

SERVICE SPECIFICATIONS

Provision of Services for the Launching Ceremony cum Symposium, Exhibition and Publicity for National Ecology Day 2025

In this Service Specifications, unless the context otherwise specified –

“CCO”	means the Countryside Conservation Office under the Environment and Ecology Bureau;
“Contract”	means the contract to be signed between the ECC and an authorised representative of the Tenderer referred to in this Service Specifications whose proposal is accepted;
“Contractor”	means the Tenderer referred to in this Service Specifications whose proposal is accepted;
“ECC”	means the Environmental Campaign Committee;
“ECC Representative”	means the officer authorised to act on behalf of ECC in respect of the administration of this contract;
“Government”	means the Government of the Hong Kong Special Administrative Region;
“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.
“Tenderer”	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;

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 In order to promote the importance of pursuing ecological civilisation and awareness of the need for action to protect the environment, the Countryside Conservation Office (CCO) of the Environment and Ecology Bureau (EEB) will conduct a series of events for National Ecology Day (NED) 2025.
- 1.2 It consists of a Launching Ceremony cum Symposium to be held on 15 August 2025 at the Chiang Chen Studio Theatre of The Hong Kong Polytechnic University for invited guests. Moreover, an Exhibition will be held to raise public awareness of the importance of protecting the natural environment. The Exhibition will tentatively take place from 9 to 17 September 2025 (both days inclusive) at Citywalk 2 in Tsuen Wan.
- 1.3 The associated publicity and promotion services shall widely showcase the Government's efforts and increase its brand visibility and recognition for NED. By utilising promotional channels such as social media both in Hong Kong and mainland China, the services should effectively reach a wider audience and raise public awareness of countryside conservation.

2 BACKGROUND

- 2.1 The Standing Committee of the 14th National People's Congress designated 15 August as NED on 28 June 2023, aiming to enhance the public's awareness of pursuing ecological civilisation and environmental protection. In support of the establishment of NED, the Government of the Hong Kong Special Administrative Region has launched a series of publicity and education activities on ecological civilisation in August 2023 and 2024 respectively.
- 2.2 NED Launching Ceremony cum Symposium and Exhibition aims to engage diverse segments of the public while enhancing public understanding of the culture and natural ecology of Hong Kong's countryside. It encourages attendees to explore local biodiversity, raising community awareness of ecological civilisation and environmental protection while embodying the core concept that "lucid waters and lush mountains are invaluable assets."
- 2.3 This territory-wide campaign features a variety of programmes, including exhibitions, interactive games, and more.

3 TARGET AUDIENCE

- 3.1 The target audience is the general public of Hong Kong and the Greater Bay Area, that are interested in nature conservation, countryside exploration and village revitalisation. The Contractor shall define specific channels and means to reach the mentioned sectors of the community through its publicity strategy.

4 OBJECTIVES

4.1 The objectives of NED 2025 are as follows:

- 4.1.1 Adoption of innovation and arts in promoting nature conservation and village revitalisation.
- 4.1.2 Creating a platform for collaboration among the CCO, non-profit organisations (NPOs), and the general public to showcase countryside conservation efforts.
- 4.1.3 Providing opportunities for individuals in Hong Kong and the Greater Bay Area to discover and appreciate the natural beauty of the countryside.

5 SCOPE OF SERVICES

5.1 General

- 5.1.1 The services comprise three tasks, namely (i) Launching Ceremony cum Symposium, (ii) Exhibition and (iii) Publicity. The Contractor shall implement the specified services and carry out duties as set out in the scope of Services concurrently.
- 5.1.2 The Contractor shall obtain written acceptance from the ECC Representative to certify the satisfactory completion of all parts of the Services.
- 5.1.3 The Contractor shall arrange an inception meeting and submit an inception report within one (1) week of the contract award to demonstrate their understanding of the exercise.
- 5.1.4 The Contractor shall liaise with Government officials, venue providers and other relevant parties to obtain any necessary licence, agreement, copyright or consents in connection with the successful provision of the Services.
- 5.1.5 The Contractor shall carry out the Services in accordance with the prevailing laws, regulations and ordinances in Hong Kong.
- 5.1.6 The Contractor shall attend site inspection(s) with the ECC Representative prior to the commencement of the Services.
- 5.1.7 The Contractor shall follow green measures and use environmentally friendly materials during the event execution to reduce wastage.
- 5.1.8 The Contractor shall submit the Execution plan, the Manpower Plan, and the Quality Assurance Plan of (i) Launching Ceremony cum Symposium, (ii) Exhibition and (iii) Publicity with details in the technical proposal.

5.2 Key Personnel

5.2.1 The Contractor shall formulate a project team comprising of four (4) individuals assuming the role for each of the following key personnel, as part of the essential requirements:

5.2.1.1 Project Manager: The individual shall be responsible for the overall delivery of the services and for ensuring the quality of the work.

5.2.1.2 Stage Manager: The individual shall be responsible for managing the stage and audio-visual (AV) systems.

5.2.1.3 Creative Designer: The individual shall be responsible for the design of the key visual, exhibition booths, and all related deliverables.

5.2.1.4 Public Relations Manager: The individual shall be responsible for the overall promotion of the event.

5.3 Launching Ceremony cum Symposium

5.3.1 Unless otherwise advised by the ECC Representative, a half-day Launching Ceremony cum Symposium will be held on 15 August 2025 (Friday). The venue setup and dress rehearsal will be done one day prior. Five (5) speakers from different sectors in both Hong Kong and Mainland China will deliver presentations at the Symposium. Approximately two hundred and fifty (250) participants, including senior officials, guests of honour, and twenty (20) invited reporters and editors, are expected to attend the Launching Ceremony cum Symposium.

5.3.2 Venue Setup

5.3.2.1 The venue shall be Chiang Chen Studio Theatre at The Hong Kong Polytechnic University, with a seating capacity of approximately two hundred and fifty (250) and a proper stage. Photos of the venue are attached in Annex E for reference. The Contractor shall be responsible for booking the venue and ensuring the required equipment is in place. The rental cost shall be included in the price proposal. The booking application form is attached in Annex G for reference. The rental shall cover the following:

- (a) Venue booking hours: 15:00 to 22:00 on 14 August 2025 for set up and rehearsal; 08:00 to 13:00, 14:00 to 17:00, and 18:00 to 20:00 on 15 August 2025 (total: 17 hours)
- (b) Four (4) microphones and six (6) wireless microphones
- (c) Audio recording for archival purpose
- (d) LED Wall rental during the rehearsal and Launching Ceremony cum Symposium

5.3.2.2 The Contractor shall implement the Launching Ceremony cum

Symposium in the form of an all-inclusive package including preparation, liaison, coordination, organisation, logistical arrangements, manpower and any other requirement as specified by the ECC Representative from time to time, with a proper and professional strategy. The scope of services comprises, but is not limited to, the following deliverables as set out below.

- 5.3.2.3 The Contractor shall conduct site visit to the venue(s) suggested by the ECC Representative and submit a stage design and event setup plan for the approval of the ECC Representative. The Contractor shall design the LED backdrop and ensure it can be properly displayed for the Launching Ceremony cum Symposium. The Contractor shall prepare, set up and dismantle AV equipment, lighting and any other equipment and technician(s) required for the Launching Ceremony cum Symposium. The Contractor shall ensure the stage is fully prepared and completely set up by 17:00 on 14 August 2025. At least one (1) rehearsal will then commence from 17:00 to 21:00 on the same day.
- 5.3.2.4 The Contractor shall propose, design, and produce an opening gimmick as a symbolic act to kick-start the NED during the Launching Ceremony cum Symposium. The gimmick shall echo the theme of the NED. The production of gimmick props (if any) shall minimise the generation of waste and utilise recycled materials with upcycling elements.
- 5.3.2.5 Tentatively, the theme of the Symposium is titled “Adoption of Innovation and Arts in Promoting Nature Conservation and Village Revitalisation”.
- 5.3.2.6 The Contractor shall provide, design, set up and dismantle the following event materials in accordance with the instruction of the ECC Representative:
 - (a) Guest reception with proper signage and registration table(s) with covering skirt(s) at reception area as instructed by the ECC Representative. In addition, the Contractor shall provide one (1) colour-print-capable functional printer, three (3) helpers to support the registration and one (1) designated on-site assistant for urgent printing or administrative needs during the event;
 - (b) Media reception counter with proper signage, sign-in sheets, and registration table(s) with covering skirt(s) at designated location(s) during Launching Ceremony cum Symposium and Exhibition as agreed by the ECC Representative;
 - (c) Sufficient guest badges and other identifying labels for officiating and other guests;

- (d) Equipment to facilitate media interviews, including but not limited to sound box, microphone system, etc;
- (e) A media zone set up in the seating area;
- (f) 3D microphone tags showing the logo/ key visual or any design commissioned by ECC Representative;
- (g) Roll-up banner(s) showing the logo/ key visual or any design commissioned by ECC Representative; and
- (h) Any other items as requested by the ECC Representative.

5327 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.

5328 The Contractor shall recruit a Master of Ceremonies (MC) fluent in Cantonese, Mandarin, and English, with a minimum of five years' experience hosting large-scale public events, subject to the approval of the ECC Representative. The Contractor shall also prepare the MC script for the Launching Ceremony cum Symposium for ECC Representative's approval at least ten (10) working days prior to the event day.

5329 The Contractor shall maintain cleanliness and hygiene of the venue throughout the Launching Ceremony cum Symposium 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 Launching Ceremony cum Symposium.

532.10 Insurance

- (a) The Contractor shall provide Public Liability Insurance (with a minimum limit of indemnity not less than HK\$5,000,000, and with unlimited number of claims). 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\$10,000,000 for any one accident and unlimited any one period), as appropriate for as appropriate for any accidents, injuries, deaths, damages, or liabilities happened over the event periods, including move-in, setup, dismantle and move-out periods, covering the joint

names of the ECC, the Government and the venue.;

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

532.11 The Contractor shall arrange the coffee break and provide one round of beverage service for participants. The Contractor shall provide staff to manage the coffee counter during the break. Throughout the entire Launching Ceremony cum Symposium, the use of plastic tableware and containers is strictly prohibited. The Contractor is required to provide reusable tableware or non-plastic tableware for the coffee break. The Contractor is required to provide about six (6) to eight (8) dining high tables for the coffee break. Sample photos of the dining high table are attached in Annex E for reference. At least three (3) drink options shall be provided for selection. At least two (2) catering staff shall be deployed to support the service, ensuring a welcoming and smooth experience during the break. A xylophone shall be provided to remind guests when the break ends.

No. of participants	Estimated budget per head
200	HKD\$50

5.3.3 Launching Ceremony

533.1 The Contractor is required to (i) design, (ii) plan, (iii) organise and (iv) manage the Launching Ceremony cum Symposium including:

- (a) Handle the venue and equipment setup and operation;
- (b) Manage symposium operations, logistics and overall event flow;
- (c) Remarks and speeches;
- (d) Stage gimmick;
- (e) Ceremony; and
- (f) Video playing

533.2 The Contractor shall arrange adequate manpower to provide escort and protocol support for senior officials and guests of honour. This includes accompanying them on and off stage for speeches, photo sessions, and participation in symposium activities, ensuring smooth and timely transitions in accordance with the event schedule.

5.3.4 Symposium

- 534.1 The Contractor shall rearrange the stage for symposium sections.
- 534.2 The Contractor shall provide an on-site question submission system for the Q&A session, ensuring it is user-friendly, accessible to all participants, and capable of capturing, organising, and displaying questions in real time.
- 534.3 The Contractor shall collect profiles, presentation files, and other necessary operational arrangements from the speakers.
- 534.4 The Contractor shall develop, design, and provide a set of key visuals and promotional materials, including text, graphics, banners, and other publicity items for use on Facebook, Instagram, and email, in both electronic and printed formats. The materials shall be adaptable across different dimensions and formats as required for various platforms, including resizing and artwork adaptation. At least two (2) design layout options shall be submitted for selection by the ECC Representative.
- 534.5 The Contractor shall ensure all necessary technical equipment and facilities are well-prepared. The venue shall have sufficient lighting and audio setup to ensure the programme is clearly visible and suitable for photo and video capture.
- 534.6 The Contractor shall supply and set up a podium and laptop for the speakers. The podium shall be obtained from the venue provider through liaison. A signage shall be prepared to dress up the podium.
- 534.7 If the venue's equipment/ facilities are insufficient, the Contractor shall be responsible for providing additional furniture, facilities, and equipment during the event. They shall be in a safe and good working condition and the Contractor shall be responsible for their maintenance, repair, and/or replacement during the event period with standby technical support.
- 534.8 The Contractor shall provide the setup, technical equipment, and manpower etc. for the simultaneous interpretation service. The service includes:
 - (a) From Cantonese to English, and English to Cantonese;
 - (b) From Cantonese to Putonghua, and Putonghua to Cantonese;
 - (c) From English to Putonghua and Putonghua to English
- 534.9 Each simultaneous interpreter shall be equipped with a television (TV) of at least 20-inch to connect to the CCTV signal provided at the venue.

- 534.10 The simultaneous interpretation system and equipment provided shall be sufficient to serve at least fifty (50) participants simultaneously.
- 534.11 The Contractor is required to identify professional simultaneous interpreters who are familiar with the subject matter to ensure they can deliver satisfactory interpretation services throughout the Launching Ceremony cum Symposium.

5.3.5 Mini Exhibition

- 535.1 The covered area outside the Chiang Chen Studio Theatre will be designated as the exhibition area for displaying a series of panels showcasing the information related to NED.
- 535.2 The Contractor shall design, print, and display a total of twenty-four (24) fabrics / panels of A1 size, 4C printing, using environmentally friendly materials wherever possible.
- 535.3 The Contractor shall provide proper setup such as frames and/or easels to display the panels with proper lighting support.
- 535.4 The content and photos shall be provided by the ECC Representative and the Contractor shall provide editorial support to ensure the write-up is linguistically accurate.
- 535.5 The Contractor shall provide three (3) sets of 4K-resolution monitors with at least 65-inch in screen size measured diagonally installed in a stand suitable for video playing. The Contractor shall propose the model for agreement by the ECC Representative.

5.4 Exhibition

- 5.4.1 The Exhibition is tentatively scheduled to be held at Citywalk 2 in Tsuen Wan from 9 to 17 September 2025 (both days inclusive). The Exhibition shall last for nine (9) consecutive days. The Exhibition shall normally be open from 12:00 to 19:00, except on 13 September 2025, when the opening hours will be extended to 12:00 to 20:00, subject to the venue regulations and the advice of the ECC Representative.

5.4.2 Venue Setup

- 542.1 The exhibition venue rental cost will be absorbed by the ECC and not to be included in the price proposal.
- 542.2 In the event of adverse weather conditions or other constraints (such as COVID), the date of the Exhibition may be extended or rescheduled as advised by the ECC Representative.

- 54.23 The Contractor shall implement the Exhibition in the form of an all-inclusive package including but not limited to preparation, liaison, coordination, organisation, logistical arrangements, manpower, transportation, storage, maintenance costs, insurance and any other requirements as may be specified by the ECC Representative from time to time with a proper and professional strategy.
- 54.24 The Contractor shall ensure smooth and timely conduct of the Exhibition by handling the logistics, including liaison with the venue and other service providers, staff deployment and supervision, and equipment delivery and installation.
- 54.25 The Contractor shall be responsible for the condition and quality of all exhibition materials, including the display panels. The Contractor shall be responsible for providing the replacement if the quality standard is not met as required. An environmentally friendly and cost-effective frame shall be used as the backbone of the booths.
- 54.26 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 electrical device(s) shall be energy efficient. Provision of technicians, emergency call services and emergency technical support services shall be included. All technician(s) shall be qualified and must comply with all relevant safety laws/regulations.
- 54.27 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. Overnight setup may be required.
- 54.28 The Contractor shall conduct visitor counting service throughout the Exhibition period and submit the figures to the ECC Representative by the end of each exhibition day.
- 54.29 The Contractor shall deploy and provide adequate manpower and necessary materials (such as tablets) to conduct an effectiveness survey with questions approved by the ECC Representative during the exhibition period.
- 54.210 The Contractor shall provide necessary maintenance and repair services of the exhibits, graphics, electronic devices, AV equipment and other items provided by the Contractor during the exhibition period.
- 54.211 Due to the environmentally-friendly nature of the Exhibition, the

Contractor shall make use of recyclable/ upcycling materials for the production of the Exhibition.

- 542.12 Post-event management of the leftover materials shall be an important consideration right from the design stage. The Contractor shall aim to generate the minimum amount of leftover materials and allowing them to be easily reused elsewhere or recycled/upcycled for other beneficial uses. The Contractor shall propose workable arrangements or methods of reusing, recycling, or upcycling the features as far as practicable for the consideration and agreement of the ECC. The post-event arrangement for reusing, recycling, or upcycling shall be properly recorded and reported to the ECC.
- 542.13 The Contractor shall provide one (1) TV of 43-inch with panel wrapping or appropriate design near the entrance to showcase videos provided by the ECC.
- 542.14 All TV sets provided by the Contractor shall have panel wrapping or proper design display instead of standing alone.
- 542.15 Upon request of the ECC Representative, the Contractor shall make adjustments to the designs, as far as possible, at any point during the project.
- 542.16 The Contractor shall provide, design, set up and dismantle the following event support facilities and materials:
 - (a) Sufficient guest badges for officiating guests, representatives of ECC and organisations, etc.;
 - (b) 3D microphone tags showing the relevant logo/ key visual or any design commissioned by the ECC Representative;
 - (c) Setup of marquee booth(s) to provide a makeup and dressing area for the performance units;
 - (d) Provision and management of an LED wall (connected via HDMI), to be used as an electronic backdrop. The LED wall screen dimension would be 6 metres (W) x 3 metres (H); and
 - (e) Layout and visual design for the e-backdrop, as approved by the ECC Representative

5.4.3 Exhibition Arrangement

- 543.1 The Contractor shall develop the Exhibition design and floor plan of the Exhibition in the technical proposal, including enhancements to the schematic design, taking into pragmatic structural and

operational requirements based on the draft layout provided in Annex E. The installations may have modifications due to site-specific requirements. Shop drawings/ samples submissions at least twenty-one (21) working days prior to the implementation stage and shall be as approved by the ECC Representative before the ordering of materials.

- 5432 The Contractor shall develop, design, and provide a set of key visuals and promotional materials, including text, graphics, banners, and other publicity items for use on Facebook, Instagram, and email, in both electronic and printed formats. The materials shall be adaptable across different dimensions and formats as required for various platforms, including resizing and artwork adaptation. At least two (2) design layout options shall be submitted for selection by the ECC Representative.
- 5433 The Contractor shall ensure public safety of the installations, proper covering and management of electrical wiring, and providing adequate lighting on the exhibits to enable effective viewing by visitors and clear photo-taking.
- 5434 The Contractor shall provide the design and setup of the exhibition area, which will be divided into six (6) booths. The overall size of the booth is 2.5 metres (L) x 2.5 metres (W) x 3.1 metres (H). The enclosing panels for the booth shall be done by environmentally friendly materials that can be printed on. The panels shall be somewhat translucent. Sample photos of the setup are attached in Annex E for reference.
- 5435 The Contractor shall decorate six (6) exhibition booths as follows:
- (a) Greeting Booth (禮物換一換)
- A gift redemption booth shall be set up near the entrance of the Exhibition. The Contractor shall be responsible for providing two (2) sets of redemption desks, including tables and chairs, with all materials consistent with the overall design of the Exhibition. To enhance visitor engagement, the Contractor shall set up and operate a game-based redemption activity, such as a claw machine or a capsule toy machine for souvenir collection, which will be supplied by the ECC Representative. Participants who successfully retrieve a capsule containing a designated token or label will be awarded a special prize. The Contractor shall be responsible for the setup, operation, and maintenance of the machine. Sample photos of the claw machine and the capsule toy machine are attached in Annex E for reference.
- (b) Countryside Conservation Photo Booth (美景影一影)

- The Contractor shall provide one (1) set of electronic photo booth. Visitors can take photos by touching the screen and selecting a digital photo frame. The visual effect is to simulate the visitor's appearance in the preferred natural scenery. The background photo will be supplied by the ECC Representative. The Contractor shall design six (6) photo frames manifesting the beauty of the countryside. The framed photo shall be displayed on the screen immediately after the shooting process. The programming shall include a feature for removing the background to ensure a better quality for the photo. The public can download the photos by scanning the QR code. Sample photos of the photo booth are attached in Annex E for reference.
 - For the booth setup, sufficient lighting is required to ensure the quality of the digital photos. A high-quality digital camera shall be used to capture images. The photos shall be square-sized, in JPG format, not more than 2MB in file size, and not less than 2000 x 2000 pixels in resolution.
 - The Contractor shall ensure that the photo booth can be operated smoothly at the start of each exhibition day.
- (c) Nature Conservation – Wetland VR Game Zone [tentatively named “Water Bird Soar” (水鳥飛一飛)]
- The ECC Representative shall provide the game and VR equipment for the VR zone.
 - The Contractor shall provide and set up the furniture in the VR zone necessary for the operation of the VR game booths, including at least tables for placing the necessary equipment, storage cabinets and electrical sockets.
 - Sample photos of the VR zone are attached in Annex E for reference.
- (d) Nature Conservation – Fung Yuen Butterfly Reserve [tentatively named “Butterfly Wonderland” (蝴蝶賞一賞)]
- Tentatively, a virtual tour online game will be provided and managed by ECC Representative regarding butterfly conservation. The Contractor shall provide at least one (1) 43-inch touch-screen TV with internet access for operating the game. Sample photos of the game are attached in Annex E for reference.
 - Additionally, a physical game booth - microscopic butterfly

scales, using electronic microscope(s) will be set up in this area. The content and device will be provided. The Contractor shall provide the necessary tables, chairs and an electrical extension socket for the game booth. Sample photos of microscopic butterfly scales are attached in Annex E for reference.

- The Contractor shall liaise with the relevant parties for handling the logistical arrangements.

(e) Kuk Po Common Reed Field 3D photo booth [tentatively named “Kuk Po Chill & Click” (谷埔坐一坐)]

- The Contractor shall set up and decorate a thematic booth inspired by the Common Reed Field in Kuk Po. The reference photo will be supplied by the ECC Representative. Using the 3D artwork, the design shall replicate the charm and distinctive atmosphere of the original site, allowing visitors to feel as if they are truly immersed in the unique common reed field setting. The booth shall be designed as a photogenic spot to encourage visitors to take photos and share their experience, enhancing both onsite engagement and online promotion of the Exhibition. Sample photos of Common Reed Field in Kuk Po and setup are attached in Annex E for reference.

(f) Nature and Community – Revitalising Lai Chi Wo [tentatively named “Culture Quest” (文化學一學)]

- The game will be guided by the ECC Representative. Through short video and photos, supported by an interactive card game, the participants will have a thorough understanding of Lai Chi Wo.
- The Contractor shall provide one (1) 43-inch TV, one (1) table, two (2) chairs and an electrical extension socket for the booth.

5436 The Contractor shall produce two (2) videos, each lasting approximately 1–2 minutes, filmed in Kuk Po and Mui Tsz Lam (Sha Tau Kok) including all key landmarks. The routes shall be approved by the ECC representative before filming. To create an engaging experience, the Contractor shall set up two (2) treadmills, each equipped with a screen of at least 43-inch. The two screens will be set on a backdrop of size 5 metres (W) x 3 metres (H). The screens shall display the respective videos, imitating what the player will see in the countryside. This will be a single-version video that plays automatically when the player starts walking on the treadmill. Its purpose is solely to simulate the experience of walking in the

countryside; responsiveness is not required. This section is tentatively named “Virtual Countryside Walk” (鄉郊走一走). Sample photos of the setup are attached in Annex E for reference.

- 5437 An additional booth will be placed on the G/F, in Fame Walk A of Citywalk 2, next to 7-ELEVEN. The size will be 12ft (W) x 8ft (D) x 8ft (H). Sample photos are attached in Annex E for reference.
- 5438 The Contractor shall maintain the area to be friendly and accessible for persons with disabilities.
- 5439 The Contractor is required to provide the artwork files of final key visuals in Adobe Illustrator (AI) format (non-outlined file with layers), pdf, jpeg or other formats requested by the ECC Representative.
- 543.10 Contents, Printouts and Copywriter
 - (a) All contents shall be presented in a legible manner with both English and Chinese text, photos, and graphics. The layout and formats shall be in a simple, appealing, and professional design consistent with the overall design approach.
 - (b) The services shall include the provision of a copywriter to digest, organise, edit, and proofread the contents to ensure a high level of linguistic quality.

5.4.4 Souvenirs

- 544.1 The Contractor shall arrange souvenirs for the public visitors. The Contractor shall provide minimum of fifteen thousand (15,000) passport-sized booklets as part of the game to interact with visitors. FSC or recycled paper is required to use for the printed materials. Sample photos of the passport booklet are attached in Annex E for reference.
- 5442 The Contractor shall provide design and production of at least six (6) stamps together with the passport booklets.
- 5443 The Contractor shall provide three hundred (300) tokens and two hundred (200) reusable transparent capsules for one (1) claw machine or capsule toy machine. The paper inserted in the capsules shall be printed by the Contractor. The content shall be provided as requested by the ECC Representative. The Contractor shall refill the machine in a timely manner to ensure a pleasant experience.

5.4.5 Workshops

- 545.1 The Contractor shall provide two (2) workshops on 14 September

2025 (Sunday), and nine (9) additional workshops on weekdays, with the exact dates to be advised by the ECC Representative. Each workshop will last approximately sixty (60) minutes and accommodate fifteen (15) to twenty (20) participants. The theme will be village revitalisation and nature conservation, and a maximum of two (2) workshop types will be offered during the exhibitions.

5452 The Contractor shall submit a selection list of proposed instructors and the nature of workshops in the proposal for the consideration of the ECC Representative.

5453 The Contractor is required to provide coordination and management services, including but not limited to identifying the instructors, public registration, communications, on-site setup (such as tables & chairs) and related materials, etc.

5.4.6 Insurance

5461 The Contractor shall provide Public Liability Insurance (with minimum limit of indemnity not less than HK\$5,000,000 and unlimited number of claims). 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\$10,000,000 any one accident and unlimited any one period), as appropriate for any accidents/ injuries/ deaths/ damages/ liability happened over the event periods, including move-in, setup, dismantling and move-out periods, covering the joint names of the ECC, the Government and the venue.

5462 For the Third-party Public Liability insurance (HK\$5,000,000), the Contractor shall use below companies' names as insured parties:

- (i) Citywalk Management Company Limited
- (ii) Citywalk 2 Management Company Limited
- (iii) Sino Estates Management Limited
- (iv) Prime Harvest Development Limited
- (v) Ocean Treasure (Hong Kong) Limited
- (vi) Urban Renewal Authority

5463 The Contractor shall provide the ECC Representative with copies of such certificates of insurances (or cover notes).

5.4.7 Copyright of deliverables

- 54.7.1 The ECC owns the exclusive copyright of all deliverables, including but not limited to concepts, engineering details, hard and soft copies. The copyright and any similar rights in any parts of the world, of the exhibits produced by the Contractor under this Contract shall be vested in the ECC. On completion of the Contract or early termination of Contract, if so, all the hard and soft copies of the design must be handed back to ECC. Any information obtained by the Contractor in connection with the production of the deliverables shall be for the sole purpose of the Services only, and must not be released to any other party or used for any other purposes without the prior consent of ECC in writing.
- 54.7.2 As for any designs, concepts, artworks, graphics, photographs, videos, text, charts, cartoons, or figures provided by the Contractor for the provision of the Services under this Contract, the Contractor shall ensure that the use and display of such designs, concepts, artworks, graphics, photographs, videos, text, charts, cartoons, figures, etc. shall be cleared from copyright restriction or permitted use with prior permissions in writing from the relevant overseas or local copyright holders.

5.4.8 Guided Tours

- 54.8.1 The Contractor shall provide media tours and school tours requested by ECC Representative.
- 54.8.2 Media tours – The Contractor shall line up at least five (5) media outlets who are interested in the theme and arrange a tour during the exhibition period. The itinerary shall be organised according to the media pitching angle. The Contractor shall provide the proposed media list for approval by the ECC Representative and follow up with the media after their visit.
- 54.8.3 School tours – The Contractor shall liaise with schools or any education institutes in Hong Kong to arrange at least nine (9) guided group visits to the Exhibition. These school tours shall be tailored for no fewer than twenty (20) participants, including both students and teachers, with the aim of promoting ecological education and engagement. The Contractor shall provide the proposed school list for approval by the ECC Representative.
- 54.8.4 The Contractor shall propose a schedule, handle coordination and communication with schools, and ensure the availability of trained docents or guides to facilitate the tours effectively.

5.4.9 Stage Performance

- 549.1 The Contractor shall arrange a Stage Performance consisting of four (4) sections as part of the Exhibition tentatively on 13 September 2025 (Saturday). The performance is tentatively scheduled to take place from 14:30 to 16:00 (approximately 1.5 hours). The Contractor shall prepare the rundown for approval by the ECC Representative. Messages about NED and environmental protection shall be incorporated in the rundown during the Stage Performance.
- 549.2 The Contractor shall liaise with and arrange for the performance units that meet the following criteria:
- (a) **A Cappella Group:** One (1) A Cappella Group of at least four (4) singers to deliver a 30-minute live vocal performance, which shall include at least four (4) songs, and shall be engaging and suitable for families. Photos of the a cappella performance are attached in Annex E for reference. The proposed A Cappella Group shall possess a positive image and be widely accepted by the general public, and **have at least three (3) performances during the past five (5) years immediately preceding the Original Tender Closing Date, performing at public events at venues such as the Multi-purpose Hall, Youth Square, Town Hall or equivalent.** The group shall not be in conflict with the environmentally friendly nature of the event.
 - (b) **Children's Martial Arts Dancing Team:** One (1) team of at least four (4) children's performers to deliver a 20-minute stage show combining martial arts and dance with uplifting and inspiring choreography. Photos of the martial arts and dance performance are attached in Annex E for reference. The proposed Children's Martial Arts and Dance Team shall possess a positive image and be widely accepted by the general public, and **have a minimum of three (3) performances during the past five (5) years immediately preceding the Original Tender Closing Date, in public events organised by the Government in either indoor or outdoor venues such as shopping malls, public playgrounds or equivalent venues.** The team shall not be in conflict with the environmentally friendly nature of the event.
 - (c) **Local Singer:** For details, please refer to clause 5.4.10 of Appendix 2.
 - (d) **Cheer Dance Team:** One (1) cheer dance team comprising at least six (6) young performers to deliver a 20-minute performance creating an energetic and festive atmosphere, along with one (1) interactive activity on spot. Photos of the cheer dance performance are attached in Annex E for reference. The proposed Cheer Dance Team shall possess a positive image and be widely accepted by the general public, and **have a minimum of three (3) performances during the past five (5) years immediately preceding the Original Tender Closing Date performing at public venues.** The team shall not be in conflict with the environmentally friendly nature

of the event.

- 54.93 The Contractor shall coordinate with all performance units to conduct at least one (1) full rehearsal (including sound check and lighting tests) prior to the event, and provide a detailed rehearsal schedule to the ECC Representative for review and approval.
- 54.94 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.
- 54.95 The Contractor shall obtain ECC Representative's approval on the list of performance units before confirming the performers. Under any reasonable circumstances, including but not limited to any negative news or scheduling issue about any of the selected performance units, the ECC Representative has the right to change the selected performance units before official promotion of the Exhibition at no additional cost. Under such circumstances, the Contractor shall propose other performance units with an equivalent level or higher level of fame for replacement upon approval by the ECC Representative.
- 54.96 The Contractor shall recruit a master of ceremonies (MC) who is fluent in Cantonese, Mandarin, and English, and possesses a minimum of five (5) years of experience in hosting large-scale public events, subject to approval by the ECC Representative for hosting the Stage Performance. The Contractor shall prepare the MC script for approval by the ECC Representative at least ten (10) working days prior to the Stage Performance.
- 54.97 The Contractor shall be responsible for providing and managing technical and AV services for the Stage Performance, as required in clause 5.4.9.
- 54.98 A removable stage should be set for the performance. The Contractor is responsible for the setup and dismantling of the stage same day of the performance.
- 54.99 A removable stage for the performance shall be set up, with dimensions of 20ft (L) x 8ft (W). The Contractor is responsible for the setup and dismantling of the stage same day of the performance. The venue will provide five (5) portable stage boards, with dimensions of 4ft (L) x 8ft (W) per board.
- 54.9.10 The Contractor shall provide an experienced stage management team, including but not limited to sound and lighting technicians to supervise stage-related activities for rehearsals and performances. The team shall review and liaise technical requirements with the

venue and the performers for performance planning. Before the performance, the stage management team shall arrange sufficient manpower for setting up and dismantling of the stage on the event day and supervise the required lighting, sound, and other stage equipment tests; and monitor lighting, speakers, microphones and other AV equipment during rehearsal and the performance to ensure smooth operation. During the performance, the stage management team shall make technical adjustments or call cues to a technical crew handling the equipment.

- 549.11 The Contractor shall provide adequate on-site personnel or liaise with venue security to manage crowd flow and ensure the safety of guests, performers, and the general public during the Stage Performance.

5.4.10 Optional item – Local Singer

- One (1) local singer to perform a 25-minute session, which shall include at least three (3) songs, and participate in a chit-chat session with the MC or a guest. The Contractor shall be responsible for hiring the artist including hair, makeup, transport, etc.
- The proposed Local Singer shall possess a positive image and widely accepted by the public. He or she shall have released a minimum of three (3) singles, and with at least one (1) public performance experience during the past five (5) years immediately preceding the Original Tender Closing Date in multi-purpose halls, shopping malls or equivalent.
- The proposed Local Singer shall not be in conflict with the environmentally friendly nature of the event.
- The Contractor shall be responsible to manage the event schedule with the proposed Local Singer. In case there is a time conflict after ECC Representative's confirmation of the proposed Local singer, the Contractor shall be responsible to propose a replacement of the equivalent or higher level of fame at no additional cost.

5.5 Publicity

5.5.1 Publicity Plan and Report

- 55.1.1 The Contractor shall formulate a publicity plan and report with a mix of media channels to promote NED.
- 55.1.2 The Contractor shall propose a placement schedule of the proposed media and communication channels, primarily online, to ensure

wide exposure to the target audience.

- 55.13 The Contractor shall provide justification, supported by data, on why the proposed channels are the most effective means to reach and influence the target audience in achieving the publicity objectives.

- 55.14 The Contractor shall submit the proposed advertising and/or media placement, comprising a placement schedule and the budgetary allocation for each item, to the ECC Representative for consideration. The ECC Representative may select from the proposed items and negotiate with the Contractor on the costs, coverage, and/or frequency. Items accepted by the ECC Representative shall be implemented within the agreed budget.

- 55.15 The Contractor shall conduct media pitching and send invitations to at least ten (10) different reporters and editors to interview and report on the NED events. The Contractor shall also follow up on media attendance. The media list shall include outlets from both Hong Kong and Mainland China to ensure strong event coverage and a positive image and influence on the target audience.

- 55.16 The Contractor shall proactively follow up with media representatives to secure coverage and ensure that the key messages of NED are effectively disseminated.

- 55.17 The Contractor is required to prepare the artwork and media files by adapting of the publicity materials supplied by the ECC Representative, including but not limited to video resolution, output format, and duration, to meet the technical requirements of the agreed media channels as agreed by the ECC Representative.

- 55.18 The Contractor shall submit a post-event digital performance report within one (1) week after the Exhibition. The report shall include key metrics such as reach, impressions, engagement rates (likes, shares, comments, and clicks), and audience demographics (if available). Screenshots of each post, back-end analytics from social media and digital platforms shall be provided as supporting evidence. A brief summary of the campaign's overall performance, along with insights and suggestions for future improvement, shall also be included.

- 55.19 The Contractor shall provide a post-event report and summary of all media coverage (including online and printed news articles, TV and video news clips, radio news clips, and other relevant clips) related to the NED events within one (1) week after the Exhibition.

5.5.2 Printed Media

- 552.1 The Contractor shall arrange the provision of one (1) printed full-page advertorial in a local newspaper.

5.5.3 Online Media

- 553.1 The Contractor shall arrange the provision of online/web-based/smartphone platforms, including but not limited to search engines, discussion forums, websites, mobile apps, and social media platforms.
- 553.2 The Contractor shall arrange one (1) online advertorial, one (1) Facebook post, one (1) 3-minute video production (with selection of at least three host options), service of interview, photo shooting, write-up, layout design, boosting services handled by one (1) local media outlet, preferably the same as the printed advertorial to optimise cost effectiveness.
- 553.3 The Contractor shall allocate a reasonable amount of budget for online advertising on various platforms, including but not limited to Facebook, Instagram, Yahoo keyword search, and banner/pop-up advertisements on other platforms to promote NED to the target audience.

5.5.4 Social Media and KOLs Collaborations

- 554.1 The Contractor shall implement a social media campaign consisting of three main phases: pre-event, during the event, and post-event. The campaign shall include no less than fifteen (15) posts across various platforms, including but not limited to the Countryside Conservation Office's social media pages.
- 554.2 As there are several weeks between the NED Launching Ceremony cum Symposium and the Exhibition, it is important to maintain momentum and continuity between these major events by engaging different key opinion leaders (KOLs) from both Hong Kong and Mainland China.
- 554.3 The Contractor is required to liaise with at least eight (8) KOLs on social media platforms in both Hong Kong (Facebook, Instagram) and Mainland China (WeChat, Xiaohongshu). These KOLs shall focus on eco-tourism, cultural heritage, lifestyle, art, and culture, and must have a strong influence on the target audience. Each KOL is expected to have a minimum of ten thousand (10,000) followers. A KOL list shall be submitted for ECC approval.
- 554.4 The Contractor shall ensure that each post by a KOL reaches a reasonable number of followers. As a reference, a minimum of one thousand (1,000) engagements (for Facebook, Instagram), and five hundred (500) readerships or engagements (for WeChat,

Xiaohongshu) shall be achieved.

5.5.5 Poster and Banner

5.5.5.1 The Contractor shall create and produce artwork designs of one (1) Poster and one (1) Banner corresponding to the key visual.

5.5.5.2 The Contractor is required to provide the following deliverables for the production of poster:

- (a) One (1) version only;
- (b) Colour: 4C + 0C (Full colour);
- (c) Size and dimension: A2 and A4;
- (d) Printing method: Digital;
- (e) Paper quality: 128gsm paper, smooth finish;
- (f) Ink: Environmentally friendly ink;
- (g) Other requirement: The poster cannot be folded;
- (h) The poster design should be adaptive vertically;
- (i) The Contractor is required to provide the design, layout, development, and production of the poster;
- (j) The Contractor is required to provide fifty-five (55) copies of the A2 poster and one hundred and twenty (120) copies of the A4 poster.

5.5.5.3 The Contractor is required to provide the following deliverables for the production of banner:

- (a) One (1) version only;
- (b) Colour: 4C + 0C (Full colour);
- (c) Size and dimension: 2.5 metres (W) x 1 metre (H);
- (d) Print Quality: 1,440 dpi or above on matt canvas;
- (e) Other requirement: Welded edged, double eyelets with metal and plastic rings evenly punched; water and UV-resistant;
- (f) The poster design should be adaptive horizontally;
- (g) The Contractor is required to provide the design, layout, development and production of the banner.
- (h) The Contractor is required to provide twenty-three (23) copies of banner.

5.5.5.4 The Contractor shall deliver the posters and banners in separate batches to two (2) designated locations: Cheung Sha Wan and Quarry Bay, in quantities and timelines as specified by the ECC Representative.

5.5.5.5 The Contractor shall be responsible for coordinating logistics and ensuring that all printed materials arrive in good condition and on time at each designated location.

5.5.5.6 The Contractor is required to provide soft copies of the artwork files in Adobe Illustrator (AI) format (non-outlined file with layers), pdf, jpeg, and/or any other formats requested by the ECC Representative.

5.6 Manpower

The Contractor shall provide manpower as set out below.

5.6.1 Launching Ceremony cum Symposium

Provide no less than ten (10) experienced, well-trained and well-mannered helpers throughout the day to provide below services:

- Escort the guests to the stage during the Ceremony and Symposium
- Help with the reception counters
- Assist at different entrances of the venue for QR code registration
- Help at the mini exhibition
- Help with beverage station
- Other duties assigned in the venue

5.6.2 Exhibition

Provide no less than seventeen (17) experienced, well-trained and well-mannered helpers to station in the venue throughout the Exhibition period to provide below services:

- Supervisory role: One of the helpers shall be more experienced, taking on a supervisory role to ensure a smooth operation. He or she should be on site every day, to handle ad hoc situations.
- Manage the booths and stations; introduce to the participants on the concept and games
- Provide on-site technical support daily during the exhibition
- Handle crowd control
- Conduct satisfactory questionnaires

5.6.3 Publicity

Provide no less than three (3) experienced, well-trained helpers to provide below on-site support

- Assist in the media area during the Launching Ceremony cum Symposium
- Provide on-site support to media
- Assist in the Exhibition ceremony, during the media tour and performance

5.6.4 The Contractor shall provide thematic uniforms and badges for all helpers to make them easily identifiable to the public. The design should be approved by ECC before production or procurement. Proper meal breaks shall be provided for the helpers.

5.7 Common Supporting Services for (1) Launching Ceremony cum Symposium and (2)

Service Specifications

Provision of Services for the Launching Ceremony cum Symposium, Exhibition and Publicity for National Ecology Day 2025

Exhibition

5.7.1 Dress Rehearsal

- 5.7.1.1 The Contractor shall arrange an on-site dress rehearsal prior to the Launching Ceremony cum Symposium and the Exhibition performance.
- 5.7.1.2 The Contractor shall provide all necessary equipment and manpower support for the dress rehearsals.

5.7.2 Photography and Video Services

- 5.7.2.1 The Contractor shall provide photographers and videographers to capture the happenings both at the Launching Ceremony cum Symposium and Stage Performance at the Exhibition. The number of personnel required shall be based on the schedule advised by the ECC Representative.
 - (a) Two (2) photographers and one (1) videographer would be needed in Launching Ceremony cum Symposium, capturing the moments throughout the whole event on-site, approximately for six (6) hours. The call time will be advised by the ECC Representative
 - (b) Two (2) photographers and one (1) videographer would be needed during the Stage Performance at the Exhibition on-site, approximately for six (6) hours. The call time will be advised by the ECC Representative
- 5.7.2.2 After both event days, at least fifteen (15) high-quality retouched photos of each event shall be selected for the press release and promotions of the event instantly. The final version of all photographs, at least two hundred (200) photos for each event shall be submitted within five (5) working days after the event and related activities.
- 5.7.2.3 The Contractor shall provide below versions of final video deliverables:
 - (a) One (1) 2-minute opening video for the Launching Ceremony cum Symposium shall be produced to convey the key message of NED. The video shall showcase the natural landscapes of Hong Kong, including country parks, marine parks, and rural areas, featuring footage of local animals and plants to highlight the diversity and beauty of ecosystems. It shall also deliver the core values of nature conservation and village revitalisation in alignment with key ideas of NED. The ECC Representative will provide

selected raw footage for editing while the Contractor may be required to conduct additional filming or incorporate suitable stock videos as necessary to ensure a complete and compelling storytelling experience. The first draft of the video shall be submitted three (3) weeks before the Launching Ceremony cum Symposium, with the final version of the video ready one (1) week before the event.

- (b) Two (2) 3-minute highlights videos, one for the Launching Ceremony cum Symposium and one for the Exhibition. The first draft of each video should be submitted within three (3) working days after the event filming, with the final versions ready within seven (7) working days.
- (c) Full recording of the Launching Ceremony cum Symposium, focusing on the speakers and important moments with editing, shall be submitted for first review within ten (10) working days after the event. The final version shall be submitted within fifteen (15) working days.
- (d) Full recording of the Stage Performance at the Exhibition, with editing shall be ready for first review within ten (10) working days after the event. The final version shall be submitted within fifteen (15) working days.

5.724 The audio quality, such as recording speeches or other audio delivered by guests and performers, shall be recorded under the best conditions. The Contractor shall ensure the speakers' speeches and video audio, etc., can be recorded clearly, excluding ambient noise from the venue.

5.725 Captions shall be used in the videos, both Chinese and English shall be provided.

5.726 All videos produced shall be at least in 16:9 High-Definition Format and H264 (1920 x 1080p) format.

5.727 The musical arrangement, either tailor-made or selected from library music, shall be agreed with the ECC Representative. The Contractor shall be responsible for clearing all copyright issues and obtaining necessary licenses 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 other public functions/activities, and for production of VCDs/ DVDs/ CD-ROMs/ Blu-ray discs and other publicity materials by the Government for non-profit making purpose.

5.728 The Contractor shall be handled all deliverables including photos,

videos in a professional manner. The Contractor needs to ensure the quality of deliverables at all time.

- 5.7.29 The photograph and video taken shall be stored and delivered in an USB memory stick. All raw unedited footage, in Full High Definition (Full HD) format shall be provided to the ECC.

5.7.3 Licences, Certificates, and Safety Compliance

- 5.7.3.1 The Contractor is responsible for obtaining all licenses, certificates and reports, including but not limited to a Registered Structural Engineer (RSE) report for custom-built stands exceeding 2.5m in height, from relevant Government B/Ds to comply with all safety laws/regulations required for temporary structures. The Contractor shall also liaise with the venue and conduct site visit, if needed, to ensure smooth operation.

- 5.7.3.2 The Contractor shall ensure that all electrical installations, equipment, and related power supply arrangements at the venues comply with the venue provider's safety regulations and requirements. A Registered Electrical Worker (REW) shall be engaged to carry out or certify any necessary electrical works. If required by the venue, relevant certificates (e.g., WR1 Form) must be submitted prior to the event.

6 CONTROL OF THE SERVICES

- 6.1 The ECC Representative will act as the liaison officer between the Contractor and the ECC or 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 is 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.

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 is tentatively from July 2025 to October 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
July 2025	<ul style="list-style-type: none"> ● Award of contract
One week after award of the contract	<ul style="list-style-type: none"> ● Submission of an inception report which includes overall strategy, implementation plan, media placement plan and social media strategy plan etc. ● Kick-off meeting
Two weeks after award of the contract	<ul style="list-style-type: none"> ● Submission of key visuals and other publicity materials.
1 August 2025	<ul style="list-style-type: none"> ● Confirmation of key visuals and other publicity materials.
August to Early October 2025	Launch of <ul style="list-style-type: none"> ● Activation videos ● Social media promotion ● Media placement

*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

Service Specifications

Provision of Services for the Launching Ceremony cum Symposium, Exhibition and Publicity for National Ecology Day 2025

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 must be provided on request to substantiate the Tenderer's compliance. Failure to meet any of essential requirements or supporting documents failed to substantiate the compliance of essential requirements will render the Tenderer's offer not being considered further.
- 10.1.1 The Tenderer shall have at least three (3) years' experiences in event management, including but not limited to symposia, exhibitions, seminars or conferences.
- 10.2 The Project Team of the Contractor shall have relevant qualifications, 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 The **Project Manager** shall hold an Associate Degree or higher, with knowledge of exhibition structures, construction, and technical drawings, with experience in organising exhibitions, symposia, seminars and/or conferences. He or she should have at least five (5) years' experiences on project or event management, in which should include minimum one (1) year of managerial or supervisory experience immediately preceding the Tender Closing Date.
- 10.2.2 The **Stage Manager** shall hold a Diploma or higher, with at least three (3) years' experiences in stage AV management for performances and symposia, setting up digital signage immediately preceding the Tender Closing Date.
- 10.2.3 The **Creative Designer** shall hold a Diploma or higher in visual communication, graphic design, multimedia, advertising or related disciplines, with strong proficiency in Mac, Adobe Photoshop, Illustrator, and InDesign, etc. and possess at least three (3) years' experiences in designing key visuals, exhibition booths, and promotional materials immediately preceding the Tender Closing Date.
- 10.2.4 The **Public Relations Manager** shall hold a Bachelor Degree or higher in communications, public relations, translation or related disciplines, with at least three (3) years' experiences in event promotion, media handling, media buy and related activities immediately preceding the Tender Closing Date.

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
Mandatory Items (as stipulated in Part A of Schedule 5 - Price Proposal)		
1	Upon completion of the Launching Ceremony cum Symposium with all required deliverables for the Launching Ceremony cum Symposium service (Refer to clauses 5.3 and 5.7 of Appendix 2 Services Specifications)	40%
2	Upon completion of the Contract with all required deliverables	60%
Total		100%

11.1.2 Notwithstanding Clause 11.1.1, the Tenderer'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, 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 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.

- 12.2 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 shall be placed in the most prominent position with a reasonable size.
- 12.3 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.
- 12.4 Exceptions to the above clauses 12.1 to 12.3 shall be approved by 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 to assign part of the services to another contractor.
- 13.2 The ECC reserves the right not to invite any of the Tenderers, who have submitted proposals in response to this invitation, to enter into a written agreement on the project.
- 13.3 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.
- 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 ECC or the Government reasonably believes that any of the events mentioned above is about to occur.

14 SUBMISSION AND ENQUIRY

- 14.1 The Tenderer's proposal and/or any other relevant documents must reach the ECC Secretariat by **12:00 noon, 25 June 2025 (Wednesday) (Hong Kong Time)**. Late submission will NOT be accepted. Should you have any queries, please contact

the ECC Secretariat at telephone number 2835 1020.