

SERVICE SPECIFICATIONS

Provision of Publicity and Event Management Services for Carbon Reduction Month

In this Service Specifications (SC), unless the context otherwise specified –

“ECC”	means the Environmental Campaign Committee;
“ECC Representative”	means the officer authorised to act on behalf of ECC;
“Bidder”	means the company/organisation, and/or its representative/person authorised to act on his behalf, that is invited to make a proposal for the services set out in this Service Specifications;
“Contractor”	means the Bidder referred to in this Service Specifications whose proposal is accepted;
“Contract”	means the contract to be signed between the ECC and an authorised representative of the Bidder referred to in this Service Specifications whose proposal is accepted;
“Hong Kong”	means the Hong Kong Special Administrative Region of the People’s Republic of China;
“Services”	means the services to be provided by the Contractor as set out in this Service Specifications.

Words importing the singular includes the plural and vice versa and words importing a gender include any gender; and

The headings to the Clauses and/or Sub-clauses of this Service Specifications are for ease of reference only and shall not limit or extend the interpretation of this Service Specifications.

1 PURPOSE

- 1.1 The Environmental Campaign Committee (ECC) intends to appoint a Contractor to provide publicity and event management services (“the Services”) for the **Carbon Reduction Month**（全民減碳月）to be launched from October to November 2024 tentatively.
- 1.2 As part of the Carbon Neutrality Publicity Campaign 2.0, the purpose of the Carbon Reduction Month is to engage the public and enlist individual participation in practising low-carbon lifestyle.

2 BACKGROUND

- 2.1 Carbon Neutrality Publicity Campaign (CNPC)
- 2.1.1 Since late 2022, the ECC has rolled out the two-year CNPC to enhance public awareness on the imminence of the climate crisis, and instil a sense of urgency to start adopting a low-carbon lifestyle. The CNPC adopts the overarching theme of carbon neutrality, with three sub-themes, viz. energy saving, green transport, and waste reduction and recycling.
- 2.1.2 To sustain the momentum of the awareness built under the CNPC, it is time for the ECC to enhance engagement of the public and enlist their participation in practising low-carbon lifestyle in CNPC 2.0, with a purpose to drive behavioural change of the public to achieve carbon neutrality by 2050.
- 2.2 Carbon Reduction Month (“the Month”)
- 2.2.1 The Month will be launched by the ECC from October 2024 to January 2025 tentatively, which includes a campaign presentation, social media campaign, promotion collaboration with stakeholders and a concert cum carnival. The tentative timeline of the activities is as follows:

Tentative Schedule	Activities
Mid-October 2024	Campaign Presentation
From mid-October to November 2024	Promotion in collaboration with corporate organisations, non-governmental organisations (NGOs) and schools
November 2024	Social media campaign
Early January 2025	Concert cum carnival

3 TARGET AUDIENCE

- 3.1 The target audience is the general public of Hong Kong. The Contractor shall define specific channels and means to target at particular sectors of the community (e.g. young people, students, families, general public, etc.) through its publicity strategy.

4 OBJECTIVES

- 4.1 The objectives of the Month are as follows:
- 4.1.1 to further enhance public awareness of carbon neutrality target and reinforce the importance of energy saving, green transport and waste reduction and recycling in achieving this target;
 - 4.1.2 to encourage behavioural change of the public to adopt a low-carbon lifestyle; and
 - 4.1.3 to promote tips and means which members of the public may follow to reduce individual carbon emissions in respect of clothing, food, living and travel.

5 SCOPE OF SERVICES

The Contractor shall provide the Services as specified below.

5.1 Overall Strategy and Implementation Plan

- 5.1.1 The Contractor shall propose, formulate and execute an overall strategy and implementation plan for the Month. In formulating the Strategy, the Contractor shall:
- (a) generate ideas and recommend the overall direction of the Month;
 - (b) formulate action plans that are able to maximise interests from the media and public;
 - (c) provide recommendations on enhancing the Month's positioning and media interest;
 - (d) create solid and compelling messages in alignment with the themes of CNPC; and
 - (e) provide details of the approach for reaching the target audience.
- 5.1.2 Upon approval of the implementation plan by the ECC Representative, the Contractor shall carry out all items in the plan to deliver the Services.

- 5.1.3 The implementation plan shall be updated or revised as and when required by the ECC Representative. The Contractor shall deliver the Services in accordance with the revised implementation plan approved by the ECC Representative.
- 5.1.4 Situational analysis and contingency measures shall be formulated and the implementation plan shall be updated accordingly in the event of unforeseen circumstances.

5.2 Key Visual Design and Video Production

5.2.1 Key Visual Design

- 5.2.1.1 The Contractor shall design and develop a set of key visuals (no less than five) based on the objectives described in Paragraph 4 above. The design service shall cover the whole range of services including ideation, design development and not less than thirty five (35) adaptations to different formats and dimensions for various kinds of publicity and advertisement materials.
- 5.2.1.2 The Contractor shall provide no less than two (2) design directions on the key visuals for the selection of the ECC Representative.
- 5.2.1.3 The Contractor shall include all costs for the development and production of the key visuals, including but not limited to, photo shooting, studio booking and setup, shooting props and related arrangements, photo retouching of the key visuals, bilingual copywriting service, stock photos and graphics incurred, production of colour proofs for colour testing, etc. under the respective cost item in the Price Proposal.
- 5.2.1.4 Upon request of the ECC Representative, the Contractor shall make adjustment to the designs, as far as possible, at any point during the project.
- 5.2.1.5 The Contractor is required to provide the artwork files of final key visuals in AI (non-outlined file with layers), pdf, jpeg or other formats requested by the ECC Representative

5.2.2 Video Production

- 5.2.2.1 The Contractor shall create and produce an activation video with a duration of not less than one (1) minute and a 30-second cut-down version for online and out-of-home platforms to promote the Month.
- 5.2.2.2 The Contractor shall create and produce two videos with a duration of not less than two (2) minutes respectively for Campaign

Presentation (as stated in Paragraph 5.5) and the ECC platforms. One (1) video shall focus on the introduction of the gaming mechanism of the Social Media Challenge (as stated in Paragraph 5.7) while the other should focus on the introduction of the collaborating partners including but not limited to public and private corporations/ organisations, non-governmental organisations and schools.

5.2.2.3 The Contractor is required to provide the following services, materials and professionals for the production of videos:

- (a) Creative and copywriting services/materials for providing the creative concept, scripts, slogans, storyboards, subtitles and graphic and photographic images/materials. The creative services/materials shall be the contractor's original idea and must not have been purchased by other parties beforehand. If the contractor's creative services/materials are accepted in this quotation exercise, the Contractor shall not re-sell the idea to other parties;
- (b) Full crew and equipment for location shooting both outdoor and indoor in Hong Kong (including transportation);
- (c) Off-line and on-line editing;
- (d) Booking of shooting locations (both indoor and outdoor) if necessary;
- (e) Cantonese voice-over talents for the conversations/narrations for videos;
- (f) The Contractor shall be responsible for the musical arrangement of the video (tailor-made / post-scored music is preferred), clearance of all copyright issues and include all costs and expenses in the Price Proposal for obtain necessary licences for broadcasting anywhere within and outside Hong Kong, any occasion and any usage using any media, including, but not limited to, radio channels, TV, video walls, the Internet and multi-media advertisements on public transport, and at seminars, exhibitions and other public functions/activities, and for production of VCDs/DVDs/CD-ROMs and other publicity materials by the ECC / Government for non-profit making purpose;
- (g) Worldwide and perpetual copyright of the videos, VCDs/DVDs/CD-ROMs and other publicity materials produced shall belong to the ECC;

- (h) Audio recording and sound mixing;
- (i) All post-production services (including animations and computer graphics, if any);
- (j) Subtitles in written Traditional Chinese (繁體中文書面語) and English for the Cantonese version; and
- (k) Aerial Shooting - The Contractor shall be responsible for submitting applications to the Civil Aviation Department for operating unmanned aircraft systems if aerial shooting is performed by any unmanned aircraft systems for the production of the short video(s). The Contractor shall have obtained approval of the Civil Aviation Department for aerial shooting before conducting the shooting.

5.2.2.4 The Contractor shall provide a working timeline for the video production and indicate key milestones to manage the production process.

5.2.2.5 The Contractor shall submit the storyboard and video(s) for review and approval by the ECC Representative before production and launching respectively. The Contractor shall revise the video as per the ECC Representative's instruction until approved by the ECC Representative. Editable soft copies of the latest version of all videos shall be submitted to the ECC Representative.

5.3 Media Placement Plan

5.3.1 The Contractor shall formulate a Media Placement Plan with a mix of media channels to promote the Month, which shall include:

- (a) 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;
- (b) provision of online/web-based/smart phone platform including but not limited to search engines, discussion forums, websites, mobile apps and social media;
- (c) justification with data on why the channels proposed are the most effective means to best reach and influence the target audience for achieving the objectives; and

5.3.2 The proposed advertising and/or media placement, comprising a placement schedule and the budgetary allocation of each item, shall be submitted to the ECC Representative for consideration. The ECC Representative may pick and choose from the proposed plan and may

negotiate with the Contractor on the costs, coverage, and/or frequency. Items accepted by the ECC Representative shall be implemented within the agreed budget. All relevant costs shall be borne by the Contractor

- 5.3.3 The Contractor is required to prepare the artwork and media files by adaptation of the existing publicity materials supplied by the ECC Representative including, but not limited to, the video resolution, output format, duration, to meet the specification requirement of the media channels as agreed by the ECC Representative.

5.4 Engagement of Performance Unit

- 5.4.1 The Contractor shall submit a proposal of no less than seven (7) performance units for the approval by the ECC Representative for engagement in providing the following services:

- (a) to take part in the photo shooting for the production of key visual(s) (as stated in Paragraph 5.2.1);
- (b) to star in the activation video(s) (as stated in Paragraph 5.2.2) for the Month (with six (6)-month royalty);
- (c) to create and publish a Facebook and Instagram post to promote the activation video(s) (as stated in Paragraph 5.2.2) and the social media challenge (as stated in Paragraph 5.7) respectively, on a schedule agreed by the ECC Representative;
- (d) to perform in the concert (as stated in Paragraph 5.8.2); and

At least one (1) of the performance units to attend the related Campaign Presentation (as stated in Paragraph 5.5) and chit-chat with the guest/MC on stage and publish a Facebook and Instagram post-event post via his/her account.

- 5.4.2 The Contractor shall be responsible for lining up with the celebrities/talents and clearance of performers' rights to enable the education video(s) to be broadcast anywhere within and outside Hong Kong, any occasion and any usage using any media including but not limited to, radio channels, TV, video walls, the Internet and multi-media advertisements on public transports, and at seminars, exhibitions and other public functions / activities, and for production of VCDs / DVDS / CD-ROMs and other publicity materials by the ECC and/or the Government for non-profit making purpose; handling arrangements for filming and audio recording for celebrities and talents and absorbing under this project the hair-styling, make-up, costume, equipment / props and transportation / travelling costs incurred, the level of such fees shall be negotiated between the Contractor and the celebrities/talents.

- 5.4.3 The Contractor shall conduct a genuine and comprehensive research before recommending the performance units to the ECC Representative to avoid causing any embarrassment to the ECC and/or Government for their engagement in the above Services.
- 5.4.4 The Contractor shall submit a selection list of performance units and their respective fees in the proposal for the consideration of the ECC Representative. The selection of performance units from the list in proposal will be deemed as confirmed once the contract is awarded to the successful bidder. Any change in the selected performance units will only be allowed under the following circumstances:
 - (a) it is instructed or approved by the ECC Representative; or
 - (b) the engagement of the selected performance unit(s) has been made impossible by force majeure or other unforeseeable circumstances.
- 5.4.5 In case there is any negative news about any of the selected performance units, the ECC Representative has the right to change the selected performance units before official commencement of the Month. Under such circumstances, the Contractor shall propose other performance units with equivalent level of fame for replacement upon approval by the ECC Representative`.
- 5.4.6 The implementation and execution costs for engagement of performance units in the Services (as stated in Paragraph 5.4.1) shall be included in the Price Proposal of this project and borne by the Contractor.

5.5 Campaign Presentation (“the Presentation”)

5.5.1 Overall Event Management

- 5.5.1.1 The Contractor shall conduct site visit to the venue(s) suggested by the ECC Representative and submit the proposal of the stage design and event setup plan for the approval of the ECC Representative. The Contractor shall design the LED backdrop screen (size to be confirmed) for the Presentation. The Contractor shall prepare, set up and dismantle audio and visual (AV) equipment, lighting and any other equipment and technician(s) required for the Presentation. The performance stage shall be ready in such time and manner that at least one (1) rehearsal can take place and be completely set up at least eight (8) hours before the start of the Presentation.
- 5.5.1.2 The Contractor shall propose, design and produce an opening gimmick as a symbolic act to kick-start the Month at the Presentation. The gimmick shall echo the theme of the Month. The

production of gimmick props (if any) should minimise the generation of waste and utilise recycled materials with upcycling elements.

- 5.5.1.3 The Contractor shall provide, design, set up and dismantle the following event materials in accordance with the instruction of the ECC Representative:
- (a) one photo backdrop made by environmentally friendly or reusable materials;
 - (b) a guest reception with proper signage and registration table(s) with covering skirt(s) at designated location as instructed by the ECC Representative;
 - (c) sufficient guest badges for officiating and other guests;
 - (d) equipment to facilitate media interviews, including but not limited to sound box, microphone system, etc.; and
 - (e) mic tags showing the ECC logo/ key visual or any design commissioned by ECC Representative.
- 5.5.1.4 The Contractor shall ensure smooth and timely conduct of the Presentation by handling the logistics, including liaison with the venue and other service providers, staff deployment and supervision, and equipment delivery and installation.
- 5.5.1.5 The Contractor shall coordinate with the owner or representative of the venue on the use of lighting, power supply and cabling setting, and ensure the cable routing is safe (e.g. with cable cover and/or carpet). The provision of technicians, emergency call services and emergency technical support services shall be included.
- 5.5.1.6 The Contractor shall ensure smooth operation of various activities, including guest reception and group photo-taking of officiating guests; and coordinate with the ECC Representative on the rundown of the Presentation and manage instant ad-hoc changes in response to on-site situation.
- 5.5.1.7 The Contractor shall recruit a master of ceremonies (MC) to host the Presentation. The Contractor shall prepare the MC script for the approval of the ECC Representative.
- 5.5.1.8 The Contractor shall provide professional photography and videography services for all activities in the Presentation. The Service shall include all necessary post-production and editing

work. The Contractor shall provide at least 50 photos of the Presentation with colour contrast editing in 1080pix x 1920pix jpeg format. At least 20 photos shall show the highlights of the Presentation and 30 photos should show the overall running and key parts of the Event. A 2-minute highlight of the entire Presentation shall be produced within one (1) week after the Presentation. Original footage shall be provided when requested by the ECC Representative.

5.5.1.9 The Contractor shall prepare a contingency plan for the Presentation.

5.5.1.10 The Contractor shall maintain cleanliness and hygiene of the venue throughout the Presentation and remove all brought-in structures and restore the venue to its original state as required by the venue management. The Contractor shall properly handle and dispose of trash, and recycle all recyclable materials after the Presentation.

5.5.1.11 All cost and fee for the provision of the Presentation management services shall be included in the Price Proposal.

5.5.2 On-site Support and Big Waster Mascot

5.5.2.1 The Contractor shall provide at least twenty **(20)** experienced, well-trained and well-mannered event helpers to station at guest and media receptions, escorting and ushering of guests during the photo-taking session.

5.5.2.2 The Contractor shall provide all on-site staff with comprehensive briefing and training, covering not only reception etiquette but also environmental awareness (e.g. no consumption of single-use materials/takeaways or use of bottled drinks throughout the Presentation).

5.5.2.3 All staff shall wear the thematic T-shirts provided by the ECC Representative, clean and tidy blue jeans and badges throughout the Presentation.

5.5.2.4 The Contractor shall arrange talent(s) to dress in the Big Waster Mascot provided by the ECC Representative throughout the Presentation. The talent(s) shall be familiar with movements, gestures and can pose in the mascot during the Presentation when interacting with guests, attendees and photographers to give the best effect during its appearance and photo-taking.

5.5.2.5 The Contractor shall arrange at least one (1) staff to guide the mascot and assist in photo-taking, safety, etc.

- 5.5.2.6 The Contractor shall maintain proper keeping and use of the mascot and accessories (batteries and cables), to avoid loss and damage, to try on and test the mascot before the Presentation, to keep the mascot clean before and after use.

5.5.3 Media Relations Handling

- 5.5.3.1 The Contractor shall send out media invitations to at least ten (10) different media and follow up with media attendance and post-Presentation exposure arrangement.
- 5.5.3.2 The Contractor shall set up and dismantle a media reception counter with proper signage, sign-in sheets and registration table(s) with covering skirt(s) at designated location(s) as agreed by the ECC Representative.
- 5.5.3.3 The Contractor shall proactively follow up with media representatives to pitch media coverage and ensure that the key messages of the Presentation are disseminated.
- 5.5.3.4 The Contractor shall provide post-event report and summary of all media coverage (including online and printed news articles, TV and video news clips, radio news clips etc.) related to the Presentation one (1) week after the Presentation.

5.5.4 Logistics Support

- 5.5.4.1 The Contractor shall provide transportation service and logistics support to collect and return event materials between the venue and the designated storage locations.
- 5.5.4.2 The Contractor shall coordinate with the ECC Representative and the representative of the venue on move-in and move-out arrangements and comply with the guidelines of the venue.

5.5.5 Insurance

- 5.5.5.1 The Contractor shall provide Public Liability Insurance (with minimum limit of indemnity not less than HK\$50,000,000 and unlimited number of claim). In addition, the Contractor shall provide Group Personal Accident Insurance (HK\$1,000,000 per person for accidental death and HK\$1,000,000 per person for permanent disability with unlimited number of claims) or Contractor All Risk Insurance (not less than HK\$30,000,000 any one accident and unlimited any one period), as appropriate for an accidents/ injuries/ deaths/ damages/ liability happened over the event periods, including move-in, set-up, dismantle and move-out

periods, covering the joint names of the ECC, the Government and the venue.

5.5.5.2 The Contractor shall provide the ECC Representative with copies of such certificates of insurances (or cover notes).

5.5.6 All cost and fee for the provision of the Presentation management services shall be included in the Price Proposal.

5.6 Campaign Kiosk (“the Kiosk”)

5.6.1 About seven (7) kiosks will be set up at different government premises from October to November 2024 tentatively.

5.6.2 Each of the kiosks will consist of a campaign-themed die-cut Big Waster standee with the size not smaller than 1m(w) x 2m(h), which will be designed and produced by the Contractor, and a television set with stand, which will be provided by the ECC Representative.

5.6.3 The Contractor shall be responsible for the required set up, dismantle, transportation between the storage location and venues, and logistics arrangement for the above materials.

5.6.4 The Contractor shall coordinate with the ECC Representative and the representative of the venue on move-in and move-out arrangements and comply with the guidelines of the venue.

5.6.5 Upon request by the ECC Representative, the Contractor may also need to provide maintenance service and/or replacement for the standees.

5.7 Social Media Challenge (“the Challenge”)

5.7.1 The Contractor shall formulate and implement a social media challenge to drive public participation to practise green tips and publish photos or videos onto social media posts to demonstrate their behavioural change in daily lives to reduce carbon emissions with hashtag such as “#扭轉習慣一齊減碳” and “全民減碳月” with at least 3,000 entries recorded by the end of the Challenge.

5.7.2 The Challenge shall be kicked off on the day of the Presentation or a day to be specified by the ECC Representative. It is initially planned to be launched for four weeks with a specific theme of green tips each week. The Contractor shall formulate a plan to execute the mechanism of the Challenge with an aim to maximising public participation.

5.7.3 Participants of the Challenge may win prizes and concert tickets by drawing lots. In addition, the top ten (10) most engaged participants in terms of number of social media posts will be rewarded with concert

tickets right-away.

- 5.7.4 The Contractor shall be responsible for planning, setting criteria, reviewing entries and distribution of concert tickets.
- 5.7.5 The Contractor shall liaise and arrange no less than seven (7) performance units (including but not limited to those to perform in the concert) to create and publish a Facebook and/ or Instagram post on their own fan pages about the Challenge.
- 5.7.6 Apart from the social media posts of the performance units (as stated in paragraph 5.7.5), the Contractor shall identify, liaise, and work with no less than thirty (30) social content creators and micro-influencers to kick-off and further promote the Challenge through post/stories boosting during the Challenge.
- 5.7.7 All post copies and visuals must be submitted to the ECC Representative for consideration. The Contractor shall revise the post copies and visuals as per the instructions of the ECC Representative until approval by the ECC Representative.
- 5.7.8 The Contractor shall be responsible for responding to each of the entries by assigning a unique code for each of the entries so that the participants can cross check their entries in the announcement ads, and as an acknowledgement of their participation in the Challenge within 24-hour of the entry, with a mechanism that can easily register the entry, communicate with the participants, recognised by the system, and allow the participants to cross check the entry in the announcement ads. The mechanism shall be approved by the ECC Representative before use.
- 5.7.9 The Contractor shall also be responsible for handling the dispatchment of the prizes, including but not limited to concert tickets and souvenirs to the winners of the Challenge.
- 5.7.10 The Contractor shall provide measure report with all entry records of the Challenge within two (2) weeks after the Challenge.

5.8 Concert cum Carnival (“the Event”)

5.8.1 Overall Event Management

- 5.8.1.1 The Contractor shall conduct site visit to the suggested venue by the ECC and submit the proposal of the stage design of the concert and event setup plan of the carnival for the approval of the ECC Representative at least four (4) weeks before the Event.
- 5.8.1.2 The Contractor shall ensure smooth and timely conduct of the Event by handling the logistics, including liaison with the venue

and other service providers, staff deployment and supervision, and equipment delivery and installation.

- 5.8.1.3 The Contractor shall coordinate with the owner or representative of the venue on the use of lighting, power supply and cabling setting, and ensure the cable routing is safe (e.g. with cable cover and/or carpet). The provision of technicians, emergency call services and emergency technical support services shall be included.
- 5.8.1.4 The Contractor shall ensure smooth operation of various activities of the Event; and coordinate with the ECC Representative on the rundown and manage instant ad-hoc changes in response to on-site situation. The Contractor shall liaise with the venue on the execution of the crowd control management.
- 5.8.1.5 If necessary, the Contractor is responsible to obtain: (i) Temporary Places of Public Entertainment (TPPE) licence; and (ii) Registered Structural Engineer (RSE) report from relevant Government B/Ds to comply with all safety laws/regulations required. The Contractor shall liaise with the venue and conduct site visit, if needed, to ensure smooth operation. All cost and fee shall be borne by the Contractor.
- 5.8.1.6 The Contractor shall maintain cleanliness and hygiene of the venue throughout the Event and remove all brought-in structures and restore the venue to its original state as required by the venue. The Contractor shall properly handle and dispose of trash, and recycle all recyclable materials after the Event.
- 5.8.1.7 Due to the environmental friendly nature of the Event, the Contractor shall try their best to make use of recyclable/ upcycling materials for the production of the Event. Disposable props shall be prohibited during the concert.
- 5.8.1.8 The Contractor shall arrange at least one (1) talent to dress in Big Waster Mascot provided by the ECC during the Event for no more than six (6) hours.
 - (a) The talent(s) shall be familiar with movements, gestures and can pose in the mascot during the Event / when interacting with guests and the general public to give the best effect during its appearance and photo-taking opportunities.
 - (b) The Contractor shall arrange at least one (1) manpower to guide each mascot and assist in photo-taking and safety, etc.
 - (c) The Contractor shall arrange pick-up and/or return of the

mascots at designated storage location.

- (d) The Contractor shall maintain proper keeping and use of the mascot and accessories (batteries and cables), to avoid loss and damage, to try on and test the mascot before the Event, and to keep the mascot clean before and after use.

5.8.2 Concert

5.8.2.1 The duration of the concert is about two hours tentatively from 18:00 to 20:00 on the day of concert. The Contractor shall arrange the rundown for the approval of the ECC Representative. Messages about carbon neutrality shall be incorporated in the rundown during the concert.

5.8.2.2 The Contractor shall design the LED backdrop with animated graphics by using the LED screen (size TBC) in the (venue TBC). The Contractor shall prepare, set up and dismantle audio and visual (AV) equipment, lighting and any other equipment and technician(s) required for the concert. The stage shall be completely ready in such time and manner that at least one (1) rehearsal can take place and be completed at least five (5) hours before the start of the concert.

5.8.2.3 The Contractor shall provide, design, set up and dismantle the following event materials in accordance with the instruction of the ECC and/or its representative(s):

- (a) a guest reception with proper signage and registration table(s) with covering skirt(s) at designated location as instructed by the ECC Representative;
- (b) sufficient guest badges for officiating guests, representatives of ECC and organisations, etc.;
- (c) equipment to facilitate media interviews, including but not limited to sound box, mic, etc.;
- (d) mic tags showing the ECC logo/ key visual or any design commissioned by the ECC Representative; and
- (e) setup of marquee booth(s) to provide a makeup and dressing area for the performance units.

5.8.2.4 The Contractor shall propose, design and produce an opening gimmick as a symbolic act to kick-start the concert. The gimmick shall echo the theme of carbon neutrality. The production of gimmick props (if any) shall minimise the generation of waste and

utilise recycled materials with upcycling elements.

- 5.8.2.5 The Contractor shall recruit a master of ceremonies (MC) who is fluent in Cantonese and English as agreed by the ECC Representative to host the Concert. The Contractor shall prepare the MC script as approved by the ECC Representative for the Concert.
- 5.8.2.6 The Contractor shall liaise and arrange no less than seven (7) performance units to perform in the concert. All cost and fee incurred for the performance of performance units in the concert shall be included in the Price Proposal of this project and borne by the Contractor.
- 5.8.2.7 The Contractor shall provide experienced stage management team including but not limited to sound and lighting technicians to supervise stage-related activities for concert rehearsals and performances.
- 5.8.2.8 The stage management team shall review and liaise concert technical requirements with the venue and the performers for concert planning. Before the concert, the stage management team shall supervise the required lighting, sound, rigging and other stage equipment tests; and monitor lighting, speakers, microphones and other audio & visual equipment during rehearsal and the concert to ensure smooth operation. During the concert, the stage management team shall make technical adjustments or call cues to a technical crew handling the equipment.
- 5.8.2.9 The Contractor shall provide at least thirty (30) experienced, well-trained and well-mannered event helpers to assist the operation of the concert, including but not limited to, crowd control management, ticket check at entrance, seating arrangement, handling guest and media receptions, escorting and ushering of VIP guests. The Contractor shall brief the helpers on their roles and responsibilities thoroughly to handle different scenarios, including but not limited to, crowd surges, unruly behaviour, injuries, or evacuations.
- 5.8.2.10 The Contractor shall formulate emergency procedures and enforce rules and regulations designed to prevent security problems or safety hazards. For example, backstage passes shall be checked to stop unauthorised persons from accessing the stage; and crowds shall be prevented from forming that might disrupt the concert or create a hazard.

5.8.3 Media Relations Handling for the Concert

- 5.8.3.1 The Contractor shall prepare and send out media invitation, follow up media attendance and post-event exposure arrangement.
- 5.8.3.2 The Contractor shall set up and dismantle a media reception counter with proper signage, sign-in sheets and registration table(s) with covering skirt(s) at designated location as instructed by the ECC Representative.
- 5.8.3.3 The Contractor shall proactively follow up with media representatives to pitch media coverage and ensure key messages of the Event are disseminated.
- 5.8.3.4 The Contractor shall provide post-event report and summary of all media coverage (including online and printed news articles, TV and video news clips, radio news clips etc.) related to the Event within one (1) week after the Event.

5.8.4 Ticketing and Admission

- 5.8.4.1 The contractor shall develop a ticketing system that can allow easy operation by the participants' smartphones and compatible with all operation systems, and work out a backup plan in case of unforeseeable technical failure. The final design of the ticketing system shall be approved by the ECC Representative(s).
- 5.8.4.2 The ticketing system shall be designed and operated on real-name registration system to prevent ticket scalping.
- 5.8.4.3 The contractor shall be responsible for generating a unique QR code for each of the ticket-holders, including but not limited to VIP, staff and winners from the Challenge as stated in paragraph 5.7.

5.8.5 Carnival

- 5.8.5.1 No less than four (4) exhibition panels with each not smaller than the size of 1000mm x 2000 mm, made by environmentally friendly materials shall be designed, produced and set up at an assigned area within/ near the premises of the Event.
- 5.8.5.2 The Contractor shall design, produce, set up and dismantle a three-dimensional structure made of upcycling/ reusable materials, as decoration and photo opportunity for participants. The structure shall feature Big Waster, at size of 1m (D) x 2m (W) x 2m (H).
- 5.8.5.3 No less than ten (10) outdoor game booths (the Booths) will be set up at an assigned area within/ near the premises of the Event. The Booths area is open to both audience of the concert and walk-in

participants.

- 5.8.5.4 The Contractor shall provide, install and dismantle no less than ten (10) white marquees, at the size of 3m x 3m (base) x at least 2.5m (height), at the assigned area within/ near the premises of the Event for Booths organisers. The white marquees shall be three-sides covered and must be securely set up to guard against possible toppled over occasional strong gust of wind on site.
- 5.8.5.5 The Contractor shall provide other marquee accessories to maintain the Booths consistency. Each booth shall include –
 - (a) one (1) table at size of 1.8m x 0.6m with white covering skirts;
 - (b) three (3) chairs; and
 - (c) one (1) top banner, made with environmental-friendly material, e.g. honeycomb boards, to display of Booth organisers' titles / company name / function of the Booth, and hang at the front of the marquee.
- 5.8.5.6 The Contractor shall design, produce and set up the banner mentioned in clause 5.8.5.5. The Contractor is responsible for liaising with the invited organisations in gathering necessary design materials, i.e. logos, etc. and seek approval from the invited organisations on the final design prior to the production.
- 5.8.5.7 Invitation of the Booth organisers is not required by the Contractor. However, the Contractor is responsible for all the liaison, set up and logistics work, etc. among the Booth organisers and the Venue.
- 5.8.5.8 Apart from game booths, two (2) functional booths shall be set up. One (1) booth shall be designated as a multi-function booth, i.e. reception, enquiry centre, etc. and hosted by the Contractor. The Contractor shall deploy one (1) booth for first aid service.
- 5.8.5.9 Designated location(s) for different booths, i.e. the Booths map, shall be arranged as instructed by the ECC Representative.
- 5.8.5.10 The Contractor is responsible for supervising the operations of all the Booths and shall provide pre-event, on-site and post-event support to ensure smooth operation of the Booths.
- 5.8.5.11 The Contractor shall design and provide no more than two (2) Augmented Reality (AR) Instagram (IG) filters with elements from the key visuals of the Month for photo taking. The AR filters

shall be activated by all models of smart gadgets with their content approved by the ECC at least one (1) week before the Carnival.

- 5.8.5.12 The Contractor shall design, produce and set up at least five (5) signage boards at the venue, each in the dimension of 1m(W) x 1.8m(H), made of eco-friendly materials, to show the direction to the Carnival. The design shall align with the style of the thematic key visual of the Month.
- 5.8.5.13 The Contractor shall design, produce and set up at least two (2) QR code boards at the venue, each in the dimension of 1m(W) x 1.8m(H), made of eco-friendly materials, to show a QR code which could allow visitors to scan and activate the Augmented Reality (AR) IG filters, clause 5.8.5.11 refers, for photo-taking purpose.
- 5.8.5.14 The Contractor shall provide metal/wooden stands to hold the signage boards and QR code boards. They shall stand firmly even under strong wind.
- 5.8.5.15 The Contractor shall provide no less than ten (10) experienced, well-trained and well-mannered staff members to station around the Booths area and stay until the closing of the Booths, to provide on-site ushering service and to encourage participants taking parts in different booths.
- 5.8.5.16 All staff shall wear the thematic T-shirts (provided by the ECC), clean and tidy blue jeans and badges throughout the Event.
- 5.8.5.17 The Contractor is responsible for the crowd control of the Booths and shall provide adequate manpower and equipment, i.e. rope/band stanchions, to direct participants around the venue as necessary for controlling order in the venue.
- 5.8.5.18 The Contractor shall ensure adequate electricity to all the Booths by coordinating with the venue or deploying power generator(s) or other relevant device(s). The device(s) shall be energy efficient. The Contractor is responsible for the setup, installation and dismantling of such device(s) and the relevant work shall be completed by qualified technician(s) and shall comply with all relevant safety laws/regulations. The Contractor shall liaise with the venue and conduct a site visit for the on-site electricity arrangement.
- 5.8.5.19 The Contractor shall arrange first aid/allied services to all the attendants and participants of the Event from suitable organisation and/or service team. The Contractor shall arrange, liaise and coordinate with the relevant organisation and /or service team

representative(s) for the smooth operation of first aid service. The Contractor shall also provide necessary support, i.e. logistics, staff deployment, etc. to facilitate the on-site first aid service.

5.8.5.20 The Contractor shall provide enough stanchions or other suggested methods to safeguard the outdoor materials, i.e. marquees, prior to the Event day. The Contractor shall liaise with the venue management to adopt necessary overnight security measures before leaving the venue to ensure smooth operation on the Event day.

5.8.5.21 The Contractor shall develop and prepare a contingency plan for all outdoor activities under adverse weather.

5.8.5.22 All cost and fee for the provision of Booths management service shall be borne by the Contractor.

5.8.6 Logistics Support

5.8.6.1 The Contractor shall provide transportation service and logistics support to collect and return event materials between the event venue and the designated storage locations, including but not limited to, the ECC Office at Wan Chai and the storeroom at Chai Wan.

5.8.6.2 The Contractor shall coordinate with the ECC representative, and the representative of the venue on move-in and move-out arrangements and comply with the guidelines of the venue.

5.8.7 Insurance

5.8.7.1 The Contractor shall provide Public Liability Insurance (with minimum limit of indemnity not less than HK\$50,000,000 and unlimited number of claim). In addition, the Contractor shall provide Group Personal Accident Insurance (HK\$1,000,000 per person for accidental death and HK\$1,000,000 per person for permanent disability with unlimited number of claims) or Contractor All Risk Insurance (Not less than HK\$30,000,000 any one accident and unlimited any one period) as appropriate for an accidents/ injuries/ deaths/ damages/ liability happened over the event periods, including move-in, set-up, dismantle and move-out periods, covering the joint names of the ECC, the Government and the venue.

5.8.7.2 The Contractor shall provide the ECC with copies of such certificates of insurances (or cover notes).

5.8.7.3 The Contractor shall liaise with the Venue for all insurance related

arrangements and the cost and fee for the provision of insurance, including but not limited to public liability insurance, all risks insurance, etc. shall be borne by the Contractor.

5.8.8 Photography Service

- 5.8.8.1 The Contractor shall deploy at least two (2) photographers to provide professional photography service for all programmes of the Event. The Service shall include all necessary post-production and editing work. The Contractor shall provide at least one hundred (100) photos of the Event with colour contrast editing. All photos returned shall in 1080pix x 1920pix in jpeg format. In which, at least fifty (50) photos showing the highlights of the concert and Carnival respectively. These photos shall be provided to the ECC by the end of the Event and all touched photos shall be provided to ECC within one (1) week from the Event.

5.8.9 Event Effectiveness Analysis

- 5.8.9.1 The Contractor shall conduct head-counting service throughout the Event and submit the figures to the ECC Representative by the end of the Event.
- 5.8.9.2 The Contractor shall deploy and provide adequate manpower and necessary materials (such as tablets) to conduct effectiveness survey with questions approved by the ECC Representative during the Event.

5.9 Evaluation Report

- 5.9.1 The Contractor shall provide relevant evaluations, reports, summaries and other documents on its work at the request of the ECC representative. The format and content are to be confirmed by the ECC Representative.

5.10 Optional Items

- 5.10.1 Media Cost of the Media Placement Plan (as stated in paragraph 5.3)
- (a) The Contractor shall provide the detailed breakdown of media cost of the Media Placement Plan (as stated in paragraph 5.3).
- 5.10.2 Videography Service
- (a) To provide professional video-shooting service for all programmes of the Event. The Service shall include all necessary post-production and editing work; and

- (b) To produce a 2-minute highlight of the entire event within one (1) week from the Event with six-month royalty. Original footage shall be provided to the ECC and/or its representative(s).

5.10.3 Live streaming Service

- (a) The Contractor shall provide live streaming service of the entire concert on the ECC's Facebook Instagram page. The Contractor shall guarantee the technical specifications and requirements of Facebook live shall be met to ensure smooth operation; and
- (b) The Contractor shall also clear all the royalty issues involved the live-streamed content.

6 CONTROL OF THE SERVICES

- 6.1 The ECC Representative will act as the liaison officer between the Contractor and the Government in relation to the Services.
- 6.2 The Contractor is to work in cooperation with the ECC Representative to ensure implementation of the Services are in line with the overall strategy and theme of the Campaign.
- 6.3 The Contractor shall take instructions only from the ECC Representative. The Contractor shall comply with all reasonable instructions as the ECC Representative may give in relation to the Services. The Contractor will be required to maintain, for the duration of the Contract, an office in Hong Kong.
- 6.4 The Contractor shall provide professional advice and responses to any questions or requests made by the ECC Representative.
- 6.5 The Contractor shall attend meetings or to give presentation at the meetings as required by the ECC Representative on the progress of the Services. All members of his/her team must be readily contactable throughout the contract period by ordinary means of communication including telephone, meeting in person and via email. The Contractor will be required to consult and attend meetings in Hong Kong with Committee and other government bureaux and departments and organisations, agencies, committees and parties as directed by the ECC Representative. The time and travelling cost to be incurred shall be borne by the Contractor.

7 TIMEFRAME

7.1 Contract Period

The Contractor must provide the Services to the satisfaction of the ECC Representative for a period commencing from the date specified in the Tender

Acceptance and ending on the date upon the completion of all services set out in Scope of Services, subject to early termination or extension provided for in the Contract. The Contract period of the Services for the Month is tentatively from July 2024 to April 2025, subject to final confirmation by the ECC Representative.

7.2 Activities Timeframe

The Contractor shall deliver the Services required to the satisfaction of the ECC Representative and in cooperation with the ECC Representative, and other relevant contractors, if any, in a timely manner. Tentative timeframe of the tasks and activities for the Month are as follows:

Tentative Timeframe*	Task / Activity
Late July 2024	Award of contract Kick-off meeting
Early August 2024 <i>(no later than 2 weeks after Kick-off meeting)</i>	Submission of overall strategy and implementation plan, media placement plan and social media strategy plan etc.
Mid-August 2024	Submission of key visuals and other publicity materials
From mid-October to November 2024	Launch of <ul style="list-style-type: none"> ● Campaign Presentation ● Activation videos ● Social media challenge ● Media placement
Early January 2025	Launch of the Concert cum Carnival

*The dates and milestones indicated may be subject to change by the ECC.

8 LANGUAGE

All deliverables shall be prepared in English or Traditional Chinese or both as directed by the ECC Representative.

9 ACCEPTANCE BY THE GOVERNMENT

None of the Services and deliverables shall be deemed to have been completed until and unless the ECC Representative has confirmed acceptance of the same in writing.

10 REQUIREMENTS OF THE CONTRACTOR

10.1 Below requirements are essential. Supporting documents shall be provided on request to substantiate the Bidder's compliance. Failure to meet any of essential requirements or supporting documents failed to substantiate the compliance of essential requirements will render the Bidder's offer not being considered further.

10.1.1 The Bidder shall have 10 years of experience in event management, including but not limited to, hosting of concert, carnival, open day and press conference, etc.;

- 10.1.2 The Bidder shall have handling no less than two (2) events with the attendance of government officials within five (5) years prior to the closing date of this Tender Document;
 - 10.1.3 The Bidder shall have handling no less than five (5) events with media invitation and handling service within three (3) years prior to the closing date of this Quotation Document;
 - 10.1.4 The Bidder shall have handling no less than two (2) full-day outdoor events of six (6) hours or above, with the scale of not less than ten (10) booths and one thousand (1,000) or above participants within five (5) years prior to the closing date of this Tender Document;
 - 10.1.5 The Bidder shall have handling no less than two (2) environmental-related events within three (3) years prior to the closing date of this Tender Document; and
 - 10.1.6 The Bidder shall have handling no less than three (3) public engagement concerts within three (3) years prior to the closing date of this Tender Document.
- 10.2 The Project Team of the Contractor shall have relevant experience and complete capabilities in delivering the required services and services proposed by the Contractor and accepted by the ECC Representative, including but not limited to the following:
- 10.2.1 In-house Traditional Chinese and English copywriters;
 - 10.2.2 In-house creative;
 - 10.2.3 Experience in design, production and set-up of kick-off events/ launching ceremonies, concerts and outdoor events;
 - 10.2.4 Expertise in media relations;
 - 10.2.5 Experience in speech writing and polishing;
 - 10.2.6 Ideation and development for AR filters;
 - 10.2.7 Social media community management;
 - 10.2.8 Live streaming for social media broadcast;
 - 10.2.9 Creative production for graphics, animation and videos for social content; and
 - 10.2.10 Network of celebrities and KOLs.

11 CONTRACT PRICE AND PAYMENT

11.1 Payment

11.1.1 Payment shall be made to the Contractor subject to satisfactory completion of Services according to the following schedule:

Instalment	Deliverables Required	Amount Payable expressed as percentage of the Contract Price
1	Submission of the Overall Strategy and Implementation Plan to the satisfaction of the ECC Representative (clauses 5.1 of the SC)	10%
2	Submission of Key Visuals Design and Video Production services to the satisfaction of the ECC Representative (clause 5.2 of the SC)	15%
3	Submission of Media Placement Plan to the satisfaction of the ECC Representative (clause 5.3 of the SC)	5%
4	Completion of engagement of performance units to the satisfaction of the ECC Representative (clause 5.4 of the SC)	20%
5	Completion of event management services of the Campaign Presentation to the satisfaction of the ECC Representative (clause 5.5 of the SC)	10%
6	Completion of Campaign Kiosk to the satisfaction of the ECC Representative (clause 5.6 of the SC)	5%
7	Completion of Social Media Challenge to the satisfaction of the ECC Representative (clauses 5.7 of the SC)	10%
8	Completion of event management services of the Concert cum Carnival to the satisfaction of the ECC Representative (clauses 5.8 of the SC)	20%
9	Submission of the Evaluation Report to the satisfaction of the ECC Representative (clause 5.9 of the SC)	5%
Total		100%

11.1.2 Notwithstanding Clause 11.1.1, the Bidder's attention is drawn to Clause 2 of Appendix 3 that the ECC's liability shall be limited to the money payable in accordance with the schedule of rates for the amount of

work completed to the standard acceptable to the ECC. Where the Contractor has incurred any liability to the ECC or its Representative(s), whether at law or in equity and whether such liability is liquidated or unliquidated, the ECC may set off, whether at law or in equity, the amount of such liability against any sum then due or which at any time thereafter may become due to the Contractor under the Contract or any other contracts.

- 11.1.3 Where the Contractor is a non-resident corporation, the ECC shall withhold a percentage equivalent to the prevailing Hong Kong profits tax applicable to unincorporated and incorporated business/profession of any fee payable to the Contractor by way of lump sum, instalments or discounted payments (exclusive of any reimbursement of expenses, if any) in respect of the services provided in Hong Kong for the settlement of such profits tax chargeable on the fee. Any balance will be returned to the Contractor without interest within a reasonable time upon final determination and settlement of such tax liabilities.

12 ACKNOWLEDGEMENT

- 12.1 The name of "Environmental Campaign Committee" or "環境運動委員會" shall be added prominently at the beginning of the event title which shall be used and shown in all publicity materials and activities under this service contract.
- 12.2 The logo of the ECC and any other logos approved and provided by the ECC must be used and printed onto the following categories of publicity materials, including but not limited to leaflets/posters/banners, backdrops, webpage, reports and publications, and advertisements on newspaper and electronic media.
- 12.3 For publicity materials produced under this service contract, the size of the name and/or logo of the ECC and any other logos approved and provided by the ECC shall be placed in the most prominent position.
- 12.4 Use of the name and logo of the ECC for other purposes is subject to the prior approval of the ECC Representative.
- 12.5 Exceptions to the above clauses 12.1 to 12.4 shall be approved at the discretion of the ECC Representative.

13 REMARKS

- 13.1 The ECC Representative reserves the right to hire part of the services (i.e. selected items) to be delivered by the Contractor by notice in writing, and the ECC Representative shall reserve the right to assign part of the services to another contractor.
- 13.2 The ECC reserves the right not to invite any of the bidders, who have submitted

proposals in response to this invitation, to enter into a written agreement on the project.

- 13.3 The ECC shall reserve the right, at any time or prior to the completion of the services at its discretion, to terminate whole or part of the services to be delivered by the Contractor by notice in writing, and the ECC shall reserve the right to assign the balance of the uncompleted services to another contractor.
- 13.4 The Government may immediately terminate the Contract upon the occurrence of any of the following events:
- (a) the Contractor has engaged or is engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security;
 - (b) the continued engagement of the Contractor or the continued performance of the Contract is contrary to the interest of national security; or
 - (c) the Government reasonably believes that any of the events mentioned above is about to occur.

14 SUBMISSION AND ENQUIRY

- 14.1 Your proposal and/or any other relevant documents must reach the ECC Secretariat by **12:00 noon, 5 July 2024 (Friday) (Hong Kong Time)**. Late submission will NOT be accepted. Should you have any queries, please contact the ECC Secretariat at telephone number 2594 0453.