

Provision of Publicity and Event Management Services for Carbon Reduction Month (全民減碳月)

Tender Briefing

- Rolled out in 2022, the CNPC aimed to enhance public awareness on the imminence of the climate crisis, and instil a sense of urgency to start adopting a low-carbon lifestyle

Three Sub-theme:



Energy Saving



Green Transport



Waste Reduction & Recycling



- With the awareness, it is time for us to engage with the public and enlist individual participation in practising low-carbon lifestyle in Carbon Neutrality Publicity Campaign 2.0, with a single-minded purpose to drive behavioural change of the public to achieve Carbon Neutrality by 2050.
 - August 2024 – Oct 2024 : 全民識碳大行動 kNOw Carbon Action
 - **November 2024 : 全民減碳月 Carbon Reduction Month (The Month)**

Objectives




1) To further enhance public awareness of carbon neutrality target and reinforce the importance of energy saving, green transport and waste reduction and recycling in achieving this target



2) To encourage behavioural change of the public to adopt a low-carbon lifestyle



3) To promote tips and means which members of the public may follow to reduce individual carbon emissions in respect of clothing, food, living and travel

 From October 2024 to January 2025 tentatively:

| Tentative Schedule | Activities |
|--------------------|--|
| Mid-Oct 2024 | Campaign Presentation |
| Mid-Oct – Nov 2024 | Promotion in collaboration with corporate organisations, non-governmental organisations (NGOs) and schools |
| Nov 2024 | Social Media Campaign |
| Early Jan 2025 | Concert cum Carnival |

Scope of Service

- 01 Overall Strategy and implementation plan
- 02 Key Visual Design and Video Production
- 03 Media Placement Plan
- 04 Engagement of Performance Unit
- 05 Campaign Presentation
- 06 Campaign Kiosk
- 07 Social Media Challenge
- 08 Concert cum Carnival
- 09 Evaluation Report
- 10 Optional Items

01 Overall Strategy and implementation plan



Points To Be Noted:

The Contractor shall propose, formulate and execute an overall strategy and implementation plan for the Month:

- a) Generate ideas and recommend the overall direction of the Month
- b) Formulate action plans that are able to maximise interests from the media and public
- c) Provide recommendations on enhancing the Month's positioning and media interest
- d) Create solid and compelling messages in alignment with the themes of CNPC
- e) Provide details of the approach for reaching the target audience



02 Key Visual Design and Video Production



Points To Be Noted:

Key Visual Design:

- a) Design and develop a set of key visuals (no less than five)
- b) Cover the whole range of services including ideation, design development and not less than 35 adaptations to different formats and dimensions for various publicity materials
- c) Provide no less than 2 design directions on the key visuals for the selection

Video Production:

- a) Create and produce an activation video with a duration of not less than 1 minute and a 30-second cut-down version for online and out-of-home platforms to promote the Month
- b) Create and produce two videos with a duration of not less than 2 minutes respectively for Campaign Presentation and the ECC platforms:
 - i) Introduction of the gaming mechanism of the Social Media Challenge
 - ii) Introduction of the collaborating partners



Points To Be Noted:

The Contractor shall formulate a Media Placement Plan with a mix of media channels to promote the Month:

- a) Proposal of **a media mix** comprising a placement schedule of the proposed media/communication channels online and offline to ensure wide exposure
- b) Provision of **online/web-based/smart phone platform**
- c) **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





Points To Be Noted:

The Contractor shall submit a proposal of **no less than 7 performance units for engagement** in providing the following services:

- a) To take part in the photo shooting for the production of key visual(s)
- b) To star in the activation video(s) for the Month (with 6-month royalty)
- c) To create and publish **a Facebook and Instagram post** to promote the activation video(s) and the social media challenge respectively, on a schedule agreed by the ECC Representative
- d) To perform in the concert
- e) At least 1 of the performance units to attend the related Campaign Presentation and chit-chat with the guest/ MC on stage and publish a Facebook and Instagram post-event post via his/her account.



Points To Be Noted:

The Contractor shall provide services of below:

1. Overall Event Management:

- a) Venue Set up
- b) Opening gimmick
- c) Coordinate with venue representative
- d) MC & Photographer deployment

2. On-site Support and Big Waster Mascot

3. Media Relations Handling

4. Logistics Support

5. Insurance





Points To Be Noted:

About 7 kiosks will be set up at different government premises tentatively:

- a) **Die-cut Big Waster standee** with the size not smaller than 1m(w) x 2m(h), which will be designed and produced by the Contractor
- b) The **television set with stand**, which will be provided by the ECC Representative.
- c) The Contractor shall be responsible for the required set up, dismantle, transportation between the storage location and venues, and logistics arrangement for the above materials.



Points To Be Noted:

To drive public participation to practise green tips and publish photos or videos onto social media posts to demonstrate their behavioural change in daily lives to reduce carbon emissions with hashtag such as “#扭轉習慣一齊減碳” and “全民減碳月” with at least 3,000 entries recorded by the end of the Challenge.

Contractor shall be responsible for:

- a) Planning, setting criteria and distribution of concert tickets
- b) To identify, liaise, and work with no less than 30 social content creators and micro-influencers to kick-off and further promote the Challenge
- c) Entries handling with the participants
- a) Prizes and tickets dispatchment to the winner dispatchment





Points To Be Noted:

The Contractor shall provide services of below:

1. Overall Event Management:

- a) Venue Set up
- b) Equipment management: e.g. Lighting, Audio
- c) Coordinate with all parties
- d) Arrange **no less than 7 performance units**

2. Media Relations Handling

3. Ticketing and Admission

- a) Develop a ticketing system compatible with all operation systems
- b) The system must support real-name registration

4. Carnival

- a) Design and produce **4 exhibition panels** and produce, set up and dismantle **a three-dimensional decoration**
- b) Set up **no less than 10 outdoor game booths** (the Booths)

5. Logistic Support and Insurance

6. Photography Service

7. Event Effectiveness Analysis



Points To Be Noted:

The Contractor shall provide:

- i) Relevant evaluations;
- ii) Reports;
- iii) Summaries;
- iv) Or other documents on its work

at the request of the ECC representative. The format and content are to be confirmed by the ECC Representative.





Points To Be Noted:

The Contractor shall provide services of below:

1. Media Cost of the Media Placement Plan:

Provide detail breakdown of media cost

2. Videography Service

For the Concert cum Carnival



3. Live Streaming Service

Provide live streaming service of the entire concert on the ECC's Facebook Instagram page



Submission of Proposal

Sealed Envelope A

**Price Proposal of Provision of Publicity
and Event Management Services for
Carbon Reduction Month
+
Name of Company**

Schedule 4 – Price Proposal of Annex A

Sealed Envelope B

**Technical Proposal of Provision of
Publicity and Event Management
Services for Carbon Reduction Month
+
Name of Company**

1. Schedule 3 – Technical Proposal of Annex A
 - i) Proposed list of celebrities that tenderer guarantees to engage;
 - ii) Proposed key visuals design for Carbon Reduction Month;
 - iii) Proposed media placement plan; and
 - iv) Proposed concert rundown and opening gimmick.
2. Schedule 1 – Experience of the Tenderer of Annex A
3. Schedule 2 – Information on the Team of Annex A
4. Declaration of Compliance (Annex B)
5. Non-collusive Tendering Certificate (Annex C)
6. Offer to be Bound(Annex D)
7. A copy of a valid Business Registration Certificate

Technical Proposal

Schedule 01

Experience of the Tenderer

- 1) Government Events
- 2) Media Invitation and Handling
- 3) Concert Event
- 4) Full-day outdoor events(>10 booths)
- 5) Environmental-related Events

Schedule 02

Information on the Team

- 1) Qualification and Experience of the Project Manager
- 2) Qualification and Experience of the other members of the Project Team

Schedule 03

Proposals for Carbon Reduction Month

- 1) Proposed list of celebrities that tenderer guarantees to engage
- 2) Proposed key visuals design for Carbon Reduction Month
- 3) Proposed media placement plan
- 4) Proposed concert rundown and opening gimmick

Price Proposal

Part A (Mandatory Services):

- Breakdown of the Contract Price:
 - Overall Strategy and Implementation Plan Formulation of branding proposal of the Campaign
 - Key Visual Design and Video Production
 - Media Placement Plan
 - Engagement of Performance Unit
 - Campaign Presentation
 - Campaign Kiosk
 - Social Media Challenge
 - Concert cum Carnival
 - Evaluation Report
 - Other expenses (if any, with details)

Part B (Optional Services):

- Detailed breakdown of media cost of the media placement plan in item 3 of Part A above for reference
- Videography service
- Live streaming service



Assessment

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



Timeline

2024



14 June

Invitation for proposals



24 June

Tender briefing



5 July

Deadline to submit proposals



Mid July

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



Late July

Award of contract

Submission of Proposal



**By 12:00 noon
5 July 2024
(Friday)**



**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
