



**HONG KONG ACADEMY OF MEDICINE**

**THE HONG KONG JOCKEY CLUB**

**DISASTER PREPAREDNESS AND RESPONSE INSTITUTE**

**Tender Document for the Research Project of  
“Enhancing risk communication with socially marginalized groups:  
A study on the inclusiveness of ethnic minority in risk communications during COVID-19”**

**INSTRUCTIONS TO TENDERERS**



## INVITATION TO TENDER

### 1. Invitation

- 1.1. Housed in the Hong Kong Academy of Medicine, the Hong Kong Jockey Club Disaster Preparedness and Response Institute (HKJCDPRI) was launched in September 2014 with a funding support from the Hong Kong Jockey Club Charities Trust.
- 1.2. Tenders are invited for the Research Project of “Enhancing risk communication with socially marginalized groups: A study on the inclusiveness of ethnic minority in risk communications during COVID-19” (hereafter referred to as “The Project”). Project activities will be held within the duration from December 2021 to August 2022.

### 2. Lodging of Tender

- 2.1. To be acceptable as a tender, Part III, Part IV and Part V of this document shall be properly completed.
- 2.2. Three sets of the **Part III** shall be submitted in a sealed envelope marked “**Envelope 1 [RESTRICTED (TENDER)]**”, and three sets of **Part IV and Part V** shall be submitted in another sealed envelope marked “**Envelope 2 [RESTRICTED (TENDER)]**”. Both envelopes shall be put into a third sealed envelope and marked “Tender for the Research Project of ‘Enhancing risk communication with socially marginalized groups: A study on the inclusiveness of ethnic minority in risk communications during COVID-19’ [RESTRICTED (TENDER)]”.
- 2.3. The sealed envelopes should be deposited in the Tender Box of Hong Kong Academy of Medicine (the Academy), located on the 10<sup>th</sup> Floor, Hong Kong Academy of Medicine Jockey Club Building, 99 Wong Chuk Hang Road, Aberdeen, Hong Kong **at or before 17:00 on 30 November 2021 (Tuesday)** (the “Tender Closing Time”). Late tenders will not be considered.

### 3. Enquiries

For enquiries, please contact:  
Ms. Carrie Li, Manager (Professional and Knowledge Management)  
Hong Kong Jockey Club Disaster Preparedness and Response Institute  
Tel: 2871-8859  
Fax: 2296-4628  
Email: [carrie@hkam.org.hk](mailto:carrie@hkam.org.hk)

### 4. Tender Issue Date: 12 November 2021



## **PART I**

### **TERMS OF TENDER**

#### **1. Tender Documents**

1.1 This tender document comprises the following:

- (i) Invitation to Tender
- (ii) Part I - Terms of Tender
- (iii) Part II - Brief
- (iv) Part III - Technical Proposal
- (v) Part IV - Fee Proposal
- (vi) Part V – Offer

#### **2. Receipt of Tender**

2.1 The Tender Closing Time (as defined under “Lodging of Tender” in the Invitation to Tender) will automatically be deferred to noon on the next working day not affected by a No. 8 Signal or a Black Rainstorm warning (excluding Saturday) in the following circumstances:-

- (i) if Tropical Cyclone Warning Signal No. 8 or above is hoisted between 10 am and the Tender Closing Time and remains hoisted at the Tender Closing Time; or
- (ii) if a “Black” Rainstorm Warning is issued between 10 am and the Tender Closing Time and remains in force at the Tender Closing Time;

2.2 The Tender Closing Time will remain unchanged if Tropical Cyclone Warning Signal No. 8 or above or the “Black” Rainstorm Warning is lowered or withdrawn before 10 am on the Tender Closing date.

#### **3. Completion of Tender**

The documents submitted for the purpose of this tender shall be completed in ink or typescript and submitted in the manner stipulated. Unless a tenderer completes all required documents



in the manner stipulated, provides information as requested in the tender and returns the tender before the Tender Closing Time, its tender **will not** be considered.

#### **4. Tenderers' Response to the Academy's Inquiries**

In the event the Academy determines that clarification of any tender is necessary, it will advise the concerned tenderer in writing, indicating whether the concerned tenderer shall supplement its tender with additional information. The concerned tenderer shall submit such information requested within the time as required or specified by the Academy.

#### **5. Accuracy of Tender Information**

The tenderers are required to declare the truthfulness and accuracy of the tender information. If any material particulars or information in the tender of the successful tenderer are subsequently found to be untrue or inaccurate, the Academy may terminate the appointment of the successful tenderer who shall then be liable for any loss and damage suffered by the Academy as a consequence of the termination.

#### **6. Accuracy of Fee Proposal**

Tenderers shall make certain that fees and/or rates quoted are accurate before submitting their tenders. The Academy will not accept any request for adjustment of the fees and/or the rates quoted on the ground that a mistake has been made in the tender. Fee proposal template is provided in Annex 2.

#### **7. Tenderers' Enquiries**

Any enquiries concerning this tender document may be made in writing via e-mail [carrie@hkam.org.hk](mailto:carrie@hkam.org.hk) not less than 72 hours prior to the Tender Closing Time.

#### **8. Assessment of Tender**

The tender will be assessed based on the pre-defined assessment criteria as agreed by the Academy. Both technical competency/ quality of the product/ service and the fee will be the factors for consideration. The Fee Proposal will not be considered unless the Academy is satisfied with respective Technical Proposal.

#### **9. Invitation to Offer**



This is an invitation to offer. The Academy shall not be bound to accept any offer regardless of the overall score given to the tender containing the offer, and shall not be bound to make any appointment under this tender.

**10. Validity Period**

Tenderers shall note that their tenders shall remain valid for acceptance not less than 60 days after the date on which the tender was closed (the “Tender Validity Period”). Tenderers are advised that if before the expiry of the Tender Validity Period any tenderer has withdrawn its offer, due notice will be taken of such action and this may prejudice the future standing of the tenderer as a service provider to the Academy.

**11. Preparation of Tender**

Tenderers shall note that submission of a tender shall be made on the understanding that the Academy will not be liable to pay any costs arising out of or incidental to any of the preparation, submission, enquiry, presentation, clarification or cancellation of the tender. The Academy shall be under no obligation to disclose or discuss the assessment results with any of the tenderers.

**12. Negotiation**

The Academy reserves the right to negotiate with any tenderer about any terms, conditions, clauses, paragraphs or parts of its tender.

**13. Appointment**

Subject to Clause 15 of these Terms of Tender, the acceptance of any tenderer’s offer and appointment (as defined in the Brief) will be on the basis of that entity appearing to the Academy to be fully capable of the required provision of service/ product and whose tender has been determined by the Academy to be the most advantageous to it.

**14. Cancellation of Tender**

The Academy shall not be bound to accept any tender regardless of the result of the assessment process and reserves the right to cancel the tender exercise, whether before or after the Tender Closing Time without any compensation to the tenderer(s).



**15. Probity/ Anti-collusion Clauses/ Conflict of Interest**

Tenderers are required to stipulate respective probity/ anti-collusion clauses, covering declaration and management of conflict of interest. The extent of any conflict of interest or potential conflict of interest as anticipated by the tenderers shall be clearly stated in the tenders.

**16. Confidentiality**

16.1 Tenderers shall keep all information provided by the Academy under the tender strictly confidential and for internal use only.

16.2 Tenderers shall not divulge or communicate to any third party without the prior written consent of the Academy any information provided by the Academy.

**17. Personal Data Provided**

17.1 Personal data provided in the tender will be used for tender evaluation and related purposes. If insufficient or inaccurate information is provided, the tender may not be considered.

17.2 Data subjects shall have the right of access and correction with respect to personal data as provided in the Personal Data (Privacy) Ordinance (Cap. 486).



## **PART II**

### **BRIEF**

The Academy intends to make an appointment for research project of “Enhancing risk communication with socially marginalized groups: A study on the inclusiveness of ethnic minority in risk communications during COVID-19” (hereafter referred to as “The Project”). The specifications and requirements are detailed as below:

#### **1. Background**

1.1 Hong Kong Jockey Club Disaster Preparedness and Response Institute (hereafter referred to as “HKJCDPRI”) was launched in 2014, with a mission to establish Hong Kong as a regional and international leader in disaster preparedness and response training, and to promote community resilience.

1.2 The outbreak of COVID-19 has not only challenged the public health systems worldwide, but also one’s ability to effectively communicate with different populations. Effective risk communication will help prevent infodemics (i.e. spreading of misinformation), build trust in pandemic response and increasing the probability that the advice on to public safety measures will be followed.<sup>1</sup>

1.3 Risk information can be communicated to the public by governments, emergency management organizations, and disaster responders as well as disaster information created and shared by journalists and the public<sup>2</sup>. According to World Health Organization (WHO)<sup>3</sup>, “risk communication refers to the real-time exchange of information, advice and opinions between experts or officials and people who face a threat (hazard) to their survival, health or economic or social well-being. Its ultimate purpose is that everyone at risk is able to take informed decisions to mitigate the effects of the threat (hazard) such as a disease outbreak, and take protective and preventive action.” Also, the communicators require “the understanding of stakeholder perceptions, concerns and beliefs, as well as their knowledge and practices. Effective risk communication must also identify early on and subsequently manage

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<sup>1</sup> World Health Organization (2021): [Risk communication and community engagement: readiness and initial response for novel coronaviruses \(nCoV\) Interim guidance v1](#)

<sup>2</sup> Fraustino, Julia Daisy, Brooke Liu, and Yan Jin. (2012): ["Social Media Use during Disasters: A Review of the Knowledge Base and Gaps." National Consortium for the Study of Terrorism and Responses to Terrorism \(December\)](#)

<sup>3</sup> World Health Organization: [Emergencies: Risk Communication](#)



rumours, misinformation and other communications challenges.” WHO in particular emphasises the importance of diversified risk communication strategies so as to reach everyone in society<sup>4</sup>.

- 1.4 Evidence of disparate health impact on socially marginalized groups in different countries, as well as reports of unequal treatment, scapegoating, and abuse, suggest that social exclusion is compromising the effectiveness of efforts to stem the spread of COVID-19<sup>5</sup>. UN agency International Organization for Migration also called on governments to devise COVID-19 policies that are inclusive of all minorities and marginalized communities, adding that societies are healthier when everyone is healthy<sup>6</sup>.
- 1.5 Using evidence-based risk communication strategies with best practices can streamline and often improve disaster preparedness and response initiatives. Thus, it is considered valuable to study the inclusiveness of risk communication during COVID-19 in Hong Kong, so as to analyse the situation, identify gaps, provide recommendations and develop guidelines and/or checklist to encourage more inclusive risk communication to prepare for an respond to any future pandemics and other disaster events in Hong Kong. Given the time and resources allocated, this Project will focus on ethnic minorities among various socially marginalised groups in Hong Kong. However, we envisage the research findings could also be useful to other socially groups such as the elderlies, people with disability.
- 1.6 From Population By-Census 2016<sup>7</sup>, 8% of Hong Kong population was made up of ethnic minority and about 80% of all ethnic minorities in Hong Kong were Asians (other than Chinese). The majority of them were Filipinos and Indonesians, constituting 31.5% and 26.2% of the population of ethnic minorities respectively. This was followed by South Asians, which took up 14.5%. On the other hand, 10.0% of the ethnic minorities in Hong Kong were Whites.
- 1.7 It is observed that no similar study on risk communication inclusiveness has been conducted in Hong Kong, this Project therefore is expected to provide a comprehensive analysis and lessons learned, to facilitate discussion and reflection among different communicators (such as government, health authorities and practitioners etc.) their current communication practices and strategies, as well as encourage way forward in formulating a more effective risk communication plan for socially

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<sup>4</sup> World Health Organization. (2017). Pandemic influenza risk management: a WHO guide to inform and harmonize national and international pandemic preparedness and response. World Health Organization. <https://apps.who.int/iris/handle/10665/259893>.

<sup>5</sup> The Center on International Cooperation, New York University (12-5-2020): [Minorities, Migrants, and Social Exclusion During COVID-19](#)

<sup>6</sup> UN News (18-3-2020): [Treat migrants with dignity and respect during pandemic: UN migration agency](#)

<sup>7</sup> Population By-Census (2016): [Thematic Report Ethnic Minorities](#)





marginalized groups, taking this Project on ethnic minority groups as a sample case.

1.8 Research findings and recommendations will also be published and disseminated to relevant parties, to facilitate understanding and dialogues among communicators and relevant stakeholders for continuous enhancement of the inclusiveness of risk communication in Hong Kong. Depending on the appropriateness of findings, guidelines and/or checklists will be developed based on those, as practical tools for communicators.

**2. Project Goal and Objectives**

**2.1 Goal:** To facilitate understanding and dialogues between communicators and socially marginalised groups, for continuous enhancement of risk communication inclusiveness and disaster resilience among communities in Hong Kong.

**2.2 Objectives:**

- To study the status of inclusiveness of risk communication with ethnic minority (EM) groups in Hong Kong during COVID-19, through (1) understanding risk information seeking and processing practices and response among the EM groups; (2) understanding individual perceptions of EM groups towards COVID-19 risk communication strategies and practices; (3) reviewing communicator’s decision making mechanism and dissemination practices on risk information to EM groups (e.g. objectives setting, messages crafting, dissemination methods/channels, evaluation techniques, etc.) and (4) consolidating opportunities and challenges of communicators during the process.
- To develop practical recommendation and tools based on the findings, and encourage related policy makers, health authorities, practitioners and stakeholders to reflect on current communication practices and strategies, as well as way forward in formulating a more effective risk communication plan for socially marginalized groups during any future pandemics and other disaster events in Hong Kong.

**3. Research Duration:** December 2021 – August 2022

**4. Project Scope and Implementation**

Project Stage	Tasks Description and Point to Note
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1. Detailed research plan	<ul style="list-style-type: none"><li>▪ To submit an Inception Report, with details on research design, including but not limited to the statement of problem, objective and scope of the study, conceptual framework, methodology for data collection and analysis, as well as projected timeline and budget.</li><li>▪ The research will look into:<ul style="list-style-type: none"><li>○ how ethnic minority groups access, process and respond to the risk information during COVID-19</li><li>○ perspectives of individuals from ethnic minority groups towards existing risk communication practices during COVID-19</li><li>○ decision making process, practices, concerns and learnings of different communicators in reaching ethnic minority groups for risk communication during COVID-19</li><li>○ best practices in Hong Kong or overseas on inclusive risk communication targeting ethnic minorities</li></ul></li></ul>
2. Research design and tools development	<ul style="list-style-type: none"><li>▪ To identify appropriate measurements and develop the instruments for data collection and analysis from the target sample groups.</li><li>▪ Stratified sampling should be used to ensure diverse backgrounds of ethnic minority groups can be included in this research project</li><li>▪ Sample groups should cover diverse stakeholders in risk communication such as ethnic minorities, medical professionals, social workers or any organisations serving or representing ethnic minorities</li></ul>
3. Data collection, analysis and conclusion	<ul style="list-style-type: none"><li>▪ To conduct quantitative/qualitative data collection as proposed in the Inception Report</li><li>▪ To conduct desktop review on overseas best practices on inclusive risk communication</li><li>▪ To analyse the data collected with the use of appropriate tools and software, as proposed in the Inception Report</li><li>▪ To draw concrete findings (with elaboration), and develop comprehensive recommendations based on the data analysis results</li><li>▪ (Optional) To develop guidelines and/or checklists as practical tools for communicators.</li></ul>
4. Report formation and submission	<ul style="list-style-type: none"><li>▪ To submit an <b>Interim Progress Report</b> as an update of the progress by 14 April 2022. Contents of the report shall include but not limited to:<ul style="list-style-type: none"><li>○ Progress in terms of the research plan</li><li>○ Data collection progress</li><li>○ Data analysis and preliminary findings (if any)</li></ul></li><li>▪ To submit a <b>Final Research Report</b> by 31 August 2022. Contents of the report shall include but not limited to:</li></ul>



	<ul style="list-style-type: none"><li>○ Findings of the research project</li><li>○ Project outcomes, impacts and learnings</li><li>○ Recommendations to policymakers, community, schools, and different stakeholders</li></ul>
5. Dissemination	<ul style="list-style-type: none"><li>▪ To jointly organize an event with HKJCDPRI to announce the research findings and recommendations. Costs arising from the event will be borne by HKJCDPRI.</li><li>▪ To attend media interviews in relation to the publication of the research when appropriate</li></ul>

## **5. Project Timeline**

### **5.1 Tender Schedule**

<b>Tentative Date</b>	<b>Task/ Deliverables</b>
12 November 2021, Friday	Tender invitation
30 November 2021, Tuesday By 17:00 noon	Deadline for submission of Technical and Fee Proposal (with detailed breakdown)
By 22 December 2021	Award Tender

### **5.2 Schedule for key deliverables**

<b>Tentative Date</b>	<b>Task/ Deliverables</b>
By 23 December 2021	Project starts
By end of January 2022	Inception Report
By 14 April 2022	Submission of interim progress report
By 15 August 2022	Submission of draft research report
By 31 August 2022	Submission of final research report

**Remark:** Dissemination event will be organized by HKJCDPRI with the support and presence of research team in September 2022. Any costs related to the event will be borne by HKJCDPRI, and should be excluded from this tender exercise.

## **6. Organisation and Qualification Requirements**

6.1. The Project will be commissioned and managed by the Hong Kong Academy of Medicine, through its HKJCDPRI.



- 6.2. A designated coordinator from HKJCDPRI will provide overall guidance and oversight during the process, with support from other team members when necessary.
- 6.3. To fulfill the level of technical expertise required for this Project, the tenderer should possess the qualifications as below:
- Professional qualifications obtained by the core team members on intercultural studies and education, including a focus on relationship and communication enhancement with ethnic minorities :
  - Experience in conducting participatory qualitative and quantitative research(es), which targets ethnic minority and other socially marginalised groups in Hong Kong.
  - Knowledge, experience and proven track records in research and/or other projects, in enhancement of ethnic relations and engagement especially on health aspects, both in Hong Kong and other countries.
  - Previous track records being commissioned by the government, public sector or non-governmental organisations with satisfactory outputs and/or outcomes;
  - Established networks and/or working relationship with individuals from ethnic minority groups and organisations serving them in Hong Kong.
  - Basic understanding and appreciation of disaster preparedness and disaster risk reduction in Hong Kong.
- 6.4. Composition of the assignment team of the tender shall include the following at a minimum:
- a) Principal investigator (PI) and (if any) co-investigator(s):
- PI serve as the focal point to communicate with HKJCDPRI and is responsible for the overall project supervision, especially on assurance of timely and quality delivery.
  - Conceptualizes and designs the research questions and its methodology
  - Develop topic guide for surveys or focus group interviews and participant information materials.
  - Influence topics of surveys, interview discussions and provide specific insights on cultural competence of the research and analytical interpretations.
  - co-moderate surveys, focus groups and conduct interviews
- b) Research assistant(s):
- assist in participant recruitment, data collection and analysis, and report writing.
- 6.5. The tenderer shall closely communicate with HKJCDPRI throughout the entire service period (i.e. December 2021 – August 2022), to discuss the project timeline, action items, progress reports, contingency plan, the standard approval procedures, and other requirements deemed necessary.



- 6.6. The tenderer shall provide services in compliance to all auditing and publicity related policies and guidelines laid down by the donor (i.e. the Hong Kong Jockey Club Charities Trust), The Hong Kong Academy of Medicine and HKJCDPRI.
- 6.7. If deemed appropriate and necessary, HKJCDPRI will provide technical inputs in emergency/ disaster risks management concepts and knowledge during the research process.
- 6.8. The tenderer shall observe all the prevailing government arrangements related to COVID-19 precautions.

### **7. Tender Assessment Criteria**

7.1 Tenderers will be assessed based on the proposals submitted in Part III and Part IV. The technical score in Part III will carry a weight of 80%; while fee score in Part IV will carry a weight of 20%.

7.2 Tenderers who have obtained an overall passing mark in Part III technical assessment will be considered further. Criteria in technical assessment includes:

- Originality
- Relevance to the research objectives
- Credibility of design and methods
- Significance of the research questions
- Applicability to local context; and translational potential / value
- Sound structure for a research project
- Credentials and resources of the project team
- Feasibility in achieving requested project objective and deliverables, with reasonable timeline and resources
- Potential impact to improving risk communication with socially marginalised groups in Hong Kong

7.3 Fees offered in Part IV will be scored after the technical assessment. Tenderer with the highest total score will be recommended for acceptance.



### **PART III**

#### **TECHNICAL PROPOSAL**

Name of the Organisation: \_\_\_\_\_

The technical proposal should include the following items:

##### **A. Presentation of the Technical Proposal**

1. Composition and qualifications of the project team, including but not limited to:
  - Curriculum Vitae of all team members [Please list out relevant experience as stated in Part 6.3]
  - If appropriate, any documentation/clearances from university authorities (e.g. University Research Council Office (URC) and/or Institutional Research Ethics Board (IRB) approval certificate)
  
2. Research project development and execution proposal, including but not limited to:
  - Introduction on interest in this tender exercise
  - Context and statement of problem(s)
  - Research question(s), aim and objectives
  - Research design and tools (including study population and sampling, study design, data collection methods and instruments, data processing and analysis methods)
  - Expected research output, outcomes and impact
  - Detailed projected research timeline
  - (If any) Potential risk(s) and mitigation measures
  - (If any) Data security & privacy management
  
3. Any other relevant information deemed important for tender evaluation.



**B. Conflict of Interest**

Please state below any potential, perceived or actual conflict of interest which may arise if the Organisation is appointed to act for the Academy or HKJCDPRI\*.

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**Contact details:**

Name of the Institution: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position/ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Date: \_\_\_\_\_



**PART IV**

**Fee Proposal**

*(for 'Envelope 2' where applicable)*

**Name of the Institution:** \_\_\_\_\_

Please provide detailed breakdown of the cost for the research project of “Enhancing risk communication with socially marginalised groups: A study on the inclusiveness of ethnic minority in risk communications during COVID-19”

**Contact details:**

Contact Person: \_\_\_\_\_ Position/ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Date: \_\_\_\_\_





**PART V**

**OFFER**

1. This tender is submitted on behalf of \_\_\_\_\_ (“the Institution”).
2. I am duly authorized to submit this tender on behalf of the Institution.
3. The Institution hereby agrees to its appointment by the Academy for research project of “Enhancing risk communication with socially marginalised groups: A study on the inclusiveness of ethnic minority in risk communications during COVID-19”, as specified in Part III at the fees quoted in Part IV.
4. I confirm on behalf of the Institution that all the information submitted in the tender submission is accurate.
5. In the event of any queries relating to this tender submission, please contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Signature with (if any) Institution Chop:**

\_\_\_\_\_  
Name in Print:

For and on Behalf of (Institution’s Name):

Date: \_\_\_\_\_