

**Ireland-Dublin: Public relations consultancy services**

**OJ S 193/2023 06/10/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Sport Ireland

Postal address: National Sports Campus

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D15

Country: Ireland

E-mail: [jmcloughlin@sportireland.ie](mailto:jmcloughlin@sportireland.ie)

**Internet address(es):**

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

Address of the buyer profile: <https://www.etenders.gov.ie>

**I.3. Communication**

Access to the procurement documents is restricted. Further information can be obtained at:

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

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.etenders.gov.ie>

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

Body governed by public law

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Her Moves Campaign Management and Activation

**II.1.2. Main CPV code**

79416200 Public relations consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Her Moves campaign was developed and launched in March 2023 to inspire, motivate and encourage more teenage girls in Ireland to be active and find something that moves them.

Sport Ireland is looking to appoint an agency to build on the work to date, and continue to manage and activate the communications and promotional side of this campaign to reach and inspire even more girls to get involved in sport and physical activity. The service and deliverables should ensure a campaign that speaks to teenage girls, particularly those who are inactive or disengaged, reframes what sport is, opens their eyes to more opportunities and results in girls embracing sport and physical activity and wanting to share their experiences. Creative support to campaign stakeholders, partners and programme providers is a key component of this service as well as ensuring the Her Moves website and social channels are active and well-resourced with relevant content. In summary: a) Support business as usual for the campaign (social media management, website management, promoting the programme of activity). b) Create and deliver a 24-month marketing strategy that raises awareness of the campaign to attract and retain increased numbers of teenage girls in sport and physical activity.

#### **II.1.5. Estimated total value**

Value excluding VAT: 600 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

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

72224000 Project management consultancy services, 73000000 Research and development services and related consultancy services, 79342000 Marketing services

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

NUTS code: IE Éire / Ireland

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

The Her Moves campaign was developed and launched in March 2023 to inspire, motivate and encourage more teenage girls in Ireland to be active and find something that moves them. Sport Ireland is looking to appoint an agency to build on the work to date, and continue to manage and activate the communications and promotional side of this campaign to reach and inspire even more girls to get involved in sport and physical activity. The service and deliverables should ensure a campaign that speaks to teenage girls, particularly those who are inactive or disengaged, reframes what sport is, opens their eyes to more opportunities and results in girls embracing sport and physical activity and wanting to share their experiences. Creative support to campaign stakeholders, partners and programme providers is a key component of this service as well as ensuring the Her Moves website and social channels are active and well-resourced with relevant content. In summary: a) Support business as usual for the campaign (social media management, website management, promoting the programme of activity). b) Create and deliver a 24-month marketing strategy that raises awareness of the campaign to attract and retain increased numbers of teenage girls in sport and physical activity.

#### **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: 600 000,00 EUR

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

Start: 30/11/2023 End: 30/11/2025

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 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: no

**IV.2. Administrative information**

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

Date: 06/11/2023 Local time: 17:00

**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

**IV.2.7. Conditions for opening of tenders**

Date: 06/11/2023 Local time: 17:30

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: The High Court

Town: Dublin

Country: Ireland

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

02/10/2023

