

Provision of Services for the  
Launching Ceremony cum Symposium,  
Exhibition and Publicity for National  
Ecology Day 2026

**Tender Briefing**  
**2 June 2026**

*\*No recording of the Briefing is allowed.*

*\*In case of discrepancies between the power point or verbal replies during the Briefing, Tender document shall prevail.*

*\*Today's tender briefing will last 45 minutes.*

# Table of Contents

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

**1.**

# **Purpose**

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

# Purpose

- Enhancing public awareness of countryside conservation through the planning and delivery of publicity, educational and engagement activities that promote understanding of village revitalisation, biodiversity, environmental protection and sustainable living.
- Fostering community participation in environmental initiatives by encouraging active involvement from different sectors of the community, including schools, green groups, local organisations, professional bodies and the general public, in conservation-related programmes and activities.
- Showcasing the work and achievements of Countryside Conservation Office (CCO), and promote countryside conservation and revitalisation efforts in Hong Kong, with a view to strengthening public appreciation and support for these initiatives.

# 2.

## Background

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

# Background

- The Standing Committee of the 14th National People's Congress designated 15 August as National Ecology Day (NED) in 2023 to promote ecological civilisation and environmental protection. In support of this initiative, the Government of the Hong Kong Special Administrative Region has organised a series of publicity and education activities since 2023 to enhance public awareness.
- NED serves as a territory-wide platform to engage diverse segments of the community through programmes such as launching ceremonies, symposiums, exhibitions, and interactive activities, with a focus on promoting understanding of Hong Kong's natural ecology and biodiversity, and reinforcing the concept that "lucid waters and lush mountains are invaluable assets" 「綠水青山就是金山銀山」.
- Building on previous experience, there is an opportunity to further strengthen the scale, coordination, and impact of NED activities through more integrated, engaging, and community-oriented programmes.

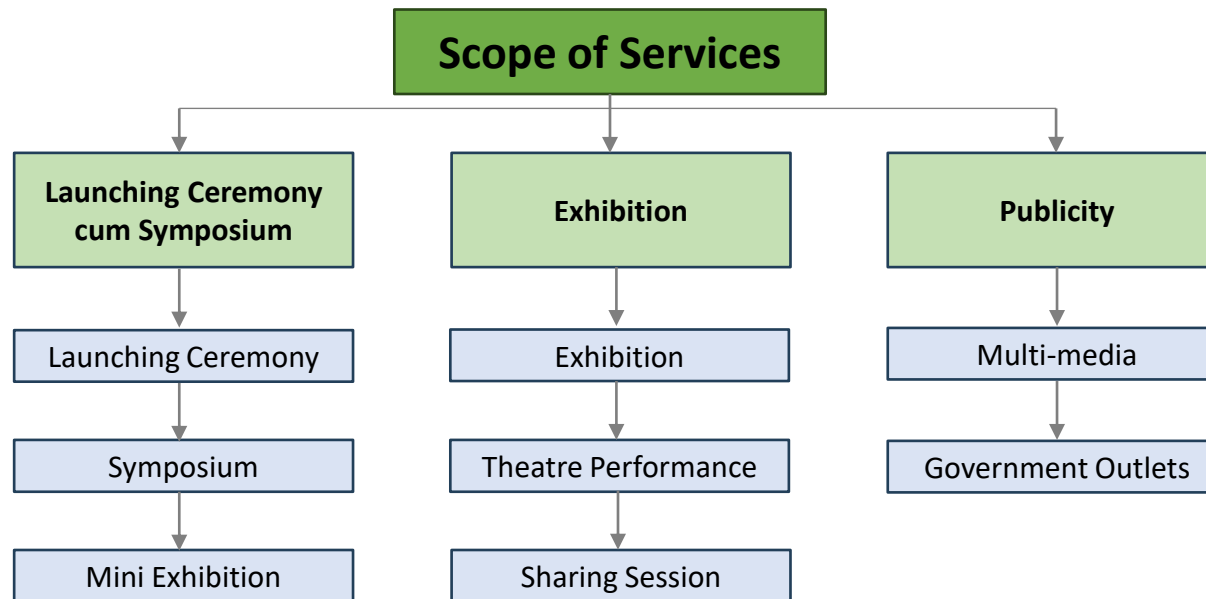
# 3.

## Scope of Services

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

# Scope of Services

- The Contractor shall organise: (i) the NED Launching Ceremony cum Symposium on 15 August 2026 at the Hong Kong Science Museum; (ii) an Exhibition and Theatre Performance from 1 to 6 September 2026 at the East Kowloon Cultural Centre; and (iii) the associated NED publicity activities.



# Launching Ceremony cum Symposium

- Event Date: 15 August 2026 (Sat)
- Event Time: a.m. / p.m.
- Venue: Lecture Hall of the Hong Kong Science Museum (no rental cost required)
- Venue & equipment setup and operation
- Opening video (2 mins)
- Photo-taking session
- Key Visual, Stage gimmick, Backdrop, Name Badges, Banners, etc.
- Master of Ceremonies (MC)
- Simultaneous interpretation service: Cantonese and Putonghua.



Launching Ceremony	Symposium
<p>Approx. 250 participants:</p> <ul style="list-style-type: none"> <li>• Guests of Honour</li> <li>• 20 invited reporters and editors</li> </ul>	<p>Theme: “Art and Culture in Village Revitalization” (村落復興中的藝術與文化)</p> <p>4 - 5 speakers from various sectors in Hong Kong and Mainland China</p>

# Launching Ceremony cum Symposium: Mini Exhibition

- Venue: Lecture Hall Lobby of the Hong Kong Science Museum (no rental cost required)
- Design and set up 24 panels, 3 sets of monitors
- Guest and media reception
- Beverage Services for 100 participants



# Exhibition and Theatre Performance

- Event Date: 1 September to 6 September 2026
- Venue: East Kowloon Cultural Centre (EKCC) The Corner, The Theatre  
(no rental cost required)
- Theatre Performance and Sharing Session:

Event Date	Session
5 September	Session I: Countryside Photography (e.g. Mr. Kelvin Yuen Sze-lok) Session II and III: Rerun of Countryside Harvest Festival 2026
6 September	Session IV: CCFS Project Organisation Sharing Session



# Exhibition Arrangement

- Develop the **Exhibition content**, including exhibition design, storyline, installations layout and setup, interactive videos and multimedia content, and **Exhibition Area** setup including furniture, AV systems, lighting, and equipment layout plan and schedules aligned with the theme; the **structural stability reports** for all floor-mounted or high-level installations.

# Exhibition

- Exhibition content, Venue & equipment setup and operation

5 thematic zones	Requirement	Remarks
1. Countryside Harvest Festival 2026 + Beauty of Countryside Areas in Hong Kong	<ul style="list-style-type: none"> <li>• LED wall</li> <li>• Localised sound system</li> <li>• Develop a continuous playback loop</li> </ul>	<ul style="list-style-type: none"> <li>• Footage provided by the ECC Representative</li> </ul>
2. Nature Conservation of Hong Kong	<ul style="list-style-type: none"> <li>• LED wall</li> <li>• Localised sound system</li> <li>• Produce 3D-generated animations of local fauna with interactive pop-up features</li> </ul>	<ul style="list-style-type: none"> <li>• Material provided by the ECC Representative</li> </ul>
3. Stories of Countryside Villages	<ul style="list-style-type: none"> <li>• LED wall</li> <li>• Localised sound system</li> <li>• Develop an interactive display interface covering 3 countryside villages</li> </ul>	<ul style="list-style-type: none"> <li>• 3 countryside village stories provided by the ECC Representative</li> </ul>
4. Pepper's Ghost Installation and Physical Display Area	<ul style="list-style-type: none"> <li>• LED wall</li> <li>• Furniture</li> <li>• Develop Pepper's Ghost installation and video</li> </ul>	
5. Digital Newspaper Photo Booth	<ul style="list-style-type: none"> <li>• One set of electronic photo booth with photo frames design</li> </ul>	

# Exhibition Arrangement

- Online platform for advance booking of free admission to the Exhibition

# Exhibition: Theatre Performance

- Stage Design, Backdrop, Guest Badges, Mic Tags
- Equipment setup, Technical support
- Online Ticketing Platform and Guest Admission Arrangement

# Exhibition: Theatre Performance

3 Sessions	Requirement
1. Countryside Photography	<ul style="list-style-type: none"><li>• Hong Kong-based landscape photographer (e.g. Mr. Kelvin Yuen Sze-lok)</li><li>• Produce countryside-themed photographs and/or videos at Double Haven</li><li>• 60 minutes sharing session</li><li>• Social media post</li></ul>
2. Rerun of Countryside Harvest Festival 2026	<ul style="list-style-type: none"><li>• Play video</li><li>• Copyright fees</li><li>• Engage 2 instrumentalists to perform solo pieces followed by a duet performance (preferably with prior collaboration experience with the Maestro)</li></ul>
3. CCFS Project Organisation Sharing Session	<ul style="list-style-type: none"><li>• Engage 7 CCFS organisations for the delivery of 5 guided tours, workshops, etc. <i>(by ECC representative)</i></li><li>• Each organisations to share their countryside experiences (15 minutes)</li></ul>

# 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 social media posts across various platforms, including but not limited to the social media channels of the CCO
- Manage 8 KOLs line up
- Design and produce poster and banner
- 5 media guided visits during exhibition period

# Manpower: Essential Key Personnel

Essential Key personnel	Minimum requirement
Project Manager	<ul style="list-style-type: none"><li>• Associate Degree</li><li>• 2 exhibitions, symposia, seminars or conferences in public venue with a capacity not less than 100 participants completed within the past 10 years</li></ul>
Creative Manager	<ul style="list-style-type: none"><li>• Diploma</li><li>• 2 AV programmes, multimedia programmes, shows or exhibitions in public venue with a capacity not less than 100 participants<ul style="list-style-type: none"><li>• At least 1 was developed for the HKSAR Government or a statutory body in Hong Kong within the past 10 years</li></ul></li></ul>

# Manpower: Other Key Personnel

Key personnel	Minimum requirement
Stage Manager	<ul style="list-style-type: none"><li>• Diploma</li><li>• Relevant experience in AV management for performances and symposia</li></ul>
Public Relations Manager	<ul style="list-style-type: none"><li>• Bachelor's degree</li><li>• Relevant experience in event promotion, media relations, media buying, and related publicity activities.</li></ul>

# Manpower

- Provide experienced, well-trained and well-mannered **on-site helpers** for:
  - Launching Ceremony cum Symposium: at least 10 helpers
  - Launching Ceremony cum Symposium (Publicity): at least 3 helpers
  - Exhibition: at least 5 helpers (*each exhibition day*)
  - Theatre Performance: at least 5 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 Theatre Performance, 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
- Insurance for Launching Ceremony cum Symposium, Exhibition and Theatre Performance

**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)*

- 2-envelope system
- Outer sealed envelope:

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

Tender Proposal of Provision of Services for the Launching Ceremony cum Symposium,  
Exhibition and Publicity for National Ecology Day 2026

- **Deadline: 17 June 2026, 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 2026

**Name of Organisation**

## Envelope B

### **Technical Proposal**

of Provision of Services for the  
Launching Ceremony cum  
Symposium, Exhibition and  
Publicity for National Ecology  
Day 2026

**Name of Organisation**

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

# Price Proposal (Envelope A)

- Schedule 4 – Price Proposal of Annex A

Item	Description of Services	Quoted Price (HK\$)
A1	Launching Ceremony cum Symposium (see clause 3.20 of Appendix 2)	_____
A2	Exhibition and Theatre Performance (see clause 3.21 of Appendix 2)	_____
A3	Publicity (see clause 3.22 of Appendix 2)	_____
	<b>Total Cost of all Mandatory Items:</b>	_____ [A1 + A2 + A3]

# Technical Proposal (Envelope B)

- Schedule 1 – Experience of the Bidder of Annex A
- Schedule 2 – Information on the Key Personnel of Annex A
- Schedule 3 – Technical Proposal
  - Operation Plan for the Services
    - Strategy and methodology
    - Key visuals
    - Preliminary design and ideas for the Exhibition (including overall theme, narrative flow, interactive elements and furniture set up)
    - Publicity and media approach
    - Implementation programme
  - Resource and Supervision Plan
  - Contingency Plan
  - Pro-innovative / Environmental, Social and Governance (ESG) Proposals
  - Experience of Bidder and Proposed Project team
- Annex B – Declaration of Compliance
- Annex C – Non-collusive Tendering Certificate
- Annex D – Offer to be Bound
- A copy of Articles of Association, the Certificate of Incorporation, valid Business Registration Certificate

## **SCHEDULE 1 - EXPERIENCE OF THE BIDDER**

(To be submitted in the envelope containing the **Technical Proposal**)

### **Experience of the Bidder**

The information provided in this Schedule and the documentary evidence <sup>(Note 1)</sup> to substantiate its claim of experience will be assessed in the technical assessment. <sup>(Note 2)</sup> The Bidder shall also submit a company profile, organisation chart and relevant portfolios as supporting documents to substantiate its claim of experience in event management listed below.

The Bidder has completed \_\_\_\_\_ (in number) number of multimedia and art-tech events including but not limited to exhibitions, symposia, seminars and/or conferences in public venue with a capacity not less than 100 participants, conducted in Hong Kong, Chinese Mainland, or overseas, within the 10 years immediately preceding the Original Tender Closing Date .

Please provide details in the table below.

No.	Event Name	Event Nature	Event Venue	Venue Capacity	Contract Period (Month/Year)	
					From	To
1.						
2.						

**1. Qualification and Experience of the Project Manager** <sup>(Note 1)</sup>

The information provided in this Schedule and the documentary evidence <sup>(Note 2)</sup> to substantiate his/her claim of experience will be assessed in the technical assessment. <sup>(Note 3)</sup>

The proposed Project Manager has completed \_\_\_\_\_ (in number) number of events in public venue with a capacity not less than 100 participants including but not limited to exhibitions, symposia, seminars and/or conferences within the 20 years immediately preceding the Original Tender Closing Date.

Please provide details in the table below.

Name of the proposed Project Manager			
Academic qualification			
Relevant post-qualification working experience (in chronological order)			
Company/Organisation	Title/Position	Role/Job Description	Period

No.	Event Name	Event Nature	Contract Period (Month/Year)		Event Venue	Venue Capacity
			From	To		
1.						
2.						

## 2. Qualification and Experience of the Creative Manager <sup>(Note 1)</sup>

The information provided in this Schedule and the documentary evidence <sup>(Note 2)</sup> to substantiate his/her claim of experience will be assessed in the technical assessment. <sup>(Note 3)</sup>

The proposed Creative Manager has completed \_\_\_\_\_ (in number) number of multimedia, exhibition, or art-tech projects involving design of interactive elements, key visuals, exhibition booths, signage, promotional materials, or digital interfaces in public venue with a capacity not less than 100 participants within the 10 years immediately preceding the Original Tender Closing Date.

Please provide details in the table below.

Name of the proposed Creative Manager			
Academic qualification			
Relevant post-qualification working experience (in chronological order)			
Company/Organisation	Title/Position	Role/Job Description	Period

No.	Project Name	Project Nature	Contract Period (Month/Year)		Project Venue	Venue Capacity
			From	To		
1.						

	Award	Awarding Organisation
1.		
2.		

# Evaluation of Proposals

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

Assessment criteria		Maximum Score	Passing Score
<b>Section A – Execution Plan</b>			
1	Operation Plan – Strategy and methodology, key visuals, preliminary design and ideas for the Exhibition, publicity and media approach and implementation programme to deliver the Services	35	15
2	Resource and Supervision Plan - Deployment and supervision of manpower and resources for implementation	20	
3	Contingency Plan - Strategy to respond to emergency or contingency situations	5	
4	Innovative suggestions: Pro-innovation proposals	15	-
5	Innovative Suggestions – Proposals to improve environmental protection, sustainability (E) or governance (G) or social responsibility (S) – “ESG”	5	-

<b>Section B – Experience</b>				
6	Experience of Bidder		4	5
7	Experience of the Proposed Project team	Project Manager	5	
8		Creative Manager	5	
9		Stage Manager	3	
10		Public Relations Manager	3	

**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 **June 2026 to October 2026**, subject to final confirmation by the ECC Representative.

# Payment schedule

<b>Instalment</b>	<b>Deliverables Required</b>	<b>Amount</b>
<b>Mandatory Items (as stipulated in Part A of Schedule 4 - Price Proposal)</b>		
1	Upon completion of the <b>Launching Ceremony cum Symposium</b>	35%
2	Upon completion of the <b>Exhibition and Theatre Performance</b>	35%
3	Upon completion of the <b>Contract</b> with obtaining written acceptance from ECC Representative on <b>all required deliverables</b>	30%
<b>Total</b>		<b>100%</b>

**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](mailto:harristfchan@eeb.gov.hk)

# 7. Q&A Session

*\*For enquiries submitted by 12:00 noon on 4 June 2026, formal written replies from the ECC representative will be distributed to tenderers via email on or before 8 June 2026.  
Otherwise, the enquiries will be responded to as soon as possible.*