

Provision of Publicity Services for Advocacy of Continuous Practice of Low-carbon Living

Tender Briefing



Advocacy of Continuous Practice of Low-carbon Living

- 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. A survey which conducted in mid-2024 showed that over 94% of respondents were aware of carbon neutrality to varying extents, and 96% indicated their willingness to practise low-carbon living in the future.

Three Sub-theme:



Energy Saving (節約能源)



Green Transport (綠色運輸)



Waste Reduction & Recycling (源頭減廢)



- With the awareness, Carbon Neutrality Publicity Campaign 2.0 was launched to encourage the public to change their daily habits to practise low-carbon living, reduce carbon emissions, and collectively contribute to achieve carbon neutrality by 2050.
- 17 Key Strategic Partners (KSPs) comprising public and business organisations, industry groups, non-profit organisations and school sponsoring bodies etc., were enlisted to commit taking on additional innovative low-carbon measures in their operations and/or premises



- With the awareness, the ECC plans to produce a set of Publicity Materials, together with media placement, to encourage the public to sustain adopting the low-carbon living as a continuous habit with the assistance of these low-carbon measures, then to continuously drive behavioural change of the public to achieve carbon neutrality by 2050.

Objectives



1) To further enhance public awareness of carbon neutrality



2) To encourage behavioural change of the public to adopt a continuous practice of low-carbon living, e.g. by utilising the expanding GREEN@COMMUNITY recycling network and the low-carbon measures adopted by corporates, etc.

Scope of Service

Mandatory Items:

01

TV and Radio APIs

02

Online Video

03

Poster

04

Media Placement Plan

Optional Items:

05

Promotion Video

06

Online Video Cut-down(s)

07

Media Cost of the Media Placement Plan



Points To Be Noted:

The Contractor shall produce ONE (1) 30-second TV API and ONE (1) corresponding 30-second radio API

The Key Messages to be delivered in the TV and radio APIs are:

- a) Every member of the public plays **a critical role** in achieving carbon neutrality by 2050.
- b) With the expanding GREEN@COMMUNITY Recycling Network and innovative **low-carbon measures** provided by **different organisations**, the public can now easily practise low-carbon living as a continuous habit.
- c) Members of the public are encouraged to make good use of the **low-carbon facilities/measures** available in the community, e.g. GREEN@COMMUNITY Recycling Network, to **develop a continuous habit in practising low-carbon living**.





Points To Be Noted:

The Contractor shall propose at least **THREE (3) celebrity** options meeting the following requirements:

- a) Generally fluent in Cantonese and English
- b) Positive image and widely accepted by public, especially **local youngsters**
- c) Presented in vibrant image
- d) **No contradiction** to the environmentally-friendly nature of the campaign
- e) With not less than a **total of 200,000 followers** on their official Facebook and/or Instagram page





Points To Be Noted:

The accepted celebrity may be engaged by the ECC to:

- a) star in and/or narrate in the **API(s)**
 - b) star in and/or narrate in the **Online Video**
 - c) take part in the photoshoot of the **Poster**
 - d) star in and publish the **20-second Promotion Video**
- The celebrity fee will be **borne by the ECC**.
 - The Contractor is required to **follow up the shooting arrangement with the celebrity's management company** for the celebrity





Points To Be Noted:

The Contractor is required to provide the following services, materials and professionals for the production:

- a) **Creative and copywriting** services/materials
 - Creative Concept
 - Storyboards
 - Scripts
 - Subtitles and Graphic
 - Slogans
 - Photographic Images/Materials
- b) **Full crew and equipment** for location shooting both outdoor and indoor in Hong Kong (including transportation)
- c) Off-line and on-line **editing**
- d) Cantonese and English **voice-over talents** for the conversations/narrations for the **TV API**
- e) Cantonese, English and Putonghua **voice-over talents** for the **radio API**
- f) **Sign language interpretation** (手語翻譯 - 香港手語) is required in all language versions of **TV API**.





Points To Be Noted:

The Contractor is required to provide the following services, materials and professionals for the production:

- g) **Musical arrangement** of the APIs (tailor-made/ post-scored music is preferred), clearance of all **copyright** issues and obtain **necessary licences** at its own cost and expense.
- h) **Audio recording** and **sound mixing**
- i) All **post-production** services
- j) **Delivery** of the TV and radio APIs to local TV and radio stations under the instruction of ISD. The Contractor is also responsible for any station **copy fees** charged by the TV stations.





Points To Be Noted:

The Contractor shall produce **ONE (1) online video** with a duration not less than **2 minutes (Max. 3 minutes)**.

- a) The online video shall be **an extended version of the TV API** which elaborates how the **low-carbon measures** adopted in the community allow the public to **easily practise low-carbon living as a continuous habit**
- b) Some of the **innovative low carbon measures** which can be highlighted in the video:
 - Electricity-free Cooling Technology (無電製冷技術)
 - Food Waste Processing System (e.g. Food TranSmarter) (廚餘再生俠)
 - New energy public transport
 - Photovoltaic system
 - GREEN@COMMUNITY Recycling Network
 - Any other low-carbon measures suggested by the ECC Representative





Points To Be Noted:

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- a) **Creative and copywriting** services/materials
 - Creative Concept
 - Storyboards
 - Scripts
 - Subtitles and Graphic
 - Slogans
 - Photographic Images/Materials
- b) **Full crew and equipment** for location shooting both outdoor and indoor in Hong Kong (including transportation)
- c) Off-line and on-line **editing**
- d) Booking of **shooting location** (both indoor and outdoor) if necessary
- e) Cantonese **voice-over talents** for the conversations/narrations





Points To Be Noted:

The Contractor shall create and produce artwork designs of **ONE (1) bilingual Poster** corresponding to the TV and radio APIs

- The Contractor is required to provide the **design and development** of the poster

Special Requirements

- a) The posters shall use illustrations with photos and graphics that can attract the target audience
- b) The Contractor shall create one **catchy slogan** for the promotional posters





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 provide services of below:

1) Promotion Video

- Produce a **20-second Promotion Video** on the same shooting day of the API(s).

2) Online Video Cut-down(s)

- Produce **30-second Cut-down(s)** of the Online Video

3) Media Cost of the Media Placement Plan

- Provide a **detailed breakdown of media cost** of the Media Placement Plan
- Implement the **accepted items within the agreed budget**



Submission of Proposal

Sealed Envelope A

Technical Proposal of Provision of Publicity Services for Advocacy of Continuous Practice of Low-carbon Living

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Name of Company

1. Schedule 2 – Technical Proposal of Annex A
 - i) *Draft storyboard and script of the TV API;*
 - ii) *Draft script of the radio API;*
 - iii) *Draft storyboard and script of the Online Video;*
 - iv) *Draft layout of the bilingual Poster; and*
 - v) *Proposed Media Placement Plan*
2. Schedule 1 – Information on the Team of Annex A
3. Declaration of Compliance (Annex B)
4. Non-collusive Tendering Certificate (Annex C)
5. Offer to be Bound (Annex D)
6. A copy of a valid Business Registration Certificate

Sealed Envelope B

Price Proposal of Provision of Publicity Services for Advocacy of Continuous Practice of Low-carbon Living

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Name of Company

Schedule 3 – Price Proposal of Annex A

Technical Proposal

Schedule 01

Information On The Team

- 1) Qualification and Experience of the Project Manager
- 2) Qualification and Experience of Creative Director
- 3) Qualification and Experience of Copywriter
- 4) Qualification and Experience of the other members of the Project Team

Schedule 02

Proposal for Advocacy of Continuous Practice of Low-carbon Living

- 1) Draft storyboard and script of the TV and radio APIs
- 2) Draft storyboard and/or script of the Online Video
- 3) Draft layout of the bilingual Poster
- 4) Proposed Media Placement Plan

Price Proposal

Part A (Mandatory Services):

- Breakdown of the Contract Price:
 - Production of a TV and Radio API(s)
 - Production of an Online Video
 - Design of a Poster
 - Formulation and Implementation of a Media Placement Plan (excluding Media Cost)

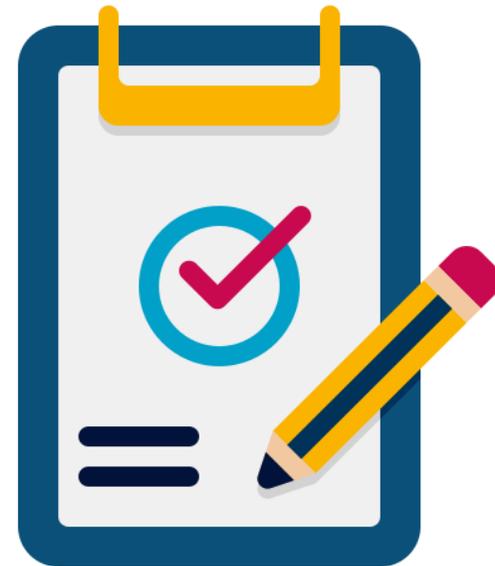
Part B (Optional Services):

- Production of a Promotion Video
- Production of Online Video Cut-down(s)
- Media Cost of the Media Placement Plan in item A4 of Part A



Assessment

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



Timeline

2024



12 February

Invitation for proposals



18 February

Tender briefing



25 February

Deadline to submit proposals



**5 March
(tentative)**

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



Mid-March

Award of contract

Submission of Proposal



**By 12:00 noon
25 February 2025
(Tuesday)**



**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
