

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

Tender Briefing
13 June 2025

Table of Contents

1. Background
2. Objectives of NED 2025
3. Scope of Services
4. Submission of Proposal
5. Contract Period & Payment Schedule
6. Other Points to Note
7. Q&A Session

1.

Background

(Only some main points are listed here. Details are shown in the Tender Documents)

Background

- National Ecology Day (NED) designated on **15 August** by China's NPC in 2023 to enhance the public's awareness of pursuing ecological civilisation and environmental protection. Hong Kong has launched a series of **publicity** and **education activities** in August 2023 & 2024 respectively.
- NED Launching Ceremony cum Symposium and Exhibition aims to engage diverse segments of the public on the **understanding of the culture and natural ecology** of HK's countryside, embodying the core concept that "lucid waters and lush mountains are invaluable assets"
- This territory-wide campaign features a variety of programmes, including exhibitions, interactive games, and more, encourages attendees to **explore local biodiversity**, raising **community awareness** of ecological civilisation and environmental protection.

2.

Objectives of NED 2025

(Only some main points are listed here. Details are shown in the Tender Documents)

Objectives of NED 2025

- Creating a platform for collaboration among the CCO, non-profit organisations (NPOs), and the general public to **showcase countryside conservation efforts**.
- Providing opportunities for individuals in Hong Kong to discover and appreciate the natural beauty of the countryside through a series of **publicity and education activities** .

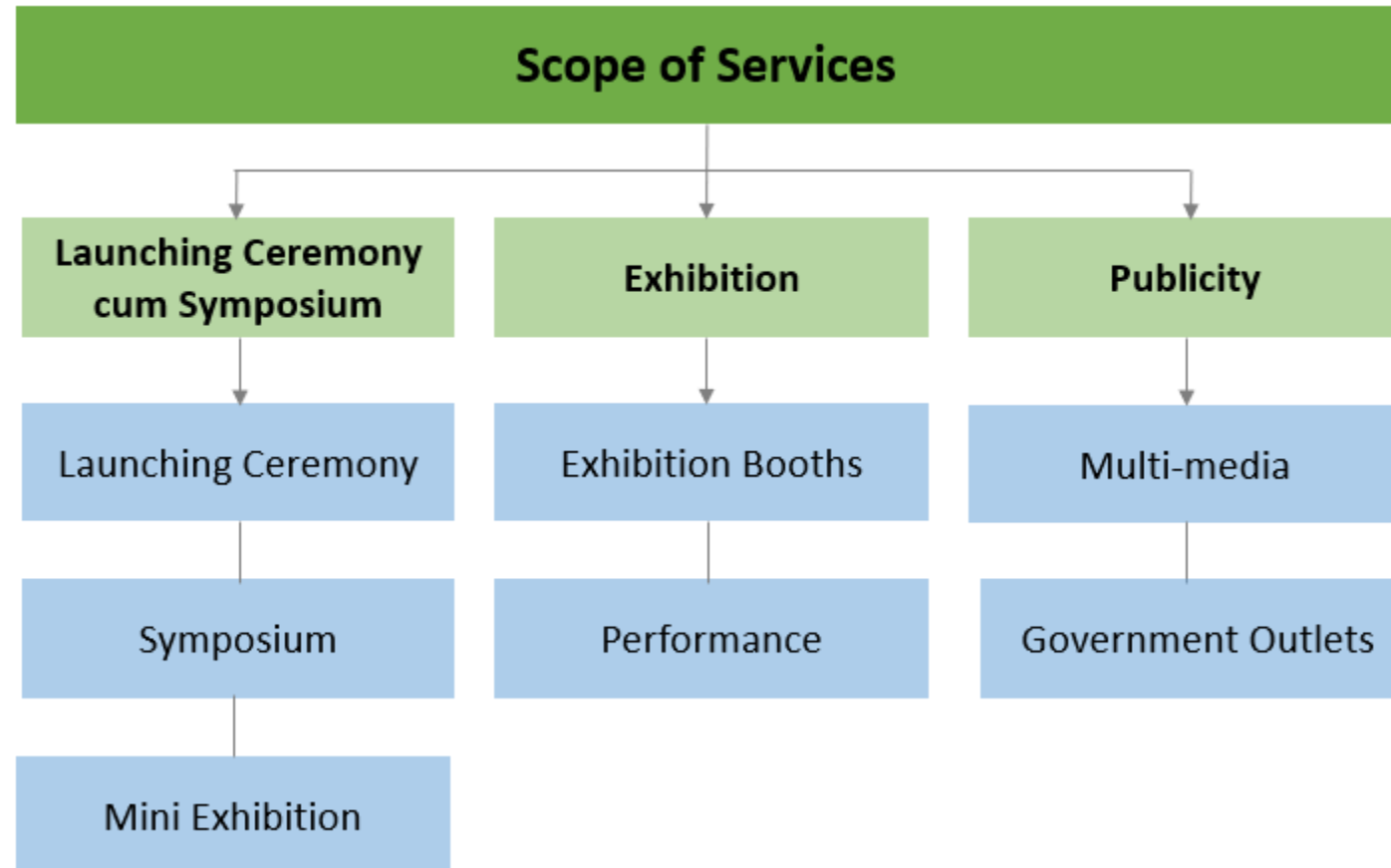
3.

Scope of Services

(Only some main points are listed here. Details are shown in the Tender Documents)

Scope of Services

- The services comprise three tasks, namely **(i) Launching Ceremony cum Symposium, (ii) Exhibition** and **(iii) Publicity**.



Launching Ceremony cum Symposium

- Event Date: 15 August 2025 (Fri), 08:00 – 20:00
- Set up and rehearsal: 14 August 2025 (Thu), 15:00 – 22:00
- Event location: Chiang Chen Studio Theatre, **PolyU**
- Venue & equipment setup and operation
- Video playing (1-2 mins)
- Stage gimmick
- Master of Ceremonies (MC): Fluent in Cantonese, Mandarin, English.
- Simultaneous interpretation service



Launching Ceremony	Symposium
<p>Approx. 250 participants:</p> <ul style="list-style-type: none">• Guests of Honour• 20 invited reporters and editors	<p>Theme: Adoption of Innovation and Arts in Promoting Nature Conservation and Village Revitalisation</p>
	<p>5 speakers from various sectors in Hong Kong and Mainland China</p>

Launching Ceremony cum Symposium: Mini Exhibition

- Venue: Outside the Chiang Chen Studio Theatre (no rental cost required)
- Design and set up 24 panels
- 3 sets of monitors



Exhibition

- Venue: **Citywalk 2** in Tsuen Wan (no rental cost required)
- Exhibition Date: **9 to 17 September 2025** (both dates inclusive)
- Time: 12:00 to 19:00
(13 September 2025: 12:00 to 20:00)



Exhibition Arrangement

- Program:
 - 6 exhibition booths
 - Daily workshop
 - 1 day stage performance
- Develop the **Exhibition design** and **floor plan** of the Exhibition.
- Provide a set of **key visuals** and promotional materials.
- Provide adequate **lighting**

Exhibition Arrangement

Exhibition Area: 6 Booths Design & Setup

Booth	Requirement
Countryside Conservation Photo Booth	One set of electronic photo booth with 6 photo frames design
Water Bird Soar	Furniture (technical support will be provided by CC)
Butterfly Wonderland	Touch screen TV, furniture
Kuk Po Chill & Click	Design, set up and decorate for 3D photo taking
Culture Quest	TV, furniture
Virtual Countryside Walk	Two treadmills, two screens, two videos (each 1-2 mins)

Exhibition Arrangement

Other set up	Requirement
Greeting booth	Claw machine, tokens, passport sized booklets, stamps
Additional booth	Set up



Exhibition Arrangement

Workshop	
Types	2
Total number	11
Duration	60 mins per workshop
Capacity	15 – 20 participants per workshop

Exhibition tours	
Media tours	At least 5 media outlets
School tours	At least 9 school tours, with more than 20 participants per tour

Exhibition: Stage Performance

- Date: **13 September 2025** (Saturday)
- Time: 14:30 to 16:00 (tbc)
- **4 Sections:**
 - A Cappella Group
 - Children's Martial Arts Dancing Team
 - Local Singer (Optional item)
 - Cheer Dance Team
- Master of Ceremonies (MC): Fluent in Cantonese, Mandarin, English.
- AV management
- Stage: Set up/dismantle removable stage; portable stage boards.

Publicity

- Pitch at least 10 different reporters/editors for interviews/reporting on NED events.
- Arrange 1 online advertorial
- Arrange 1 printed full page advertorial in a local newspaper
- Prepare 15 FB posts
- Manage 8 KOLs line up
- Submit post-event report and summary of all media coverage.

Manpower: Essential requirement

Key personnel	Minimum requirement
Project Manager	Associate Degree, 5 year relevant experience, in which 1 year of managerial experience
Stage Manager	Diploma, 3 year relevant experience
Creative Designer	Diploma, 3 year relevant experience
PR Manager	Bachelor Degree, 3 year relevant experience



Manpower

- Provide experienced, well-trained and well-mannered **on-site helpers** for:
 - Launching Ceremony cum Symposium: at least 10 helpers
 - Exhibition: at least 17 helpers
 - Publicity: at least 3 helpers

Common Supporting Services

- Photography & Video Services
 - 2 Photographers + 1 Videographer
- Video Deliverables:
 - ONE 2-minute opening video for Launching Ceremony cum Symposium
 - TWO 3-minute highlights videos: 1 for Launching Ceremony cum Symposium, 1 for Exhibition.
 - ONE Full recording of Launching Ceremony cum Symposium.
 - ONE Full recording of Stage Performance at Exhibition, with editing.
- Photo Deliverables:
 - At least 15 high-quality retouched photos of each event shall be selected instantly.
 - At least 200 photos for each event shall be submitted within 5 working days after the event and related activities.

Common Supporting Services

- Licenses, Certificates, and Safety Compliance:
 - Contractor to obtain all necessary licenses, certificates, and reports (e.g., RSE for stands > 2.5m) from Government B/Ds for temporary structure safety compliance.
 - Ensure electrical installations comply with venue safety regulations; engage Registered Electrical Worker (REW) for works/certification.
 - Submit required certificates (e.g., WR1 Form) to venue prior to the event.
- Insurance for Launching Ceremony cum Symposium and Exhibition

4.

Submission of Proposal

(Only some main points are listed here. Details are shown in the Tender Documents)

Submission of Proposal

(Appendix 1: Instructions of Submission of Proposal)

- Outer sealed envelope:

Environmental Campaign Committee Secretariat
5/F, Southorn Centre,
130 Hennessy Road,
Wan Chai, Hong Kong

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

- **Deadline: 25 June 2025, 12:00 noon**
- **Late or incomplete submission will NOT be considered**
- ECC Secretariat Opening Hours: 9:00 a.m. – 5:30 p.m. (Mon to Fri)

Two separately sealed envelopes marked with

Envelope A

Price Proposal

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

Name of Organisation

Envelope B

Technical Proposal

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

Name of Organisation

All submitted documents shall be duly signed and stamped with the chop of the organization / institute

Price Proposal (Envelope A)

- Schedule 5 – Price Proposal of Annex A

Item	Description of Services	Quoted Price (HK\$)
A1	Launching Ceremony cum Symposium (see clause 5.3 of Appendix 2)	
A2	Exhibition (see clause 5.4 of Appendix 2)	
A3	Publicity (see clause 5.5 of Appendix 2)	
	Total Cost of all Mandatory Items:	$\frac{[A1 + A2 + A3]}{\downarrow}$

Part A – Mandatory Items

Item	Description of Services	Quoted Price (HK\$)
B1	Local Singer for Stage Performance (see Clauses 5.4.9.2 and 5.4.10 of Appendix 2)	

Part B – Optional Item

Technical Proposal (Envelope B)

- Schedule 1 – Experience of the Tenderer of Annex A
- Schedule 2 – Information on the Key Personnel of Annex A
- Schedule 3 – Information on the Performance Units of Annex A
- Schedule 4 – Technical Proposal
 - Experience of Tenderer, Key Personnel and Proposed Performance Units
 - Operation Plan of the Launching Ceremony cum Symposium, Exhibition and Publicity
 - Proposed Key Visual Designs for the Launching Ceremony cum Symposium and Exhibition;
 - Proposed Design, Floor Plan and 3D Visualisation of the Exhibition; and
 - Proposed List of Workshops and Respective Instructors
 - Manpower Plan
 - Quality Assurance plan
- Annex B – Declaration of Compliance
- Annex C – Non-collusive Tendering Certificate
- Annex D – Offer to be Bound
- A copy of a valid Business Registration Certificate

Evaluation of Proposals

- Score Weighting: Technical Proposal vs. Price Proposal = **70% : 30%**

Assessment criteria			Maximum Score	Passing Score
Section A – Execution Plan				
1	Operation Plan for (i) Launching Ceremony cum Symposium, (ii) Exhibition, and (iii) Publicity		50	35
2	Manpower Plan		12	
3	Quality Assurance Plan		8	
Section B – Experience				
4	Experience of Tenderer		9	15
5	Experience of the Proposed Project team	Project Manager	6	
6		Stage Manager	3	
7		Creative Designer	3	
8		Public Relations Manager	3	
9	Experience of the Proposed Performance Units	A Cappella Group	2	
10		Children’s Martial Arts Dancing Team	2	
11		Cheer Dance Team	2	

5.

Contract Period & Payment Schedule

(Only some main points are listed here. Details are shown in the Tender Documents)

Contract Period

- The Contract period of the Services is tentatively from **July 2025 to October 2025**, subject to final confirmation by the ECC Representative.

Payment schedule

Instalment	Deliverables Required	Amount
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%

6.

Other Points to Note

Other Points to Note

- Any enquiries concerning these Tender documents shall be made prior to the Tender Closing Date to-
 - Name: Mr Harris CHAN
 - Title: EO(Commu Relations)2
 - Tel No.: (852) 2835 1020
 - Email: harristfchan@eeb.gov.hk

7.

Q&A Session