



We use ICT to Green, We add Green to ICT

Dear Sir/Madam,

Expression of Interest (EOI) for Tender Project:
Towards Low Carbon ICT – A Programme to Reduce Carbon Footprint
of ICT Operation and Usage

Your company is cordially invited to submit the form of EOI for implementing the main deliverables of the Tender Project under Green ICT Consortium. The estimated project duration is about 16 months.

The project objective is to assist local businesses, especially those in the ICT intensive sectors, to enhance energy efficiency and reduce carbon footprint of their ICT operation and usage.

Please submit your form in a sealed envelope to the Submission Address on or before the Due Date.

Please include a note of “EOI for Tender Project: Towards Low Carbon ICT – A Programme to Reduce Carbon Footprint of ICT Operation and Usage” on the front of the envelope.

Submission Address:

27/F, 9 Wing Hong Street
Cheung Sha Wan
Kowloon
Hong Kong

Due Date:

06 August 2010 12:00pm (noon)

Please note:

1. Any forms submitted after the Due Date will not be considered.
2. The Tender Vetting Committee has the authority to evaluate and make a final decision on whether to completely or partially accept the form. Only selected



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companies will receive the document on the Request for Proposal.

3. Submitted form and any other supporting documents will not be returned to the applicant.

For any enquiries regarding this invitation, please contact Mr. Carter T. Ng / Mr. Gary Chao at 2778 0040.

Thank you.

Regards,

Internet Professional Association (iProA)
Secretariat of Green ICT Consortium

Encl.



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Part 1: Company information

Company Name	
Registered Address	
Phone Number	
Fax Number	
Email Address	
Contact Person	
Title	

Part 2: Additional information (if space is not enough, please submit with separate sheets)

Experience in performing energy carbon audits, and any successful completed audits for organizations of other industrial sectors	
Track record of conducting specialized training, composing materials (e.g. guidelines, website, etc.) for knowledge transfer to the industry and public, providing prompt technical and hotline support	



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Track record of organizing large scale events/activities	
Capability to organize a qualified and experienced consultant team of no less than 10 professional experts to perform various audits within a limited period of time	
Connection with local industrial associations and representatives enabling you to gain their support and assistance in promoting the project	
Ability to carry out extensive, efficient and professional desktop and field research and information analysis on technical knowledge related to	



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ICT and environmental initiatives	
Experience in conducting medium to large scale industrial consultation in Hong Kong	
Ability to provide website content development and familiarity in creating electronic learning tools	
Knowledge of information communication technologies (ICT) and exposure to the ICT industry in Hong Kong	



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Reputation in providing professional consultancy services to Hong Kong industry	
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Part 3: Offer of cost

Description of Major Deliverables	Estimated Duration (Months)	Unit Price (HKD)	Quantity	Cost (HKD)
1. Perform website/literature research on background information and technologies related to Green ICT movement in a global content, including major local ICT solution providers.	3			
2. Develop a Green ICT Portal to provide comprehensive information on Green ICT initiatives, latest seminars information and highlights for public access. Services include: <ul style="list-style-type: none"> - provide portal infrastructure setup and programming development of the portal. - design a 10 sec animation for the portal front page. 	2			



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<ul style="list-style-type: none"> - design an interface for the portal. - provide recommendations on contents to be integrated with the portal. - develop an online registration function for seminars and workshops. - develop online survey function to capture feedback from visitors. 				
<p>3. Provide 1-year professional server maintenance service in Hong Kong allowing public users to access the server 24 hours a day 7 days a week; and Register a dedicated domain name for the Green ICT Portal.</p>	12			
<p>4. Maintain the Green ICT Portal with regular updates, post event news, etc.</p>	12			
<p>5. Conduct research and interviews to identify best practices from local pioneer enterprises in adopting Green ICT practices; and then compose an observation summary. (6 companies representing different sectors)</p>	3			
<p>6. Conduct an industrial consultation to understand the market acceptance of potential energy efficient and low carbon ICT best practices, and analyze data and identify the</p>	3			



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<p>preferences and concerns of local industry</p> <ul style="list-style-type: none"> - technical support for 6 focus groups consultation (consultation factsheets, presentation materials, consultation agenda, etc.); - design and release a questionnaire and develop a consultation interface to be incorporated into the project portal; - follow up with 20 trade associations and 100 companies by emails, phones and visits, where appropriate, to gather sufficient sample data and comments; - analyze the results; compose a report. 				
<p>7. Design and perform pilot study on ICT carbon audit on 12 selected companies from different business sectors, and provide recommendations for improvement. The companies should represent various local industrial sectors and be approved by the project team.</p>	6			
<p>8. Compose a set of Green ICT Practice Guidelines in both English and Chinese (electronic version). (The Guidelines will include technical details of best practices including application</p>	4			



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considerations, constraints, resources needed and benefits, steps to Green ICT initiatives, etc. where appropriate)				
9. Create a Green ICT e-guide to assist companies to conduct their own ICT carbon audit. The Green ICT e-guide shall include: <ul style="list-style-type: none"> - an interactive e-book on Green ICT: adopt an attractive way to promote the Green ICT concept; - a latest Green ICT technology catalogue: integrate the benefits of different ICT applications; - an interactive online carbon audit assessment tool: a self-assessment tool for online users to perform quick ICT carbon audits. 	3			
10. Technical advice and input for Green Solution events, e.g. composing presentation materials, select and invite a number of global experts as speakers (local and/or overseas), provide contents for editorials, conduct required training and promotion. <ul style="list-style-type: none"> - seminar (300 participants); - 3 workshops (50 participants x 3); - on-site manpower support for 4 events including technical question answering and 	3			



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professional training assistance etc.				
Total	16			

* Time period of different deliverables may overlap in the project duration.

Signature with company seal: _____

Date: _____