

# TENDER BRIEFING

## Provision of Support Services for GreenLink - Environmental Education Support Programme



# Environmental Campaign Committee (ECC)

## Background

- Set up since 1990 to **promote public awareness of environmental issues** and encourage the public to contribute actively towards a better environment
- Planned and **organised environmental events and activities** for different sectors of the community



# GreenLink - Environmental Education Support Programme (GreenLink - EESP)

## Purpose

- Facilitate primary and secondary schools and the community to participate in environmental education activities

## Objectives

The Contractor should:

- Provide **enquiry and facilitation services** to help schools participate in different environmental education activities
- Organise **outreach activities** at schools and other venues for educating the public on environmental issues to **promote the community environmental awareness**

# GreenLink - Environmental Education Support Programme (GreenLink - EESP)

## Contract period

- 24 months **NEW**
- Tentatively from **August 2025 to July 2027**



# **SERVICE SPECIFICATIONS**

# Service Specifications

*(Appendix 2 : Service Specifications)*

1

Matching Services of  
Environmental Education  
Activities

2

Organisation of Environmental  
Education Outreach Activities

3

Help Centre under GreenLink -  
EESP

4

Thematic Webpage with  
E-enrolment system

5

Publicity and Promotion

6

Submission of Reports

7

Others



# Matching Services of Environmental Education Activities



Match **at least 8 sessions** of environmental education activities **each month on average**



**Yearly target number** of matched activities : **120**

## Target groups

- Kindergartens **NEW**
- Primary schools
- Secondary schools

# 1

# Matching Services of Environmental Education Activities



**Source and compile a Master List** of environmental education activities



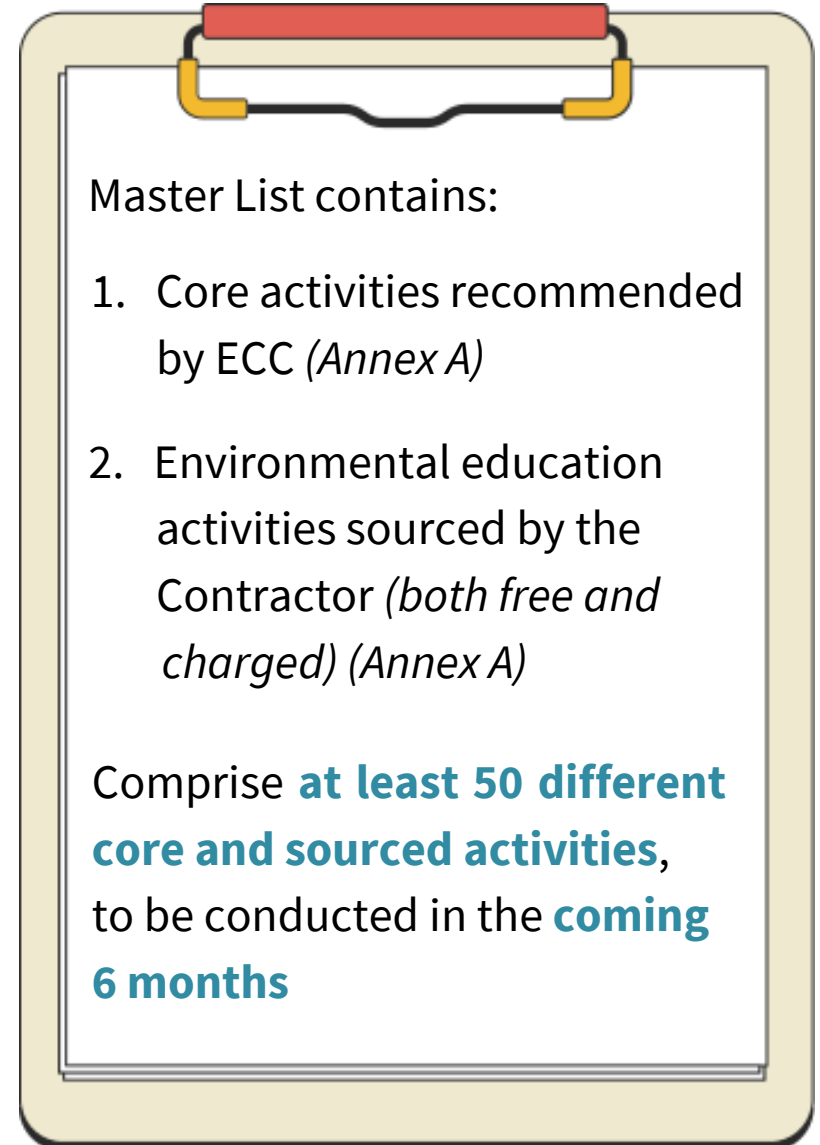
**Regularly review the activities** on the Master List



Proactively **source appropriate new activities**



**Submit the updated Master List** in **monthly** intervals to the ECC for approval before its promotion





# Core activities recommended by ECC

(Annex A of Appendix 2 : Master List of Environmental Education Activities)

## APPENDIX 2

### Annex A – Master List of Environmental Education Activities

The following core activities must be included in the Master List for schools –

#### Core activities

- Activities funded by the Environment and Conservation Fund;
- Eco-tours and nature walks; field trips to geoparks, ecoparks, nature centers/environmental education sites;
- Environmental actions such as beach cleanups, tree planting, marine conservation and recycling activities;
- Upcycling workshops with hands-on activities and demonstrations;
- Visits to environmental exhibition centres (such as the Biodiversity Gallery, Jockey Club Environmental Conservation Gallery of the Hong Kong Science Museum, Energising Kowloon East Office and kNOw Carbon House); and
- Visits to government’s environmental facilities and visitors’ centres such as EcoPark, O-PARK1, Y-PARK, T-PARK, WEEE Park and Woodside Biodiversity Education Centre.

#### Sourced activities

2. Apart from the core activities, the Contractor should source appropriate environmental education activities, both free and charged, that are designed for primary and secondary students. The activities should cover a variety of formats and themes such as the following –

#### Formats

- Talks and seminars
- Field trips
- Workshops
- Visits
- Green educational tours

#### Themes

- Biodiversity
- Food waste
- Waste reduction & management
- Recycling
- Low-carbon living





# Organisation of Environmental Education Outreach Activities

 Organise **at least 8 half-day sessions** of environmental education outreach activities **each month on average**  
*(First month: preparation of materials and publicity work)*

 **Yearly target number** of outreach activities : **120**

## Target groups

- Kindergartens
- Primary schools
- Secondary schools
- Community groups (housing estates, tertiary institutions, companies and organisations etc.)



# Organisation of Environmental Education Outreach Activities

## Half-day session

- Format including but not limited to **education game booths, workshops and thematic talks**
- Last for **3 to 5 hours**
- At least **100 participants**

## Game booths

- **Provide at least 6 types** of game booth
  - Applicants may **choose 3 to 5 types** of game booth for **each outreach activity**
- 

## Workshops

- **Provide at least 6 types** of workshop
  - Last for about **45 to 60 minutes**
- 

## Thematic talks

- **Provide at least 4 environmental themes** of talks
- Last for about **30 to 45 minutes**
- Should be conducted in **conjunction with game booths or workshops**

# 2

# Organisation of Environmental Education Outreach Activities

**Submit** the design and content of **activity materials** to the ECC for approval (English materials upon request)



Rent appropriate **venues** and provide necessary **equipment**

**Complete set up and dismantlement** at the designated venues



**Give out the souvenirs, gifts or any materials** provided by and in the manner determined by the ECC Representative to participants during the outreach activity





# Help Centre under GreenLink - EESP



Designate a **telephone hotline**, **WhatsApp** and **email account** to handle **enquiries and applications for activities**

## Hotline services

- 9 am to 6 pm (Monday to Friday) and 9 am to 12 nn (Saturdays)
- **Voice-message feature**
- **Respond** to messages received **within 2 working days**
- Provide **advice** and **recommend suitable activities**
- **Follow up on the enrolment of activities (except payment)**



Keep **Enquiry Log** (digital format) for record



# 4 Thematic Webpage with E-enrolment System

✓ Updating, managing and operating the thematic webpage with e-enrolment system



Webpage contains information deemed necessary by the ECC

- **Information of the Help Centre** manned by the Contractor
- **Promotion materials** of the GreenLink - EESP
- **Master List** of Environmental Education Activities for schools
- **Details** of **outreach activities**

✓ Handling **enrolment related matters** and provide **real-time updates** on the **enrolment status** of activities

✓ Keep proper **records** of all activities



# 5

## Publicity and Promotion



Actively and frequently **create promotional opportunities**



**Propose, design and produce promotional materials**



**Issue** engaging **social media posts**, informative **articles**, eye-catching **visuals** at least twice a week



Design and disseminate **eDMs** and/or **newsletters** at least once per month



**Propose and place advertisements** at specific online channel(s) at least twice per year



### **Semi-annual Publicity Plan:**

1. Key promotional messages
2. Publicity channels and target participants/ organisations
3. Design of promotional materials  
*(e.g. poster, leaflets, e-DMs)*
4. Draft of social media post(s)
5. Promotional schedule and timeline



# Submission of Reports

## Monthly report

- Chinese
- Services provided via Help Centre
- Applications for Matching Activities (from the Master List) received and the results
- Outreach activities conducted

## Final report

- Chinese
- Review of the operation and implementation
- Analysis of the enrolment statistics, evaluation result and highlight areas for attention
- Recommendations for enhancement



# 7

## Others

### Personnel requirement



Oversee the operation of the GreenLink - EESP



Source activities, handle enquiries and applications



Support each activity as an outreach team

- **Additional supporting staff** should be deployed to assist in **activities with more than 200 participants** **NEW**

### Feedback and complaints

- Design an **electronic evaluation form** and provide the **necessary tools** for the participants
- Handle complaints received and report to the ECC in writing within 2 working days

# 7

## Others

### Insurance

- Effect an **insurance policy** with the ECC as the co-insured in relation to implementation of the **outreach activities**



### Others

- Submit **written documents** and **attend meetings** when required
- Give **technical advice and support** on the operation and implementation of the GreenLink - EESP



### Hand-over

**NEW**

- **Transition period** span **from 1 month before to 1 month after** the expiry of the Contract Period
- Engage the preceding/ follow-on Contractor to **continue the operation and management** of the GreenLink – EESP



# **PAYMENT SCHEDULE**

# Payment Schedule

(Appendix 2 : Service Specifications)

Services to be performed and/or materials to be produced and delivered to the satisfaction of the ECC for the payment to become payable	Total Amount (%)
Semi-annual publicity plans	First submission : <b>15%</b> Each of 3 remaining half years : <b>15%</b>
Completion of promotion	Each of 8 quarters : <b>5%</b>
Setting up and launching of the Help Centre	<b>100%</b>
<ol style="list-style-type: none"> <li>1. Monthly provision of Help Centre</li> <li>2. Monthly website maintenance and updates</li> <li>3. Monthly manpower cost for the operation of the GreenLink – EESP</li> <li>4. Monthly updated Master List of environmental education activities</li> <li>5. Co-ordination of appropriate environmental education activities</li> <li>6. Completion of outreach activities</li> <li>7. Monthly report</li> <li>8. Final report</li> </ol>	In arrears on a <b>monthly basis</b> according to the <b>unit rate</b>



# **SUBMISSION OF PROPOSAL**

# Submission of proposal

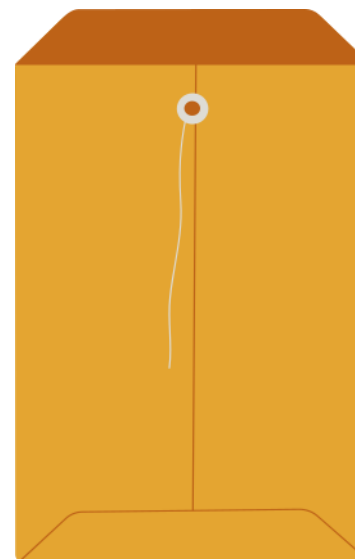
*(Annex 1 : Instructions on Submission of Proposal)*

**Outer sealed** envelope:

Environmental Campaign Committee Secretariat

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

Tender Proposal for Provision of Support Services  
for GreenLink - Environmental Education Support  
Programme



# Submission of proposal

*(Annex 1 : Instructions on Submission of Proposal)*

**Two separately sealed** envelopes marked with:

## Envelope A

**Price Proposal** of Support  
Services for GreenLink -  
Environmental Education  
Support Programme

*Name of organisation*

## Envelope B

**Technical Proposal** of Support  
Services for GreenLink -  
Environmental Education  
Support Programme

*Name of organisation*

# Price Proposal (Envelope A)

(Annex A : Schedule 1 – Price Proposal)

## Mandatory Items (A1-6)

ANNEX A				
Provision of Support Services for GreenLink - Environmental Education Support Programme				
Schedule 1 – PRICE PROPOSAL (To be submitted in envelope A)				
<u>Part A – Mandatory Items</u>				
Item	Description	Unit Price (HKDS) (a)	Quantity (b)	Amount (HKDS) (c) = (a) x (b)
A1	Provision of the semi-annual publicity plans and satisfactory completion of promotion of GreenLink - EESP via different channels for the 2-year contract period <i>(Clause 4.6 of Appendix 2)</i>		1	
A2	Monthly website maintenance and updates <i>(Clause 4.5 of Appendix 2)</i>		24*	
A3	Monthly manpower cost for the operation of GreenLink – EESP <i>(Clause 6 of Appendix 2)</i>		24*	
A4	(a) Setting up and launching of the Help Centre under GreenLink- EESP for the 2-year contract period <i>(Clause 4.4 of Appendix 2)</i>		1	
	(b) Monthly provision of the Help Centre under GreenLink - EESP <i>(Clause 4.4 of Appendix 2)</i>  (i) Designated hotline with WhatsApp function *Unit cost: _____ per month  (ii) Designated email account *Unit cost: _____ per month		24*	
A5	Administrative charge for co-ordination of appropriate environmental education activities from the Master List for a school, including the matching services, completion of enrolment and successful participation by the school <i>(Clause 4.2 of Appendix 2)</i>		240*	
A6	Provision of an outreach activity for GreenLink – EESP <i>(Clause 4.3 of Appendix 2)</i>		240*	
<b>Total Amount for Mandatory Items (HKDS) (i.e. A1 + A2 + A3 + A4 + A5 + A6) =</b>				

\* The final amount of the Item will be calculated based on its quoted Unit Cost and the actual quantity. The ECC is not under any obligation to procure additional service for the Items concerned.

Reply Slip and Essential Information for Submission Page 2 of 8



# Price Proposal (Envelope A)

(Annex A : Schedule 1 – Price Proposal)

## Optional Items (B1-3)

### Part B - Optional Items (Notes 1 and 2)

Item	Description	Cost (HKD\$)
B1	Provision of extending one (1) service hour of the Help Centre under the GreenLink - EESP <i>(Clauses 4.4 of Appendix 2)</i>	
<b>NEW</b> B2	Provision of co-ordination service and successful matching of one (1) additional environmental education activities from the Master List for a school <i>(Clause 4.2 of Appendix 2)</i>	
<b>NEW</b> B3	Provision of one (1) additional outreach activity for GreenLink – EESP <i>(Clause 4.3 of Appendix 2)</i>	

Note 1: Subject to the operational need, the ECC may order the optional items and payment will be arranged together with the monthly payment upon the completion of services. The ECC may vary the order number of option items or may choose not to order at all.

Note 2: It is at the sole discretion of the ECC's Representative to require the Contractor to carry out all or any or none of the Items and the Contractor shall do so accordingly. 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's Representative.

# Technical Proposal (Envelope B)

(Annex A : Schedule 2 – Technical Proposal and Marking Schedule)

## Section A

### 1 Project Plan

- Show understanding on the objectives of the GreenLink - EESP
- Promotional strategy
- Work plan of the Help Centre
- Proposed activities for referral
- Activity plan of outreach activities
- Design directions of promotion/ education materials

### 2 Timeline and Resources

- Key staff and allocation of resources
- Project timeline
- Capability to provide quality service and products

### 3 Quality Management Plan

- Ways to maintain quality of project
- Ways to promote the latest environmental policies

### 4 Innovative Suggestions

- Ways to enhance promotion
- Means to enhance schools' and participants' experience
- Publicity or branding materials
- Communication channels with the applicants

# Technical Proposal (Envelope B)

*(Annex A : Schedule 2 – Technical Proposal and Marking Schedule)*

## Section B

### Proven Record and Experience of the Key Project Member OR the Bidder

1 Environmental education and/or outreach activities related

2 Promotion projects related



# Technical Proposal (Envelope B)

*(Appendix B to D)*

**B** Declaration of Compliance

**C** Non-collusive Tendering Certificate

**D** Offer to be Bound



**Copy of a valid Business Registration Certificate/  
other valid business document**

# Submission of proposal



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

## Deadline

by 5:00 p.m. on 15 April 2025 (Tuesday)

Late or incomplete submission will **NOT** be considered



ECC Secretariat Opening Hours: 9:00 a.m. – 5:30 p.m. (Mon to Fri)



# **EVALUATION OF PROPOSALS**

# Assessment Method

*(Annex A : Schedule 2 – Technical Proposal and Marking Schedule)*

$$\text{Score Weighting : } \frac{\text{Technical Proposal}}{\text{Price Proposal}} = \frac{70\%}{30\%}$$

Technical Aspect	Maximum Mark	Passing Mark
<b>(A) Execution Plan</b>		
Project Plan	40	20
Timeline and Resources	15	7.5
Quality Management Plan	10	5
Innovative Suggestions	20	10
<b>(B) Experience of the key project team member OR the Bidder</b>		
Proven record and experience in environmental education and/or outreach activities	10	5
Proven record and experience in promotion projects	5	2.5
<b>Total Technical Mark</b>	<b>100</b>	<b>50</b>

# Proposal Presentation



**4 June 2025**  
(PM; exact time TBC)







**THANK  
YOU !**