

Provision of Public Relations Services for

Carbon Neutrality Publicity Campaign 2022-2024

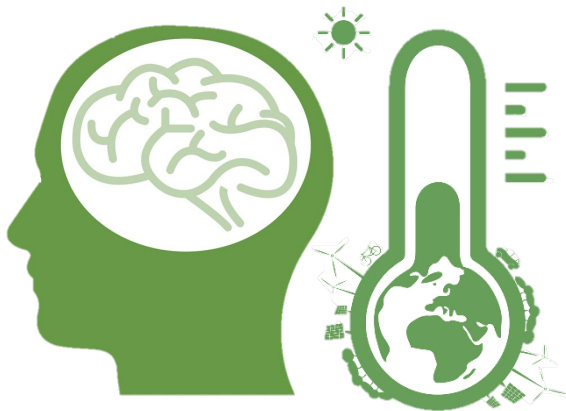
Tender Briefing



Carbon Neutrality Publicity Campaign

A two-year campaign which aims to

01 enhance public awareness of the
imminence of the climate crisis



02 instil a sense of urgency to start
adopting a low-carbon lifestyle



Background



2020 Policy Address –
Carbon Neutrality before
2050 for Hong Kong



Requires participation of the
whole community



Timely and dedicated publicity
campaign to raise people's
awareness of climate change and
encourage them to practise low-
carbon and sustainable lifestyle

Main Theme

The Campaign adopts the overarching theme of carbon neutrality, with three sub-themes:

01



Energy Saving

02



Green Transport

03



Waste Reduction & Recycling
(incl. municipal solid waste (MSW) charging)

Objectives



Enhance public awareness of the imminence of the climate crisis, and instil a sense of urgency to start adopting a low-carbon lifestyle;



Build and enhance public awareness of carbon neutrality target and promote means to reduce individual carbon emissions in respect of clothing, food, living and travel;



Mobilise different sectors to play their own roles in contributing to energy saving;

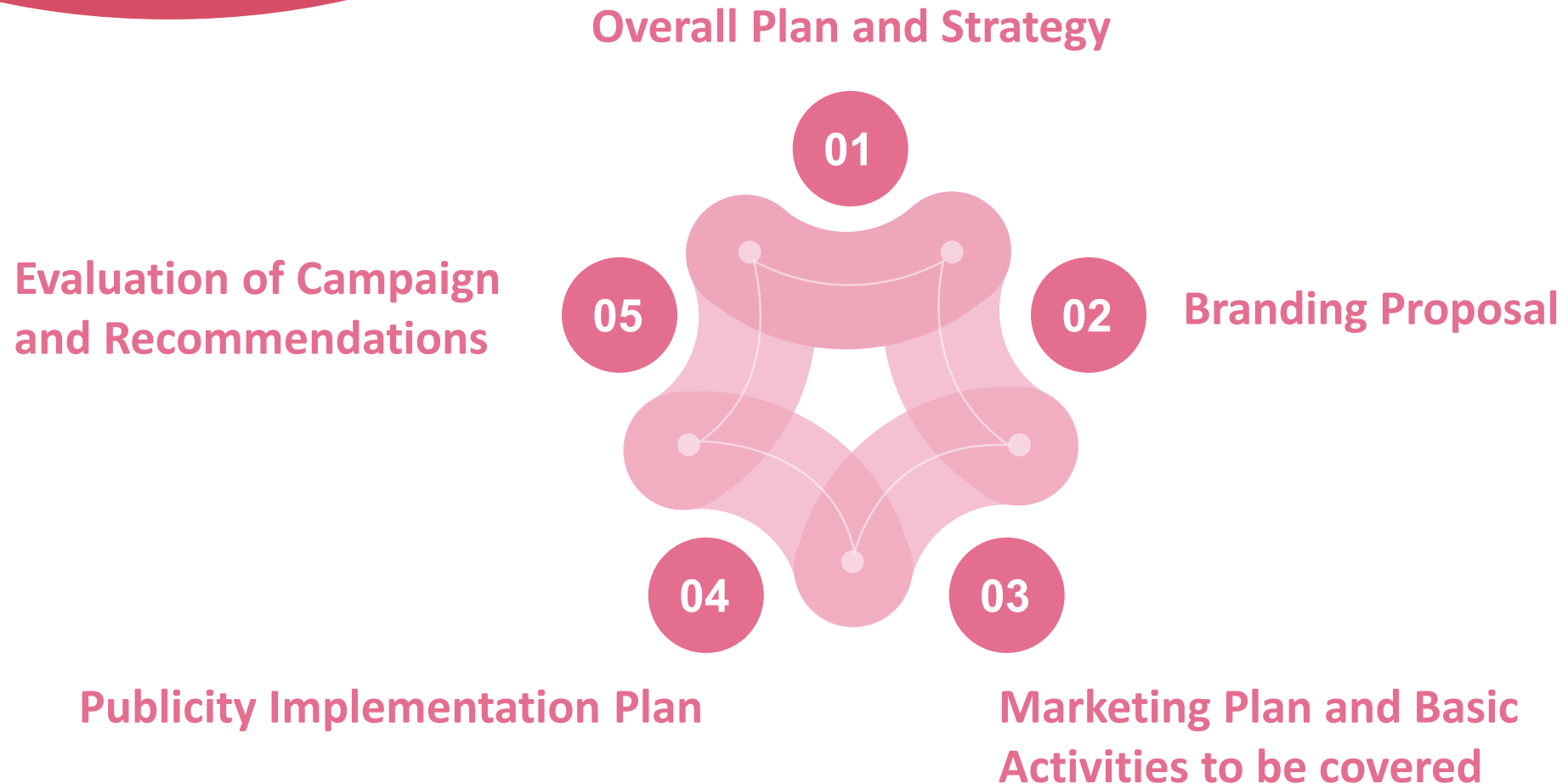


Enhance public and private sectors' understanding of new energy transport and their willingness to adopt it in their daily lives or business operation; and



Enhance public knowledge on waste reduction and recycling, and reinforce the message of “Dump Less, Save More, Recycle Right” and help the public to get well prepared for the implementation of MSW charging and progressively adopt a more sustainable lifestyle

Scope of Services



Overall Plan and Strategy

according to work schedule as set out in Annex D



Develop the theme(s) and tone(s) of the Strategy



Generate ideas and recommend the overall direction



Formulate strategy context that is able to maximise interests from media and public



Execute the strategy and marketing plan of the Campaign



Provide recommendations on enhancing the Campaign's positioning and media interest



Create solid and compelling messages in alignment with specific EEB/EPD/EMSD events and activities



Provide details of the approach to reaching the target audience, including details of, and justification(s) for, how they would further define the specific groups targeted by their proposed Strategy from the wider target audience



Advise on the relevant publicity activities of EEB/EPD/EMSD organised by other contractors under the same campaign theme to ensure consistency in messages disseminated to the public



Develop and implement a creative, cost effective and appropriate Strategy with key messages and tactics that achieves quantifiable results



The proposed Strategy included in the Tender submission will form the basis for discussion to develop a detailed publicity plan

02

Branding Proposal

according to work schedule as set out in Annex D

- Design and submit a branding proposal which shall include a Campaign name, theme(s), tagline(s), slogan(s), logo(s), key visuals and other proposal (e.g. mascot, song, icon, etc.)

03

Marketing Plan & Basic Activities to be covered

according to work schedule as set out in Annex D

Marketing Plan

- An overall public relations and promotional plan for the promotion of the Campaign
- A detailed plan of publicity events and activities for the three sub-themes
 - The implementation and execution costs for all the publicity events and activities to be carried out in the Strategy and the Marketing Plan of the Campaign shall be included in the cost of this project and borne by the Contractor



Marketing Plan & Basic Activities to be covered

according to work schedule as set out in Annex D

Marketing Plan

- Propose publicity events and activities for each sub-theme under the Strategy. The publicity events and activities shall complement/enhance the effect of the other and clearly complement the overall theme and key slogan of the Campaign
- Include a complex range of publicity events and activities, e.g. community events, media exposures, press events, advertorials, etc., of varying size and/or nature as well as Announcements in the Public Interest (APIs)/ short video clips for using on various social media platforms and websites
- Provide detailed information for each event and activity
 - the nature, focus of attention and target audience
 - the venue, duration and scale
 - the cost estimation (with detailed breakdown)
 - work schedule
 - suggestion of option(s) and/or fall back plan(s) should the physical events and activities are interrupted by unforeseen situations including but not limited to the pandemic



Marketing Plan & Basic Activities to be covered

according to work schedule as set out in Annex D

Promotion through Mass Media Channel(s)

- Provide input for the development of promotion initiatives through mass media channels
- Propose the style and format, number and duration of short video clips to be produced and the online/web-based/smart phone/social media platforms for promotion of the videos



Marketing Plan & Basic Activities to be covered

according to work schedule as set out in Annex D

Media Placement

- Formulate an Advertising Plan/Media Placement Plan with a mix of other media channels to promote the Campaign or various publicity and activities under the Campaign. The plan shall include
 - proposal of a media mix comprising a placement schedule of the proposed media/communication channels online and offline to ensure wide exposure to the target audiences
 - provision of online/web-based/smart phone platform but not limited to search engines, discussion forums, websites, mobile apps and social media
 - proposals of programmes and sponsorships for any media placement which involves collaboration with TV or radio stations or digital channels
 - explanation with data why the channels proposed are likely to be the most effective in order to best reach and influence the target audience and achieve the objectives
 - budgetary allocation for the Media Plan for reference



Marketing Plan & Basic Activities to be covered

according to work schedule as set out in Annex D

Media Engagement

- Enrich the outcome of media coverage by arranging, for example, media engagement activities including but not limited to media tours, media briefings and interviews, and columnist relations, etc.

Website

- Provision of management services for some dedicated sub-websites under www.energysaving.gov.hk are required under the contract

Social Media Platforms

- Make use of the existing social media platforms under the EEB/EPD family such as the Facebook/Instagram Fanpages of “Big Waster”, ECC, ECFriends, T Park and Clean Shorelines, and provide input for or suggest collaboration among these social media platforms to promote the Campaign



Marketing Plan & Basic Activities to be covered

according to work schedule as set out in Annex D

APIs

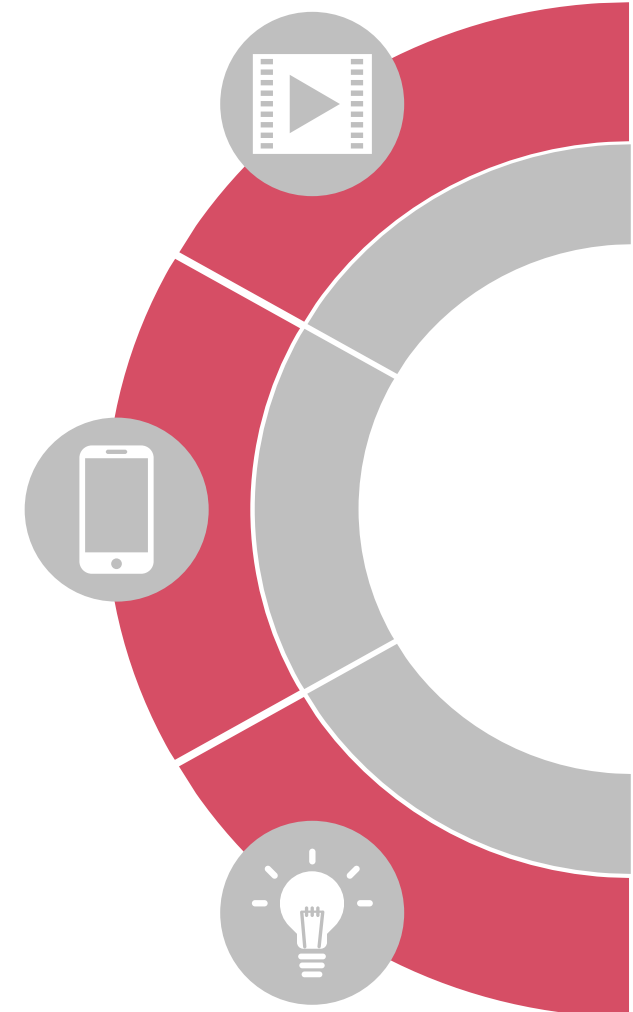
- MEELS & three stages of “Get Prepared”

Mobile Application

- Design, produce and manage a mobile application for “Plastic-Free Takeaway, Use Reusable Tableware” Campaign (phase 3) to facilitate the public/eateries to participate in the electronic participation incentive scheme (ePIS)

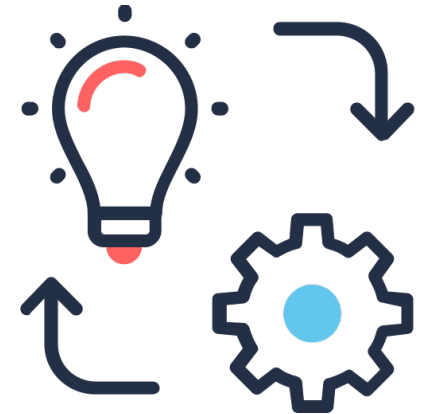
Other Activities

- Include activities that would be welcomed, widely acknowledged and well received by the target audiences to create/increase incentive for participation



Publicity Implementation Plan

- Provide details on the quantity, content, timing and other specifics of the publicity of the Campaign
- Situational analysis and consideration for contingency measures should be laid out in updates to the implementation plan in case of unexpected turns in the COVID-19 pandemic, changes in the social environment and any negative messages arising from the Campaign
- All costs, including media placement cost, should be covered by the Project Cost of this contract



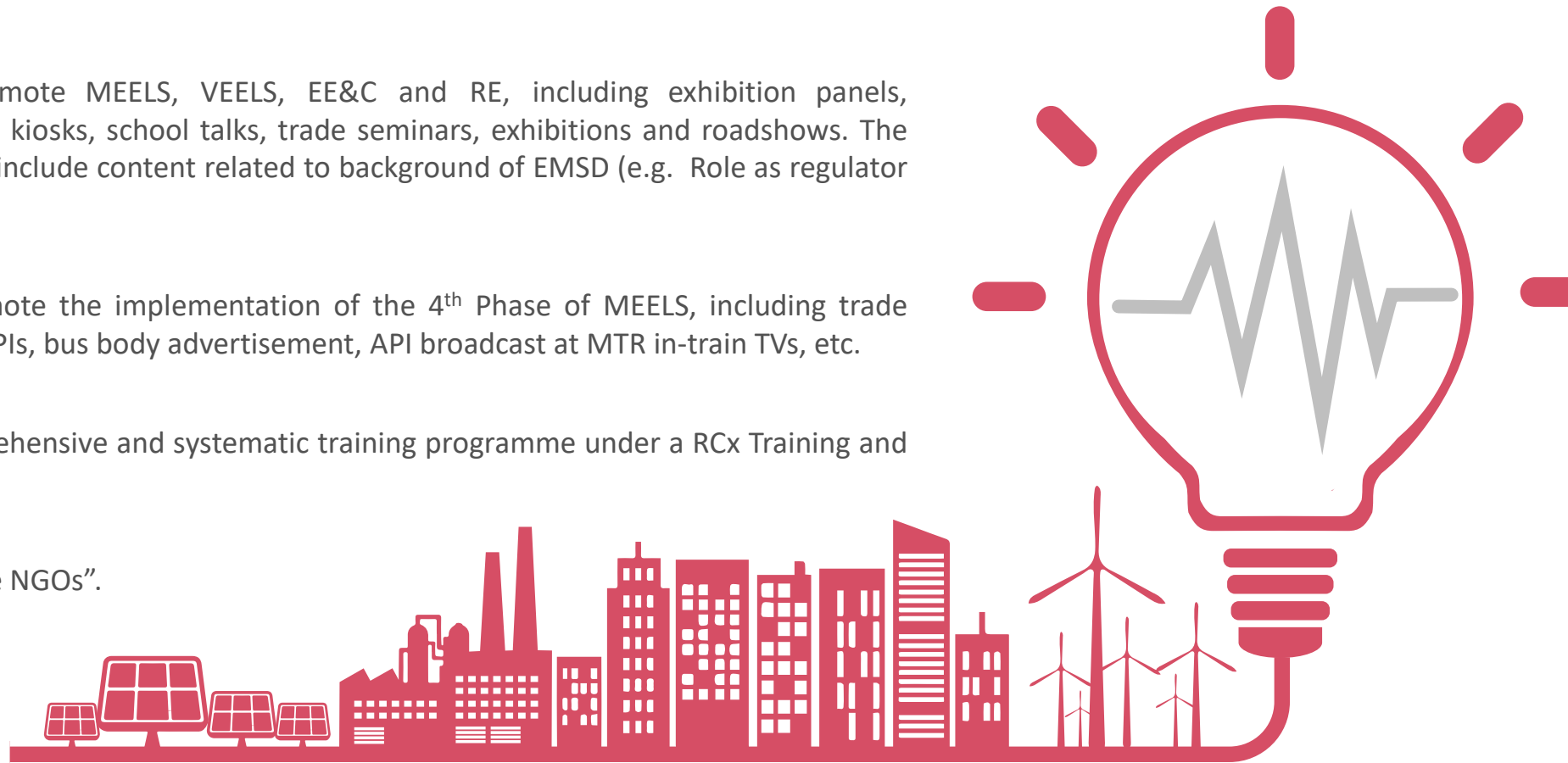
Evaluation of Campaign and Recommendations

- Propose methodology with effective indicators for conducting an evaluation exercise and the methodology for monitoring public feedback on the Campaign
- Propose suitable methods to monitor and evaluate each of the proposed publicity events and activities to assess the impact of the Campaign and engagement with the target audience
- Submit a monitoring report for the Campaign to indicate the effectiveness of marketing strategies, approaches, publicity stunts, events or activities or programmes, advertising/media channels or platforms, incentive programmes, public relations programmes, spokesperson(s) or celebrity/celebrities (if any) mentioned in the Plan
- Make suggestions on the improvement of the publicity events and activities to be implemented and/or executed and propose refinement or revision of the Strategy, if necessary



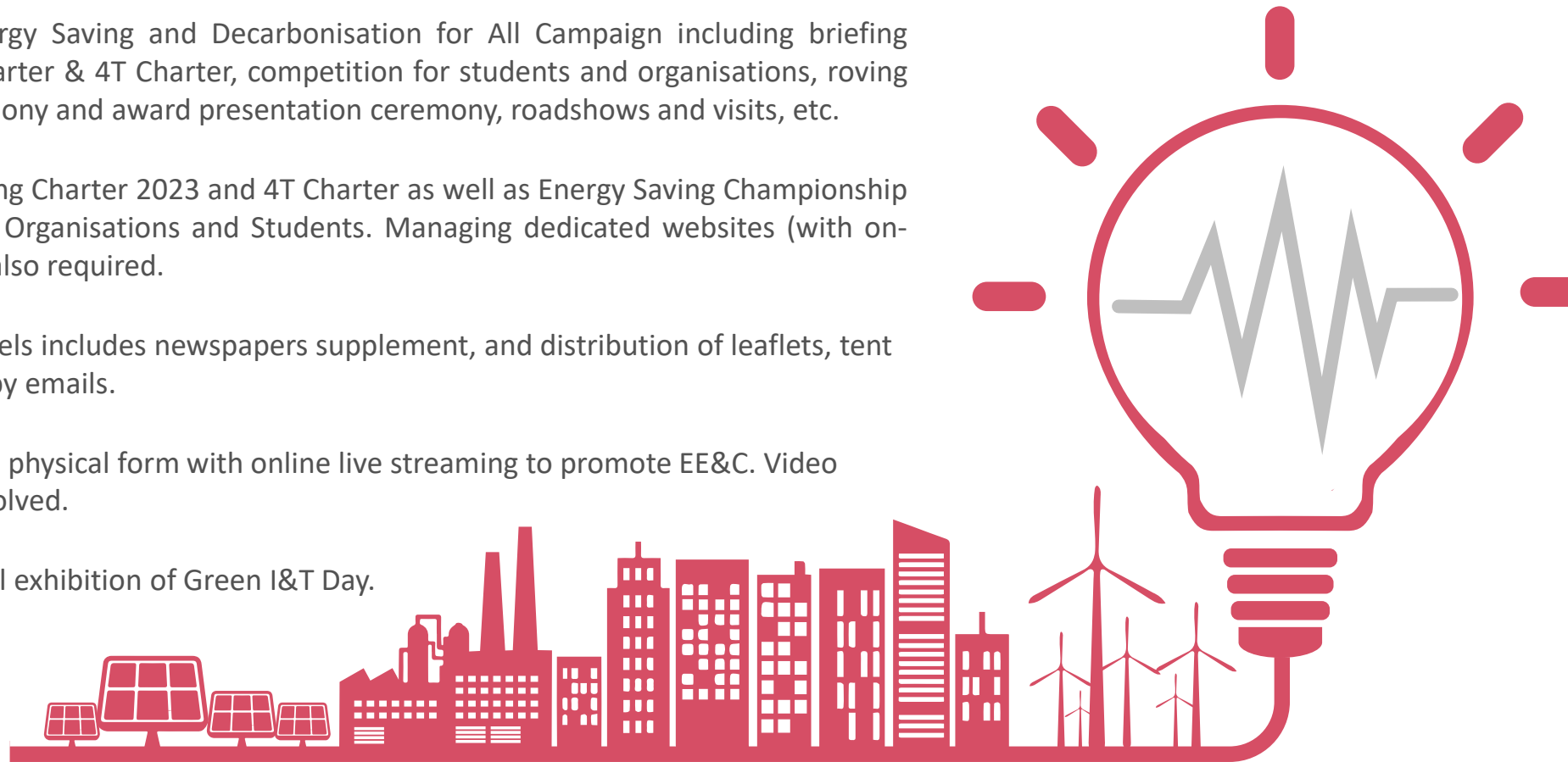
Energy Saving

- Trade consultation and engagement of the revision of the Code of Practice on Energy Labelling of Products.
- Publicity activities to promote MEELS, VEELS, EE&C and RE, including exhibition panels, roadshows with interactive kiosks, school talks, trade seminars, exhibitions and roadshows. The publicity materials have to include content related to background of EMSD (e.g. Role as regulator of electrical safety).
- Publicity activities to promote the implementation of the 4th Phase of MEELS, including trade seminars, publicity visits, APIs, bus body advertisement, API broadcast at MTR in-train TVs, etc.
- Public seminars and comprehensive and systematic training programme under a RCx Training and Registration Scheme.
- Publicity on “Green Welfare NGOs”.



Energy Saving

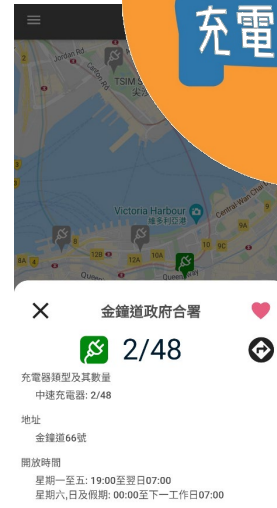
- Revamp and promotion of the education kits for students.
- Publicity activities for Energy Saving and Decarbonisation for All Campaign including briefing sessions, Energy Saving Charter & 4T Charter, competition for students and organisations, roving exhibition, launching ceremony and award presentation ceremony, roadshows and visits, etc.
- Recruitment of Energy Saving Charter 2023 and 4T Charter as well as Energy Saving Championship Scheme – Competition for Organisations and Students. Managing dedicated websites (with on-line registration system) is also required.
- Publicity distribution channels includes newspapers supplement, and distribution of leaflets, tent cards, posters by post and by emails.
- Two public seminars held in physical form with online live streaming to promote EE&C. Video shooting service will be involved.
- Hybrid seminar and physical exhibition of Green I&T Day.



Green Transport

Publicity activities on

- Foster positive perception towards EV
- Encourage provision of EV charging facilities
- Promotion of EV-Charging Easy mobile app



Waste Reduction and Recycling

“Dump Less, Save More” (focusing on going plastic-free)

- “Bring Your Own Containers” Eateries Pilot Scheme
- Plastic-Free Takeaway, Use Reusable Tableware” Campaign (phase 3)
- Promote reducing the use of single-use plastics
 - e.g. Online teaching and learning resources for kindergarten, primary and secondary school students
- Stage 2 of the pilot scheme on Reverse Vending Machine
- Plastic Shopping Bag (PSB) Charging Scheme
 - Promote enhancement of the PSB Charging Scheme and “Bring your own bag”



Waste Reduction and Recycling

“Resources Circulation”

- Continuous enhancement of the community recycling network GREEN@COMMUNITY
 - Rebranding of Recycling Stations
 - GREEN COLLECT (綠綠收) - one-stop reliable collection service for housing estates
 - Smart recycling network
 - Upgrading of GREEN\$ mobile app
 - Community recycling support at rural villages
- “GREEN@COMMUNITY Recycling Month” (綠在區區 全城回收月) under the 25th Anniversary of Establishment of HKSAR



Waste Reduction and Recycling

“Get Prepared” (MSWC – 7 phases)

“Pre-launch” Stage

Phase 1:

- Promotion of “Lifestyle of Contentment 知足生活” and “Recycle More, Dump Less, Save More” habit to prepare for the implementation of MSWC

Phase 2 & 3:

- Promotion of proper waste handling attitude and habits to prepare for implementation of MSWC

“Official Launch” Stage

Phase 4 & 5:

- To step up promotion of proper waste handling habits and disseminate information on compliance with new waste disposal requirements to encourage compliance with MSWC

Phase 6:

- Follow-up campaigns to sustain the momentum of the launch of MSWC and encourage public to keep up with compliance

“Post-launch” Stage

Phase 7:

- Promotion of effective implementation and successful cases of MSWC

Submission of Proposal

Sealed Envelope A

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

Name of Company

Schedule 4 – Price Proposal of Annex A

Sealed Envelope B

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

Name of Company

1. Schedule 3 – Technical Proposal of Annex A
2. Schedule 1 – Experience of the Tenderer of Annex A
3. Schedule 2 – Information on the Team of Annex A
4. Declaration of Compliance (Annex B)
5. Confirmation of Compliance with Anti-Collusion Requirement (Annex C)

Technical Proposal

Schedule

01

Experience of the Tenderer

- Publicity or marketing projects with a contract value of more than HK\$0.8 million within 5 years

Schedule

02

Information on the Team

- Relevant experience and complete capabilities in delivering the services

Schedule

03

Proposal of the 2-year plan (from Q3 2022 to Q2 2024)

- 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:
 - Campaign name
 - theme(s)
 - tagline(s)
 - slogan(s)
 - logo(s)
 - key visuals
 - other proposals (e.g. mascot, song, icon, if any)
- Proposal of APIs on MEELS and three stages of “Get Prepared”

Price Proposal

Schedule

04

Price Proposal

Part A

- Total Contract Price

Part B

- Breakdown of the Contract Price:
 - Formulation of overall Strategy of the Campaign
 - Formulation of branding proposal of the Campaign
 - Development of Marketing and implementation plan for the Campaign
 - Implementation of publicity events and activities for the Campaign
 - Evaluation of Campaign and Recommendations
 - Other expenses

Assessment

- Technical Proposal: 70%
- Price Proposal: 30%



Schedule

2022



15 July

Invitation for proposals



29 July

Tender briefing



15 August

Deadline to submit
proposals



Week of 22 August

Assessment Panel
(Bidders might be invited
to give presentation of
their proposals)



Late-August

Award of contract

Submission of Proposal



**By 12:00 noon
15 August 2022
(Monday)**



**Environmental Campaign
Committee Secretariat**

**5/F, Southorn Centre,
130 Hennessy Road,
Wan Chai, Hong Kong**



**Opening Hours:
9:00 am – 5:30 pm
(Mon. to Fri.)**