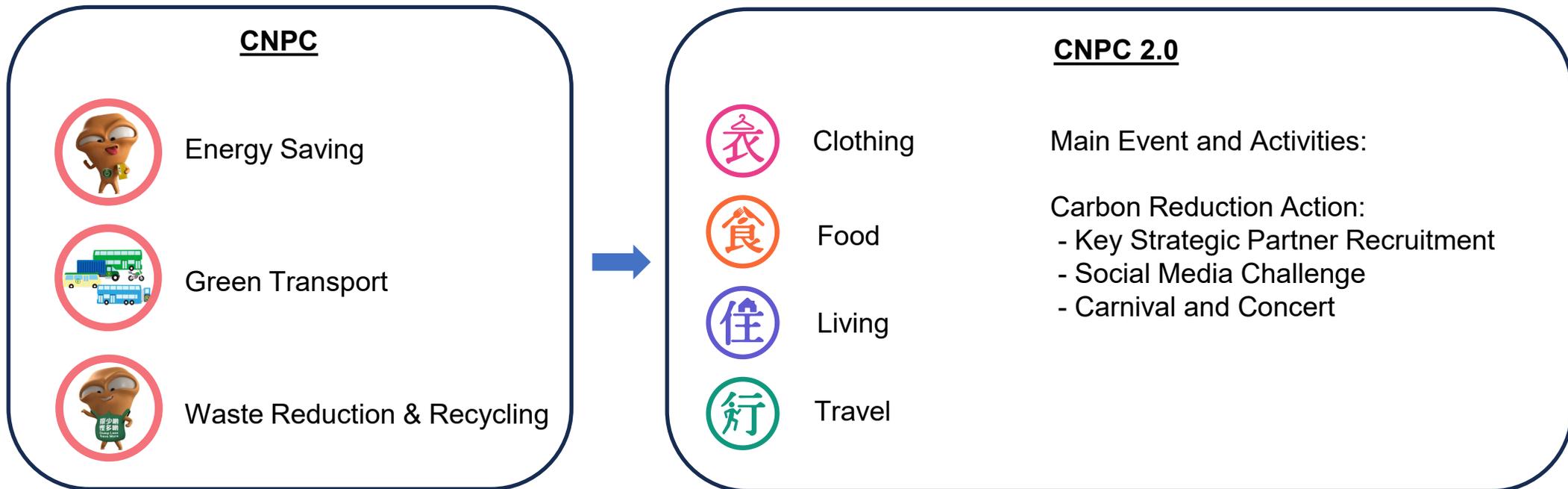


Provision of Competition Management and Media Placement Services for Inter-school Competition

Tender Briefing

12 March 2026

- The ECC has rolled out the CNPC in late 2022 to enhance public awareness on the imminence of the climate crisis, and subsequently the CNPC 2.0 in Q3 2024 to engage the public and enlist their participation in practising low-carbon lifestyle



Background

Carbon Neutrality Publicity Campaign 2.1

- To sustain the momentum of the awareness and engagement built under the CNPC, the ECC will roll out CNPC 2.1 to further mobilise the public to adopt carbon reduction measures in daily life and publicise these measures to the public



入門級 練成基本減碳習慣

少買1件衫 減碳 8KG	4種以蔬菜 代替100克肉 減碳 6.6KG	冷氣調高2度 3個月 2°C 減碳 4.8KG	步行代替 淺油車16公里 減碳 4.8KG	約1棵樹 每年可減碳 23KG
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挑戰級 全面啟動日常減碳模式

以社群、回收 減25公升垃圾 減碳 8.3KG	電動車代替 淺油車70公里 減碳 14KG	洗少12樣衫 滿1樣才洗 減碳 6.6KG	回收10公斤廚餘 減碳 6.1KG	約1.5棵樹 每年可減碳 34.5KG 每年可減碳 34.8公斤
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達人級 減碳力MAX 成為真正減碳達人

騎車代替淺油車 來回機場至再港站 減碳 18.6KG	少購30份 預先包裝飲品 減碳 4.6KG	以1級取代5級 能源標籤家電/3個月 減碳 455.4KG	約6棵樹 每年可減碳 138KG 每年可減碳 138公斤
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Organised by:



中華人民共和國
香港特別行政區政府
環境及生態局



ENVIRONMENTAL
CAMPAIGN COMMITTEE
環境運動委員會



Energy Saving &
Water Conservation

Schools

Co-organised by:

**Council for Carbon Neutrality
and Sustainable
Development**



Low-carbon
Living Actions in
daily life
Students and
staff

- ✓ *simple and user-friendly tools to calculate the carbon emissions of each daily activity*
- ✓ *easily accessible submission system (through whatsapp chatbot)*

• **Objective:**

- To deepen students' understanding of carbon neutrality and their practical applications;
- To help students build up daily low-carbon living habits from a young age; and
- To encourage students to share this knowledge with family members and peers to drive long-term behavioural and societal change, contributing to our common goal of carbon neutrality.

• **Key Messages:**

- Low-carbon living can be achieved through different actions in daily life easily
- To adopt carbon reducing habits in your daily life and to influence the people around you

• **Target Audience:**

- Primary schools and secondary schools
- Aim to recruit 100 primary and 100 secondary schools respectively

➤ **Tentative Timeline:**

Tentative Schedule	Activities
May – September 2026	Promotion and enrolment - Launch of campaign website, publicity and education materials
October 2026 – March 2027	Education and action - Submission of data by participating schools, staff members and students
June 2027	Award Presentation Ceremony

Scope of Service

1

Competition Management

1.1

Overall Competition Management

1.2

School Invitation, Promotion and Recruitment

1.3

Online Briefing Session

1.4

Printing and Distribution of Publicity Materials

1.5

Website Development and Management

1.6

Whatsapp Chatbot Development and Management

2

Media Placement

3

Evaluation Report

4

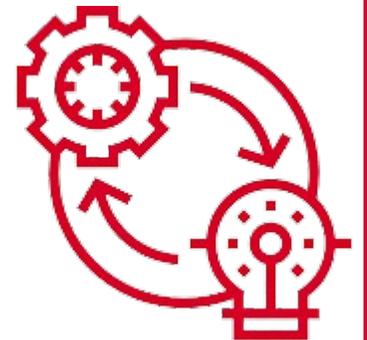
Optional Items

1.1 Overall Competition Management

Points To Be Noted:

The Contractor shall propose, formulate and execute an **overall implementation and logistic plan** for the competition:

- ◆ Set up and operate a hotline to handle enquiries
- ◆ Overall Competition management
 - Draft the terms and conditions of the competition
 - Review and vetting submission entries
 - Calculate scores
- ◆ Monitor the Competition
 - Monitor data submission
 - Follow up with participating schools time to boost participation
 - Contingency measures shall be formulated accordingly in the event of unforeseen circumstances



1.2 School Invitation, Promotion and Recruitment

Points To Be Noted:

- ◆ Propose, formulate and execute a promotional plan for the Competition
 - Create solid and compelling messages to promote the Competition
 - Provide details of the approach for reaching the target audience
- ◆ Invite all local primary and secondary schools in Hong Kong to join the Competition and **secure the registered participation** of
 - **≥ 100 primary schools**
 - **≥ 100 secondary schools**
- ◆ Ensure the participating schools to advertise the Competition in their premises and online/ social media platforms
 - Display the official publicity materials (including key visuals, posters, promotional video and education video) throughout the whole Competition period

1.2 School Invitation, Promotion and Recruitment

Points To Be Noted:

KPI & Payment Adjustment Mechanism

Actual Number of Participating Primary/ Secondary Schools	Adjustment Mechanism
Less than 100	50% of the Quoted Price
100-120	100% of the Quoted Price
121-150	Additional 10% for the Quoted Price
151 or more	Additional 15% for the Quoted price

1.3 Online Briefing Session

Points To Be Noted:

The Contractor shall arrange, set up, conduct and host an online briefing session with a duration \geq 30 minutes:

- ◆ Set-up of the online briefing **to participating schools**
 - Propose a reliable and appropriate online platform
 - Prepare presentation materials, arrange rundown and time allocations
 - Arrange a trial session for testing the set-up and rehearsal
 - Arrange skilled and experienced presenter(s)

- ◆ Coordinate/ follow-up with schools, including but not limited to:
 - Enrolment
 - Registration
 - Delivery of confirmations and reminders
 - Enquiry handling
 - Send the recorded briefing and presentation materials to all participating schools



1.4 Printing and Distribution of Publicity Materials

Points To Be Noted:

The Contractor shall print and deliver publicity materials to schools in Hong Kong :

- ◆ Print the following quantity of A3 posters made of environmentally friendly materials with soy print and deliver them to schools in Hong Kong
 - **≥ 5,000 posters** to all local primary and secondary schools (approximately 1,100 schools) in Hong Kong at the beginning of the promotion period
 - **≥ 3,000 posters** to all participating schools for promoting the mechanism of the Competition at least one (1) week before the launch of the Competition in September 2026
- ◆ Other publicity materials (including but not limited to **folders and leaflets provided by ECC**), should be **delivered together with the posters** (to all primary and secondary schools in Hong Kong at the beginning of the promotion period.)
- ◆ Coordinate and liaise with all schools in Hong Kong on the logistics of the delivery arrangement and enquiries.

1.5 Website Development and Management

Points To Be Noted:

The Contractor shall design, develop and manage a dedicated website of the Competition:

- ◆ The Website shall serve the following purposes:
 - Allow school registration to the Competition with **auto reply email function**
 - Store publicity and educational materials, including but not limited to key visual, e-leaflets and educational video(s) for the participating schools to download
 - Promote the Competition with updated information about the Competition, including but not limited to the competition logistics, marking scheme, information about the prizes, etc.
 - Provide web hosting services for supporting the Competition
- ◆ **A unique school code for submitting entries through the chatbot** shall be sent to participating schools via email by within 2 working days after enrolment
- ◆ **Generate a list of registered schools with details every week** during the school registration period of the Competition
- ◆ **Administrative right shall be given to the ECC** to instantly access the backend system of the Website anytime.

1.6 Whatsapp Chatbot Development and Management

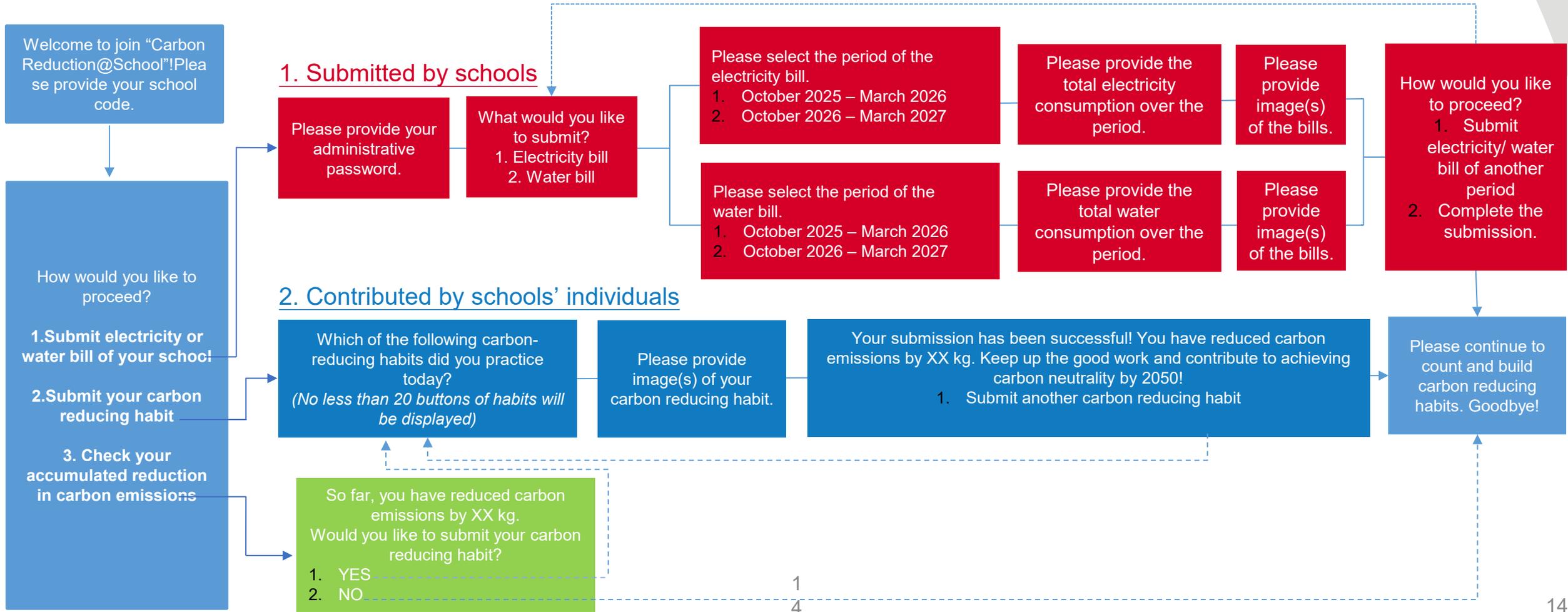
Points To Be Noted:

The Contractor shall design, develop, deploy and manage a Whatsapp chatbot (with ***customised user journey to automate replies, support and engagement with participating schools of the Competition)** :

- ◆ Allow participating schools, students and staff members to submit data including **images** and **videos**
- ◆ Recognise the entry of electricity and water bills, as well as the pre-set “carbon reducing habits” by participants’ inputs
- ◆ Calculate the carbon emission reduced by the pre-set “carbon reducing habits” through formulas and instantly show the figures to participants
- ◆ Summarise the total carbon emission reduced in terms of participating schools and individuals



1.6 Whatsapp Chatbot Development and Management – Customised User Journey



2. Media Placement

Points To Be Noted:

The Contractor shall formulate and implement a Media Placement Plan to promote the Competition:

Period: **May - September 2026** (or any period in 2026 as specified by the ECC)

- ◆ Media Placement Plan should include below items:
 - Proposal of **a media mix comprising a placement schedule and budgetary allocation** of the proposed media/ communication channels online and/ or offline;
 - Provision of online/web-based/smart phone platform
 - **Justification with data** on why the channels proposed are the most effective means to best reach and influence the target audience for achieving the objectives
- ◆ The ECC may choose from the proposed plan and may negotiate with the Contractor on the costs, coverage, and/or frequency.

3. Evaluation Report

Points To Be Noted:

The Contractor shall provide evaluations, reports, summaries and other documents on its work:

- ◆ The format and content are to be confirmed by the ECC Representative.:
- ◆ The evaluation report shall be submitted to the ECC Representative within 1 month after the completion of Competition



4. Optional Items

Points To Be Noted:

The Contractor shall provide media Cost of the Media Placement Plan:

- ◆ The Contractor shall provide **the detailed breakdown** of media cost of the Media Placement Plan
- ◆ Media Cost of the Media Placement Plan (Please refers to 5.2 of the Service Specification)

OPTIONAL

Tentative Timeframe

Tentative Timeframe	Task / Activity
1 week after the award of contract	Kick-off meeting
2 weeks after the award of contract	Submission of implementation and logistic plan for the Competition
May 2026	<ul style="list-style-type: none"> - Distribution of invitation and promotional materials to all primary and secondary schools in Hong Kong - Launch of the Website
May – September 2026	Media placement
Early September 2026	Launch of the Chatbot
Late September 2026	Online briefing session
Oct 2026 – Mar 2027	Competition period
April – May 2027	Submission of consolidated data and analysis

Submission of Proposal

Sealed Envelope A

**Price Proposal of Provision of
Competition Management and Media
Placement Services for Inter-school
Competition
+
Name of Company**

Schedule 1 – Price Proposal of Annex A

Sealed Envelope B

**Technical Proposal of Provision of
Competition Management and Media
Placement Services for Inter-school
Competition
+
Name of Company**

1. Schedule 3 – Technical Proposal of Annex A
 - i) Proposed implementation and logistic plan
 - ii) Proposed promotional plan for school recruitment
 - iii) Website sitemap, registration logistic and design layouts
 - iv) Proposed media placement plan
2. Schedule 2 of Annex A – Experience of the Bidder and Information on the Team
3. Annex B – Declaration of Compliance
4. Annex C – Non-collusive Tendering Certificate
5. Annex D – Offer to be Bound
6. A copy of Business Registration Certificate
7. Alternative proposals which improve the value of the offer

Price Proposal

Schedule 01

Price Proposal of Annex A

Part A (Mandatory Services):

- Breakdown of the Contract Price:
 - Overall Competition Management
 - School Invitation, Promotion and Recruitment
 - Primary Schools (≥100)
 - School Invitation, Promotion and Recruitment
 - Secondary Schools(≥100)
 - Online Briefing Session
 - Printing and Distribution of Posters
 - Website Development and Management
 - Whatsapp Chatbot Development and Management
 - Media Placement Plan
 - Evaluation report

Part B (Optional Services):

- Detailed breakdown of media cost of the media placement plan (see clause 5.2.1 of Appendix 2)



Technical Proposal

Schedule 02

Experience of the Tenderer & Information on the Team

- 1) Number of School competitions/ events within 3 years
- 2) Qualification and Experience of the Project Manager
- 3) Qualification and Experience of the Copywriter(s)
- 4) Qualification and Experience of the other members of the Project Team

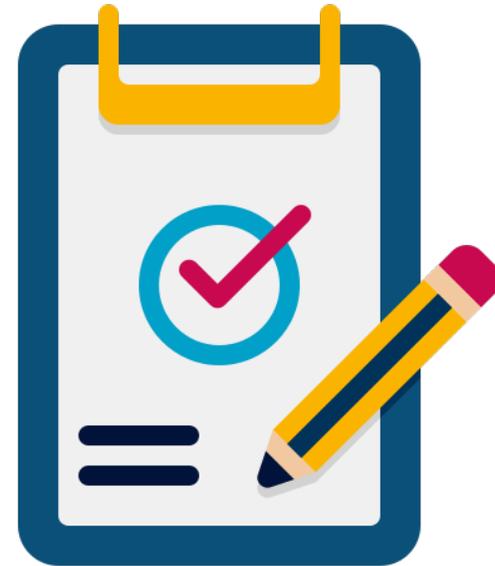
Schedule 03

Proposals for Inter-school Competition

- 1) Proposed implementation and logistic plan
- 2) Proposed promotional plan for school recruitment
- 3) Website sitemap, registration logistic and design layouts
- 4) Proposed media placement plan

Assessment

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



Timeline

2026



2 March

Invitation for proposals



12 March

Tender briefing



23 March

Deadline to submit proposals



30 March

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



Mid April

Award of contract

Submission of Proposal



**By 17:00
23 March 2026
(Monday)**



**Environmental
Campaign
Committee Secretariat**

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



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

Q&A



Thank You!

