



Transforming Our Built Environment through
INNOVATION and **INTEGRATION**:
PUTTING IDEAS INTO ACTION

5-7 June
2017

Invitation for Tender

Professional Public Relations Services for

World Sustainable Built Environment Conference 2017 Hong Kong

(WSBE17 Hong Kong)

www.wsbe17hongkong.hk

Organisers



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1. BACKGROUND

The Organisers of the World Sustainable Built Environment Conference 2017 Hong Kong (WSBE17 Hong Kong) wish to invite tenders from qualified and reputable PR Agencies to provide a full range of professional public relations services for the WSBE17 Hong Kong.

1.1. About the Organisers

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 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 Sustainable Built Environment (SBE) Conference Series

The SBE series of conference began in 2000, operates on a three-year cycle and is now co-owned and promoted by the following four international organisations:

- International Council for Research and Innovation in Building and Construction (CIB, www.cibworld.nl)
- International Initiative for a Sustainable Built Environment (iiSBE, www.iisbe.org)
- Division of Technology, Industry and Economics of the United Nations Environment Programme (UNEP-SBCI, Sustainable Building and Climate Initiative, www.unep.org/sbcil/)

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- International Federation of Consulting Engineers (www.fidic.org)

The SBE conference series is considered to be the most pre-eminent international conference series on sustainable building and construction in the world. The series is held on a three-year cycle with planning and preparation in year 1, national/ regional conferences held in year 2 and a single global conference held in year 3. WSBE17 Hong Kong is the global conference staging in the 3rd year of the 2016/17 cycle.

Previous editions were called SB (Sustainable Building) Conferences and the World SB Conferences were held in Barcelona (2014), Helsinki (2011), Melbourne (2008), Tokyo (2005), Oslo (2002) and Maastricht (2000). The Conferences have successfully invited a number of iconic figures:

- WSBE14 Barcelona *Juan Van-Halen, General Director of Architecture, Housing and Land at Ministry of Development of Spain*
- WSBE11 Helsinki *Tarja Halonen, President of the Republic of Finland*
- WSBE08 Melbourne *Peter Garrett, Minister of the Environment, Heritage and Arts (Australia)*
- WSBE05 Tokyo *Princess Takamado, Her Imperial Highness*

1.3. About the World Sustainable Built Environment Conference 2017 Hong Kong (WSBE17 Hong Kong)

1.3.1. Basic information

With much aspiration and support from the Government of the HKSAR and the industry, the CIC and HKGBC together won the hosting right of WSBE17 Hong Kong, albeit strong competition from five contestants from other cities in Asia, Africa, Europe and America. WSBE17 Hong Kong is also selected as one of the major celebration events of 20th Anniversary of the establishment of HKSAR. Thus, WSBE17 Hong Kong positions itself as a world-class event, in respect of its international and local recognitions, scientific content, event hardware, facilities and service level.

Date:	5-7 June 2017 (Conference cum Exhibition)
Venue:	Hong Kong Convention & Exhibition Centre (HKCEC) <ul style="list-style-type: none"> - Plenary Sessions: Convention Hall + Foyer (1,800 pax) - Parallel Sessions: Theatres 1 & 2, S221-230, S421 & S423-430 meeting room series - Exhibition: Convention Hall Foyer

Theme:	Transforming our Built Environment through Innovation and Integration: Putting Ideas into Action
No. of Delegates:	About 1,800 international and local delegates including government officials, green building advocates, policy-makers, academics, industry professionals and students from all over the world

1.3.2. Preliminary Programme

- Three full days of Conference with plenary sessions & parallel sessions (around 100 parallel sessions of 90 mins each – subject to final confirmation).
- Parallel Sessions include technical paper presentations (majority), Mainland China Sessions, Taiwan Sessions, Regional Sessions, Special Forums, content by Co-owners (e.g. SBE Challenge), and Sponsored Sessions, etc.
- An Exhibition to be held concurrently with the Conference.
- International Youth Competition Final Presentation and Award Ceremony during the Conference and display at the Exhibition.
- Networking activities including lunches, gala dinner, green building and eco-tours.

1.3.3. Conference Objectives

- To advance and promote the global green building development by gathering top-notch green building professionals to explore new concepts in sustainable built environment development and exchange on policy, technology, research and industry best practices in a global context.
- To demonstrate how WSBE17 Hong Kong creates synergies with the Sustainable Built Environment Conference Series as well as different regions around the world in terms of sustainable built environment in different scales.
- To celebrate the world's continuous efforts to tackle environmental challenges with a particular emphasis on urban neighbourhood and buildings. The 4 major discussion areas are:
 - Sustainable Neighbourhood
 - Deep Building Innovation
 - High-performance Building
 - Community Empowerment
- To demonstrate CIC & HKGBC's capability in mobilising both academics & industry practitioners.
- To showcase Hong Kong's unique position to achieve the Conference success:

- i. Hong Kong's leading role in the global green building movement. Being one of the world densest urban environment, Hong Kong's unique character provides a backdrop to observe the challenges that density brings and how we can address them: in urban climate and space constraints.
 - ii. As a gateway to China, Hong Kong is a natural starting point to engage the rapid urbanisation of the mainland. It is a cosmopolitan city with reciprocal influences from both China and South East Asia, resulting in a confluence of ideas and a fertile ground for technical and business exchanges.
- f) To celebrate the 20th Anniversary of Establishment of HKSAR with the achievement in sustainable development attained by the joint endeavours of Hong Kong's Government, industry and the community.
 - g) To envision a continuous joint effort among countries and nations to create a better future.

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2. SERVICE REQUIRED

Tenders are invited from PR Agencies to provide a full range of professional public relations services for the WSBE17 Hong Kong to maximise exposure and to ensure the messages of the event would be clearly and consistently delivered through an integrated approach of PR means.

The Agency shall act as the guardian in providing strategic advice on the development of the overall PR plan and executing all the related initiatives in a timely and effective manner. The PR plan should be developed with the objectives to raise awareness of sustainable built environment, maximise media coverage as well as publicity mileage of the Conference. The tendered PR services shall include but not limited to the following:

2.1. PR Consultancy

- a) Generate ideas, recommend on overall communications direction and implement the planned publicity programmes for WSBE17 Hong Kong.
- b) Propose PR strategies that are able to maximise interests from local, regional and global media, and manage the overall press office including dealing with potential issues.
- c) Provide inputs and recommendations as appropriate on the Conference content and structure which can enhance the Conference positioning and media interest.
- d) Create solid and compelling messaging which is in alignment with the Conference goals and development, and disseminate the messages to the media at different stage of the event: pre-event, during the event and post event. Major development of the Conference includes:
 - i. Abstract submission deadline (30 Jun 2016)
 - ii. Call for Sponsorship & Exhibitors (Jul 2016)
 - iii. Conference Registration (Sep 2016)
 - iv. Registration for the International Youth Competition (Sep 2016)
 - v. Announcement of Main Conference Programme (on-going)
 - vi. Announcement of Speaker line-up (on-going)
- e) Compile information, develop media angles, lines-to-take, FAQs of WSBE17 Hong Kong for spokespersons for all PR activities.
- f) Develop a holistic approach to appeal the interests of media by generating publicity including but not limited to the following perspectives. Tenderers are free to suggest other perspectives that are deemed suitable in the proposal.
 - i. Speaker-generated

Speakers at the WSBE17 Hong Kong can be interviewed before, during or after the Conference, depending on their availability especially for overseas visitors, on their speaking topics or their areas of expertise.

- ii. **Content-generated**
Generated through contents presented or discussed at the Conference sessions, speeches and meetings.
- iii. **Advocacy**
The Conference presents a good opportunity to leverage the media to put forward the outcome, views or recommendations generated at the Conference to stakeholders and the government regarding governmental policies and important environmental issues.
- g) Handle day-to-day media enquiries by developing media replies, monitoring the related news reports and logging records.
- h) Monthly and/or bi-weekly meetings/calls to regularly review on PR programmes.
- i) Submit monthly Work-in-Progress report to summarise deliverables achieved and coverage attained.

2.2. Media Relations and Generation of Media Coverage

- a) Engage multiple media platforms, including but not limited to:
 - i. Print/ Electronic Media (local/ international)
 - ii. Digital Media (Online news sites, online radio, social media, etc.)
 - iii. Trade media (e.g. industry journals – to be supplemented by HKGBC's database)
- b) Liaise with media, both local and international, to maximise publicity of the WSBE17 Hong Kong.
- c) Arrange one-on-one interviews for key spokespersons (such as Chairman/Vice Chairman of WSBE17 Hong Kong Organising Committee, Chairman/Vice Chairman of WSBE17 Hong Kong Scientific Committee, important speakers, the Conference Organisers, etc.) to generate prominent coverage according to the planned timeline.
- d) Identify appropriate media outlets and explore partnership opportunities for guaranteed media coverage to maximise pre-event exposure.
- e) Enrich the outcome of media coverage through the effective use of media tools including but not limited to interview pitching, information feeding, byline article series, columnist relations, press conference, small group media briefing, etc.
- f) Follow up with the media partners that have been lined up by the HKGBC (they are mainly trade media) on free editorial placements and prepare the related content write-up.

- g) Review on the appropriateness of messages to be conveyed to the media by the designated spokespersons.
- h) Expected coverage (around 1/3 of the media coverage shall come from international media)
 - i. 10 - 15 in-depth interviews, bylines, commentaries, etc.
 - ii. A minimum of 50 media coverage in total

2.3. Implementation of Public Relations Activities

- a) Recommend, plan and organise suitable pre-Conference media activities to maximise exposure, including but not limited to a press conference.
- b) Prepare talking points, briefing notes, lines-to-take and FAQs for spokespersons.
- c) Handle all logistical arrangement on all PR initiatives and follow up accordingly.
- d) Provide on-site support and sufficient manpower to ensure smooth running of interview recording, shooting and all other PR activities.
- e) Recommend overseas media; subject to Organisers' approval, arrange overseas media transportation, accommodation and related logistics arrangement (the Organisers will cover the cost).

2.3.1. Press Conference

- i. Organise a press conference prior to the WSBE17 Hong Kong to announce the staging of the event and generate angles and topics that attract media and public interests.
- ii. Prepare and dispatch bilingual invitation as well as to follow up media attendance of the press conference and the Conference.
- iii. Prepare and dispatch bilingual press kits including the press releases, fact sheets, etc. for the press conference and follow up accordingly.
- iv. Assist to arrange, select and prepare spokespersons who can articulate the desired aspects or topics of the WSBE17 Hong Kong for speaking to the media.
- v. Prepare the talking points, briefing notes, speeches, powerpoint slides for the spokespersons
- vi. Propose the format and rundown of the press conference.
- vii. Handle the overall logistical arrangement and on-site event management with sufficient manpower.

2.3.2. WSBE17 Hong Kong (5-7 Jun 2017)

- i. Conclude the Conference's highlights each day by preparing and dispatching bilingual press releases, photo releases, Q&As or infographics.

- ii. Manage the Media Reception during the Conference period.
- iii. Handle all media, including the liaisons with Information Officer, Press Secretary to the Government officials during the conference.
- iv. Responsible for overall on-site media management and provide sufficient manpower and expertise.
- v. Media monitoring and daily news clippings report during the Conference period.

2.3.3. Other media engagement activities

- i. Organise small group interview or media tour for the Conference and supporting initiatives like International Youth Competition, Green Building & Eco-Tours.
- ii. Tenderers are welcome to incorporate additional activities which they believe would be of value to engage more media coverage for WSBE17 Hong Kong.

2.4. **Post Conference Follow-up and Reporting**

- a) To conclude the success and findings of the Conference, coordinate the production, including content development and copywriting, of special supplements on WSBE17 Hong Kong at discounted media cost on local newspapers or other appropriate media outlets (Tentatively 2 supplements, one full page on Chinese newspaper, and one full page on English newspaper).
- b) Provide comprehensive media monitoring, clipping report and follow up with any media enquiry in relation to the WSBE17 Hong Kong.

2.5. Key Deliverables

- PR plan, Media Relations & Press Office
- 10-15 media opportunities in form of interviews, bylines, commentaries, etc, including 5-8 onsite in-depth interviews (around 1/3 of the media coverage shall come from international media)
- A minimum of 50 media coverage in total (around 1/3 of the media coverage shall come from international media)
- 1 press conference
- 1 small group interview or media tour
- 1 bilingual press releases for press conference
- Highlights on each day of Conferences in form of press release, photo release, Q&As, infographics, etc.
- 2 post-event supplements
- Media clipping report

2.6. Project Timeline

The overall timeline of the PR plan shall be:

Period	Major tasks	
Oct-Dec 2016	Planning and Preparation	<ul style="list-style-type: none"> - Development of PR Plan - Liaison with media - Provide consultation to the Organisers and contribute to the Conference programme from PR angle
Jan-Jun 2017	Implementation	- Pre-event PR initiatives
5-7 Jun 2017		- During the event PR initiatives
Jun-Jul 2017	Reporting and Evaluation	<ul style="list-style-type: none"> - Post-event PR initiatives - Media report

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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.

- i. Tenderers should provide solid amount with breakdown as detailed as possible for each of the service areas specified.
- ii. The fee proposal should include all the fees and costs involved in the project, including all consultancy service fees, media relations, implementation of public relations activities, content development and copywriting fee.
- iii. The fee proposal should include only the service fees charged by the Tenderer. Tenderers should therefore:
 - 1) Specify if any of the services requested would be sub-contracted.
 - 2) Note that any out-of-pocket expenses, such as design and production cost, venue, event production, supplement placement, etc., shall be excluded.
- iv. Tenderers should indicate the receiving of commission from media, whenever applicable.

3.1.2. Technical Proposal

The technical proposal should include the following items:

- i. Integrated PR Plan

Tenders should outline an integrated PR plan and contribute ideas to achieve the objectives in Session 1.3.3, and fulfil the requirements and key deliverables listed in Session 2.

- ii. Action plan and timeline for implementation of the proposed PR strategies

Tenderers should provide the action plan and timeline that cover the different stages of the event, i.e. pre-event, during the event and post-event with reference to the major milestones of the Conference as stated in 2.1 d).

iii. Deliverables and KPIs

Tenderers should generate the deliverables and KPIs as mentioned in Session 2.5 from the abovementioned PR activities.

Tenderers are welcome to indicate the targeted deliverables and KPIs which are higher than those required in Session 2.5. If the additional deliverables and KPIs incur extra costs, the related fees shall be provided in the Fee Proposal (Appendix A) as optional item.

iv. Company credentials and project team profiles

- 1) Tenderers should possess extensive media database and are able to engage multiple local and international platforms.
- 2) Company's track record of similar work. Tenderers are required to demonstrate their experience as an international standard PR agency by providing the information on projects/ events they have managed with the details of the work, especially those of similar nature, level, size and complexity.
- 3) Size and structure of the project team dedicated to the organisation of the WSBE17 Hong Kong with a description of the team members' responsibilities and degree of involvement.
- 4) Calibre of the proposed team with biographies showing relevant experience and expertise of key team members, as well as their duration working in the Tender agency, especially the person in charge.

v. Duly signed Letter for Complying with Anti-Collusion Clause (Please refer to Clause 5(f) of Section 5).

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 PR 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 bringing WSBE17 Hong Kong to the local and global spotlight, 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:

$$40 \times \frac{\text{Lowest total fee amount of all tenders}}{\text{Total fee amount of the subject tenders}}$$

Evaluation Criteria		Maximum Marks
2.	Technical	
	i. PR Plan and Strategies	50%
	1) Integrated PR Plan (20%)	
	2) Action plan and timeline for implementation of the proposed PR strategies (20%)	
	3) Deliverables and KPIs (10%)	
	i. Company and project team profiles	50%
	1) Company track record (15%)	
	2) Media network at both local and international level (15%)	
	3) Size, structure and the calibre of the proposed team members (20%)	
Total:		100%

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

$$60 \times \frac{\text{Technical assessment mark of the subject tender}}{\text{Highest technical assessment mark of all tenders}}$$

Calculation of Combined Scores

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

3.3. Evaluation Procedure

- 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.
- Shortlisted Tenderers will be invited to the HKGBC office to present their proposals to the Review Panel. The Review Panel consists of 5 representatives from the WSBE17 Hong Kong Organising Committee, and Secretariat of the CIC & HKGBC.
- The presentation will last for 20 min, followed by a 15-min Q&A session.
- The Review Panel will evaluate the proposals with the marking scheme specified in Section 3.2.

3.4. Schedule

- | | |
|---|----------------------------------|
| a) Issuance of tender: | 26 August 2016 (Fri) |
| b) Deadline of tender submission: | 12 noon, 19 September 2016 (Mon) |
| c) Presentation to Review Panel: | End September 2016 |
| d) Appointment confirmation: | Mid October 2016 |
| e) 1 st meeting with Appointed Agency: | Late October 2016 |

4. TENDER SUBMISSION

An electronic copy of the tender should be sent to the Organising Committee of WSBE17 Hong Kong at wsbe17-tender@hkgbc.org.hk (please put "WSBE17 Hong Kong - Tender for Public Relations Services" as the subject of your email). Tenderers should also submit 2 hard copies of the tender, with 2 copies of the fee proposal in a sealed envelope and 2 copies of technical proposals in a separate envelope. The hard copies of the tender should be delivered to the following address.

Organising Committee
World Sustainable Built Environment 2017 Hong Kong
c/o Hong Kong Green Building Council
1/F Jockey Club Environmental Building
77 Tat Chee Avenue, Kowloon Tong

Both electronic copies and hard copies of the tender should reach the Organising Committee no later than 12 noon, 19 September 2016 (Mon). 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 Organisers 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 Organisers would not be responsible for the reimbursement of any cost incurred for the preparation of the proposals.
- c) The Organisers 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 Organisers 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 Organisers 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 Organisers the amount of the tender price or any part thereof until the Tenderer is notified by the Organisers 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.

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 Organisers. Any additional request for information must be made through the Organisers.

7. ENQUIRIES

Requests for further information or clarification of requirements may be directed to Ms Sophie Fung at 3994 8837 / Ms Carmen Lau at 3994 8835 or email to wsbe17-tender@hkgbc.org.hk.

~ The End ~

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