

**Ireland-Dublin: Business and management consultancy and related services**

OJ S 230/2022 29/11/2022

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Commission for Communications Regulation (ComReg),

National registration number: 9614619A

Postal address: One Dockland Central, Guild Street, Dublin 1, Ireland, D01 E4X0

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Dublin

Country: Ireland

Contact person: Karen Cumiskey

E-mail: [karen.cumiskey@comreg.ie](mailto:karen.cumiskey@comreg.ie)

Telephone: +353 18049600

Fax: +353 18049665

**Internet address(es):**Main address: <https://www.comreg.ie/>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/559>**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/rwlentrance\\_s.asp?PID=229421&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=229421&B=ETENDERS_SIMPLE)[http://irl.eu-supply.com/app/rfq/rwlentrance\\_s.asp?PID=229421&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=229421&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/rwlentrance\\_s.asp?PID=229421&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=229421&B=ETENDERS_SIMPLE)

Tenders or requests to participate must be submitted to the abovementioned address

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

Other type: Public Body

**I.5. Main activity**

Other activity: regulation of the electronic communications sector

**Section II: Object**

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

Establish Multi Supplier Framework Agreement for provision of CONSUMER AND PUBLIC COMMUNICATIONS SERVICES to ComReg

Reference number: ComReg T09419

### **II.1.2. Main CPV code**

79400000 Business and management consultancy and related services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

ComReg has identified that it will require external advisory/consultancy support in in the areas of:

- Strategic Communications Services;
- Content Development Services;
- Digital Marketing Services; and
- Direct and Traditional Marketing Services.

In broad terms, strategic communications services are required when developing a consumer engagement strategy and content development, direct marketing and digital marketing services are required to execute the strategy.

For Full details and in order to complete a tender application, please refer to all procurement documentation published with this RFT Contract Notice.

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

Value excluding VAT: 2 000 000,00 EUR

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

This contract is divided into lots: no

## **II.2. Description**

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

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79300000 Market and economic research; polling and statistics, 79340000 Advertising and marketing services, 79410000 Business and management consultancy services

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

NUTS code: IE Éire / Ireland

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

ComReg has identified that it will require external advisory/consultancy support in in the areas of:

- Strategic Communications Services;
- Content Development Services;
- Digital Marketing Services; and
- Direct and Traditional Marketing Services.

In broad terms, strategic communications services are required when developing a consumer engagement strategy and content development, direct marketing and digital marketing services are required to execute the strategy.

For Full details and in order to complete a tender application, please refer to all procurement documentation published with this RFT Contract Notice.

### **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: 2 000 000,00 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**

Please refer to procurement documentation for full details including ComReg estimates expenditure on the Services to be covered by the proposed Framework Agreements may amount to €500,000 per annum (excl. VAT). Please see 1.5 of RFT (the initial Term of FWA) and 1.6 where ComReg reserves the right to extend. Hence estimated value of FWA over four year period may amount to €2M (11.2.6)

## **Section III: Legal, economic, financial and technical information**

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### **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 refer to Procurement Documentation for full details.

#### **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.2.1. Information about a particular profession**

Execution of the service is reserved to a particular profession Reference to the relevant law, regulation or administrative provision:

Please refer to Procurement Documentation for full details.

#### **III.2.2. Contract performance conditions**

Please refer to Procurement Documentation for full details.

#### **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**

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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**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators Envisaged maximum number of participants to the framework agreement: 10

### **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: 03/01/2023 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.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

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

Date: 03/01/2023 Local time: 17:00

Place:

e-Tender post box using <https://www.etenders.gov.ie> RFT# 228599

Information about authorised persons and opening procedure: At least two ComReg personnel shall be required to sign in to unlock the e-Tender post box on <https://www.etenders.gov.ie> RFT# 228599

## **Section VI: Complementary information**

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### **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**

Please refer to the Contract Notice and Procurement Documentation uploaded to <https://www.etenders.gov.ie/> RFT 228599 for all details.

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

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

Official name: The High Court of Ireland

Town: Dublin

Country: Ireland

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Please refer to your own legal advice.

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

24/11/2022