

Organisers: CONSTRUCTION INDUSTRY COUNCIL 建造業議會 HKGBC 香港綠色建築議會

Hong Kong Green Building Council Limited

Professional Event Planning, Creation and Management Services for Hong Kong Green Building Week 2027
Invitation for Expression of Interest (EOI)

1. BACKGROUND

The Organisers of Hong Kong Green Building Week (HKGBW) 2027 wish to invite Expressions of Interest ("EOI") from qualified and reputable agencies to provide a full range of services including creative concept development, event planning and management, marketing and publicity, public relations, exhibition management and campaign execution for HKGBW 2027. The EOI exercise is aimed to identify agencies with relevant expertise and innovative ideas to support the development and delivery of HKGBW 2027.

1.1. About the Organisers (The Client)

Construction Industry Council (CIC, www.cic.hk)

The Construction Industry Council (CIC) was formed in 2007 under the Construction Industry Council Ordinance (Cap. 587). The CIC consists of a chairman and 24 members representing various sectors of the industry including employers, professionals, academics, contractors, workers, independent persons and government officials. The main functions of the CIC are to forge consensus on long-term strategic issues, convey the industry's needs and aspirations to government, provide training and registration for the construction workforce and serve as a communication channel for government to solicit advice on all construction-related matters.

Hong Kong Green Building Council (HKGBC, www.hkgbc.org.hk)

The Hong Kong Green Building Council (HKGBC) is a non-profit, member-led organisation established in 2009 and has become a public body under the Prevention of Bribery Ordinance since 2016. The HKGBC strives to promote the standard and development of sustainable buildings in Hong Kong. The HKGBC also aims to raise green building awareness by engaging the government, the industry and the public, and to develop practical solutions for Hong Kong's unique, subtropical built environment of high-rise, high density urban area, leading Hong Kong to achieve carbon neutrality by 2050 and to become a world's exemplar of green building development. The Founding Members of the HKGBC include the Construction

Industry Council (CIC), the Business Environment Council (BEC), the BEAM Society Limited (BSL) and the Professional Green Building Council (PGBC).

1.2. About the Hong Kong Green Building Week 2027

First launched in 2013, HKGBW is an annual territory-wide public campaign jointly organised by the CIC and HKGBC. Entering its 15th edition in 2027, HKGBW aims to promote public awareness of green building development, sustainable lifestyles, carbon neutrality and climate resilience through innovative public engagement activities.

The campaign seeks to:

- Raise awareness of green buildings and sustainable lifestyles;
- Promote behavioural change towards carbon neutrality;
- Demonstrate how green buildings contribute to climate change mitigation and adaptation;
- Showcase innovative green building technologies and sustainable practices;
- Encourage community participation and engagement in sustainability actions.

The Organisers envisage HKGBW 2027 to build on the success of previous editions through enhanced public engagement, expanded community reach and innovative experiential programmes.

For information on previous HKGBW campaigns, please visit:

https://www.hkgbc.org.hk/eng/engagement/public-initiatives/hkgbw/index.jsp

1.3 Tentative Timeline

Period (2027)	Major Tasks
January - February	Launch of Formal Tender Document
March - April	Appointment of Agency
May - June	Campaign planning, concept development, venue sourcing, partnership development and creative production
July - September	Promotion, programme preparation, participant recruitment, and campaign implementation
September	HKGBW 2027 campaign period
October	Post-campaign reporting, evaluation and wrap-up

The timeline is subject to revision by the Organisers.

2. PRELIMINARY SCOPE OF WORK

HKGBW 2027 will primarily take place from 17–26 September 2027 (tentative), with preparatory and promotional activities, as well as some signature programmes commencing earlier.

The appointed agency is expected to provide a full-service solution covering campaign planning, creative development, event execution, publicity support, digital engagement and post-campaign evaluation.

The scope of work may include, but not be limited to, the following:

1) Campaign Planning & Management

- Develop overall campaign strategy, creative concept, theme and key visual;
- Prepare master project plan and implementation schedule;
- Develop publicity and marketing plans, incorporating celebrity, KOL, and MI (micro-influencer) engagements where appropriate;
- Coordinate all project stakeholders and vendors;
- Manage campaign implementation and reporting.

2) Programme Development & Execution

(all dates mentioned below are tentative)

- **HKGBW 2027 Kick-off Ceremony & 15th Edition Celebration** (17 Sep):
  - Develop creative launch concept and ceremony format;
  - Coordinate officiating guests and stakeholders;
  - Arrange stage production, audio-visual setup and event management;
  - Support the appointed PR agency to facilitate media engagement and publicity opportunities.

- **Biz-Green Dress Day** (1 or 2 Sep):
  - Coordinate a mascot tour and filming at selected companies;
  - Develop social media activation and engagement campaign;
  - Design and produce award trophies and certificates;
  - Produce highlight video and manage online promotion.

- **Green Transport × Green Building Experience Programme** (Weekend in Sep – exact date to be proposed)
  - Develop public engagement programmes incorporating sustainable transport and green building experiences;
  - Design and produce brochures, photo props and decorations (if applicable);
  - Coordinate logistics, registration and participant management;
  - Develop a social media engagement campaign (e.g. a snapshot challenge).

- **Roving Green Building Exhibition / Fair** (17-19 Sep)
  The Green Building Fair will be developed into a multi-location roving exhibition.
  The Agency shall:
- Propose and secure suitable venues;
- Develop exhibition concepts and interactive experiences;
- Design, produce and manage exhibition installations;
- Organise workshops, talks and community engagement activities;
- Recruit visitors and support public participation;
- Recommend further coordination with external parties where necessary.

  The exhibition should be hosted at a minimum of two venues and aim to maximise public reach and visibility. Proposed venues should be located in high-traffic locations with substantial daily footfall, strong public accessibility and visibility, and possess the ability to attract a broad spectrum of visitors.

- **Souvenir Production**
- Design and produce eco-friendly souvenirs for participants, ensuring alignment with campaign's theme and green measures.

- ***(Optional) Green Building Guided Tour***
  The Organisers may include optional guided tours featuring:
  - BEAM Plus-certified developments;
  - Sustainable infrastructure projects;
  - Green building innovations;
  - Climate resilience and wellness features.

  The Agency shall:
- Provide preliminary ideas for such tours;
- Organise green/STEAM workshops;
- Coordinate logistics, registration and participant management.

- **Distinctive Content**
- Ensure all programmes are innovative, interactive, and differentiated from typical green events.

3) Marketing & Publicity Support

- Produce **bilingual promotional materials**, including but not limited to e-posters/flyers/leaflets, backdrops, advertising placement content and social media content.

- Coordinate with the appointed PR agency to ensure **message alignment and timely dissemination**.
- Manage **celebrity/talent liaison**, influencer engagement, and media marshalling for events.
- Produce **TV & Radio API content** (30-second clips in multiple languages) and oversee broadcast. *<Note: Airtime will be provided via Government API; no airtime cost needs to be included in the budget.>*
- Liaise with the vendor to arrange airtime bookings for TV APIs on SOGO Mega TV
- Execute **social media campaigns**, online advertising, and community engagement initiatives.
- Arrange event photography and videography services, including the production of a highlight video for post-event recap and promotion.
- Integrate mascots and characters into promotional materials, social media campaigns, and videos to reinforce brand identity and engagement.
- Deliver the expected KPIs for impressions, reach, and participant numbers across all programmes.

Notes: The Agency shall be responsible for providing publicity materials, event information, visual assets and content support as required for campaign promotion. Media relations services, including media outreach, press release drafting and distribution, media pitching and interview coordination, will be undertaken by a separate public relations agency appointed by the Council. The appointed agency shall work closely with the Council and the appointed PR agency to ensure the effective delivery of all publicity and communications activities.

4) Logistics & Operations

- **Venue Sourcing & Setup**: Secure suitable venues; manage layout, facilities, and utilities; oversee setup and dismantling.
- **On-site Management**: Handle registration, crowd control, rehearsals, photography & videography, supervision of helpers, technical support, and contingency arrangements.
- **Registration System**: Implement a secure online system for **270+ Supporting Organisations.**
- **Ticketing Platform**: Source and manage a reliable ticketing platform for public programmes, ensuring a smooth and user-friendly registration process.
- **Safety Compliance**: Appoint a qualified safety officer; conduct risk assessments; arrange insurance and obtain necessary licenses (see: https://bit.ly/49FUN7A).
- **Green Measures**: Use recyclable materials, minimise waste, and follow “Green Measures for HKGBC Events” (see: https://bit.ly/48uHDvp).

5) Staffing Requirements

The Agency shall:

- Demonstrate capability in providing experienced event personnel, ensuring that dedicated supervisors with relevant event management experience shall be stationed at each venue during operation;
- Define clear roles and responsibilities for event helpers and provide accurate manpower and time estimates, ensuring resources are neither under- nor overestimated.
  - At least 50% of deployed event helpers should possess:
    - A minimum of one year's event experience; or
    - Experience in at least two public events, exhibitions or large-scale promotional programmes.

6) Post-Campaign Deliverables

The Agency shall provide:

- Comprehensive campaign report;
- KPI performance report;
- Social media performance report;
- Photo archive;
- Highlight and wrap-up videos;
- Recommendations for future editions.

7) Additional Responsibilities

- Develop contingency plans for extreme weather conditions.
- Ensure confidentiality, obtain conflict of interest declarations, and maintain compliance with anti-bribery laws.
- *Propose optional enhancements (e.g., live photo album, PR/Marketing awards).*

3. INDICATIVE KPIs

The Organisers are considering the following performance targets for HKGBW 2027:

Category	**Indicative Target**
Campaign Reach	2,000,000
Publicity Value	HK$5 million
Physical Participants (Total Number of Exhibition Visitors, Workshop and Tour Participants)	8,000+

4. EXPRESSION OF INTEREST (EOI)

Interested parties are invited to submit the following:

1) Completed Appendix I - Expression of Interest Form
2) Company Profile and Credentials with Relevant Project Experience Portfolio
3) Copy of Business Registration Certificate

5. SUBMISSION

Please submit your EOI by completing the provided form in **Appendix I** and sending it **exclusively** to HKGBC at eoi@hkgbc.org.hk **on or before 4:00pm, 14 Dec 2026 (Monday)**. Late submission or wrong submission methods may not be considered.

This invitation for EOI does **not** constitute an invitation to offer nor does this document or any document made available pursuant to this invitation constitute any contract or agreement of any kind whatsoever with HKGBC. The HKGBC also reserves the right to cancel or terminate the process of EOI at any time and shall not be liable to any party for any loss or damage, cost or expenses as a result of such action.

6. SUBSEQUENT TENDERING PROCESS

After the EOI closing date, the Organisers may shortlist and invite qualified agencies to proceed to the tendering stage, where detailed tender proposals will be required. Tender documents will be provided to the shortlisted agencies.

The tentative procurement schedule will be as follows:

- Deadline for EOI Submission - 4:00pm, 14 Dec 2026 (Monday)
- Issuance of Invitation to Tender - Jan 2027
- Deadline for Tender Submission - Mar 2027
- Tender Assessment Panel and Evaluation - Apr 2027
- Award of Contract - May 2027

7. NOTES TO AGENCIES

The Organisers shall not be responsible for reimbursing any costs incurred by agencies in preparing or submitting their EOI responses.

8. CONFIDENTIALITY

All information and materials which the Organisers consider to be confidential in nature and connected with the project and initiatives shall be treated as “Confidential

Information". The Agencies shall not make it available to any other parties without the prior written consent of the Organisers. The Agencies shall take all necessary measures (including by way of a code of conduct or contractual provisions where appropriate) to ensure that information is not divulged for purposes other than that of this Proposal by such person, agent or sub-contractor. The Agencies shall indemnify and keep indemnified the Organisers against all loss, liabilities, damages, costs, legal costs, professional and other expenses of any nature whatsoever the Organisers may suffer, sustain or incur, whether direct or consequential, arising out of or in connection with any breach of the aforesaid non-disclosure provision by the Organisers or its employees, agents or sub-contractors. The Organisers and the Agencies agree that the above obligations of confidentiality shall not attach to the information and materials which:

(1) is publicly available prior to the date of this Agreement or becomes publicly available thereafter through no wrongful act of the Agencies;

(2) was known to the Agencies prior to the date of disclosure or becomes known to the Agencies thereafter from a third party having an apparent bona fide right to disclose the information;

(3) is disclosed by the Agencies in accordance with the terms of the Organisers' prior written approval;

(4) is disclosed by the Organisers without restriction on further disclosure;

(5) is subsequently and independently developed by the employees of the Agencies (as evidenced by the Agencies' written records) who had no knowledge of the disclosed information;

(6) the Agencies are obligated to produce pursuant to an order of a court of competent jurisdiction or is required by a government agency to disclose.

9. DECLARATION OF CONFLICT OF INTEREST

(1) The Agencies shall require its employees, agents and sub-contractors who are involved in this Proposal to declare in writing to the Agencies any conflict or potential conflict between their personal/financial interests and their duties in connection with this Proposal. In the event that such conflict or potential conflict is disclosed in a declaration, the Agencies shall forthwith take such reasonable measures as are necessary to mitigate as far as possible or remove the conflict or potential conflict so disclosed.

(2) The Agencies shall prohibit its employees who are involved in this Proposal from engaging in any work or employment other than in the performance of this Proposal, with or without remuneration, which could create or potentially give rise to a conflict between their personal/financial interests and their

duties in connection with this Proposal. The Agencies shall also require their subcontractors and agents to impose a similar restriction on their employees by way of a contractual provision.

(3) The Agencies shall take all necessary measures (including by way of a code of conduct or contractual provisions where appropriate) to ensure that its employees, agents and subcontractors are aware of the prohibitions in this clause.

10. PREVENTION OF BRIBERY

(1) The Agencies shall not, and shall procure that his employees, agents and sub-contractors shall not, offer an advantage as defined in the Prevention of Bribery Ordinance, (Cap 201) in connection with the Proposal and execution of this Proposal.

(2) Failure to so procure or any act of offering, soliciting or accepting advantage referred to in (1) above committed by the Agencies or by a director, employee, agent or sub-contractor of the Agencies shall, without affecting the Agencies' liability for such failure and act, result in his Proposal being invalidated.

11. ENQUIRIES

Requests for further information or clarification of requirements may be directed to Ms Lucy SO at 3994 8832 / Ms Jill CHEUNG at 3994 8843 / or email to hkgbw@hkgbc.org.hk.

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