

Ireland-Dublin: Content or data standardization and classification services

OJ S 55/2023 17/03/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Tourism Ireland CLG

National registration number: N/A

Postal address: 4th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Procurement Team

E-mail: hhughes@tourismireland.com**Internet address(es):**Main address: <http://www.ireland.com>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1197>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=237169&B=ETENDERS_SIMPLE[PID=237169&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=237169&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=237169&B=ETENDERS_SIMPLE

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Tourism - Destination Marketing

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Central Content Commissioning Agency Services

Reference number: BCT-2023-CMA-1

II.1.2. Main CPV code

72330000 Content or data standardization and classification services

II.1.3. Type of contract

Services

II.1.4. Short description

Tourism Ireland wishes to enter into a single-party framework agreement with a Supplier for Central Content Commissioning Agency Services.

The Central Content Commissioning Agency will be expected to aid in managing future aspects of content sourcing, generation, and dissemination that Tourism Ireland requires for its online and offline promotional activities.

Please refer to the RFT Stage 1 documentation available for downloading for full details of requirements.

II.1.5. Estimated total value

Value excluding VAT: 7 400 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

22120000 Publications, 22462000 Advertising material, 72224000 Project management consultancy services, 79530000 Translation services, 79961000 Photographic services, 79961300 Specialised photography services, 92111000 Motion picture and video production services, 92111210 Advertising film production, 92111220 Advertising video-tape production, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Island of Ireland

II.2.4. Description of the procurement

Tourism Ireland wishes to enter into a single-party framework agreement with a Supplier for Central Content Commissioning Agency Services.

The Central Content Commissioning Agency will be expected to aid in managing future aspects of content sourcing, generation, and dissemination that Tourism Ireland requires for its online and offline promotional activities.

Please refer to the RFT Stage 1 documentation available for downloading for full details of requirements.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 7 400 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

The contract period will be for 3 years, renewable annually subject to budget and annual performance review, and other factors. The contract may be extended on an annual basis at the option of the contracting authority for 1 further year only

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5
Objective criteria for choosing the limited number of candidates:

PRE-QUALIFICATION CRITERIA

- Candidates must complete the Electronic European Single Procurement Document (eESPD) which is accessible via the Response Page on www.eTenders.gov.ie
- Confirmation of Financial Capacity
- Adequate Insurance Cover in Place
- IT Security/GDPR Compliance
- Tenderer's Statement Signed

SUITABILITY CRITERIA

1. Previous experience in managing contracts of a similar size and nature within the last 3 years. Please provide a list of Referees.

The contracts referenced must provide evidence of the following services:

- Online Web Content Creation or Curation including Social Media
- Visual Content Creation & Editing (Images, Video & Drone) including Post-Production & Asset Metadata Tagging
- Graphic Design including Publication layout, Maps & Infographics and display materials
- Provision of Models/Extras for Commissioned Shoots plus work with locations for photography and filming permissions
- Translation (Transcreation) & Localisation Services in European Languages

2. Proven skills and knowledge, including team experience, in relation to the service requirements as outlined in the Specification.

3. Evidence that your organisation has adequate resources to fulfil the service requirements and evidence that your organisation has already in place or detail the plans to implement a sustainability strategy/mission and transformation plan into your organisations business model.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government procurement portal www.etenders.gov.ie

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government procurement portal www.etenders.gov.ie

Minimum level(s) of standards possibly required:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government procurement portal www.etenders.gov.ie

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government procurement portal www.etenders.gov.ie

Minimum level(s) of standards possibly required:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government procurement portal www.etenders.gov.ie

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

As stated in the procurement documents available for downloading from the Irish Government procurement portal www.etenders.gov.ie

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 249-728762](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:2022/S249728762)

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 17/04/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

- 1) Interested parties must register their interest on the eTenders website (www.etenders.gov.ie) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal (www.etenders.gov.ie) only. Registration is free of charge. Tourism Ireland will not accept responsibility for information relayed (or not relayed) via third parties;
- 2) This is the 1st stage in a 2-stage Restricted Tender process. This is the sole call for requests to participate for this contract [Single-party Framework Agreement];
- 3) The Contracting Authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers;
- 4) Contract award will be subject to the approval of the Board of Tourism Ireland;
- 5) These services are being procured by Tourism Ireland on behalf of Tourism Ireland and Fáilte Ireland and Tourism Northern Ireland jointly. Tourism Ireland reserves the right to permit its sister agencies, Fáilte Ireland and Tourism Northern Ireland, to draw down services under any agreement resulting from this procurement process;
- 6) Award of this contract will be subject to selected candidate obtaining a Tax Clearance Certificate as required by the Irish Revenue Commissioners;
- 7) At its absolute discretion, the contracting authority may elect to terminate this procurement process, or any contract awarded at any time;
- 8) Please note in relation to all documents, that where reference is made to a particular standard, make, source, process, trademark, type or patent, that this is not to be regarded as a de facto requirement. In all such cases it should be understood that such indications are to be treated strictly and solely for reference purposes only, to which the words "or equivalent" will always be appended;
- 9) Without prejudice to the principle of equal treatment, the Contracting Authority is not obliged to engage in a clarification process in respect of the procurement documents with missing or incomplete information. Therefore, respondents are advised to ensure that they return completed documentation in order to avoid the risk of elimination from the competition;
- 10) At Section II.2.9) we have indicated that 5 applicants will be invited to tender, please note that the Contracting Authority reserves the right to invite at least 5 subject to that number qualifying;
- 11) Requests to participate must be delivered as per the instructions;
- 12) Tourism Ireland will not accept or consider requests to participate delivered after this deadline;
- 13) Tourism Ireland will not be responsible for costs, charges or expenses incurred by applicants, whether or not a final contract is awarded;
- 14) Tourism Ireland is subject to the provisions of the Code of Practice on Freedom of Information for North/ South Implementation Bodies and Tourism Ireland, which is available on Tourism Ireland's website;
- 15) To the extent that any Personal Data is processed in connection with the provision of the Services or otherwise, the provisions set out in Tourism Ireland's ICT and GDPR guidelines shall apply to such processing;

16) Award of this contract will be subject to selected candidate being qualified for the purposes of the Fair Employment and Treatment (Northern Ireland) Order 1998, if based in Northern Ireland.

17) The contract will be subject to Irish law;

18) Tourism Ireland reserves the right without advance notice (and without giving reasons unless so required by law and without liability to the applicants) to amend or otherwise change the process or to terminate the process.

19) Tourism Ireland is committed to purchasing responsibly / Green Procurement.

VI.4. Procedures for review

VI.4.1. Review body

Official name: The High Court

Postal address: Chief Registrar, The Four Courts

Town: Dublin

Postal code: D7

Country: Ireland

Internet address: www.courts.ie

VI.5. Date of dispatch of this notice

13/03/2023