

570935-2026 - Result

Ireland – Public relations services – UCDOPP5590 Services of International PR Agency
OJ S 158/2026 18/08/2026
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: University College Dublin (UCD)
Email: procurement@ucd.ie
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: UCDOPP5590 Services of International PR Agency
Description: UCD College of Business is looking for a PR agency delivering international coverage for the world's best business schools. The agency will focus on international PR placement in the European market, but may also include Asia, Africa, North America and South America. Irish PR services are not required as this is run in-house by the UCD College of Business.
Procedure identifier: 23f40782-1253-4151-a80d-ebc925caaa0d
Previous notice: 08ef7028-f82e-481e-893d-b016cc4d2ca5-01
Type of procedure: Open
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): 79416100 Public relations management services

2.1.2. Place of performance

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

2.1.3. Value

Estimated value excluding VAT: 200 000,00 EUR

2.1.4. General information

Legal basis:
Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: UCDOPP5590 Services of International PR Agency

Description: UCD College of Business is looking for a PR agency delivering international coverage for the world's best business schools. The agency will focus on international PR placement in the European market, but may also include Asia, Africa, North America and South America. Irish PR services are not required as this is run in-house by the UCD College of Business.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 60 Months

5.1.5. Value

Estimated value excluding VAT: 200 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Most economically advantageous tender

Description of the method to be used if weighting cannot be expressed by criteria: Most Economically Advantageous Tender

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: University College Dublin (UCD)

Organisation providing more information on the review procedures: The High Court of Ireland

6. Results

Value of all contracts awarded in this notice: 200 000,00 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: BlueSky Education Limited

Tender:

Tender identifier: 000179979

Identifier of lot or group of lots: LOT-0001

Value of the tender: 200 000,00 EUR

The tender was ranked: yes

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 456203

Date on which the winner was chosen: 07/07/2026

Date of the conclusion of the contract: 20/07/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 1

8. Organisations

8.1. ORG-0001

Official name: University College Dublin (UCD)

Registration number: CHY152

Postal address: Belfield, Dublin 4

Town: Dublin

Postcode: D04 V1W8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@ucd.ie

Telephone: 0035317167618

Internet address: <https://www.ucd.ie>

Buyer profile: <https://www.ucd.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: BlueSky Education Limited

Size of the economic operator: Small

Registration number: 6553428

Postal address: Centurion House

Town: St Albans

Postcode: AL1 1PQ

Country: United Kingdom

Email: smullins@bluesky-pr.com

Telephone: 01582790700

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
Telephone: +353 1 8886000

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

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
Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: a8b483f1-c594-4fad-ba15-2e219f97d0b1 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
Notice dispatch date: 17/08/2026 09:46:43 (UTC+01:00) Central European Time, Western European Summer Time
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