

**INVITATION FOR TENDER**

**Video Production and Publicity Services for  
the HKGBC Jockey Club Green and Smart Community Buildings Project**

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## **APPENDICES**

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## **1. BACKGROUND**

With much aspiration and support from the Hong Kong Jockey Club Charities Trust, Hong Kong Green Building Council is inviting tenders from qualified and reputable Agencies to provide a full range of professional video production and publicity services for the HKGBC Jockey Club Green and Smart Community Buildings Project (the Project).

### **1.1 About the Organiser**

**Hong Kong Green Building Council (HKGBC, [www.hkgbc.org.hk](http://www.hkgbc.org.hk))**

The Hong Kong Green Building Council (HKGBC) is a non-profit, member led organisation established in 2009 with the vision to help save the planet and improve the wellbeing of the people of Hong Kong by transforming the city into a greener built environment. The Founding Members of the HKGBC include the Construction Industry Council (CIC), Business Environment Council (BEC), the BEAM Society Limited (BSL) and the Professional Green Building Council (PGBC). Its mission is to lead the market transformation by advocating green policies to the Government; introducing green building practices to all stakeholders; setting design, construction and management standards for the building profession; and promoting green living to the people of Hong Kong.

### **1.2 About the HKGBC Jockey Club Green and Smart Community Buildings Project**

HKGBC is leading the Project from July 2018 to December 2019 with aims to enhance the knowledge and capacity of NGOs in Hong Kong on green building, as well as promote BEAM Plus Rating Tools<sup>1</sup>, especially Existing Buildings (EB), among NGO communities and the public.

The Project will provide NGO Partners with comprehensive study reports on how their buildings can be transformed into smart green buildings during their next round of building renovation. NGO Partners are encouraged to apply innovative and smart technologies in their property and facility management practices and participate in BEAM Plus EB certification. For the wider NGO

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<sup>1</sup> BEAM Plus assessment is the Hong Kong's leading initiative to offer independent assessments of building sustainability performance. For more details, please visit <https://www.hkgbc.org.hk/eng/BEAMPlus.aspx>.

communities, seminars, best practice publication and other publicity means will channel the message further.

### **1.3. Tender Objectives**

- a) Increase public awareness on green buildings (including the BEAM Plus Rating Tools) and sustainable development
- b) Promote BEAM Plus Rating Tools, especially BEAM Plus Existing Buildings (EB), to the NGO communities, their beneficiaries and the public through online platform / social media  
Encourage the NGO communities to support and get engaged in the green building agenda of Hong Kong

### **1.4. Tender Components**

A total of ten promotional videos will be produced with emphasis on the importance and role of green building and the BEAM Plus Rating Tools; NGO Partners will participate in filming through C-Suite interviews, on-site shooting and best practice sharing.

All videos shall go viral online through various media network and social media in order to maximise the exposure and reach.

There are two **key phases for video productions and viral.**

- a) **Phase 1** – (Dec 2018 – Apr 2019)  
Five video clips to be produced with soft stories on the importance and role of green building and BEAM Plus.
- b) **Phase 2** – (Jan 2019 – Oct 2019)  
Five video clips to be produced focusing on the sharing of green building knowhow and experience learned, while featuring the interviews with the NGO Partners.

i. *Phase 2.1 – (Q1-Q2 2019)*

Pre-renovation shooting of six designated buildings

ii. *Phase 2.2 – (Q2-Q3 2019)*

In-between renovation shooting of six designated buildings

iii. *Phase 2.3 – (Q3 2019)*

Post-renovation shooting of six designated buildings and feature interviews of  
NGO Partners

## 2. SERVICE REQUIRED

Tenders are invited from Video Production and Publicity Agency to provide a full range of professional video production and publicity services with aims to maximise exposure and ensure the strategic and consistent flow of messages throughout the Project.

The Agency shall act as the guardian in initiating, planning and providing publicity advice on the development of the content marketing, overall video production and publicity plan. Execution of all the above initiatives shall be done in a timely and effective manner.

### 2.1. Video Production

The series of ten video clips are divided into two parts for delivering the key message of the project in diversified angles and aspects. **In phase 1**, the five videos mainly focus on introducing green building and BEAM Plus Rating Tools to raise the public's awareness. Through soft stories, human and emotional elements, interesting lines or eye-catching graphics etc., Phase 1 videos aim to set the proposition of green building and its development and importance, as well as presenting BEAM Plus Rating Tools as a shared topic, rather than merely for business or construction insiders.

**In phase 2**, another five videos share the green building best practice and experience learned from the NGO Partners' designated buildings. Interviews with NGOs Partners will be featured to highlight their journey to go green in their designated buildings. Phase 2 targets to deliver the message of how NGO existing buildings are benefit from the Project and the importance of having the BEAM Plus standard and green building concept. Interviews and shootings may involve C-Suite, employees and beneficiaries in designated buildings or offices.

The video production service shall include but not limited to the following:

- a) Generate creative ideas, recommend the overall communications direction and release the planned videos according to the tender schedule;
- b) Propose videos' production timeline, manpower and budget allocation;
- c) Provide ideas, prepare scripts and execute the writing of such for all videos, take care of all story boards, shootings, casting, venues hiring (if applicable), art direction and post-production (effect, graphics, subtitles, segments or sections editing);

- d) Propose the most efficient and feasible technical aspects of finished materials for various online platforms (see 2.2 below). The materials, submitted by the Agency, shall comply with format requirements from designated media or channels;
- e) Further video-editing will be required to facilitate publicity on NGO Partners / Jockey Club / other third parties' promotion channels;
- f) On-site photography / video services if required as behind-the-scene;
- g) Monthly and / or bi-weekly meetings / calls to regularly review on video production progress.

## **2.2. Media Buying**

Media buying plan should be carried out to enlarge the influential power of the ten video clips. Agency should analyse the target audience of the project and create compelling messages to boost click and view rate on digital and social media platform.

The media buying services shall include but not limited to the following:

- a) Propose media buying strategies and plan to maximise publicity from online media and social media platforms. Identify appropriate media outlets and channels to target a good mix of audience to enhance the Project positioning and public interests.
- b) Create solid and compelling message which is in alignment with the Project objectives and development.
- c) Submit monthly Work-in-Progress report to summarise deliverables achieved and coverage attained.
- d) Develop a holistic approach to appeal the interests of media by generating publicity including but not limited to the above perspectives. Tenderers are free to suggest other perspectives that are deemed suitable in the proposal.



### 2.3. Key Deliverables

- a) Production and release of **five videos in Phase 1** (Dec 2018 – Apr 2019) on green building and BEAM Plus. Each video should have at least 150 seconds and a maximum of 180 seconds.
- b) Production and release of **five videos in Phase 2** (May 2019 – Oct 2019) on sharing of best practice on green buildings and interviews of four NGO Partners. The last video should be a programme wrap up. Each video should have at least 150 seconds and a maximum of 180 seconds.
- c) Publicity plan and Buying plan including online media and social media management and engagement; other forms of coverage will be an added value.
- d) Monthly publicity report (with screen caps, value earned and data analysis) and constant communications and feedback with the Organiser.
- e) Achieve the KPI of 300,000 reach for 10 videos in total.

### 2.4. Post Campaign Follow-up and Reporting

Apart from services listed above, the appointed agency will be responsible for carrying out the post campaign follow-up work and reporting upon the conclusion of the project:

- a) Preparation of project report
  - i. Summary of each individual video
  - ii. KPI achieved
  - iii. Calculation of earned values and PR values, if applicable
  - iv. Full set of videos for downloading
- b) Debriefing with HKGBC
  - i. Post-project meeting
  - ii. Evaluation of the whole project and execution

### 3. TENDER EVALUATION CRITERIA AND PROCEDURE

#### 3.1. Key Deliverables of Tender Submission

##### 3.1.1. Fee Proposal

Tenderers are required to submit the fee proposal using the form provided in Appendix A.

- a) Tenderers should provide solid amount with breakdown and the unit rate as detailed as possible for each of the service areas specified.
- b) The fee proposal should include all the fees and costs involved in the tender, including all consultancy service fees, video production and media buying fee.
- c) The fee proposal should include the service fees charged by the Tenderer and sub-contractor (if any) separately. Tenderers should therefore specify if any of the services requested would be sub-contracted.
- d) The fee proposal should include the estimated price increment of services provided by the sub-contractor due to the predicted inflation or any other potential reasons.
- e) Tenderers should indicate the receiving of commission from outside suppliers or media, whenever applicable.

##### 3.1.2. Technical Proposal

The technical proposal should include the following items:

- a) Video production plan
  - i. **Creative proposal** for the ten clips of video production
  - ii. **Action plan and production timeline** covering different stages of the project, i.e. pre-renovation shooting, in-between renovation shooting, post-renovation and interviews
  - iii. **Resource and manpower allocation plan**

- b) Publicity plan
  - i. Concrete and feasible **media plan** with elaboration of rationale, publicity means or channels proposed in order to reach the KPI as stated under Section 2.3 (e)
  - ii. Tenders are welcome to indicate **other add-valued channels** to reach a target higher than the indicated KPI
- c) Company's credentials and track record on video production and media exposure generation
- d) Size and structure of the project team to be assigned to this project, as well as the description of the team members' responsibilities and degree of involvement. The project management experience and calibre of the proposed team with biographies showing relevant experience and expertise of key team members shall also be presented
- e) Duly signed Letter for Complying with Anti-Collusion Clause (see APPENDIX B)

Tenderers should exclude all fee information from the technical proposal. Whenever any fee is included in the technical proposal, the submission will be disqualified.

### 3.2. Evaluation Criteria

Tenderers should note that the appointment of the Agency and the awarding of contract will not be solely dependent upon the fees quoted but also the proven ability in demonstrating their professional expertise in enhancing the public awareness of the Project, coupled with a clear understanding of all the requirements as stated in the tender.

Tenders will be assessed using a marking scheme:

Evaluation Criteria		Maximum Marks
1.	Fee	100%

The weighted fee assessment score of the tender proposal shall be worked out in accordance with the following formula:

$$30 \times \frac{\text{Lowest total fee amount of all tenders}}{\text{Total fee amount of the subject tenders}}$$

Evaluation Criteria		Maximum Marks
<b>2.</b>	<b>Technical</b>	
	<b>a) Video Production Plan (40%)</b>	<b>75%</b>
	i. Creative proposal	
	ii. Action plan and production timeline	
	iii. Resource and manpower allocation plan	
	<b>b) Publicity Plan (35%)</b>	
	i. Media plan with rationale, means/channels and KPI	
	ii. Other added value channels (if any)	<b>25%</b>
	<b>c) Company and project team profiles (25%)</b>	
	i. Company credentials and track record	
	ii. Size & structure of assigned project team; and the calibre of the proposed team members	
<b>Total:</b>		<b>100%</b>

The weighted technical assessment score of a tender shall be determined in accordance with the following formula:

$$70 \times \frac{\text{Technical assessment mark of the subject tender}}{\text{Highest technical assessment mark of all tenders}}$$

#### Calculation of Combined Scores

The combined assessment score of a tender proposal shall be the sum of the weighted fee assessment score and the weighted technical assessment score.

### 3.3. Evaluation Procedure

- a) Upon submission, the proposals will be reviewed to check if all the requirements are fulfilled. Only shortlisted Tenderers will be informed to proceed to the next stage of evaluation.
- b) Shortlisted Tenderers will be invited to the HKGBC office to present their proposals to the Selection Panel. The Selection Panel consists of three representatives from the HKGBC.
- c) The presentation will last for 25 minutes, followed by a 20-minutes Q&A session.

### 3.4. Schedule

The timeline for the tender submission and presentation is as follows:

Key Action	Date
Issuance of tender	31 August 2018 (Fri)
Deadlines of tender submission	19 September 2018 (Wed) – 12:00pm
Presentation to the Selection Panel	27 September 2018 (Thu) – 2:00pm – 6:00pm
Appointment confirmation	Early October 2018

#### 4. TENDER SUBMISSION

Agencies should submit **ONE hard copy** of proposals, including one copy of the **fee proposal** *in a sealed envelope* and one copy of **technical proposal** *in a separate envelope* by **12:00pm** on **19 September 2018 (Wed)** to the **Hong Kong Green Building Council** (Address: 1/F Jockey Club Environmental Building, 77 Tat Chee Avenue, Kowloon Tong – Attention to **Ms Gloria IP, Marketing & PR Manager**).

**An electronic copy** of the above mentioned proposals should also be sent to the same contact person at [Community@hkgbc.org.hk](mailto:Community@hkgbc.org.hk) **with the same deadline**. Please put “HKGBC Jockey Club Green and Smart Community Buildings Project - Tender for Production and Publicity Services” as the subject of your email.

Late submission or failure to comply with the two-envelope approach will render the tender submission void and the proposals will not be considered.

## 5. NOTES TO TENDERER

- a) The Organiser reserves the right to appoint the Tenderer for taking up all or part of the services as specified in this tender without unit price alteration to the items or sections accepted. The Tenderer hereby acknowledges that there will not be any loss of profit claim as a result of the reduction in the scope of works.
- b) Tenderers should note that the Organiser would not be responsible for the reimbursement of any cost incurred for the preparation of the proposals.
- c) The Organiser may reject a tender which is unreasonably low in terms of price as it may affect the Tenderer's capacity to carry out and complete the services required. Likewise, the Organiser may also reject a tender which is unreasonably high in terms of price as it may reflect the Tenderer's misinterpretation of the required work scope.
- d) The Organiser reserve the right to negotiate with any or all Tenderer(s) on the terms of the tender.
- e) Tenderers shall comply with the General Terms and Conditions of Contract set in Appendix C. The tender price shall deem to be included all cost incurred.
- f) The Tenderer shall strictly comply with the following anti-collusion clause:
  - (1) The Tenderer shall not communicate to any person other than the Organiser the amount of the tender price or any part thereof until the Tenderer is notified by the Organiser of the outcome of the tender exercise.
  - (2) Further to sub-clause (1), the Tenderer shall not fix the amount of the tender price or any part thereof by arrangement with any other person, make any arrangement with any person about whether or not he or that other person will or will not submit a tender or otherwise collude with any person in any manner whatsoever in the tendering process.
  - (3) Any breach of or non-compliance with this sub-clause by the Tenderer shall, without affecting the Tenderer's liability for such breach or non-compliance, invalidate his tender.
- g) Shootings may be carried out in engineering room or construction site, the potential contractor and sub-contractor shall comply with all safety measures under any circumstances. Please refer to [https://www.labour.gov.hk/eng/public/content2\\_8d.htm](https://www.labour.gov.hk/eng/public/content2_8d.htm) for relevant safety guidebooks.

The Tenderer shall submit with his tender a duly signed and witnessed letter in the form set out in Appendix B. The Tenderer shall indemnify the Organisers against all losses, damages, costs or expenses arising out of or in relation to any breach of or non-compliance with this clause by the Tenderer, including but not limited to additional costs due to price escalation, costs and expenses of re-tendering and other costs incurred.

## **6. CONFIDENTIALITY STATEMENT**

Tenderers shall at all times treat the information stated in this tender as confidential and shall not disclose, copy, distribute or pass the information to any other person at any time or permit or suffer any of these things to happen. Tenderers shall not use the information for any purpose other than for the purpose of submitting or deciding whether to submit a tender. This confidentiality statement also expressly forbids Tenderers to contact the appointed venue unless approved to do so by the Organiser. Any additional request for information must be made through the Organiser.

## **7. ENQUIRIES**

Requests for further information or clarification of requirements may be directed to **Ms Viann Tse** at 3994 8837 / **Ms Gloria Ip** at 3994 8832.

- The End -