

**Ireland-Dublin: Public relations services**  
**OJ S 169/2023 04/09/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Food Safety Authority of Ireland  
Postal address: The Exchange, George's Dock, IFSC, Dublin 1  
Town: Dublin  
NUTS code: IE Éire / Ireland  
Postal code: D01 P2V6  
Country: Ireland  
E-mail: [accounts@fsai.ie](mailto:accounts@fsai.ie)  
Telephone: +353 18171300  
**Internet address(es):**  
Main address: <https://www.etenders.gov.ie>  
Address of the buyer profile: <https://www.etenders.gov.ie>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Health

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**Section II: Object**

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

**II.1.1. Title**

Public Relations Services

**II.1.2. Main CPV code**

79416000 Public relations services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

This Request for Tender (RFT) issued by the Contracting Authority invites suitably qualified public relations (PR) service providers to assist with delivering expert public relations services together with the Contracting Authority's internal communications team across a range of requirements throughout the contract term. The contract will be awarded for an initial term of three (3) years, with an option to extend for two periods of up to one (1) year each, subject to review after the initial three (3) year term and at the sole discretion of the Contracting Authority.

**II.1.6.**

## **Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 349 800,00 EUR

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79416100 Public relations management services, 79416200 Public relations consultancy services

### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

### **II.2.4. Description of the procurement**

This Request for Tender (RFT) issued by the Contracting Authority invites suitably qualified public relations (PR) service providers to assist with delivering expert public relations services together with the Contracting Authority's internal communications team across a range of requirements throughout the contract term. The contract will be awarded for an initial term of three (3) years, with an option to extend for two periods of up to one (1) year each, subject to review after the initial three (3) year term and at the sole discretion of the Contracting Authority.

### **II.2.5. Award criteria**

Quality criterion - Name: Proposed methodology and approach to deliver and manage the required services as outlined in Appendix 1 of this RFT / Weighting: 400

Quality criterion - Name: Qualifications and relevant experience of proposed key personnel assigned to the contract / Weighting: 300

Cost criterion - Name: Cost / Weighting: 300

### **II.2.11. Information about options**

Options: yes

Description of options:

The Contracting Authority reserves the right to extend the Term for a period or periods of up to 12 Months with a maximum of two such extension or extensions on the same terms and conditions, subject to the Contracting Authority's obligations at law

### **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 IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open 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: [2023/S 164-518936](#)

### **IV.2.8. Information about termination of dynamic purchasing system**

### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

## **Section V: Award of contract**

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**Contract No:** 1

**Title:**

Contract

A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

30/08/2023

#### **V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: no

#### **V.2.3. Name and address of the contractor**

Official name: Káno Communications

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [smolloy@kano.ie](mailto:smolloy@kano.ie)

Internet address: <https://www.etenders.gov.ie>

The contractor is an SME: yes

#### **V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 349 800,00 EUR

#### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: High Court

Town: Dublin

Country: Ireland

**VI.5. Date of dispatch of this notice**

30/08/2023