

Ireland-Dublin: Advertising services
OJ S 170/2022 05/09/2022
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Health and Safety Authority

National registration number: N/A

Postal address: The Metropolitan Building

Town: Dublin 1

NUTS code: IE061 Dublin

Postal code: James Joyce Street

Country: Ireland

E-mail: tenders@greenville.ie

Telephone: +353 14020114

Internet address(es):Main address: <https://www.hsa.ie/eng/>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1225>**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/rwentrance_s.asp?PID=222273&B=ETENDERS_SIMPLE[PID=222273&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwentrance_s.asp?PID=222273&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/rwentrance_s.asp?PID=222273&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

Public order and safety

Section II: Object

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

Single-Party Framework for the Provision of Media Planning & Buying Services to the Health & Safety Authority

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

The Health and Safety Authority (HSA) is inviting tenders for a single party 4-year framework agreement for the provision of media planning and buying services to the HSA.

The objective is to achieve optimal exposure and return on investment for individual campaigns, deliver value for money and agree the best possible terms with media houses.

The successful media agency will be required to adopt a strategic approach to HSA's media buying requirements. HSA marketing objective is to promote awareness of work-related safety, health and welfare and the safe use of chemicals and products.

Over the period covered by the framework, the successful agency will be required to plan for and purchase traditional and digital media including negotiating and buying media partnerships and promotions for HSA on a weekly, monthly, quarterly and annual basis. The HSA requires an agency to provide advertising media planning and buying services to support its activities.

II.1.5. Estimated total value

Value excluding VAT: 2 500 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: IE061 Dublin

Main site or place of performance: Dublin, Ireland

II.2.4. Description of the procurement

The Health and Safety Authority (HSA) is inviting tenders for a single party 4-year framework agreement for the provision of media planning and buying services to the HSA.

The HSA regulates and promotes work-related safety, health and welfare and the safe use of chemicals and products. The HSA provide the national accreditation service. In this tender, the HSA is seeking to identify an agency partner that can best help in maximising their marketing investment in the promotion of work-related safety, health and welfare. There are a number of advertising campaigns across the year, some are planned in before year commencing, whilst others are more tactical and arise at short notice.

The objective is to achieve optimal exposure and return on investment for individual campaigns, deliver value for money and agree the best possible terms with media houses.

The successful media agency will be required to adopt a strategic approach to HSA's media buying requirements. HSA marketing objective is to promote awareness of work-related safety, health and welfare and the safe use of chemicals and products.

Over the period covered by the framework, the selected agency will be required to plan for and purchase traditional and digital media including negotiating and buying media partnerships and promotions for HSA on a weekly, monthly, quarterly and annual basis. The HSA requires an agency to provide advertising media planning and buying services to support its activities.

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: 2 500 000,00 EUR

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

Duration in months: 48

This contract is subject to renewal: no

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:

Please see RFT ID 221767 on www.etenders.gov.ie and the associated documents.

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Please refer to tender documents.

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

Open procedure

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

The procurement involves the establishment of a framework agreement
Framework agreement with a single operator

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

Date: 05/10/2022 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, Irish

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)

IV.2.7. Conditions for opening of tenders

Date: 05/10/2022 Local time: 12:00

Place:

via eTenders.

Information about authorised persons and opening procedure: Authorised personnel of the Contracting Authority.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

1) Interested parties must register their interest on the eTenders web site (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. The contracting authority will not accept responsibility for information relayed (or not relayed) via third parties.

2) Suppliers must register their interest on the eTenders web site (www.etenders.gov.ie) in order to be included on the mailing list for clarifications and to respond electronically to the competition.

3) Suppliers should note the following when making their submission:

- There is a maximum upload limit of 2GB per file. Documents larger than this should be divided into smaller files prior to upload.

- In order to submit a document to the electronic postbox, please note that you must click "Submit Response". After submitting a response, the response may be modified and re-submitted as many times as may be necessary until the RFT deadline has expired. Suppliers

should be aware that the "Submit Response" button will be disabled automatically upon expiration of the response deadline.

- Suppliers must ensure that they give themselves sufficient time to upload & submit all required documentation before the submission deadline. Suppliers should consider the fact that upload speeds vary.

- If you experience difficulty when uploading documents, please contact eTenders Support Desk for technical assistance. Email etenders@eusupply.com or Telephone: 353(0)21 2439277 (09:00am – 17:30pm GMT). All queries must be submitted through the messaging facility on www.etenders.gov.ie.

4) All queries regarding this tender requirement or process must be submitted through the Irish Government Procurement Opportunities Portal www.etenders.gov.ie as a specific question. Responses will be circulated to those tenderers that have registered an interest in this notice on www.etenders.gov.ie The details of the person making a query will not be disclosed when circulating the response

5) This is the sole call for competition for this contract/framework.

6) The contracting authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers.

7) Contract award will be subject to the approval of the competent authorities.

8) It will be a condition of award that the successful tenderer is and remains tax compliant.

9) At its absolute discretion, the contracting authority may elect to terminate this procurement process, the framework agreement or any contract awarded under the framework agreement at any time.

10) 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.

11) 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.

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court

Postal address: Four Courts

Town: Dublin

Postal code: 7

Country: Ireland

E-mail: highcourtcentraloffice@courts.ie

Telephone: +353 18886000

Internet address: www.courts.ie

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

In accordance with Remedies Legislation and SI130.

VI.5. Date of dispatch of this notice

31/08/2022