

SCHEDULE 1 - EXPERIENCE OF THE TENDERER

(To be submitted in the envelope containing the **Technical Proposal**)

Experience of the Tenderer

The information provided in this Schedule and the documentary evidence ^(Note 1) to substantiate its claim of experience will be assessed in technical assessment. ^(Note 2)

The Tenderer has completed _____ (in number) publicity or marketing projects with a contract value of more than HK\$0.8 million within five (5) years immediately preceding the Original Tender Closing Date. ^(Note 3)

Please provide details in the table below.

| No. | Contract Period (Day/Month/Year) | | No. of years | Contract Value (HK\$) | Name of Client | Project Information |
|-----|-------------------------------------|----|-----------------|-----------------------------|-------------------|---------------------|
| | From | To | | | | |
| 1. | | | | | | |
| 2. | | | | | | |
| 3. | | | | | | |
| 4. | | | | | | |
| 5. | | | | | | |
| 6. | | | | | | |
| 7. | | | | | | |
| 8. | | | | | | |
| 9. | | | | | | |
| 10. | | | | | | |

*Please use additional sheet(s) if required.

Note 1: Documentary evidence such as acceptance letter(s) to substantiate the claim of experience shall be submitted upon request by the Government. Otherwise, the relevant claimed experience will not be taken into account.

Note 2: Technical Assessment will be solely based on information of the Tenderer's past experience

as stated by the Tenderer in Schedule 3 of its Tender submitted on or before the Tender Closing Time.

Note 3: Only projects that are completed immediately preceding the Original Tender Closing Date will be counted. Projects that are in progress or in the pipeline as at the Original Tender Closing Date will not be counted.

SCHEDULE 2 – INFORMATION ON THE TEAM

(To be submitted in the envelope containing the **Technical Proposal**)

Composition of the proposed Project Team and Qualification and Experience of Team Members**1. Qualification and Experience of the Project Manager** (Notes 1)

| | | | |
|---|----------------|----------------------|--------|
| Name of the proposed Project Manager | | | |
| Academic qualification | | | |
| Relevant post-qualification working experience (in chronological order) | | | |
| Company/Organisation | Title/Position | Role/Job description | Period |
| | | | |
| | | | |
| | | | |
| | | | |

*Please use additional sheet(s) if required.

2. Qualification and Experience of the other members of the Project Team (Notes 1 & 2)

Role : _____

| | | | |
|---|----------------|----------------------|--------|
| Name | | | |
| Academic qualification | | | |
| Relevant post-qualification working experience (in chronological order) | | | |
| Company/Organisation | Title/Position | Role/Job description | Period |
| | | | |
| | | | |
| | | | |
| | | | |

*Please use separate sheets for each project team member

Note 1: Documentary evidence such as academic certificate(s), employment letter(s) or reference letter(s) to substantiate the claim of qualification and experience shall be submitted upon request by the Government. Otherwise, the relevant claimed qualification or experience will not be taken into account.

Note 2: The Project Team shall include at least one Project Manager and comprise of other members with professional experience as set out in Paragraph 9.1 of Service Specifications.

SCHEDULE 3 – TECHNICAL PROPOSAL

(To be submitted in the envelope containing the **Technical Proposal**)

The Tenderer shall prepare a **Proposal of the 2-year plan (from Q3 2022 to Q2 2024)** for the launching and promotion of the Carbon Neutrality Publicity Campaign which shall include the followings:

- 1. A draft overall Strategy of the Campaign;**
- 2. A draft marketing and implementation plan with outline of the publicity events and activities for each sub-theme;**
- 3. 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. song, icon, if any); and
- 4. Proposal of APIs on MEELS and three stages of “Get Prepared”**

Note 1: Please refer to Annex D of the Service Specifications for the schedule and estimated budget for implementation of the publicity events and activities.

SCHEDULE 4 - PRICE PROPOSAL(To be submitted in the envelope containing the **Price Proposal**)**Part A****Total Contract Price*** : **HK\$** _____

* Total Contract Price must be equal to the total amount of items in Part B

Part B**Expenses**

Tenderer should provide breakdown of the Contract Price into the following items:

| Description | Cost (HK\$) |
|---|------------------------|
| 1. Formulation of overall Strategy of the Campaign | |
| 2. Formulation of branding proposal of the Campaign | |
| 3. Development of Marketing and implementation plan for the Campaign | |
| 4. Implementation of publicity events and activities for the Campaign <i>(Please use separate sheets for breakdown of items)</i> | |
| 5. Evaluation of Campaign and Recommendations | |
| 6. Other expenses | |
| Total Cost: | |