

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

Service Specifications

In this Service Specifications (SC), unless the context otherwise specified –

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|----------------------|---|
| “ECC” | means the Environmental Campaign Committee; |
| “ECC Representative” | means the officer authorised to act on behalf of the Environmental Campaign Committee (ECC) in respect of the administration of this Contract. |
| “Bidder” | means the company/organisation, and/or its representative/person authorised to act on his behalf, that is invited to make a proposal for the services set out in this Service Specifications; |
| “Contractor” | means the Bidder referred to in this Service Specifications whose proposal is accepted; |
| “Contract” | means the contract to be signed between the ECC and an authorised representative of the Bidder referred to in this Service Specifications whose proposal is accepted; |
| “Hong Kong” | means the Hong Kong Special Administrative Region of the People’s Republic of China; |
| “EMSD” | means the Electrical and Mechanical Services Department; and |
| “Services” | means the services to be provided by the Contractor as set out in this Service Specifications. |

Words importing the singular includes the plural and vice versa and words importing a gender include any gender; and

The headings to the Clauses and/or Sub-clauses of this Service Specifications are for ease of reference only and shall not limit or extend the interpretation of this Service Specifications.

1 PURPOSE

- 1.1 The Environmental Campaign Committee (ECC) intends to appoint a Contractor to provide publicity and event management services for the Electrical & Mechanical Services Department (EMSD)'s **Energy Efficiency and Conservation Publicity Campaign** ("the Campaign"), covering two (2) sub-themes, for two (2) years from Q1 2026 onwards, as well as to plan and execute the implementation of various activities planned in the Campaign.
- 1.2 The purpose of the Campaign is to increase the public awareness and knowledge on Energy Efficiency and Conservation (EE&C). This Contract covers the works for sub-theme 2 of the Campaign - "Wise Use of Energy" (智慧用電).

2 BACKGROUND

- 2.1 The Hong Kong's Climate Action Plan 2050 (the 2050 Plan) was published on 8 October 2021. With the vision of "Zero-carbon Emissions - Liveable City - Sustainable Development", it outlines the strategies and targets for combating climate change and achieving carbon neutrality. The 2050 Plan has set out four major decarbonisation strategies to tackle these three major sources of carbon emissions, namely net-zero electricity generation, energy saving and green buildings, green transport and waste reduction.
- 2.2 As far as energy saving is concerned, buildings account for about 90% of Hong Kong's total electricity consumption, and over 60% of our carbon emissions is attributable to generating electricity for our buildings. The Government is committed to managing electricity demand and promoting energy conservation. The Government strives to reduce the overall electricity consumption of buildings through promoting green buildings, improving buildings' energy efficiency and promoting a low-carbon lifestyle. The goal is to reduce the electricity consumption of commercial buildings by 30% to 40% and that of residential buildings by 20% to 30% from the 2015 level by 2050, and to achieve half of the above targets by 2035.
- 2.3 Some general information of the EE&C initiatives can be found on the following websites:

EMSD - About Energy Efficiency and Conservation

https://www.emsd.gov.hk/en/energy_efficiency/about_energy_efficiency_and_conservation/

EMSD - Energy Land

<https://www.emsd.gov.hk/energyland/en/home/index.html>

EMSD - The Mandatory Energy Efficiency Labelling Scheme (MEELS):

<https://www.emsd.gov.hk/energylabel/>

EMSD - The Voluntary Energy Efficiency Labelling Scheme (VEELS):

http://www.emsd.gov.hk/emsd/eng/pee/eels_vlntry.shtml

EMSD - Fresh Water Cooling Towers Scheme (FWCT Scheme)

https://www.emsd.gov.hk/en/energy_efficiency/fwct_scheme/index.html

EMSD - Buildings Energy Efficiency Ordinance (Cap.610) (BEEO)

<https://www.emsd.gov.hk/beeo/index.htm>

EMSD - Retro-Commissioning (RCx)

<https://www.rcxrc.emsd.gov.hk/en/>

EMSD - District Cooling Systems (DCS) in Hong Kong

https://www.emsd.gov.hk/en/energy_efficiency/DCS_in_HK/about_dcs/index.html

3 TARGET AUDIENCE

- 3.1 The target audience is the general public of Hong Kong. The Contractor shall define specific channels and means to target at particular sectors of the community (e.g. young people, students, families, general public, etc.) through its publicity strategy.

4 OBJECTIVES

- 4.1 The objectives of the Campaign are as follows:
- 4.1.1 to enhance public awareness of the imminence of the climate crisis, and instil a sense of urgency to start adopting a low-carbon and energy saving lifestyle;
 - 4.1.2 to build and increase the public awareness and knowledge on EE&C initiatives in all daily life aspects.

5 SCOPE OF SERVICES

- 5.1 This Contract covering sub-theme 2 of the Campaign - “Wise Use of Energy” (智慧用電) consists of the following five (5) projects:

| Project No. | Project Title |
|--------------------|---|
| 2.1 | Publicity activities to promote MEELS and 3 rd upgrading of the MEELS, and VEELS |
| 2.2 | Technical Forum on Control and Practice of Cooling Towers and Buildings Energy Efficiency |
| 2.3 | Public Seminars on Energy Efficiency and Conservation |
| 2.4 | Publicity activities to promote District Cooling System (DCS) and related initiatives |
| 2.5 | Festival greeting stickers to promote EE&C and RE |

For the specific requirements and more details of each of the above projects that the Contractor shall fully execute and comply with, refer to Annex F.

- 5.2 The Contractor shall plan, formulate, prepare, coordinate, execute, manage and provide all the required resources, logistics and liaisons for the full and successful implementation of the projects specified in clause 5.1 to the full compliance with all the tender requirements and to the satisfaction of ECC Representative.
- 5.3 The Contractor shall provide all the required manpower and resources by forming competent project team for the full and successful implementation of the projects specified in clause 5.1 to the full compliance with all the tender requirements and to the satisfaction of ECC Representative. For the detailed requirements of the project team formation and team members' qualifications, refer to the relevant clauses in this Service Specifications, Annex F.
- 5.4 The Contractor shall provide constant and periodic evaluation of the progress and outcomes of this Contract and the individual projects thereof at the request of ECC Representative. In particular,
- 5.4.1 The Contractor shall propose for ECC Representative's approval, devise, develop, execute and periodically review suitable methods and performance indicators to monitor and evaluate each project in this Contract to assess the effectiveness of the Campaign and engagement with the target audience. Suitable evaluation indicators may include the number of attendees, feedback/views /opinions collected from attendees, publicity value generated, measuring knowledge and/or behavioural changes via appropriate means such as questionnaires, interviews, etc.
- 5.4.2 The Contractor shall submit periodic evaluation and progress reports for the projects in this Contractor for ECC Representative to approve at the request of the ECC Representative. The evaluation and progress reports shall indicate, analyse, summarize and recommend for improvement the effectiveness of marketing strategies, approaches, publicity ideas, project execution and achievements, advertising/media channels or platforms, etc. All the projects in this Contract shall be evaluated according to the methods proposed by the Contractor and approved by ECC Representative as specified in clause 5.4.1 above.
- 5.4.3 The Contractor shall base on the evaluation and progress reports to make suggestions on the improvement of the projects, publicity events and activities implemented and/or executed in this Contract, and to propose refinement or revision of those projects.
- 5.5 The Contractor shall cooperate with the ECC Representative and shall comply with all reasonable suggestions and instructions regarding the performance of the contract signed between the ECC and the Contractor.

5.6 The Contractor shall coordinate with different parties to ensure the projects, publicity events and activities in this Contract can be implemented and executed smoothly.

5.7 The Contractor shall be responsible for obtaining any necessary approval/licence from relevant authorities to facilitate implementation of the projects, publicity events and activities in this Contract.

5.8 **Special Points to Note**

5.8.1 All Deliverables, including but not limited to ideas, activities, logo(s), bilingual slogan(s) and relevant graphics, artwork or photos, and all publicity materials, etc. proposed by the Contractor must be approved by the ECC Representative. The execution of all ideas/events/activities/advertising plans shall be approved by the ECC Representative.

5.8.2 All final designs, artwork and digital output shall be provided in both JPEG and editable Adobe Illustrator (A.I.) file formats for graphic, or as instructed by the ECC Representative for other types of electronic files unless otherwise specified by ECC Representative. All files shall be supplied in a CD or DVD ROM or any other forms as instructed by the ECC Representative. The copyright, and any similar rights in any part of the world, of the materials designed and produced by the Contractor under this contract shall be vested in the ECC Representative.

5.8.3 The expenditure of the publicity events and activities proposed for the Campaign, including but not limited to the production of materials, logistic arrangements, all necessary facilities, manpower and promotion, shall be borne by the Contractor.

5.8.4 The Contractor shall not disclose any information furnished by or on behalf of the ECC/ECC Representative to any person other than a person employed or engaged by the firm in carrying out the services without the consent from ECC/ECC Representative.

5.8.5 All information obtained from the ECC/ECC Representative shall only be used for the provision of services under this Contract and shall not be used for any other purpose. No part of the information may be reproduced or transmitted in any form and by any means, electronic or mechanical, including photocopying, recording or storing it in any information storage and retrieval system, without prior permission in writing of the Employer. The ECC/ECC Representative possesses the exclusive right to any part of the materials provided from the ECC/ECC Representative to the Contractor in any form or manner.

5.8.6 The Contractor and its staff shall duly observe the requirement of

Personal Data (Privacy) Ordinance when handling personal data. All personal data shall be treated in strict confidence.

6 CONTROL OF THE SERVICES

- 6.1 The ECC Representative will act as the liaison officer between the Contractor and the ECC in relation to the Services.
- 6.2 The Contractor is to work in cooperation with the ECC Representative to ensure implementation of the Services are in line with the overall strategy and theme of the Campaign.
- 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. The time and travelling cost to be incurred shall be borne by the Contractor.

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 and Annex F, subject to early termination or extension provided for in the Contract. The Contract period of the Services shall be **two (2) years**, tentatively starting from Q1 2026, 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 timeframes of the projects for the Campaign are set out in Annex F.

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

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 Project Team

- 10.1.1 The Contractor shall deploy personnel with relevant expertise (“Team”) to perform the Services. Such personnel may be employees, agents or sub-contractors of the Contractor. The Contractor shall be responsible for fulfilling all legal obligations of the employment, e.g. labour insurance, the Mandatory Provident Fund Scheme, statutory minimum wage and severance payment.
- 10.1.2 The Team shall consist of **ONE** Campaign Manager, **TWO** Project Managers and **SIX** Communication Officers.
- 10.1.3 The Campaign Manager shall head the Team who shall assume the role of central liaison officer for communicating with the ECC and ECC Representative, and overseeing the whole services.
- 10.1.4 The **Campaign Manager** shall possess a **Higher Diploma or above**, with at least **10 years or more of relevant working and management experience** in publicity, communication and public relation services. Fluent in Cantonese and English and good in Putonghua.
- 10.1.5 The **Project Manager for Project 2.1** shall fulfil the requirement of academic qualifications and working experience as set out in Annex F.
- 10.1.6 The **Project Manager for Project 2.4** shall fulfil the requirement of academic qualifications and working experience as set out in Annex F.

10.1.7 Out of the SIX (6) **Communication Officers, FOUR (4)** of them shall work on Project 2.1 and shall comply with the requirements of academic qualifications and working experience set out in Annex F. These FOUR (4) Communication Officers **shall station and work in full time at EMSD office.**

10.1.8 Out of the **SIX (6)** Communication Officers, **TWO (2)** shall work on Project 2.4 and shall comply with the requirements of academic qualifications and working experience set out in Annex F.

10.2 The curriculum vitae (CV) and documentary evidence such as copies of academic certificate(s), employment letter(s), reference letter(s), etc. to substantiate the claim of academic qualification(s) and experience of EACH project team member shall be submitted within three (3) working days after the commencement of the Contract.

11 CONTRACT PRICE AND PAYMENT

11.1 Payment

11.1.1 Payment shall be made to the Contractor subject to satisfactory completion of Services to the satisfaction of the ECC Representative according to the following schedule:

| Project | Deliverables Required | Amount Payable expressed as percentage of the Contract Price of the Project |
|----------------|--|--|
| 2.1 | Publicity activities to promote MEELS and 3rd upgrading of the MEELS, and VEELS | |
| | Completion of 1 st issue of Energy Label Newsletter and submission of progress report No.1 to the satisfaction of the ECC Representative | 20% |
| | Completion of 2 nd issue of Energy Label Newsletter and submission of progress report No.2 to the satisfaction of the ECC Representative | 20% |
| | Completion of 3 rd issue of Energy Label Newsletter and submission of progress report No.3 to the satisfaction of the ECC Representative | 20% |
| | Completion of 4 th issue of Energy Label Newsletter and submission of progress report No.4 to the satisfaction of the ECC Representative | 20% |
| | Completion of promotion for VEELS and MEELS for first half of the first year on Energy Efficiency & Conservation Campaign of “Wise Use of Energy” to | 5% |

| Project | Deliverables Required | Amount Payable expressed as percentage of the Contract Price of the Project |
|----------------|---|--|
| | the satisfaction of the ECC Representative | |
| | Completion of promotion for VEELS and MEELS for second half of first year on Energy Efficiency & Conservation Campaign of “Wise Use of Energy” to the satisfaction of the ECC Representative | 5% |
| | Completion of promotion for VEELS and MEELS for first half of the second year on Energy Efficiency & Conservation Campaign of “Wise Use of Energy” to the satisfaction of the ECC Representative | 5% |
| | Completion of promotion for VEELS and MEELS for second half of the second year on Energy Efficiency & Conservation Campaign of “Wise Use of Energy” to the satisfaction of the ECC Representative | 5% |
| 2.2 | Technical Forum on Control and Practice of Cooling Towers and Buildings Energy Efficiency | |
| | Completion of new video clips for promoting FWCT Scheme to the satisfaction of the ECC Representative | 50% |
| | Completion of Technical Forum to be held on Q1 2027 to the satisfaction of the ECC Representative | 50% |
| 2.3 | Public Seminars on Energy Efficiency and Conservation | |
| | Completion of the first and second public seminars to the satisfaction of the ECC Representative | 50% |
| | Completion of the third and fourth public seminars to the satisfaction of the ECC Representative | 50% |
| 2.4 | Publicity activities to promote District Cooling System (DCS) and related initiatives | |
| | Completion of the video clips to the satisfaction of the ECC Representative | 10% |
| | Completion of the booklets for DCS and DCS pamphlets to the satisfaction of the ECC Representative | 10% |
| | Completion of the souvenirs to the satisfaction of the ECC Representative | 10% |
| | Completion of each public seminar (Total: 2) to the satisfaction of the ECC Representative | Each 15% (Total: 30%) |
| | Completion of each other seminars/events of DCS- | Each 10% |

| Project | Deliverables Required | Amount Payable expressed as percentage of the Contract Price of the Project |
|----------------|---|--|
| | related themes (Total: 4) to the satisfaction of the ECC Representative | (Total: 40%) |
| 2.5 | Festival greeting stickers to promote EE&C and RE | |
| | Completion of the first three set of stickers to the satisfaction of the ECC Representative | 50% |
| | Completion of the last three set of stickers to the satisfaction of the ECC Representative | 50% |

11.1.2 Notwithstanding Clause 11.1.1, the Bidder's attention is drawn to Clause 2 of Appendix 3 that the ECC's liability shall be limited to the money payable in accordance with the schedule of rates for the amount of work completed to the standard acceptable to the ECC. Where the Contractor has incurred any liability to the ECC or its Representative(s), 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 name of "Environmental Campaign Committee" or "環境運動委員會" shall be added prominently at the beginning of the event title which shall be used and shown in all publicity materials and activities under this service contract.

12.2 The logo of the ECC/EMSD and any other logos approved and provided by the ECC Representative 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.

- 12.3 For publicity materials produced under this service contract, the size of the name and/or logo of the ECC/EMSD and any other logos approved and provided by the ECC Representative shall be placed in the most prominent position.
- 12.4 Use of the name and logo of the ECC for other purposes is subject to the prior approval of the ECC Representative.
- 12.5 Exceptions to the above clauses 12.1 to 12.4 shall be approved at the discretion of 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 the ECC Representative shall reserve the right to assign part of the services to another contractor.
- 13.2 The ECC reserves the right not to invite any of the bidders, who have submitted proposals in response to this invitation, to enter into a written agreement on the project.
- 13.3 The ECC shall reserve the right, at any time or prior to the completion of the services at its discretion, to terminate whole or part of the services to be delivered by the Contractor by notice in writing, and the ECC shall reserve the right to assign the balance of the uncompleted services to another contractor.
- 13.4 The ECC may immediately terminate the Contract upon the occurrence of any of the following events:
- (a) the Contractor has engaged or is engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security;
 - (b) the continued engagement of the Contractor or the continued performance of the Contract is contrary to the interest of national security; or
 - (c) the Government reasonably believes that any of the events mentioned above is about to occur.

14 SUBMISSION AND ENQUIRY

- 14.1 Your proposal and/or any other relevant documents must reach the ECC Secretariat by the submission deadline specified in Appendix 1. Late submission will NOT be accepted. Should you have any queries, please contact the ECC

Secretariat in accordance with Appendix 1.