

468061-2026 - Result

Ireland – Public relations services – 24/019 - Multi-Supplier Framework for the Provision of Public Relation Services

OJ S 128/2026 07/07/2026

Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Gas Networks Ireland

Email: Tenders@gasnetworks.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

Activity of the contracting entity: Production, transport or distribution of gas or heat

2. Procedure

2.1. Procedure

Title: 24/019 - Multi-Supplier Framework for the Provision of Public Relation Services

Description: It is envisaged that the scope of services under any given Call off Contract within this multi-supplier framework for the provision of Public Relations (PR) services will include, but not be limited to, the full range of strategic, corporate, and consumer focused PR activities required to support Gas Networks Ireland's communications strategy, for further details please refer to Appendix 3 - Scope The framework is designed to enhance Gas Networks Ireland's reputation, manage stakeholder relationships and drive consumer engagement. It reflects the organisation's commitment to excellence in communication and public engagement in line with its role in Ireland's energy infrastructure and its pathway to net zero by 2045. The successful agencies will support Gas Networks Ireland in building and protecting its reputation as a trusted leader in the energy market. This includes managing relationships with government bodies, regulatory authorities, industry stakeholders and media. The services will also cover consumer facing PR initiatives aimed at enhancing visibility and fostering a positive public connection through brand promotion, public awareness campaigns and direct consumer engagement. The expected scope of services includes: • Media relations, financial PR and crisis communications • Corporate affairs and public affairs strategy • Stakeholder engagement and advocacy • Thought leadership development • Social and digital media strategy • Event planning, campaign execution and community outreach • Content development • Crisis readiness and issues management • Legislative and regulatory monitoring, lobbying, and policy influence • Offsetting the negative impact of any potential PR crisis situations These services aim to: • Position Gas Networks Ireland as a leading, trustworthy voice in Ireland's energy sector • Strengthen its reputation across political, regulatory and consumer arenas • Proactively support the delivery of strategic goals, including infrastructure development and energy transition • Build positive sentiment and public trust, and respond effectively to reputational challenges

Procedure identifier: c0ca7375-6b33-426f-b152-3f2dcf7cea40

Previous notice: 3a328ed6-0669-492c-a953-757c33768af1-01

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416200 Public relations consultancy services, 79430000 Crisis management services, 79416100 Public relations management services

2.1.2. Place of performance

Country: Ireland

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 2 464 800,00 EUR

Maximum value of the framework agreement: 2 464 800,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/25/EU

5. Lot

5.1. Lot: LOT-0001

Title: 24/019 - Multi-Supplier Framework for the Provision of Public Relation Services

Description: It is envisaged that the scope of services under any given Call off Contract within this multi-supplier framework for the provision of Public Relations (PR) services will include, but not be limited to, the full range of strategic, corporate, and consumer focused PR activities required to support Gas Networks Ireland's communications strategy, for further details please refer to Appendix 3 - Scope The framework is designed to enhance Gas Networks Ireland's reputation, manage stakeholder relationships and drive consumer engagement. It reflects the organisation's commitment to excellence in communication and public engagement in line with its role in Ireland's energy infrastructure and its pathway to net zero by 2045. The successful agencies will support Gas Networks Ireland in building and protecting its reputation as a trusted leader in the energy market. This includes managing relationships with government bodies, regulatory authorities, industry stakeholders and media. The services will also cover consumer facing PR initiatives aimed at enhancing visibility and fostering a positive public connection through brand promotion, public awareness campaigns and direct consumer engagement. The expected scope of services includes: • Media relations, financial PR and crisis communications • Corporate affairs and public affairs strategy • Stakeholder engagement and advocacy • Thought leadership development • Social and digital media strategy • Event planning, campaign execution and community outreach • Content development • Crisis readiness and issues management • Legislative and regulatory monitoring, lobbying, and policy influence • Offsetting the negative impact of any potential PR crisis situations These services aim to: • Position Gas Networks Ireland as a leading, trustworthy voice in Ireland's energy sector • Strengthen its reputation across political, regulatory and consumer arenas • Proactively support the delivery of strategic goals, including infrastructure development and energy transition • Build positive sentiment and public trust, and respond effectively to reputational challenges

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services
Additional classification (cpv): 79416200 Public relations consultancy services, 79430000
Crisis management services, 79416100 Public relations management services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)
Country: Ireland

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 2 464 800,00 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: Price

Description: MEAT (Price & Quality)

Criterion:

Type: Quality

Description: MEAT (Price & Quality)

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

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 additional information about the procurement procedure: Gas Networks Ireland

Organisation providing offline access to the procurement documents: Gas Networks Ireland

Organisation providing more information on the review procedures: Gas Networks Ireland

6. Results

Maximum value of the framework agreements in this notice: 2 464 800,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 2 464 800,00 EUR

6.1.2. Information about winners

Winner:

Official name: Murray Consultants Ltd

Tender:

Tender identifier: 24/019-Multi-Supplier Framework for the Provision of Public Relation Services

Identifier of lot or group of lots: LOT-0001

The tender was ranked: no

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 454042

Date of the conclusion of the contract: 30/06/2026

Winner:

Official name: Springboard Communications

Tender:

Tender identifier: 24/019-Multi-Supplier Framework for the Provision of Public Relation Services

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 454043

Date of the conclusion of the contract: 30/06/2026

6.1.4. Statistical information**Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

8. Organisations

8.1. ORG-0001

Official name: Gas Networks Ireland

Registration number: 555744

Postal address: Gasworks Road

Town: Cork

Postcode: T12RX96

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: Tenders@gasnetworks.ie

Telephone: 353 000 0000

Internet address: www.gasnetworks.ie

Buyer profile: www.gasnetworks.ie

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Springboard Communications

Size of the economic operator: Small

Registration number: 529581
Postal address: 18 St Patrick's Pl, Wellington Rd, Cork
Town: cork
Postcode: T23 A9RP
Country subdivision (NUTS): South-West (IE053)
Country: Ireland
Email: susie@springboardcommunications.ie
Telephone: 0214969000
Internet address: <https://springboardcommunications.ie>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: Murray Consultants Ltd
Size of the economic operator: Micro, small, or medium
Registration number: 340709
Town: Dublin
Postcode: 0000
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: pokane@murraygroup.ie

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0004

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

8.1. ORG-0005

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:

Notice information

Notice identifier/version: 2113ba89-af3d-4c34-8e04-2fcc770c8cb4 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 30

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