

SERVICE SPECIFICATIONS

Collaboration with Stakeholders 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 collaborate with key stakeholders for their participation in the Carbon Reduction Month (全民減碳月) to be launched tentatively from October 2024 to January 2025 in promoting a low-carbon lifestyle in Hong Kong (“the Services”).
- 1.2 As private and public organisations are fundamentally composed of individuals, the purpose of the Services is to engage business corporations, non-governmental organisations (NGOs) and schools to joint hands with members of the general public to participate in the Carbon Reduction Month.

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 during CNPC, it is time for the ECC to engage with the public and enlist individual participation in practising low-carbon lifestyle in CNPC 2.0, with a purpose to drive behavioural change of the broader community to achieve carbon neutrality by 2050.

2.2 Carbon Reduction Month (“the Month”)

- 2.2.1 The CNPC 2.0 consists of a Carbon Reduction Month (the Month) which will be tentatively launched from October 2024 to January 2025. The Month is to motivate members of the public to practise low-carbon lifestyle and drive behaviour changes.
- 2.2.2 The following activities will take place in the Month, which will include a campaign presentation, social media campaign, promotion collaboration with stakeholders and a concert cum carnival. 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 business corporations, NGOs and schools
November 2024	Social media campaign

Early January 2025	Concert cum carnival
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- 2.2.3 With the collaboration with business corporations, NGOs and schools, it is aimed at creating an atmosphere for the broader community to take action together in practising a low-carbon lifestyle.

3 OBJECTIVES

3.1 The objectives of the Services are as follows:

- 3.1.1 To develop a set of viralable low-carbon living tips in respect of clothing, food, living and travel in the local context for promotion to the general public.
- 3.1.2 to engage business corporations, NGOs and schools for collaboration and participation in the Month; and
- 3.1.3 to leverage the influence of business corporations, NGOs and schools to further enhance public awareness of the carbon neutrality target and promote tips and means which members of the public may follow to reduce individual carbon emissions in respect of clothing, food, living and travel.

4 SCOPE OF SERVICES

The Contractor shall provide the Services as specified below.

4.1 Formulation of Low Carbon Living Tips

- 4.1.1 With reference to relevant international publications, the Contractor shall develop a set of viralable low-carbon living tips in respect of clothing, food, living and travel under the local context, with a selection of key tips which KOLs and celebrities will help to promote on social media platforms and invite members of the public to practice in their daily life. The proposed set of low-carbon living tips shall be submitted for review and approval by the ECC Representative.
- 4.1.2 The Contractor shall coordinate with the contractor(s) of the publicity and event management services of the Month appointed by the ECC to roll out the low-carbon living tips to members of the public in the social media campaign.

4.2 Partner Invitation and Collaboration

- 4.2.1 Business Corporations

4.2.1.1 The Contractor shall propose and consolidate a list of potential business corporations for collaboration on carbon neutrality related activities for the ECC Representative's consideration and approval. The proposed list may include suggestions from the ECC Representative.

4.2.1.2 In selecting the business corporations, priority shall be given to those with a relatively large number of outlets, branches, shops, etc. located in different districts in Hong Kong. Business corporations under the same conglomerate shall be counted as one (1) collaborating partner.

4.2.1.3 The Contractor shall invite, liaise and secure, from the approved list above, no less than five (5) business corporations including but not limited to land developers, food & beverages and entertainment business, for the following tasks:

- (a) invite their staff to pledge to practise low-carbon lifestyle in respect of clothing, food, living and travel, and submit the number of participating staff by the end of the Month;
- (b) associate their existing carbon reduction measures and initiatives related to their operations at both corporate and individual levels with the Month, in terms of, including but not limited to, logo applications, graphic enhancement, and internal & external communications;
- (c) set up a game booth in the carnival of the concert in early January 2025 (tentatively) to showcase their contribution in promoting low-carbon lifestyle;
- (d) advertise the social challenge in their premises and social media platforms to help generate a wider penetration in promoting the Month throughout the community, including displaying the official KVs/ videos and/or showcasing their own participation in practising the low-carbon living tips.

4.2.1.4 The ECC Representative may require additional collaborating partners to be included in the approved list anytime during the Contract Period, taking into account the progress and outcomes with the prevailing collaborating partners.

4.2.1.5 The Contractor shall achieve the key performance indicators set out in the following tables and a payment adjustment mechanism is adopted in this Contract to tie in with the actual number of parties joining as collaborating partners.

Actual Number of Participating Business Corporations	Adjustment Mechanism
Less than 5	50% for the Quoted Price of each of the Participating Business Corporations
5-8	100% for the Quoted Price of each of the Participating Business Corporations
9-12	Additional 3% for the Quoted Price of each of the 9 th to 12 th Participating Business Corporations
13 or more	Additional 5% for the Quoted price of each of the 13 th Participating Business Corporations and onwards

4.2.2 NGOs

4.2.2.1 The Contractor shall propose and consolidate a list of potential NGOs, for collaboration on carbon neutrality related activities for the ECC Representative's consideration and approval. The proposed list may include suggestions from the ECC Representative.

4.2.2.2 The Contractor shall invite, liaise and secure from an approved list above, no less than ten (10) NGOs, for the following tasks:

- (a) invite their staff to join a pledge to practise low-carbon lifestyle in respect of in respect of clothing, food, living and travel, and submit the number of participating staff by the end of the Month;
- (b) advertise the social challenge in their premises and social media platforms to help generate a wider penetration in promoting the Month throughout the community, including displaying the official KVs/ videos and/or showcasing their own participation in practising the low-carbon living tips.

4.2.2.3 The ECC Representative may require additional NGOs to be included in the approved list anytime during the Contract Period, taking into account the progress and outcomes with the prevailing collaborating partners.

4.2.2.4 The Contractor shall achieve the key performance indicators set out in the following tables and a payment adjustment mechanism as adopted in this Contract to tie in with the actual number of NGOs joining as collaborating partners.

Actual Number of Participating NGOs	Adjustment Mechanism
Less than 10	50% of the Quoted Price for the NGOs Invitation and Collaborations
10 or more	100% of the Quoted Price for the NGOs Invitation and Collaborations

4.2.3 Schools

4.2.3.1 The Contractor shall invite all local schools, including kindergartens, primary & secondary schools and universities, for collaboration on carbon neutrality related activities. Subject to their response, the Contractor shall follow up accordingly.

4.2.3.2 The Contractor shall secure, from the invited schools, no less than Fifty (50) schools, for the following tasks:

- (a) invite their students to join a pledge to practise low-carbon lifestyle in respect of in respect of clothing, food, living and travel, and submit the number of participating students by the end of the Month;
- (b) advertise the social challenge in their premises and social media platforms to help generate a wider penetration in promoting the Month throughout the community, including displaying the official KVs/ videos and/or showcasing their own participation in practising the low-carbon living tips.

4.2.3.3 The ECC Representative may require additional schools to be included in the approved list anytime during the Contract Period, taking into account the progress and outcomes with the prevailing collaborating partners.

4.2.3.4 The Contractor shall achieve the key performance indicators set

out in the following tables and a payment adjustment mechanism is adopted in this Contract to tie in with the actual number of Schools joining as collaborating partners.

Actual Number of Participating Schools	Adjustment Mechanism
Less than 50	50% of the of the Quoted Price for the Schools Invitation and Collaborations
50 or more	100% of the Quoted Price for the Schools Invitation and Collaborations

- 4.2.4 The Contractor shall prepare an introduction kit for business corporations, NGOs and Schools respectively, to introduce the Month, the tasks to be carried out upon joining the Month as a collaborating partners and guidelines on displaying the campaign logo(s). The introduction kit shall be submitted, reviewed and approved by the ECC Representative before dispatching.
- 4.2.5 The tasks carried out by the collaborating partners shall be organised within mid-October to the end of November 2024 to echo the launch of the Month. The Contractor shall liaise with the collaborating partners on the format and content of activities.
- 4.2.6 The Contractor shall liaise and coordinate with the contractor of the publicity and event management services of the Month appointed by the ECC, and provide advice on carbon neutrality measures to be implemented during the conduct of the concert cum carnival.
- 4.2.7 The implementation and execution costs of the activities shall be included in the cost of this project and borne by the Contractor.
- 4.2.8 All advertising content, including write-ups, design, artworks files, video files, etc., are to be provided by the ECC Representative.
- 4.2.9 All logos of the collaborating partners will be displayed on the publicity materials of the Month.
- 4.2.10 The Contractor shall provide a working timeline for the Services and indicate key milestones to manage the process.
- 4.2.11 The Contractor shall be responsible for lining up of collaborating partners and handling the liaison of the entire process.

4.3 Evaluation Report

- 4.3.1 The Contractor shall provide 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 CONTROL OF THE SERVICES

- 5.1 The ECC Representative will act as the liaison officer between the Contractor and the Government in relation to the Services.
- 5.2 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.
- 5.3 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.
- 5.4 The Contractor shall provide professional advice and responses to any questions or requests made by the ECC Representative .
- 5.5 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 should be borne by the Contractor.

6 TIMEFRAME

6.1 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 publicity and event management services for the Month is tentatively to be from July 2024 to January 2025, subject to further confirmation by the ECC Representative.

6.2 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>(a week after Kick-off meeting)</i>	Submission of potential partner list
Mid-August 2024	Submission of proposed low-carbon living tips and project proposal of activities by collaborating partners
Mid-October to November 2024	Launch of activities by collaborating partners
Early January 2025	Launch of concert cum carnival

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

7 LANGUAGE

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

8 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.

9 REQUIREMENTS OF THE CONTRACTOR

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

9.1.1 The Bidder shall have handled no less than two (2) environmental-related campaigns with collaboration of corporate organisations on non-profit making basis within five (5) years prior to the closing date of this Tender Document;

9.1.2 The Bidder shall have organised no less than two (2) environmental-related physical events, including but not limited to exhibition, funfairs, concerts, and launching ceremony on non-profit making basis within

five (5) years prior to the closing date of this Tender Document; and

9.1.3 The Bidder shall have handled no less than two (2) environmental-related educational campaigns on non-profit making basis within five (5) years prior to the closing date of this Tender Document.

9.2 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:

9.2.1 Expertise in carbon neutrality and environmental knowledge;

9.2.2 Experience in managing a green event; and

9.2.3 Experience in collaborations with corporate organisations, NGOs and school.

10 CONTRACT PRICE AND PAYMENT

10.1 Payment

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

Payment	Deliverables Required	Amount Payable expressed as percentage of the Contract Price
1	Approval of Low-carbon Living Tips by the ECC Representative (clause 4.1 of the SC)	30%
2	Approval of the list of Collaborating Partners by the ECC Representative (clause 4.2 of the SC)	30%
3	Approval of the Introduction Kit for the Potential Collaborating Partners, including Business Corporations, NGOs and Schools respectively by the ECC Representative (clause 4.2.6 of the SC)	10%
4	Completion of Activities by Collaborating Partners* to the satisfaction of the ECC Representative	20%
5	Completion of the Overall Services to the satisfaction of the ECC Representative (clause 4 of the SC)	10%
Total		100%

*The sum of payment shall be calculated according to the adjustment mechanism as depicted in 4.2.1.5.

10.1.2 Notwithstanding Clause 10.1.1, 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 ECC Representative, whether at law or in equity and whether such liability is liquidated or unliquidated, the ECC Representative 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.

10.1.3 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.

11 ACKNOWLEDGEMENT

11.1 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 should be used and shown in all publicity materials and activities under this service contract.

11.2 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.

11.3 For publicity materials produced under this service contract, the size of the name and/or logo of the ECC and other logos approved and provided by the ECC shall be placed in the most prominent position.

11.4 Use of the name and logo of the ECC for other purposes is subject to the prior approval of the ECC Representative.

12 REMARKS

12.1 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 assign part of the Services to another contractor.

12.2 The ECC Representative 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.

- 12.3 The ECC Representative 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 the ECC Representative reserves the right to assign any of the uncompleted Services to another contractor.
- 12.4 The Government or the ECC Representative 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.

13 SUBMISSION AND ENQUIRY

- 13.1 Your proposal and/or any other relevant documents must reach the ECC Secretariat by **12:00 noon, 8 July 2024 (Monday) (Hong Kong Time)**. Late submission will NOT be accepted. Should you have any queries, please contact the ECC Secretariat at telephone number 2594 0453.