

**Provision of Publicity and Event Management Services for
Energy Efficiency & Conservation Publicity Campaign
Sub Theme 2 - “Wise Use of Energy”**

Project Details

Sub-theme 2: “Wise Use of Energy” (智慧用電)

Project No.	2.1
Project Title	Publicity activities to promote MEELS and 3 rd upgrading of the MEELS, and VEELS
Time Frame	2026 Q1 – 2027 Q4 (Jan 2026 – Dec 2027)
Target audience	<ul style="list-style-type: none"> - Members of the Public - Importers and suppliers of VEELS and MEELS products
Aims / Messages	To promote Mandatory Energy Efficiency Labelling Scheme (MEELS) and 3 rd upgrading of the MEELS after full implementation, and Voluntary Energy Efficiency Labelling Scheme (VEELS)
Requirements and Details	<ul style="list-style-type: none"> - To provide sufficient manpower resources to implement the publicity and supporting services activities for 24 months. Commencement date of the project shall be on 1 January 2026 tentatively. <p><u>Project team</u></p> <ul style="list-style-type: none"> ● To set up a project team to provide the services under the Contract. The project team shall have solid experience in publicity, communication, public relation services, education and knowledge of energy efficiency. ● The project team shall consist of <u>ONE (1) Project Manager</u> and <u>FOUR (4) Communication Officers</u>. ● The Project Manager shall be at least a degree holder (or equivalent), with at least 8 years relevant working and management experience in publicity, communication and public relation services. Fluent in Cantonese and English and good in Putonghua. ● The Communication Officers shall have obtained at least a Higher Diploma qualification (or equivalent), and must demonstrate the satisfactory standard of work on at least 2 years of related working experience in communication and publicity services. Fluent in Cantonese and English and speaking in Putonghua is also expected. ● The Project Manager shall supervise the Communication Officers and provide professional guidance when necessary. In order to maintain the quality of services with adequate resources, the Communication Officers shall

	<p>work full time under this project item and be based at the EMSD office.</p> <ul style="list-style-type: none"> ● Owing to the nature of work, the project team shall have frequent discussions, meetings and communications with EMSD on a daily basis. The team is required to work on weekdays and, when necessary, occasionally on weekends and public holidays. ● The Contractor shall be responsible for the transportation of the project team to and from the trade seminars or activity venues. ● For avoidance of doubt, the Contractor shall be the employer of the project team and shall be responsible for fulfilling all legal obligations of employment, e.g. labour insurance, the Mandatory Provident Fund Scheme, statutory minimum wage and severance payment. <p><u>Scope of services</u></p> <ul style="list-style-type: none"> ● To prepare, plan, coordinate and facilitate the implementation of the following publicity activities/ services for MEELS: <ul style="list-style-type: none"> a. Publicity Publications (e.g. articles writing) <ul style="list-style-type: none"> ➤ To prepare MEELS articles for publications (e.g. EMSD EnergyWits, E&M Safety Newsletter, newspapers, magazines, journals and newsletters, post feeds on social media, etc.). ➤ To prepare letter / circular to stakeholders for publicity of MEELS. ➤ To update and produce the MEELS posters, pamphlets, leaflets (Printing of hard copies, if any, is at the cost of the ECC/EMSD) ➤ To provide comments and proof-read the publications/materials. <p>(Web version of previous publications are available for reference: https://www.emsd.gov.hk/energylabel/en/publications.html)</p> b. Assistance in Website Maintenance <ul style="list-style-type: none"> ➤ To assist the webmaster to revise and update the content of the MEELS websites <p>(MEELS Websites: https://www.emsd.gov.hk/energylabel)</p> c. Providing assistance in publicity services through Mass Media and Retailer Visits <ul style="list-style-type: none"> ➤ To assist in the planning of the publicity services and coordinate with the Contractors for Mass Media Promotion (e.g., advertisements at transportation stations, vehicle bodies, TV, radio channels, and social media, etc.) and/or
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	<p>Contractors for Retailer Visits (the procurement is at the cost of ECC/EMSD and the Contractor is under other contract(s) handled by the ECC/EMSD)</p> <ul style="list-style-type: none"> ➤ To provide comments and proof-read the publicity materials. <p>d. Trade Seminars</p> <ul style="list-style-type: none"> ➤ To assist in preparing the presentation materials ➤ To arrange enrolment and logistic support for the seminars ➤ To invite participants ➤ To invite and coordinate with the speakers ➤ To prepare evaluation/ survey forms ➤ To consolidate statistical figures for the seminars ➤ Venues will be arranged by the ECC/EMSD <ul style="list-style-type: none"> ● To prepare, plan, coordinate and facilitate the publications of MEELS Newsletters: <ul style="list-style-type: none"> ➤ To prepare and provide attractive and magazine-type design (including copyrighted photos, illustrations, cartoon characters, drawings, diagrams, charts, graphics, and all necessary artwork to complete the design work) and printing services for four half-yearly MEELS newsletters issuance in June 2026, December 2026, June 2027, December 2027 tentatively. ➤ The newsletter shall comply with EMSD's Corporate Graphic Identity requirements. ➤ Detailed specifications for each of the MEELS newsletter are as follows: <ul style="list-style-type: none"> ■ Size : A4 ■ No. of pages : 4 (i.e. 2 pages of double-sided A4) ■ Language : Traditional Chinese ■ 800 hard copies to be delivered to EMSD for each issue with following format: ■ Paper : 128 gsm glossy artwork recycled paper (both sides, for all pages) ■ Ink : Environmental ink ■ Colour : 4C (all pages) ■ Binding : Fold to A4 size (folded by A3 paper) ■ Soft copy in PDF format shall be provided to EMSD. The PDF file shall be text-based and web-accessible (i.e. readable by disabled persons using screen readers). ■ Previous versions of the MEELS Newsletter published by EMSD are available at - Web version: https://www.emsd.gov.hk/energylabel/tc/publications.html) ■ PDF version: https://www.emsd.gov.hk/energylabel/doc/EMSD_MEELS_Newsletter_26.pdf
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	<ul style="list-style-type: none"> ● To support MEELS Operation and 3rd Upgrading Exercise: <ul style="list-style-type: none"> ➤ To assist in the publicity activities for the MEELS and upgrading of MEELS (e.g. meetings for 3rd upgrading and future upgrading exercise, etc.) ➤ To assist in the data input and processing of information in the Data Management System under MEELS, including the 3rd Upgrading of MEELS, etc. ➤ To assist in preparing responses for enquiries received from public about MEELS ● To produce four number of milestone progress reports on the publicity programme and activities, based on work progress in December 2025, June 2026, December 2026, October 2027 tentatively. ● To prepare, plan, coordinate and facilitate the implementation of the following publicity activities/ services for VEELS: <ul style="list-style-type: none"> a. Publicity Publications (e.g. articles writing) <ul style="list-style-type: none"> ➤ To prepare VEELS articles for publications (e.g. Leaflets and posters for promotion of VEELS for Officer Equipment, leaflets/booklets for promotion of potential VEELS new product types and existing product types revamp, etc.). ➤ To provide comments and proof-read the publications/materials. b. Assistance in Website Maintenance <ul style="list-style-type: none"> ➤ To assist the webmaster and case officers to design, revise and update the content of the VEELS webpages of EMSD website https://www.emsd.gov.hk/en/energy_efficiency/voluntary_energy_efficiency_labelling_scheme/index.html c. Assistance in Publicity Activities <ul style="list-style-type: none"> ➤ To assist the trade and public seminars, shop and importer visits for promotion of the latest development of VEELS. ● To support VEELS documentation work: <ul style="list-style-type: none"> ➤ To assist in the general documentation work for VEELS submission, ● To assist in providing responses for public enquiries about VEELS
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Project No.	2.2
Project Title	Technical Forum on Control and Practice of Cooling Towers and Buildings Energy Efficiency
Time Frame	2027 Q1
Target audience	Public & Trades
Aims / Messages	To introduce the latest development on Fresh Water Cooling Towers Scheme, Retro-commissioning and Buildings Energy Efficiency Ordinance
Requirements and Details	<p>Scope of Services</p> <ul style="list-style-type: none"> - To assist in setting overall programme development of the forum - To draft, prepare and arrange recruitment, promotional/publicity materials including leaflets etc. - To assist in invitation, liaison and coordination with speakers and all attendants - To assist in venue liaison work, set-up for the event (tentatively venue will be at Conference Hall at Hong Kong Productivity Council (exact location TBC), venue booking fee to be directly paid by the Contractor to the venue organisation.) - To provide event backdrop, podium stand & background for event and all necessary equipment, audio-visual equipment, software etc. for the event - To assist in collection of presentation materials from speakers - To assist in promotion and publicity of the Event, including to liaise and update the event content on a dedicated website of EMSD - To send out invitation & promotion emails (mailing list to be provided by EMSD) - To compile registration records, issue confirmation email, and reminders to registered attendants and provide attendants records after the event - To prepare the program, rundown, seat plan for the event - To prepare online web-registration and compile/update registration records by web-registration - To provide professional crew service for the event - To provide photo and video recording records after the event and production of video (1 minute) for executive summary of the event - To provide service and communication support with all necessary equipment & hotline for the Q&A session of the event - To arrange rehearsal(s) for the Event (including but not limiting to crew service, setup & rundown etc.) and allow

	<p>sufficient numbers of staff in assist during rehearsal(s)</p> <ul style="list-style-type: none"> - To prepare name badges (for EMSD staff, guest and speakers) and name plates (for speakers) - To provide Master of Ceremony (MC) services for the Event and provide portfolio of proposed MC candidates for EMSD to choose - To provide sufficient staffs for the event and necessary logistical arrangement, and to handle on-site registration - To provide 350 sets of eco-friendly souvenirs for the speakers and all attendants (the budget cost of each set should be about HK\$20 by cost) - To assist in preparation and consolidate the feedback evaluation e-form and summarize the feedback - To manage logistical arrangements for the Event, including setting up venue, providing labour for on-site support, manning the Reception/Registration counters, reception of participants, maintaining order etc. - To handle related enquiries from public and attendees - Attend all progress meetings and prepare meeting notes as required by EMSD - To provide 350 sets of light refreshment for the speakers and attendants at the venue (the budget cost of each set should be about HK\$10 by cost) - To produce one (1) new video clip (10 minutes) in three (3) language versions - Cantonese, Putonghua and English with subtitles and voice-over (both uncompressed RAW and MP4 are required) for promotion of FWCT Scheme in the Technical Forum and social media (e.g. YouTube). The target completion date is Q4 2026. The production should include the followings: <ul style="list-style-type: none"> ■ Drafting of creative story board and video script ■ Preparation of wardrobe, props and material ■ Video shooting crew (director and production team) ■ Actor/ performer (at least 2 nos.) ■ Styling and make-up of performer staff ■ Camera and lighting equipment ■ Logistic of crew and equipment ■ Video production editing, colour grading, music and audio mixing ■ Voice-over recording and voice artist in Cantonese, English and Putonghua ■ Minimum 3 rounds of draft submissions for review and refinement <p>(The previous video for reference: https://www.youtube.com/watch?v=-PMcC7DAtsw)</p>
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	https://www.youtube.com/watch?v=jdDSXCbMld4
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Project No.	2.3
Project Title	Public Seminars on Energy Efficiency and Conservation
Time Frame	2026 Q2/Q3, 2027 Q2/Q3
Target audience	General public
Aims / Messages	To promote Energy Efficiency & Conservation (EE&C) and Renewable Energy (RE)
Requirements and Details	<ul style="list-style-type: none"> - To provide two (2) nos. of public seminar <u>each year</u> at the lecture hall of the Hong Kong Central Library and/or the Hong Kong Science Museum. - Each year, every seminar shall recruit 180 – 200 participants to attend in person. - Each year, one of the seminars shall be provided with additional online live streaming services (e.g. Zoom) and shall recruit around 300 online participants. <p><u>Scope of Services</u></p> <p>1.1 To act professionally as the event manager and should undertake and provide all event planning, administrative, management, liaison, coordination, hosting, secretarial and logistical services for the effective, efficient and smooth preparation, conduction and completion of the events, which shall include but not limited to the following duties and responsibilities -</p> <ul style="list-style-type: none"> (i) To seek, invite, confirm and arrange guest speakers to deliver presentations on topics about energy efficiency, energy conservation and renewable energy at the public seminars. At least 2 guest speakers should be invited for 1 public seminar each year (i.e. totally 4 guest speakers each year). Exact number of presentations are subject to change at the final discretion of the ECC or the ECC's representatives. (ii) Besides guest speakers, to coordinate with the government speakers who will deliver presentations at the public seminars. Details of the presentations by the government speakers will be advised by ECC or the ECC's representatives in due course. (iii) To provide online live streaming for one of the public seminars as specified by the ECC or the ECC's representatives each year, which includes but may not be limited to the following services: <ul style="list-style-type: none"> (a) Provision of a camera with a video mixer in HD quality; (b) Provision of live internet broadcast via Zoom or equivalent as approved by the ECC or the ECC's

	<p>representatives;</p> <p>(c) Provision of all necessary equipment and a crew with competent technicians for online live broadcast;</p> <p>(d) Liaison and coordination with the venue operation team for proper setup and necessary arrangement for the online live broadcast;</p> <p>(e) Handling of enquiries related to the live streaming;</p> <p>(f) Provision of registration service for all live streaming participants;</p> <p>(g) Preparation and arrangement of registration confirmations and reminders.</p> <p>(iv) To prepare scripts on opening and closing remarks for government officials.</p> <p>(v) To submit rundown programmes for the events.</p> <p>(vi) To provide and manage logistics for the events, including but not limited to setting up the venues, providing sufficient labours for on-site operation and support, receiving and escorting government officials, speakers and participants, maintaining order of the events, etc.</p> <p>(vii) To liaise and coordinate with management offices, their representatives and/or contractors of the venues, speakers and other relevant parties necessary for the preparation, conduction and successful completion of the events.</p> <p>(viii) To provide notebook computers (main and standby devices) for the presentations, digital cameras, laser pointers, electronic publicity materials, electronic backdrops for projection, name badges, certificates for speakers, drinks as appropriate, plus other necessary works such as the design, development, arrangements, work coordination, proof-reading and deliveries of related services and products, etc.</p> <p>(ix) To provide lighting facilities for video taking, one video camera with pan-tilt-zoom functions and floor stand for video recording, sufficient quantity of clip-on wireless microphones for speakers and Master of Ceremony (MC), etc. for hosting the events.</p> <p>(x) To provide and administer a platform for participants to pass questions to MC and speakers during the Q&A session.</p> <p>(xi) To set up, test and coordinate with relevant parties on the audio-visual facilities network and internet provisions</p>
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	<p>available at the venue.</p> <p>(xii) To provide IT technical support and qualified on-site technicians during the events.</p> <p>(xiii) To promote the events.</p> <p>(xiv) To handle general enquiries from the target audience and other parties, provide and administer enquiry channels and platforms with respect to the events such as dedicated email address(es), phone hotline(s), fax number(s), online platform(s), etc.</p> <p>(xv) To provide and administer registration channels and platforms with respect to the events, such as distributing and collecting registration forms and information via dedicated online registration platform, emails, phone calls, faxes, etc., compile registration lists, send confirmation and reminders to participants about the events, etc.</p> <p>(xvi) To coordinate with the ECC or the ECC's representatives' sub-contractor(s) as appropriate in respect of enrolment and registration to the events via online platform(s).</p> <p>(xvii) To take and submit attendance records and statistics report for the events</p> <p>(xviii) To design, provide, distribute, encourage replies and collect from audience the post event feedback questionnaires in online electronic form, and compile feedback summary reports.</p> <p>(xix) To design, provide and distribute continuous professional development (CPD) electronic attendance certificates to individual attendees upon their requests, with their corresponding names on the certificates.</p> <p>(xx) To design electronic backdrops for projection on site and promotional electronic banners in various sizes suitable for online promotion on websites and social media as stipulated by the ECC or the ECC's representatives.</p> <p>(xxi) To provide Master of Ceremony (MC) for the events.</p> <p>(xxii) To provide photo and video taking for the events, including but not limited to all necessary equipment, systems and services, manpower resources, technical supports, operational tests, rehearsals, logistics, etc.</p> <p>(xxiii) To manage and supervise closely the quality, costs and performance of sub-contractors which may incur at different stages of the events with the prior approval from the ECC or the ECC's representatives.</p> <p>(xxiv) To provide all other planning, administrative, management, supervision, organization, coordination, liaison, hosting, technical, secretarial and logistical works and services that are necessary and as requested by the ECC</p>
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	<p>or the ECC's representatives for the successful and full preparation, conduction and completion of the events.</p> <p>(xxv) To attend coordination and progress meetings at EMSD Headquarters and/or other locations designated by the ECC or the ECC's representatives, regular and/or as requested by the ECC or the ECC's representatives, and prepare meeting minutes.</p> <p>(xxvi) To manage all resources with integrity and professionalism.</p> <p>1.2 Guest speakers to be invited should be in professional level such as professors of local universities, consultants in engineering or energy related institutions, senior officers of local utility companies, etc. The presentation from guest speakers should be delivered in Cantonese and its contents should be in the topics of energy efficiency, energy conservation and renewable energy related to Hong Kong. The Contractor shall seek guest speakers and propose at least four (4) presentations with brief outlines in the Technical Proposal at tender submission. Subsequent replacement of the proposed presentation topics and / or guest speakers shall obtain prior consent of the ECC or the ECC's representatives. Detailed outline of the presentations shall be submitted to the ECC or the ECC's representatives for comments and approval at least 1 month before each seminar is conducted.</p> <p>1.3 In the case of an event /the events cannot be proceeded as scheduled on the grounds of force majeure such as but not limited to adverse weathers, the Contractor shall, upon the instruction of by the ECC, submit a detailed plan and programme of make-up arrangement for the event(s) for the ECC or the ECC's representatives' consideration and approval. The Contractor shall the rearrange all the necessary resources and manpower to conduct and complete the event(s) according to the approved alternative plan and relevant requirements set out in the tender documents after the force majeure event is over.</p> <p>1.4 The ECC or the ECC's representatives reserves the rights to vary the scope of any service item(s) of the Assignment or delete any item(s) thereof after the Assignment commences. In such case, the Contractor will be notified by the ECC or the ECC's representatives in advance within reasonable period.</p> <p>1.5 The Contractor shall note that the date, programme and detailed arrangements of the events, including number of parties involved, details of the logistical arrangements, etc. are tentative only and may be subject to change after award of the Contract. The Contractor shall allow for possible adjustments by the ECC or the ECC's representatives to the programme and detailed arrangements of events. No claims for additional costs or compensations resulted from these changes will be entertained.</p>
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	<p>1.6 The Contractor shall comply with all reasonable instructions from the ECC or the ECC's representatives and the services and deliverables provided shall be to the satisfaction of the ECC or the ECC's representatives.</p> <p><u>Programme of Assignment</u></p> <p>2.1 The Contractor shall submit and update from time to time a project programme for the ECC or the ECC's representatives' approval and monitoring about the latest progress and planning of the events by the Contractor. Should there be any possibility of delay, which will prevent the Contractor from completing part or whole Assignment on time, such delay must be reported to the ECC or the ECC's representatives in writing immediately.</p> <p>2.2 Apart from ad hoc meetings, there will be regular progress meetings to be conducted before the events. The ECC or the ECC's representatives will call progress meetings in his office or at other suitable locations as deemed necessary and appropriate for the control of the Assignment. The key project staff of the Contractor shall attend these meetings for reporting progresses and the planning ahead, and shall prepare and issue the meeting minutes accordingly to the ECC or the ECC's representatives for approval and record.</p>
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Project No.	2.4
Project Title	Publicity activities to promote District Cooling System (DCS) and related initiatives
Time Frame	2026 Q2 & 2027 Q4
Target audience	<ul style="list-style-type: none"> - Members of Public - Potential DCS Users - Other Stakeholders
Aims / Messages	To promote DCS and related initiatives
Requirements and Details	<p><u>Objectives: -</u></p> <ul style="list-style-type: none"> • To provide sufficient manpower resources to implement <u>TWO</u> public seminars for promoting DCS & the related initiatives and <u>FOUR</u> seminars/events of DCS-related themes. The scope of works shall include but not limited to the recruitment, advertisement, communication, handling enquires and logistics arrangement. The theme and content coverage for above seminars shall be agreed by EMSD. • To design and production of promotion/event materials including but not limited to pamphlets, posters, flyers, souvenirs, videos, etc. <p><u>General Requirements for project team:-</u></p> <ul style="list-style-type: none"> • To setup a project team to provide the service under the Contract. The project team shall have solid experience in publicity, communication, public relation services and knowledge of DCS; and experience to implement technical seminars. • The project team shall consist of <u>ONE Project Manager</u> and <u>TWO Communication Officers</u>. • The Project Manager shall be at least a degree holder (or equivalent, with at least 8 years of relevant working and management experience in publicity, communication and public relations services in Government bureau and departments (B&Ds) and/or non-government organisations (NGOs). The Project Manager shall be good at Cantonese, English and Putonghua. • The Communication Officers shall have obtained at least a Higher Diploma qualification (or equivalent), and must demonstrate the satisfactory standard of work with at least 2 years of related working experience in coordination and communication services. The Communication Officers shall be good at Cantonese, English and Putonghua.

	<p><u>Scope of services</u></p> <ul style="list-style-type: none"> • To prepare, plan, coordinate and facilitate the implementation of publicity events for DCS particular the Seminars: - • Two public seminars shall be held in Q2 2026 and Q2 2027 tentatively subject to confirmation. Each seminar will last for approximately 3 hours with an expected attendance of 100–150 participants per seminar. • Four seminars/events of DCS-related themes shall be held between Q2 2026 and Q4 2027 tentatively subject to confirmation. Each seminar will last for approximately 2 hours with an expected attendance of 50-80 participants per seminar. The themes of these seminars/events may be included but not limited to the following: <ul style="list-style-type: none"> ○ Briefing of DCS services for new development areas; ○ Opening ceremony of a new DCS plant; ○ Launch of publications/schemes/new services relating to DCS service; and ○ Technical talks relating to DCS • The Contractor shall bear all costs for the seminar including but not limited to the venue booking fee, equipment rental fee for seminar, decoration, backdrop design and printing, rehearsal, insurance, registration, etc. • The Contractor shall design and produce the backdrop, foamboard banner, free-standing banner, reception, pamphlets, seminar souvenirs and E-certificates. • The Contractor shall provide a professional photography/ videography service per each seminar. • The Contractor shall coordinate with EMSD to prepare relevant presentation materials for being used in above seminars. The raw files in editable formats (e.g. pptx) to EMSD with copyright transferred. • For seminar/event and invitation, the contractor shall: <ul style="list-style-type: none"> - Prepare and distribute invitations to potential and current DCS users using EMSD-provided contact lists. - Design and distribute digital promotional materials (e.g., emails, social media posts) targeting professional bodies and industry sectors. - Manage registration processes, including invitation distribution, confirmations, and reminders. - Provide reception services on seminar days for attendee check-ins and inquiries.
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	<ul style="list-style-type: none"> - Compile and submit a detailed attendee list post-event. • For evaluation and survey, the contractor shall: <ul style="list-style-type: none"> - Design and distribute digital evaluation forms to collect attendee feedback on seminar content and delivery. - Submit a consolidated feedback report to EMSD within 5 days post-event. - Ensure forms are accessible online with options for anonymous responses. • For design and production of promotion/event materials, the Contractor shall provide the following: <ul style="list-style-type: none"> - 500 Contractor-designed binding booklets used a hot-melt adhesive for DCS with hard covers (40 pages, colour-printed with 250g coated art paper+128g Matt Art Paper, size in A4) with digital formats in flipbook and PDF versions). - Apart from simple seminar/event souvenirs, 2000 sets of Contractor-designed and eco-friendly souvenirs for promoting DCS are required (the budget cost of each set should be about HK\$100 by cost) are required. - Production of one (1) 3-minute (in both high definition and 4K) new video clip in three (3) language versions - Cantonese, Putonghua and English with subtitles (both uncompressed RAW and MP4 are required), including the followings: <ul style="list-style-type: none"> ○ Drafting of creative story board and video script ○ Preparation of wardrobe, props and material ○ Video shooting crew (director and production team) ○ Actor/ performer (2 nos.) ○ Styling and make-up of performer staff ○ Camera and lighting equipment ○ Logistic of crew and equipment ○ Provision of dubbing for the existing guided tour video clip in three languages with subtitles ○ Video production editing, colour grading, music and audio mixing ○ Voice-over recording and voice artist in Cantonese, English and Putonghua ○ Minimum 3 rounds of draft submissions for review and refinement • Other deliverables shall include:
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	<ul style="list-style-type: none"> - Rundown proposals and design materials (6 weeks prior to each seminar) - 800 DCS pamphlets with specifications below: <ul style="list-style-type: none"> o Paper: 128gsm o Paper Size: A4 o Color: Full colour both sides o Finishing: Folding - Edited high-resolution photos, videos and presentation materials - Feedback report (within 5 days post-event) - Attendee records - E-certificates
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Project No.	2.5
Project Title	Festival greeting stickers to promote EE&C and RE
Time Frame	Feb, Sep, Dec 2026 Feb, Sep, Dec 2027
Target audience	General public
Aims / Messages	To promote Energy Efficiency & Conservation (EE&C) and Renewable Energy (RE)
Requirements and Details	<ul style="list-style-type: none"> - To design, provide and launch different sets of animated stickers for instant messaging apps in Feb (for Chinese New Year), Sep (for Mid-Autumn Festival) and Dec (for Christmas) within the contract period from 2026-2027. - Each set of the animated stickers shall be compatible with and usable on common and popular instant messaging apps, such as Whatsapp, WeChat, Line, etc. <p><u>Scope of Services</u></p> <p>1.1 To propose and carry out artworks and animation designs of different animated sticker sets for instant messaging apps on the theme of the abovementioned festivals and promoting energy efficiency and conservation at the aforementioned times of the Contract. Each set of animated stickers shall consist of 10 – 12 stickers.</p> <p>1.2 The design works include but are not limited to texts, artworks, illustrations, graphics, photography, animations, layouts, typesetting, proof-reading, etc. of the sticker sets. The stickers shall be in appropriate sizes, full colours and high resolutions for decent display on the different instant messaging apps.</p>

- 1.3 To test run the sticker sets on the different instant messaging apps and rectify all technical issues to ensure smooth and error-free launch, downloads and running of the sticker sets on said apps.
- 1.4 To propose, plan and arrange the launch and promotion of the sticker sets online (e.g. via online ads with promotional electronic banners of various sizes and resolutions to suit) at times designated by the ECC or the ECC's representatives.
- 1.5 To supply adequate workforce, resources, tools and materials to meet the work schedule, and to complete individual tasks as well as the entire services on time. The Contractor shall duly and fully incorporate comments and latest information from the ECC or the ECC's representatives into the designs, and promptly resubmit for the ECC or the ECC's representatives' approval.
- 1.6 The sticker sets will also be launched on, promoted at and downloadable from the Electrical and Mechanical Services Department (EMSD) website(s) and other channels such as social media to be designated by the ECC or the ECC's representatives. The Contractor shall appoint appropriate person(s)-in-charge to provide full supports and liaisons to other third parties such as website contractors to be designated by the ECC or the ECC's representatives to complete the launch and promotion to the satisfaction of the ECC or the ECC's representatives.
- 1.7 To submit all design files and materials including but not limited to editable design files, raw pictures, artworks, graphics, photographs, etc. that compose and generate the sticker sets to the ECC or the ECC's representatives.
- 1.8 All final products, design files, raw materials, artworks, illustrations, graphics, photography, animations, layouts, designs, etc. shall originate from and be self-created by the Contractor, the ownership, copyrights, intellectual properties, etc. of which shall all belong to EMSD. The designs shall also incorporate EMSD's Mascots, the graphics of which will be provided by EMSD after the Contract commences.

Ownership, Copyrights and other Intellectual Property Rights

- 2.1 All deliverables, materials, designs and any other documents or things prepared, produced, procured or created by the Contractor in relation to the sticker sets and recorded or stored by whatever means and in whatever form or media (collectively, "the Materials" hereinafter) shall be the exclusive property of EMSD. All intellectual property rights (including without limitation, copyrights, patents, trademarks, service marks, design rights, database rights, rights in know-how) in any such Materials shall vest in and belong to EMSD absolutely and immediately

	<p>upon creation and in perpetuity.</p> <p>2.2 Upon request by EMSD, and/or in the event of the completion, expiration or termination of this project of the Contract, the Contractor shall promptly deliver to EMSD all the Materials and all copies of the Materials once in the Contractor's custody, control or possession by then. Unless there is prior written consent from EMSD, the Contractor shall not reuse, replicate, disclose or deliver to any third parties any of the Materials for any purpose other than this Contract.</p> <p>2.3 The Contractor shall ensure that all the deliverables fully comply with all the requirements of the prevailing Copyright Ordinance. The Contractor shall ensure that no copyrights and/or intellectual property rights of any third parties have been or will be infringed as provided for the Contract and shall indemnify the ECC, the ECC's representatives and EMSD against any loss or damage which the ECC, the ECC's representatives and EMSD may sustain or incur as a result of any allegation of or claim for infringement of the copyrights and/or intellectual property rights of any party arising from or in any way related to the Contract or the use or possession at any time whether before or after the execution of the Contract of the Materials by the ECC, the ECC's representatives and EMSD.</p> <p>2.4 All information, materials and things that the Contractor obtain from the ECC, the ECC's representatives and/or EMSD in carrying out the services specified in this project of the Contract shall only be used for this project but not for any other purposes. No part or whole of the aforesaid information, materials and things may be reproduced, delivered or transmitted in any form and by any means, including but not limited to printing, photocopying, emailing, sharing, recording or storing in any storage device and retrieval system, to any third party without the prior permission in writing of the ECC, the ECC's representatives and/or EMSD.</p> <p>2.5 No artworks, illustrations, graphics, photography, etc. and any other design elements and materials whether or not specifically mentioned in this Specification for this project of the Contract shall be purchased or imported from any third party unless prior consent from EMSD has been obtained.</p> <p>2.6 The Contractor shall, in five (5) working days after commencement of this project of the Contract, submit a declaration letter to EMSD confirming:</p>
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	<p>(a) that all final products, design files, raw materials, artworks, illustrations, graphics, photography, animations, layouts, designs, etc. in relation to this project of the Contract will originate from and be self-created by the Contractor as a compliance with clause 1.8 above in this Specification for this project;</p> <p>(b) that the Contractor fully complies with Clauses 2.1 to 2.5 of this Specification for this project of the Contract regarding the ownership, copyrights and other intellectual property rights of the designs and materials in relation to this project of the Contract.</p>
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