

# **Provision of Collaboration with Stakeholders for Carbon Reduction Month (全民減碳月)**

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## **Tender Briefing**

# Background

## CNPC1.0 – 2022-2024

- Rolled out in 2022, the CNPC aimed to enhance public awareness on the imminence of the climate crisis, and instil a sense of urgency to start adopting a low-carbon lifestyle

### Three Sub-theme:



Energy Saving



Green Transport



Waste Reduction & Recycling



- With the awareness, it is time for us to engage with the public and enlist individual participation in practising low-carbon lifestyle in Carbon Neutrality Publicity Campaign 2.0, with a single-minded purpose to drive behavioural change of the public to achieve Carbon Neutrality by 2050.
- August 2024 – Oct 2024 : 全民識碳大行動 kNOw Carbon Action
- **November 2024 : 全民減碳月 Carbon Reduction Month (The Month)**

# Objectives



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.



2) To engage business corporations, NGOs and schools for collaboration and participation in the Month; and



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.



From October 2024 to January 2025 tentatively:

Tentative Schedule	Activities
Mid-Oct 2024	Campaign Presentation
Mid-Oct – Nov 2024	Promotion in collaboration with corporate organisations, non-governmental organisations (NGOs) and schools
Nov 2024	Social Media Campaign
Early Jan 2025	Concert cum Carnival

# Scope of Service

## 1. Formulation of Viralable Low Carbon Living Tips



## 2. Partner Invitation and Collaboration

## 3. Evaluation Report



# 01 / Formulation of Low Carbon Living Tips



## *Points To Be Noted:*

### Contractor shall develop a set of viralable low-carbon living tips:

- a) Theme under the local context : **Clothing, Food, Living & Travel**
- b) Selection of viralable key tips which KOLs and celebrities will help to promote on social media platforms
- c) Coordinate with the contractor(s) of the publicity and event management services of the Month appointed by the ECC



## 02 Partner Invitation and Collaboration



### *Points To Be Noted:*

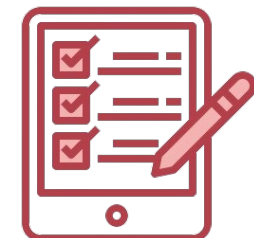
#### 1. A List of Potential Collaborating Partners

##### Contractor shall provide below services:

- a) Propose and consolidate a list of potential collaborating partners
- b) The list shall be reviewed and approved by ECC
- c) The list may include suggestions from ECC

##### Contractor shall prepare an Introduction Kit:

- a) For business corporations, NGOs and schools
- b) 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).



## 02 Partner Invitation and Collaboration



### Points To Be Noted:

#### 2.1 Collaboration with Business Corporation

- a) Invite, Liaise and Secure, from the approved list above, no less than five (5) business corporations
- b) Invite their staff to pledge to practise low-carbon lifestyle, and submit the number of participating staff by the end of the Month
- c) Associate their existing carbon reduction measures and initiatives related to their operations at both corporate and individual levels with the Month
- d) Set up a game booth in the carnival of the concert in early January 2025 (tentatively)
- e) Advertise the social challenge in their premises and social media platforms

***Priority shall be given to those with a relatively large number of outlets, branches and shops***

#### KPI & Payment Adjustment

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 <sup>th</sup> to 12 <sup>th</sup> Participating Business Corporations
13 or more	Additional 5% for the Quoted price of each of the 13 <sup>th</sup> Participating Business Corporations and onwards

## 02 Partner Invitation and Collaboration



### *Points To Be Noted:*

### 2.2 Collaboration with NGOs

#### KPI & Payment Adjustment

- a) Invite, liaise and secure from an approved list above, no less than ten (10) NGOs
- b) Invite their staff to pledge to practise low-carbon lifestyle, and submit the number of participating staff by the end of the Month
- c) Advertise the social challenge in their premises and social media platforms

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

## 02 Partner Invitation and Collaboration



### Points To Be Noted:

### 2.3 Collaboration with Schools

Contractor shall invite all local schools, including kindergartens, primary & secondary schools and universities:

- a) The Contractor shall invite all local schools, including kindergartens, primary & secondary schools and universities, for collaboration on carbon neutrality related activities.
- b) Liaise and Secure, from the invited schools, no less than Fifty (50) schools
- c) Invite their students to join a pledge to practise low-carbon lifestyle, and submit the number of participating students by the end of the Month
- d) Advertise the social challenge in their premises and social media platforms

#### KPI & Payment Adjustment

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



## *Points To Be Noted:*

### The Contractor shall provide:

- i) Relevant evaluations;
- ii) Reports;
- iii) Summaries;
- iv) Or other documents on its work

At the request of the ECC representative. The format and content are to be confirmed by the ECC Representative.



# Submission of Proposal

## Sealed Envelope A

**Price Proposal of Collaboration with  
Stakeholders for Carbon Reduction  
Month  
+  
Name of Company**

Schedule 4 – Price Proposal of Annex A

## Sealed Envelope B

**Technical Proposal of Collaboration  
with Stakeholders for Carbon  
Reduction Month  
+  
Name of Company**

1. Schedule 3 – Technical Proposal of Annex A
  - i) *A set of virable low-carbon living tips in respect of clothing, food, living and travel under the local context*
  - ii) *Proposed list of collaborating partners including business corporations, non-governmental organisations and schools*
2. Schedule 1 – Experience of the Tenderer of Annex A
3. Schedule 2 – Information on the Team of Annex A
4. Declaration of Compliance (Annex B)
5. Non-collusive Tendering Certificate (Annex C)
6. Offer to be Bound(Annex D)
7. A copy of document(s) to prove tax exemption status under Section 88 of the Inland Revenue Ordinance

# Technical Proposal

## Schedule 01

### Experience of the Tenderer

- 1) Environmental-related Campaigns with collaboration of Corporate Organisations
- 2) Environmental-related Physical Events (Exhibition, Fun Fairs, Concerts and launching ceremony)
- 3) Environmental-related Educational Campaigns

## Schedule 02

### Information on the Team

- 1) Qualification and Experience of the Project Manager
- 2) Qualification and Experience of the other members of the Project Team

## Schedule 03

### Proposals for Carbon Reduction Month

- 1) A set of viralable low-carbon living tips in respect of clothing, food, living and travel under the local context
- 2) Proposed list of collaborating partners including business corporations, non-governmental organisations (NGOs) and schools.

# Price Proposal

### (Mandatory Services):

- Breakdown of the Contract Price:
  1. Formulation of Low Carbon Living Tips
  2. Partner Invitation and Collaboration
    - i) Introduction Kit for Potential Collaborating Partners
    - ii) Tasks of Collaborating Partners with:
      - Business Corporations (each for not less than 5)
      - NGOs (not less than 10)
      - Schools (not less than 50)
  3. Evaluation Report
  4. Optional Item (if any, with details)
- Total Cost of the Contract Price:
  1. Total Cost (Excluding Optional Item)



# Assessment

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



# Timeline

2024



**24 June**

Invitation for proposals



**28 June**

Tender briefing



**8 July**

Deadline to submit  
proposals



**Mid July**

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



**Late July**

Award of contract

# Submission of Proposal



**By 12:00 noon  
8 July 2024  
(Monday)**



**Environmental  
Campaign  
Committee Secretariat**

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



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

# Q&A

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