

138823-2026 - Result

Ireland – Business and management consultancy and related services – The provision of Communications and Public Relations Services for Strategic Marketing of the Springboard+ Programme in 2026

OJ S 41/2026 27/02/2026

Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: The Higher Education Authority

Email: info@hea.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: The provision of Communications and Public Relations Services for Strategic Marketing of the Springboard+ Programme in 2026

Description: The Higher Education Authority (HEA) is seeking comprehensive communications and PR services for the strategic marketing of the Springboard + programme in 2026. The contracted agency will work closely with the HEA's Springboard+ team to devise and implement effective public relations, marketing, and communications strategies. This includes raising awareness of the Springboard + programme, ensuring its benefits and opportunities are effectively communicated to the target audience, and enhancing the programme's overall visibility and impact in the education sector.

Procedure identifier: 43e45c34-2843-4c20-b0e3-016900a73701

Previous notice: bd1c9dd1-5e41-443f-8de1-4974c1beb06f-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79400000 Business and management consultancy and related services

Additional classification (cpv): 79410000 Business and management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 140 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: The provision of Communications and Public Relations Services for Strategic Marketing of the Springboard+ Programme in 2026

Description: The Higher Education Authority (HEA) is seeking comprehensive communications and PR services for the strategic marketing of the Springboard + programme in 2026. The contracted agency will work closely with the HEA's Springboard+ team to devise and implement effective public relations, marketing, and communications strategies. This includes raising awareness of the Springboard + programme, ensuring its benefits and opportunities are effectively communicated to the target audience, and enhancing the programme's overall visibility and impact in the education sector.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79400000 Business and management consultancy and related services

Additional classification (cpv): 79410000 Business and management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 12 Months

5.1.5. Value

Estimated value excluding VAT: 140 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Cost

Description: @30%

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: @70%

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 70

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: The Higher Education Authority

Organisation providing more information on the review procedures: The High Court of Ireland

6. Results

Value of all contracts awarded in this notice: 140 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Fuzion Communications_13391

Tender:

Tender identifier: 000152573

Identifier of lot or group of lots: LOT-0001

Value of the tender: 140 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 437745

Date on which the winner was chosen: 09/02/2026

Date of the conclusion of the contract: 18/02/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 9

8. Organisations

8.1. ORG-0001

Official name: The Higher Education Authority

Registration number: 0001

Postal address: 3 Shelbourne Buildings, Crampton Avenue

Town: Dublin

Postcode: D04 C2Y6

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: info@hea.ie

Telephone: 0001

Internet address: www.hea.ie

Buyer profile: www.hea.ie

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Fuzion Communications_13391

Size of the economic operator: Small

Registration number: FUZ001

Town: Dublin

Postcode: D2

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: greg@fuzion.ie

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0004

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

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Form type: Result

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