

## 433634-2026 - Result

Ireland – Survey services – Media Monitoring Service  
OJ S 120/2026 25/06/2026  
Contract or concession award notice – standard regime  
Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Waterways Ireland\_225

Email: [paul.mulligan@waterwaysireland.org](mailto:paul.mulligan@waterwaysireland.org)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Recreation, culture and religion

### 2. Procedure

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#### 2.1. Procedure

Title: Media Monitoring Service

Description: Waterways Ireland wishes to appoint a Media Monitoring agency for a period of two years commencing in summer 2025 with the option to extend for two further 12-month contracts. As Waterways Ireland operates in two jurisdictions, it is important that the appointed service provider agency can deliver a service covering both Ireland and Northern Ireland.

Procedure identifier: 3482bd4b-0052-46fd-bd3c-e069d2136e79

Previous notice: 90bb3250-50fc-4d42-a15a-2898277a6d92-01

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79311000 Survey services

Additional classification (cpv): 79310000 Market research services, 73210000 Research consultancy services, 79416200 Public relations consultancy services, 79416000 Public relations services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

##### 2.1.3. Value

Estimated value excluding VAT: 40 000,00 EUR

##### 2.1.4. General information

Legal basis:

Directive 2014/24/EU

### 5. Lot

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#### 5.1. Lot: LOT-0001

Title: Media Monitoring Service

Description: Waterways Ireland wishes to appoint a Media Monitoring agency for a period of two years commencing in summer 2025 with the option to extend for two further 12-month contracts. As Waterways Ireland operates in two jurisdictions, it is important that the appointed service provider agency can deliver a service covering both Ireland and Northern Ireland.  
Internal identifier: 0

#### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79311000 Survey services

Additional classification (cpv): 79310000 Market research services, 73210000 Research consultancy services, 79416200 Public relations consultancy services, 79416000 Public relations services

#### **5.1.2. Place of performance**

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

#### **5.1.5. Value**

Estimated value excluding VAT: 40 000,00 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: Reduction of environmental impacts

Description: Tenderers must provide details on how they propose to reduce the environmental impact of the services that they provide

Approach to reducing environmental impacts: Other

Green Procurement Criteria: Other Green Public Procurement criteria

#### **5.1.10. Award criteria**

##### **Criterion:**

Type: Cost

Description: Cost

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

Award criterion number: 35

##### **Criterion:**

Type: Quality

Description: Quality

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

Award criterion number: 65

#### **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: Waterways Ireland\_225

Organisation providing more information on the review procedures: Waterways Ireland\_225

## 6. Results

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Value of all contracts awarded in this notice: 40 000,00 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: LFMI Media Services Ltd t/a Muck Rack

**Tender:**

Tender identifier: 000108065

Identifier of lot or group of lots: LOT-0001

Value of the tender: 40 000,00 EUR

Subcontracting: No

**Contract information:**

Identifier of the contract: 449410

Date on which the winner was chosen: 26/05/2025

Date of the conclusion of the contract: 27/05/2025

#### 6.1.4. Statistical information

**Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

## 8. Organisations

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### 8.1. ORG-0001

Official name: Waterways Ireland\_225

Registration number: None

Postal address: 2 Sligo Road

Town: Enniskillen

Postcode: BT74 7JY

Country subdivision (NUTS): West (IE042)

Country: Ireland

Email: [paul.mulligan@waterwaysireland.org](mailto:paul.mulligan@waterwaysireland.org)

Telephone: 02866323004

Internet address: <https://www.waterwaysireland.org>

Buyer profile: <https://www.waterwaysireland.org>

**Roles of this organisation:**

Buyer

Organisation providing offline access to the procurement documents

Organisation providing more information on the review procedures

### 8.1. ORG-0002

Official name: LFMI Media Services Ltd t/a Muck Rack

Size of the economic operator: Medium

Registration number: 607880

Postal address: Suite C5, Bymac Centre, Northwest Business Park, Ballycoolin, Dublin 15, Ireland

Town: Dublin

Postcode: D15 FV18  
Country subdivision (NUTS): Dublin (IE061)  
Country: Ireland  
Email: [Laura.Gunnery@ruepointmedia.com](mailto:Laura.Gunnery@ruepointmedia.com)  
Telephone: 016724500  
Internet address: [www.ruepoint.com](http://www.ruepoint.com)

**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](mailto:HighCourtCentralOffice@courts.ie)  
Telephone: +353 1 8886000

**Roles of this organisation:**

Review organisation

**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](mailto:eproc-esender@eurodyn.com)  
Telephone: +30 2108094500

**Roles of this organisation:**

TED eSender

## Notice information

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Notice identifier/version: 0821f8c9-1576-49ea-9e11-42704f5f84c8 - 01  
Form type: Result  
Notice type: Contract or concession award notice – standard regime  
Notice subtype: 29  
Notice dispatch date: 23/06/2026 12:03:44 (UTC+01:00) Central European Time, Western European Summer Time  
Languages in which this notice is officially available: English  
Notice publication number: 433634-2026  
OJ S issue number: 120/2026  
Publication date: 25/06/2026