

309336-2026 - Konkurrencevilkår

Irland – Reklamevirksomhed – Communications Campaign on the Benefits of Learning Irish in English-Medium Schools

OJ S 87/2026 06/05/2026

Udbuds- eller koncessionsbekendtgørelse – standardordningen

Tjenesteydelser

1. Køber

1.1. Køber

Officielt navn: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

E-mail: brigid@cogg.ie

Køberens retlige status: Offentligretligt organ

Den ordregivende myndigheds aktivitet: Uddannelse

2. Procedure

2.1. Procedure

Titel: Communications Campaign on the Benefits of Learning Irish in English-Medium Schools

Beskrivelse: We are seeking a creative design/ communications agency to design, develop, and deliver a comprehensive communications plan and campaign aimed at English medium primary and post-primary schools, parents, student teachers, as well as higher education institutions. The campaign will promote the role of the Irish language in national cultural identity and highlight the wide-ranging benefits of learning and speaking the language for every pupil and young person, regardless of background or profile, including cultural, linguistic, social, professional, and economic benefits. Objectives • To raise awareness of the importance of Irish as a core element of cultural identity • To positively influence attitudes towards the learning and speaking of Irish among pupils and young people • To communicate the social, linguistic, and economic benefits that learning and speaking Irish can offer every pupil and young person • To create engaging, age-appropriate communication materials targeted at teachers/student teachers, pupils/young people and parents in English-medium educational settings Scope of Work Communications Plan The successful company will: • Develop a strategic communications plan targeting: • English-medium primary schools • English-medium post primary schools • Higher education institutions and student teachers • Identify key messages, audiences, and delivery channels. • Propose innovative and effective methods of engagement. Campaign Development and Delivery • Design and implement a multi-channel communications campaign. • Produce a suite of materials, including audiovisual content and supporting resources. • Ensure all content is accessible, engaging, and suitable for use in educational settings. Video Production A central deliverable will be a series of short high-quality videos that will: • Explore the advantages and benefits of learning Irish in English-medium primary and post primary schools • Follow a clear narrative/storyline from the perspective of pupils progressing from primary to post primary level • Reflect authentic pupil and student voices and experiences. • Highlights real-life opportunities linked to Irish (e.g., careers, social connections, cultural participation). • Be suitable for use across digital platforms, classrooms, and presentations. Additional Campaign Materials The company will propose and develop additional mediums to support and amplify the campaign message. These may include: • Social media content (short-form video, graphics, campaigns) • Digital toolkits for schools and educators • Posters and print materials • Interactive or web-based

content • Events or school engagement initiatives (if applicable) Target Audience • Primary school pupils in English-medium schools • Post primary school students in English-medium schools • Educators and school leaders • Parents • Third-level students engaged initial teacher education programmes or post graduate teaching programmes Timeline The project timeline should include: • Planning and research phase • Creative development • Production • Campaign rollout • Evaluation (Timeline to be agreed upon appointment.)
Identifikator for proceduren: 96259f97-7d74-4dac-9d36-fca2007dcc6f
Udbudsprocedure: Offentligt udbud
Proceduren er en hasteprocedure: nej

2.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser
Primær klassifikation (cpv): 79341000 Reklamevirksomhed
Supplerende klassifikation (cpv): 79341100 Konsulentvirksomhed i forbindelse med reklame, 79341200 Forvaltning af reklamevirksomhed, 79341400 Tjenester i forbindelse med reklamekampagner, 79342000 Marketing, 79342200 Servicevirksomhed i forbindelse med salgsfremme

2.1.2. Udførelsessted

Landsdel (NUTS): Dublin (IE061)
Land: Irland

2.1.3. Værdi

Anslået værdi eksklusiv moms: 80 000,00 EUR

2.1.4. Generelle oplysninger

Retsgrundlag:
Direktiv 2014/24/EU

2.1.6. Udelukkelsesgrunde

Kilder til grundlag for udelukkelse: Fælles europæisk udbudsdokument (ESPD)

5. Delkontrakt

5.1. Delkontrakt: LOT-0001

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Intern ID: 0

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Landsdel (NUTS): Dublin (IE061)

Land: Irland

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Landsdel (NUTS): Dublin (IE061)

Land: Irland

5.1.3. Anslået varighed

Varighed: 1 År

5.1.5. Værdi

Anslået værdi eksklusiv moms: 80 000,00 EUR

5.1.6. Generelle oplysninger

Reserveret deltagelse:

Deltagelse uden forbehold.

Indkøbsprojekt, der ikke finansieres med EU-midler

Udbuddet er omfattet af aftalen om offentlige udbud (GPA): ja

5.1.7. Strategiske udbud

Formålet med strategiske udbud: Ingen strategiske udbud

5.1.9. Udvalgelseskriterier

5.1.11. Tilbudsdokumenter

Sprog, som udbudsdokumenterne er officielt tilgængelige på: engelsk

Sprog, som udbudsdokumenterne (eller dele heraf) er uofficielt tilgængelige på: engelsk

Frist for anmodning om yderligere oplysninger: 19/05/2026 17:00:00 (UTC+01:00)

centraleuropæisk tid, vesteuropæisk sommertid

Adresse på udbudsdokumenterne: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8014945>

5.1.12. Tilbudsvilkår

Vilkår for indgivelse:

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=8014945>

Sprog, som tilbud og ansøgninger om deltagelse kan indgives på: engelsk, engelsk

Elektronisk katalog: Ikke tilladt

Tilbudsgivere kan indgive mere end ét tilbud: Ikke tilladt

Frist for modtagelse af tilbud: 26/05/2026 17:00:00 (UTC+01:00) centraleuropæisk tid, vesteuropæisk sommertid

Varighed, hvor tilbuddet skal forblive gyldigt: 12 Måneder

Oplysninger om offentlig iværksættelse:

Åbningsdato: 27/05/2026 00:00:00 (UTC+01:00) centraleuropæisk tid, vesteuropæisk sommertid

Sted: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8014945>

Betingelser for kontraktens udførelse:

Udførelsen af kontrakten skal ske inden for rammerne af programmer for beskyttet beskæftigelse: Nej

Elektronisk fakturering: Tilladt

Der vil blive anvendt elektronisk bestilling: nej

Der vil blive anvendt elektronisk betaling: ja

5.1.15. Teknikker

Rammeaftale:

Ingen rammeaftale

Oplysninger om det dynamiske indkøbssystem:

Intet dynamisk indkøbssystem

5.1.16. Yderligere oplysninger, mægling og gennemgang

Organisation med ansvar for klager: The High Court of Ireland

Organisation, der sikrer adgang til udbudsdokumenterne offline: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Organisation, der leverer yderligere oplysninger om klageprocedurerne: The High Court of Ireland

Organisation, der modtager ansøgninger om deltagelse: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Organisation, der behandler tilbud: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

8. Organisationer

8.1. ORG-0001

Officielt navn: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Registreringsnummer: N/A

Postadresse: 23 Plás Windsor

By: Baile Átha Cliath 2

Postnummer: D02 RD80

Landsdel (NUTS): Dublin (IE061)

Land: Irland

E-mail: brigid@cogg.ie

Telefon: 016340831

Internetadresse: <https://www.cogg.ie>

Køberprofil: <https://www.cogg.ie>

Denne organisations roller:

Køber

Organisation, der sikrer adgang til udbudsdokumenterne offline

Organisation, der modtager ansøgninger om deltagelse

Organisation, der behandler tilbud

8.1. ORG-0002

Officielt navn: The High Court of Ireland

Registreringsnummer: The High Court of Ireland

Afdeling: The High Court of Ireland

Postadresse: Four Courts, Inns Quay, Dublin 7

By: Dublin

Postnummer: D07 WDX8

Landsdel (NUTS): Dublin (IE061)

Land: Irland

E-mail: HighCourtCentralOffice@courts.ie

Telefon: +353 1 8886000

Denne organisations roller:

Organisation med ansvar for klager

Organisation, der leverer yderligere oplysninger om klageprocedurerne

8.1. ORG-0003

Officielt navn: European Dynamics S.A.

Registreringsnummer: 002024901000

Afdeling: European Dynamics S.A.

By: Athens

Postnummer: 15125

Landsdel (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Land: Grækenland

E-mail: eproc-esender@eurodyn.com

Telefon: +30 2108094500

Denne organisations roller:

TED eSender

Oplysninger om bekendtgørelsen

Bekendtgørelsens ID: 1a9ba30a-1c74-448e-b437-acce389e6bed - 01

Formulartype: Konkurrencevilkår

Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen

Bekendtgørelsesundertype: 16

Afsendelsesdato for bekendtgørelsen: 05/05/2026 11:47:57 (UTC+01:00) centraleuropæisk tid, vesteuropæisk sommertid

Bekendtgørelsens officielle sprog: engelsk

Bekendtgørelsesnummer: 309336-2026

EUT-S-nummer: 87/2026

Offentliggørelsesdato: 06/05/2026