Phase Two: to highlight the gravity of the landfill capacity problem brought about by our existing lifestyle/habits, impressing upon the public the necessity of the implementation of MSWC based on polluter-pays principle</li> <li>● Phase Three: to promote proper waste handling habits (e.g. 自己垃圾，自己帶走 and proper use of litter containers) and the socio-economic benefits of implementing MSWC, such as inducing growth in recycling industry (i.e. effect brought about by the expected increase in the amount of clean recyclables collected upon implementation of MSWC), thereby highlighting MSWC’s benefits in creating a circular economy</li> </ul> </li> <li>- Targeted content and marketing messages that are catered for the consumption of different segments and roles of the members of the public;</li> <li>- Promotional videos including short videos and micro-films (e.g. sharing different waste reduction and recycling practices in different premises and tips on proper waste disposal habits, as well as the support to recycling industry);</li> <li>- Design and/or production of posters and leaflets; and</li> <li>- Any other creative publicity materials proposed by</li> </ul>

				<p>the Contractor.</p> <p><u>Means of promotion:</u></p> <ul style="list-style-type: none"> <li>- Advertorial series on relevant TV, press, digital and/or social media channels;</li> <li>- Promotion through social media (e.g. Facebook, Big Waster Facebook and Instagram, etc.), including pop-up and/or push-ads for the advertorial or other messages;</li> <li>- Collaboration with KOLs, celebrities, and influencers from different sectors;</li> <li>- Publicity activities, including but not limited to, counter/booth and sharing sessions set up at physical fairs or activities, such as Simple Markets (「簡。生活市集」, 「二手市集」), in collaboration with KOLs to engage the public to convey the message of proper waste handling and clean recycling, through games or demonstration related to MSWC (e.g. illustrating the reduction of amount of “designated garbage bags” (DBs) used if waste is properly separated at source); and</li> <li>- Any other interactive activities proposed by the Contractor.</li> </ul>
<i>“Official Launch” Stage</i>				
Q2/Q3 2023	<ul style="list-style-type: none"> <li>- Members of the public (with specific focus on different target groups)</li> </ul>	To drum up the publicity for the official launch of the MSWC (subject to the actual implementation date), and disseminate necessary information to the public on complying with MSWC	Promotion of proper waste handling habits and disseminating information to encourage compliance with MSWC	<ul style="list-style-type: none"> <li>- To step up publicity on MSWC compliance around 2-3 months before its official launch, disseminating necessary information on compliance with new waste disposal requirements, such as the distribution of free DBs (publicity scale will be subject to the scale of distribution of free DBs, which is under deliberation), purchase of DBs and “designated labels” (DLs) at authorised retailers, while encouraging the public to reduce waste generation so as to save payable MSW charges.</li> </ul>

				<p><u>Design &amp; production of publicity materials:</u></p> <ul style="list-style-type: none"> <li>- APIs;</li> <li>- Advertorial series with interviews and quotes in video, print and/or audio format; <ul style="list-style-type: none"> <li>● Phase Four (pre-launch): to provide user-friendly guidelines and hands-on tips to illustrate the DOs and DON'Ts under MSWC; promote the distribution of free DBs (tbc), as well as the network of authorised retailers for purchasing DBs and DLs (e.g. list or map showing the locations)</li> <li>● Phase Five: to step up publicity on the message on compliance upon the official launch of MSWC, and reminders on the redemption of free DBs (tbc) and purchase of DBs and DLs</li> </ul> </li> <li>- Targeted content and marketing messages that are catered for the consumption of different segments and roles of the members of the public, including cleansing services providers, property management services providers, owners' corporations, catering services providers, homemakers/domestic helpers, owners of commercial/industrial premises, students, people of diverse race, etc.;</li> <li>- Promotions include short videos and micro-films (e.g. use of DBs for waste disposal), including pop-up and/or push-ads for the advertorial or other messages;</li> <li>- Social media publicity materials (e.g. advertising banners and pop-up windows);</li> <li>- Design and/or production of posters and leaflets;</li> <li>- Buntings and Point-Of-Purchase (POP) display items (other than posters, leaflets and videos if so required by the bulk of the authorised retailers) for promoting the purchase of DBs at authorised</li> </ul>
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				<p>retailers; and</p> <ul style="list-style-type: none"> <li>- Any other creative publicity materials proposed by the Contractor.</li> </ul> <p><u>Means of promotion:</u></p> <ul style="list-style-type: none"> <li>- Advertorial series on relevant TV, press, digital and/or social media channels as deemed fit;</li> <li>- Social media advertising (e.g. popular websites);</li> <li>- Promotion through social media (e.g. Facebook, Big Waster Facebook and Instagram, etc.), including pop-up and/or push-ads for the advertorial or other messages;</li> <li>- Collaboration with KOL and influencers from different sectors;</li> <li>- MTR advertising;</li> <li>- Bus and tramway advertising;</li> <li>- Promotions and/or sharing at physical fairs or events, including those held in shopping malls, or dedicated for domestic helpers and people of diverse race (e.g. 「愛。共融。多元文化嘉年華」);</li> <li>- Publicity on radio programmes;</li> <li>- Embedded advertising and/or storylines (植入式廣告和/或故事) in popular TV programmes; and</li> <li>- Any other promotional activities proposed by the Contractor.</li> </ul>
Q3/Q4 2023	<ul style="list-style-type: none"> <li>- Members of the public (with specific focus on different target groups)</li> </ul>	To sustain the momentum of official launch of MSWC (subject to the actual implementation date), and remind public to continue with their good waste handling habits and compliance with MSWC	Follow-up campaigns to sustain the momentum of the launch of MSWC and encourage public to keep up with compliance	<p><u>Design &amp; production of publicity materials:</u></p> <ul style="list-style-type: none"> <li>- APIs;</li> <li>- Advertorial series with interviews and quotes in video, print and/or audio format; <ul style="list-style-type: none"> <li>● Phase Six: to rectify any misunderstandings and discourage non-compliance through reiterating the DOs-and-DON'Ts and providing Positive-and-Negative real-life</li> </ul> </li> </ul>

				<p>examples; to also publicise the rewarding experience and cost saving of those positive examples as role models on good waste handling habits and compliance with MSWC</p> <ul style="list-style-type: none"> <li>- Targeted content and marketing messages that are catered for the consumption of different sectors of the public, including cleansing services providers, property management services providers, owners' corporations, catering services providers, homemakers/domestic helpers, owners of commercial/industrial premises, students, people of diverse race, or sectors with higher rate of non-compliance.</li> </ul> <p><u>Means of promotion:</u></p> <ul style="list-style-type: none"> <li>- Advertorial series on relevant TV, press, digital and/or social media channels;</li> <li>- Promotion through social media (e.g. Facebook, Big Waster Facebook and Instagram, etc.), including pop-up and/or push-ads for the advertorial or other messages;</li> <li>- Promotions, counter/booth and/or sharing in public forum could be set up at physical fairs or activities, including events held in shopping malls, or those dedicated for domestic helpers and people of diverse race;</li> <li>- Publicity on radio programmes;</li> <li>- Embedded advertising and/or storylines (植入式廣告和/或故事) in popular TV programmes; and</li> <li>- Any other promotional activities proposed by the Contractor.</li> </ul>
<i>"Post-launch" Stage</i>				
Q4 2023 – Q1 2024	- Members of the public	To publicise the effective implementation and some	Promotion of effective implementation and	- To publicise successful cases of the MSWC implementation as role models for different sectors



		successful cases of MSWC as further encouragement to the continued compliance with MSWC	successful cases of MSWC	<p><u>Design &amp; production of publicity materials:</u></p> <ul style="list-style-type: none"> <li>- APIs;</li> <li>- Advertorial series with interviews and quotes in video and/or print format; <ul style="list-style-type: none"> <li>● Phase Seven: to publicise successful cases (with a good number of cases featured on each advertorial of the series) as the follow-up campaigns after the implementation of MSWC; to promote as appropriate the successful implementation of MSWC, or the areas to further work on together as a society</li> </ul> </li> <li>- Targeted content and marketing messages that are catered for the consumption of different segments and roles of the members of the public.</li> </ul> <p><u>Means of promotion:</u></p> <ul style="list-style-type: none"> <li>- Less frequently published advertorial series on relevant TV, press, digital and/or social media channels; and</li> <li>- Promotion through social media (e.g. Facebook, Big Waster Facebook and Instagram, etc.), including pop-up and/or push-ads for the advertorial or other messages.</li> </ul>
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Notes:

Contractor should provide the followings on its proposal:

1. The proposed total budget and budget breakdown per stage and per phase of activities for the “Sub-theme 3: Waste Reduction and Recycling”.
2. The proposed budget spread for video/print/audio production vs media placement.
3. Suggestion of option(s) and/or fall back plan(s) should the physical events and activities are interrupted by the pandemic situation.