

SERVICE SPECIFICATIONS

Provision of Video Production and Media Placement Services for the Carbon Neutrality Publicity Campaign

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 carry out services to provide education videos production and media placement services for the Carbon Neutrality Publicity Campaign (CNPC) 2.0.

2. BACKGROUND

- 2.1 In 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.
- 2.2 With the awareness built during the CNPC, it is time for the ECC to engage with the public and enlist individual participation in practising low-carbon lifestyle in the CNPC 2.0, with a purpose to drive behavioural change of the public to achieve carbon neutrality by 2050.
- 2.3 In order to remind the public of the concept of Carbon Neutrality and prepare the audience of the engaging activities in CNPC2.0, the ECC intends to:
 - 2.3.1 rerun the CNPC TV Announcement in the Public Interest (API) (<https://www.youtube.com/watch?v=tgUYzN9d4fw>) on outdoor media in high traffic area; and
 - 2.3.2 produce a new video series with two (2) episodes to educate the public with tips on how to practise low-carbon living in their daily lives through Clothing (衣), Food (食), Living (住), and Travel (行).

3. TARGET AUDIENCE

- 3.1 The target audience is the general public of Hong Kong. The Contractor should define specifically which particular sectors of the community (e.g. young people, students, families, elderly and general public, etc.) to be targeted through its publicity strategy.

4. OBJECTIVES

- 4.1 The objectives of the Services are as follows:
 - 4.1.1 To further enhance public awareness of Carbon Neutrality and promote practical ways to practise low-carbon living in daily lives through clothing, food, living and travel; and
 - 4.1.2 To drive behavioural change of the public to adopt a low-carbon lifestyle.

5. SCOPE OF SERVICES

The Contractor should provide the Services as specified below.

5.1 Production of Education Videos

5.1.1 The Contractor shall provide the Services as specified below to the satisfaction of the ECC.

5.1.2 The Contractor shall produce **Two (2)** Education Videos with a duration of not more than three (3) minutes each, featuring a celebrity to be engaged by the ECC. Each video should align with the theme of CNPC with the objective to convey the public the importance and urgency for their participation in practising low-carbon lifestyle and to achieve carbon neutrality by 2050. Below sets out the topic, key messages for each video:

- (a) the importance of adopting low-carbon living in achieving Carbon Neutrality by 2050;
- (b) how to practically practise low-carbon living in their daily lives through Clothing (衣), Food (食), Living (住), and Travel (行);
- (c) tagline “扭轉習慣 一起減碳”; and
- (d) any other messages as instructed by the ECC Representative.

The Contractor should decide the key messages to be included in each video and how they should be presented in the videos.

5.1.3 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 should 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 should 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 the short videos;

- (f) The Contractor shall be responsible for musical arrangement (tailor-made /post-scored music is preferred) of the short videos, clearance of all copyright issues and obtain necessary licences at its own cost and expense 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 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 or the Government for non-profit making purpose;
- (g) Worldwide and perpetual copyright of the short videos, teaser and APIs, VCDS/ DVDS / CD-ROMs and other publicity materials produced shall belong to the ECC;
- (h) Audio recording, sound mixing and sound effects;
- (i) All post-production services (including animations and computer graphics, if any);
- (j) Subtitles in written Traditional Chinese; and
- (k) Aerial Shooting

The Contractor shall be responsible for submitting application to 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 obtain approval of the Civil Aviation Department for aerial shooting before conducting the shooting.

- 5.1.4 The Contractor shall provide a working timeline for the video production and indicate key milestones to manage the production process.
- 5.1.5 The video(s) must be approved by the ECC Representative before launching. The Contractor shall revise the video as per the instruction of the ECC Representative until he has approved the final version. Editable soft copies of the final approved version of all videos shall be submitted to the ECC Representative.
- 5.1.6 Celebrity Involvement
 - (a) The ECC will engage a celebrity to be featured in the education videos. The celebrity fee will be borne by the ECC. The Contractor is required to follow up the shooting arrangement with the corresponding management companies for the shooting, production

of videos and all related arrangements, including make-up and hair styling, wardrobe, transportation, security and related arrangements, etc. for the celebrity.

- (b) In case the ECC Representative requires the Contractor to propose any other talent(s) to take part in the videos, the Contractor shall provide the portfolio of the celebrity/celebrities for the approval of the ECC Representative prior to conducting casting or filming. All the costs incurred for the required talent(s) will be borne by the ECC.
- (c) 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, for any occasion(s) and through 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.
- (d) The Contractor shall also be responsible for handling arrangements for filming and audio recording for the celebrities and talents and absorbing under this project the hair-styling, make-up, costume, equipment /props and transportation /travelling fees incurred, and such fees should be negotiated between the Contractor and the celebrities/ talents.

5.2 Provision of Media Placement Services

- 5.2.1 The Contractor shall formulate and implement a Media Placement Plan to rerun the CNPC TV API produced in 2022 for CNPC on outdoor media in high traffic locations and online platforms from August to September 2024, or any two months as specified by the ECC Representative. The Plan should comprise a mix of online and offline media channels to ensure a wide exposure to the target audiences which should include but not limited to the following:

- (a) Giant Outdoor TV at Sogo
 - The Contractor is required to prepare the artwork and media files by adaptation of the existing publicity materials given by the ECC Representative.
 - Coverage: One (1) TV with not less than 5% SOT, 180 seconds/hour (6 times/hour, 30 second each)
 - Period: One (1) week

(b) Outdoor TV Walls in Prime Locations

- The Contractor is required to prepare the artwork and media files by adaptation of the existing publicity materials given by the ECC Representative.
- Coverage: Seven (7) TVs located at prominent locations with high daily traffic flow within Central, Wan Chai, Causeway Bay, Tsim Sha Tsui and Mong Kok
- Period: Four (4) weeks

(c) Lobby TVs at Residential and Commercial Buildings

- The Contractor is required to prepare the artwork and media files by adaptations of the existing publicity materials given by the ECC Representative.
- Coverage: Not less than one thousand (1,000) residential and commercial buildings, with not less than 5% SOT, 180 seconds/hour (6 times/hour, 30 second each)
- Period: Four (4) weeks

(d) Video Ads on Mobile App and Online Platforms

- The Contractor is required to prepare the artwork and media files by adaptations of the existing publicity materials given by the ECC Representative.
- Period: Six (6) weeks
- KPI: Not less than 3,000,000 impressions

(e) Any other media as instructed by the ECC Representative.

5.2.2 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.

5.2.3 The Contractor is required to prepare the artwork and media files by adaptations of the existing publicity materials given 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 proposed and agreed by the ECC Representative.

6. DELIVERABLES

6.1 Education Videos

- 6.1.1 The Contractor is required to create and produce two (2) Education Videos which convey the key messages as detailed in Clause 5.1.
- 6.1.2 Shooting Format: HDCam, RED ONE or equivalent is preferred. High-definition Video (HDV) formats and still camera shooting may be considered depending on the creative.
- 6.1.3 Output:
 - (i) 16:9 (FHD or above) in XDCAM HD422 at 50Mbps in MXF
 - (ii) One HD MPEG-4 file (1920 x 1080P w/10MB bit rate, High-Profile Level 4.1, Progressive, 16:9, without clapper)
- 6.1.4 Duration: Maximum three (3) minutes for each video or duration as agreed by the ECC Representative.
- 6.1.5 Language: 2 versions
 - (1) Cantonese (with written Traditional Chinese super, tagline and subtitles 繁體中文書面語)
 - (2) English (with English super, tagline and subtitles).
- 6.1.6 Background Music: Tailor-made/ post-scored music is preferred.
- 6.1.7 All the original footages should be submitted in MPEG4 and MOV formats stored in DVDR disc(s).
- 6.1.8 12 still pictures captured from each of the finalized videos should be submitted in JPEG format stored in DVD disc(s) with at least 1920 x 1080 pixels in 16:9 output format.

6.2 Media Placement

- 6.2.1 The Contractor shall prepare and submit proposals, artwork and media files, and performance report to the ECC Representative for agreement and approval, with the following requirement:
 - (a) a detailed media plan which should clearly state the artwork confirmation and material deadline, launch schedule, media platforms, estimated performance, etc. of each media channel as specified in Clause 5.2.1 in this document;
 - (b) all designed artworks and media files required for media placement services as specified in Clause 5.2.1 in this document;
 - (c) a detailed performance report which includes photo records and the key performance of the media placement services (i.e. clicks, views for online ads); and

- (d) any other information the ECC Representative considers relevant to the Services.

7. CONTROL OF THE SERVICES

- 7.1 The ECC Representative will act as the liaison officer between the Contractor and the ECC or the Government in relation to the Services.
- 7.2 The Contractor is to cooperate with the ECC Representative to ensure implementation of the Services are in line with the overall strategy and theme of the Campaign.
- 7.3 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.
- 7.4 The Contractor shall provide professional advice and responses to any questions or requests made by the ECC Representative.
- 7.5 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 other government bureau and departments, organisations, agencies, committees and parties as required by the ECC Representative. The time and travelling cost to be incurred shall be borne by the Contractor.

8. TIMEFRAME

8.1 Contract Period

The Contractor shall provide the Services to the satisfaction of the ECC Representative for a period commencing on 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 video production and media placement services is tentatively to be from August to November 2024, subject to further confirmation by the ECC Representative.

8.2 Deliverables and Timeframe

The Contractor shall deliver the Services 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 Services are as follows:

Tentative Timeframe*	Task / Activity
(a) Production of Education Videos as stipulated in Clause 5.1	
Early August 2024	Submission of first draft of script and/or storyline for Videos 1 and 2
Mid-August 2024	Shooting
Late August 2024	Submission of Video 1 rough cut
Early September 2024	Submission of Video 2 rough cut
Early September 2024	Submission of Video 1 final cut
Mid-September 2024	Launch of Video 1
Mid-September 2024	Submission of Video 2 final cut
Late September 2024	Launch of Video 2
(b) Provision of Media Placement Services as stipulated in Clause 5.2	
Within 7 working days upon request by the ECC Representative.	Submission of a detailed media plan as stipulated in Clause 6.2.1(a) of this document
Tentatively from early August 2024	Commencement of media placement services as stipulated in Clause 5.2.1 of this document
Within 2 weeks upon completion of all the media placement	Submission of performance report as stipulated in Clause 6.2.1(c) of this document

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

9. LANGUAGE

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

10. ACCEPTANCE BY THE ECC REPRESENTATIVE

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. The ECC Representative may consult the ECC as appropriate before he issues his confirmation or otherwise.

11. REQUIREMENTS OF THE BIDDER

11.1 It is essential that the Bidder shall submit supporting documents to prove that he meets the following qualifications and requirements. Failure to provide the requested supporting documents will render the Bidder's offer not being considered further.

11.1.1 The Bidder shall have completed at least one (1) video production project in which not less than two (2) videos, each with a duration of not less than one (1) minute, were produced for a government department and/or advisory and statutory bodies within two (2) years immediately preceding the Tender Closing Date; and

11.1.2 The Bidder shall have completed at least one (1) video featuring a celebrity and/or KOL for a government department and/or advisory and statutory bodies within two (2) years immediately preceding the Tender Closing Date; and

11.1.3 The Bidder shall propose a Project Team which should include the posts of at least one (1) Project Manager, one (1) Creative Director, and one (1) Copywriter with the following required experience:

(a) The Project Manager should have at least five (5) years of experience in the field of marketing, advertising, media, and/or public relations during the past ten (10) years immediately preceding the Tender Closing Date; and

(b) The Creative Director should have at least eight (8) years of experience in the field of video production in the past ten (10) years immediately preceding the Tender Closing Date; and

(c) The Copywriter should have at least three (3) years of experience in the field of video production in the past ten (10) years immediately preceding the Tender Closing Date.

12. CONTRACT PRICE AND PAYMENT

12.1 Payment

12.1.1 Payments shall be made to the Contractor according to the following schedule subject to satisfactory completion of Services:

Payment for Production of Education Videos (as stipulated in Item 1 of Schedule 4 - Price Proposal)		
Instalment	Deliverables Required	Amount Payable expressed as percentage of the

		Total Contract Price
1	Completion of Videos 1 and 2 rough cuts to the satisfaction of the ECC Representative.	50%
2	Submission of all the Deliverables to the satisfaction of the ECC Representative.	50%

Payment for Provision of Media Placement Services (as stipulated in Item 2 of Schedule 4 - Price Proposal)		
Instalment	Deliverables Required	Amount Payable expressed as percentage of the Total Contract Price
1	Completion of the media plan to the satisfaction of the ECC Representative.	50%
2	Completion and delivery of all artwork and media files for the media placement services to the satisfaction of the ECC Representative.	35%
3	Completion of the performance report and all the media placement services to the satisfaction of the ECC Representative.	15%

12.1.2 Notwithstanding Clause 12.1.1, 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, 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.

12.1.3 Where the Contractor is a non-resident corporation, the ECC Representative 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.

13. ACKNOWLEDGEMENT

- 13.1 The name of “Environmental Campaign Committee” or “環境運動委員會” should be used and shown prominently in all necessary materials under this Service contract.
- 13.2 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.
- 13.3 For publicity materials produced under this service contract, the name and/or logo of the ECC and any other logos approved and provided by the ECC should be placed in the most prominent position with a reasonable size.
- 13.4 Use of the name and logo of the ECC for other purposes shall not be allowed unless the prior approval by the ECC Representative has been obtained.
- 13.5 Exceptions to the above Clauses 13.1 to 13.4 shall be approved by the ECC Representative.

14. REMARKS

- 14.1 The ECC reserves the right to hire part of the Services (i.e. selected items) to be delivered by the Contractor by notice in writing, and to assign part of the Services to another contractor.
- 14.2 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.
- 14.3 The ECC reserves 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 to assign the balance of the uncompleted Services to another contractor.
- 14.4 The ECC or 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 ECC or the Government reasonably believes that any of the events mentioned above is about to occur.

15. SUBMISSION AND ENQUIRY

- 15.1 The Bidder's 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 0452.