

Public Relations Services for Carbon Neutrality Publicity Campaign 2022-2024

Clarification of Tender Document

Energy Saving

1. How many trade seminars shall be held for Energy Saving Project 3, 5 and 6 respectively?

Project 3 – About 3 trade seminars.

Project 5 – About 3 trade seminars.

Project 6 – About 4 seminars for the Contract and 2 seminars should be conducted for each year, including at least 200 RCx training quota shall be arranged.

2. Does Publicity visits and newsletters included in Project 5 require the same project team to run?

An overall management is required to deliver consistent messages related to the 4th Phase of MEELS, to the trade and the public in all publicity activities. There are no particular requirements on having the same project team to run the publicity visits and publication of newsletters.

3. How many promotional videos shall be produced for Energy Saving Project 6 and 7 respectively?

Project 6 – About 2 sets of promotional videos for the Contract and one promotional video for each year shall be produced.

Project 7 – About 4 promotional videos shall be produced.

4. How many posters and leaflets shall be produced for Energy Saving Project 1, 3, 4, 5, 6 and 7 respectively?

Project 1 – About 500 posters and 2,000 leaflets for the revised Code of Practice once finalized.

Projects 3 and 4 – Please refer to the requirements as shown in Annex D-2 “Publicity Material for the Local Retailer Publicity Visits”.

Project 5 – About 2,000 posters and 2,000 leaflets shall be produced.

Project 6 – About 300 posters and 500 leaflets shall be produced.

Project 7 – About 800 posters and leaflets shall be produced.

Note: All stated quantities above are subject to the final demand by EMSD.

5. Do newspaper supplements included in Energy Saving Project 9 mean press release?

Newspaper supplement means newspaper advertisements for promotion of Energy Saving Charter, 4T Charter and Energy Saving Championship Scheme. It will not include press release.

6. Wondering what's the difference between for Energy Saving Project 9 - Launching Ceremony "LED Stage back-drop (8m(W) x 4m(H))" and "Stage back-drop (3m(W) x 3.5m(H))"?

The LED Stage back-drop (8m(W) × 4m(H)) is a backdrop for conducting launching ceremony, signing ceremony and award presentation. Meanwhile, the Stage back-drop (3m(W) × 3.5m(H)) is a backdrop for taking photos with guests.

7. Want to double confirm is it no need to hold a real event in Mainland but broadcasting only for Energy Saving Project 11 - Green I&T Day?

The service for Green I&T Day shall include a half-day physical event held in Mainland alongside the physical event in HK simultaneously.

Waste Reduction and Recycling "Dump Less, Save More"

8. What's the spec of producing the Webpage for "Bring your own containers" Eateries Pilot Scheme?

Please refer to the details below.

- (i) Languages: English, Traditional Chinese and Simplified Chinese;
- (ii) To develop the Webpage, including all interactive features, in latest programming techniques according to the Guidelines on Dissemination of Information through Government Websites;
- (iii) To make the Webpage compatible with commonly used browsers in both the desktop and mobile environment;
- (iv) To develop the Webpage in conformance with the W3C Level AA and follow the International Standard (<http://www.w3.org/WAI/WCAG20/quickref/>);

- (v) To adhere to the Government's security requirements on the data handling and the transmission over the Internet;
- (vi) To provide anti-defacement control such as back-up of the whole Webpage on a weekly basis for recovery in case of emergency need;
- (vii) To provide electronic output files and source files of all formats of the Webpage ready for uploading.

9. Wondering what's the mechanism for the "Plastic-Free Takeaway, Use Reusable Tableware" Campaign (phase3) App?

The Contractor shall refer to Clause 6.2.7(f) of the Specifications, Sub-theme 3 of Annex D, and other relevant clauses in the Contract for the specific requirements of the concerned publicity event. The detailed designs, strategies and operational arrangements of the Campaign as well as the App shall be proposed and designed by the Contractor for the agreement with the Government Representative.

10. Do we need to provide uploading services of online teaching and learning resources for kindergartens, primary and secondary schools?

The uploading services should be **included**. The bidder should also include the cost to prepare corresponding format(s) of the designed online teaching and learning resources for uploading to various online platforms as and when requested.

11. How many posters and promotional videos shall be produced for Waste reduction - "online teaching and learning resources for kindergartens, primary and secondary schools" respectively?

3 posters and 2 promotional videos should be produced. The bidder may propose in the technical proposal the amount of posters for this theme. The number of the poster to be produced (in hard copies) is expected to be **not less than 4,500** copies in **A3 size**.

12. How many posters and leaflets shall be produced for Waste reduction - "Stage 2 of the pilot scheme on Reverse Vending Machine" respectively?

At least **1 poster** and **1 leaflet** should be produced. The bidder may propose in the technical proposal the amount of posters (**A3 and A4 sizes**) and leaflets (**A4 size**) for promoting the Stage 2 of the pilot scheme on Reverse Vending Machine (RVM) at locations such as public housing estates, shopping centres, supermarkets,

institutions/schools and government premises, etc. where RVM(s) is/are installed at/nearby. The numbers of posters to be produced (in hard copies) is expected to be **not less than 950 copies in A3 size** and **not less than 850 copies in A4 size**. For details about the RVM Pilot Scheme, please refer to the dedicated website at www.hkrvm.com.hk.

13. How many posters, leaflets shall be produced for Waste reduction - "The PSB Charging Scheme" respectively?

1 poster and **1 leaflet** should be produced. The bidder may propose in the technical proposal the amount of posters and leaflets for this theme. The number of the poster and leaflet to be produced (in hard copies) is expected to be not less than **1,000 copies in A3 size (for poster)** and **2,500 copies (for leaflets)** respectively. For details about the PSB Charging Scheme, please refer to the dedicated website at https://www.epd.gov.hk/epd/psb_charging/en/index.html.

Waste Reduction and Recycling "Get Prepared", "Official Launch" Stage

14. How many posters and leaflets shall be produced?

One set of poster and leaflet shall be produced (bilingual). 30,000 posters and leaflets each are required subject to confirmation of the Government Representative.

Printing Spec

15. What is the spec of printing posters, leaflets and graphic design for Energy Saving Project 3, 6, 7 respectively?

Project 3 – Please refer to the requirements as shown in Annex D-2 “Publicity Material for the Local Retailer Publicity Visits”. It is required to support the grace period and operation of 4th Phase of MEELS.

Project 6 – A3 size for posters, B5 size for leaflets (printed in both side), with high resolution printing paper shall be produced. Softcopy of files shall be provided to user including AI, JPG, editable PDF format.

Project 7 – Posters and leaflets should be available in A3, A4, B5 size in glossy poster paper and high resolution. The graphic design shall be in editable and shall be submitted in AI and jpeg format, pdf. The size and content of graphic design should be suitable for publicity on social media.

Note: Graphic design for the above projects shall be drafted by the services provider and all submissions are subject to the final acceptance by EMSD.

16. What is the spec of printing promotional materials for Energy Saving Project 9?

A3 size for posters, B5 size for leaflets (printed in both side), with high resolution printing paper shall be produced. Softcopy of files shall be provided to user including AI, JPG, editable PDF format. Graphic design should be drafted by the services provider and seek approval from user.

17. What is the spec of printing posters for Waste reduction - "online teaching and learning resources for kindergartens, primary and secondary schools"?

Colour printing on recycled paper without lamination. Please refer to the details below.

(i) Languages	Traditional Chinese and English for each design version
(ii) Colour	4C
(iii) Sizes	(a) A3 size (b) Other sizes with layout revision as requested by the Government Representative
(iv)	Professionally prepared high quality graphic and colour output mockup of the posters with printing on recycled paper for approval by the EPD.
(v)	Soft and hard copy of final artwork with printout attached.
(vi)	Electronic output files and source files of all formats [including HTML, plain text and Portable Document Format (PDF)] of the posters ready for uploading onto the Dedicated Website and for printing.

18. What is the spec of printing posters and leaflets for Waste reduction - "Stage 2 of the pilot scheme on Reverse Vending Machine" respectively?

Colour printing on recycled paper without lamination. Please refer to the details below.

Poster

(i) Languages	Traditional Chinese and English for each design version
(ii) Colour	4C
(iii) Sizes	(c) A3 size (d) Other sizes with layout revision as requested by the Government Representative
(iv)	Professionally prepared high quality graphic and colour output mockup of the posters with printing on recycled paper for approval by the EPD.
(v)	Soft and hard copy of final artwork with printout attached.
(vi)	Electronic output files and source files of all formats [including HTML, plain text and Portable Document Format (PDF)] of the posters ready for uploading onto the Dedicated Website and for printing.

Leaflet

(i) Languages	Traditional Chinese, English and Simplified Chinese in separate leaflets
(ii) Colour	4C + 4C
(iii) Size	(c) A4 size (d) Other sizes with layout revision as requested by the Government Representative
(iv)	Professionally prepared high quality graphic and colour output mockup of the leaflet with printing on recycled paper for approval by the EPD.
(v)	Soft and hard copy of final artwork with printout attached.
(vi)	Electronic output files and source files of all formats [including HTML, plain text and Portable Document Format (PDF)] of

the leaflet ready for uploading onto the Dedicated Website and for printing.
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19. What is the spec of printing posters and leaflets for Waste reduction - "The PSB Charging Scheme" respectively?

Colour printing on recycled paper without lamination. Please refer to the details below.

Poster

(vii) Languages	Traditional Chinese and English for each design version
(viii) Colour	4C
(ix) Sizes	(e) A3 size (f) Other sizes with layout revision as requested by the Government Representative
(x)	Professionally prepared high quality graphic and colour output mockup of the posters with printing on recycled paper for approval by the EPD.
(xi)	Soft and hard copy of final artwork with printout attached.
(xii)	Electronic output files and source files of all formats [including HTML, plain text and Portable Document Format (PDF)] of the posters ready for uploading onto the Dedicated Website and for printing.

Leaflet

(vii) Languages	Traditional Chinese, English and Simplified Chinese in separate leaflets
(viii) Colour	4C + 4C
(ix) Size	Open Size: 400 mm (w) x 200 mm (h) Finished Size: 3 fold (4 panels) into 100 mm (w) x 200 mm (h) (zigzag)
(x)	Professionally prepared high quality graphic and colour output mockup of the leaflet with printing on recycled paper for approval by the EPD.

(xi)	Soft and hard copy of final artwork with printout attached.
(xii)	Electronic output files and source files of all formats [including HTML, plain text and Portable Document Format (PDF)] of the leaflet ready for uploading onto the Dedicated Website and for printing.