

386428-2026 - Hange

Iirimaa – Reklaamiteenused – Communications Campaign on the Benefits of Learning Irish in English-Medium Schools

OJ S 107/2026 05/06/2026

Hanketeade või kontsessiooniteade – üldkord - Paranduse teade
Teenused

1. Hankija

1.1. Hankija

Ametlik nimi: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

E-posti aadress: brigid@cogg.ie

Hankija õiguslik vorm: Avalik-õiguslik isik

Hankija tegevus: Haridus

2. Menetlus

2.1. Menetlus

Pealkiri: Communications Campaign on the Benefits of Learning Irish in English-Medium Schools

Kirjeldus: We are seeking a creative design/ communications agency to design, develop, and deliver a comprehensive communications plan and campaign aimed at English medium primary and post-primary schools, parents, student teachers, as well as higher education institutions. The campaign will promote the role of the Irish language in national cultural identity and highlight the wide-ranging benefits of learning and speaking the language for every pupil and young person, regardless of background or profile, including cultural, linguistic, social, professional, and economic benefits. Objectives • To raise awareness of the importance of Irish as a core element of cultural identity • To positively influence attitudes towards the learning and speaking of Irish among pupils and young people • To communicate the social, linguistic, and economic benefits that learning and speaking Irish can offer every pupil and young person • To create engaging, age-appropriate communication materials targeted at teachers/student teachers, pupils/young people and parents in English-medium educational settings Scope of Work Communications Plan The successful company will: • Develop a strategic communications plan targeting: • English-medium primary schools • English-medium post primary schools • Higher education institutions and student teachers • Identify key messages, audiences, and delivery channels. • Propose innovative and effective methods of engagement. Campaign Development and Delivery • Design and implement a multi-channel communications campaign. • Produce a suite of materials, including audiovisual content and supporting resources. • Ensure all content is accessible, engaging, and suitable for use in educational settings. Video Production A central deliverable will be a series of short high-quality videos that will: • Explore the advantages and benefits of learning Irish in English-medium primary and post primary schools • Follow a clear narrative/storyline from the perspective of pupils progressing from primary to post primary level • Reflect authentic pupil and student voices and experiences. • Highlights real-life opportunities linked to Irish (e.g., careers, social connections, cultural participation). • Be suitable for use across digital platforms, classrooms, and presentations. Additional Campaign Materials The company will propose and develop additional mediums to support and amplify the campaign message. These may include: • Social media content (short-form video, graphics, campaigns) • Digital

toolkits for schools and educators • Posters and print materials • Interactive or web-based content • Events or school engagement initiatives (if applicable) Target Audience • Primary school pupils in English-medium schools • Post primary school students in English-medium schools • Educators and school leaders • Parents • Third-level students engaged initial teacher education programmes or post graduate teaching programmes Timeline The project timeline should include: • Planning and research phase • Creative development • Production • Campaign rollout • Evaluation (Timeline to be agreed upon appointment.)

Menetluse tunnus: 96259f97-7d74-4dac-9d36-fca2007dcc6f

Menetluse liik: Avatud

Kiirendatud menetlus: ei

2.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79341000 Reklaamiteenused

Täiendav liigitus (cpv): 79341100 Reklaaminõustamisteenused, 79341200

Reklaamijuhtimisteenused, 79341400 Reklaamikampaaniateenused, 79342000

Turundusteenused, 79342200 Müügiedendusteenused

2.1.2. Lepingu täitmise koht

Riik – jaotus (NUTS): Dublin (IE061)

Riik: Iirimaa

2.1.3. Maksumus

Eeldatav maksumus käibemaksuta: 80 000,00 EUR

2.1.4. Üldine teave

Õiguslik alus:

Direktiiv 2014/24/EL

2.1.6. Kõrvaldamise alused

Väljajätmise aluste allikad: Euroopa ühtne hankedokument (ESPD)

5. Osa

5.1. Osa: LOT-0001

Pealkiri: Communications Campaign on the Benefits of Learning Irish in English-Medium Schools

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Reklaamijuhtimisteenused, 79341400 Reklaamikampaaniateenused, 79342000

Turundusteenused, 79342200 Müügiesindusteenused

5.1.2. Lepingu täitmise koht

Riik – jaotus (NUTS): Dublin (IE061)

Riik: Iirimaa

5.1.2. Lepingu täitmise koht

Riik – jaotus (NUTS): Dublin (IE061)

Riik: Iirimaa

5.1.3. Eeldatav kestus

Kestus: 1 Aasta

5.1.5. Maksumus

Eeldatav maksumus käibemaksuta: 80 000,00 EUR

5.1.6. Üldine teave

Reserveeritud osalemine:

Osalemine ei ole reserveeritud.

Hankeprojekt, mida ei rahastata ELi vahenditest

Hanke suhtes kohaldatakse riigihankelepingut (GPA): jah

5.1.7. Strateegilised hanked

Strateegilise hanke eesmärk: Ei kohaldata strateegilist hanget

5.1.9. Kvalifitseerimistingimused

5.1.11. Hankedokumendid

Keeled, milles hankedokumendid on ametlikult kättesaadavad: inglise keel

Keeled, milles hankedokumendid (või nende osad) on mitteametlikult kättesaadavad: inglise keel

Lisateabe taotlemise tähtaeg: 19/05/2026 17:00:00 (UTC+01:00) Kesk-Euroopa aeg, Lääne-Euroopa suveaeg

Hankedokumentide aadress: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8014945>

5.1.12. Hanke tingimused

Esitamise tingimused:

Elektrooniline esitamine: Nõutav

Esitamise aadress: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=8014945>

Keeled, milles võib pakkumusi või osalemistaotlusi esitada: inglise keel, inglise keel, iiri keel

Elektrooniline kataloog: Ei ole lubatud

Pakkujad võivad esitada rohkem kui ühe pakkumuse: Ei ole lubatud

Pakkumuste esitamise tähtaeg: 10/06/2026 17:00:00 (UTC+01:00) Kesk-Euroopa aeg, Lääne-Euroopa suveaeg

Periood, mille jooksul pakkumus peab jääma kehtivaks: 12 Kuud

Teave avaliku avamise kohta:

Avamise kuupäev: 11/06/2026 00:00:00 (UTC+01:00) Kesk-Euroopa aeg, Lääne-Euroopa suveaeg

Koht: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8014945>

Lepingutingimused:

Lepingu täitmine peab toimuma kaitstud tööhõive programmide raames: Ei

E-arveldamine: Lubatud

Kasutatakse elektroonilisi tellimusi: ei

Kasutatakse elektroonilisi makseid: jah

5.1.15. Vahendid

Raamleping:

Ei kohaldata raamlepingut

Teave dünaamilise hankesüsteemi kohta:

Ei kohaldata dünaamilist hankesüsteemi

5.1.16. Lisateave, lepitus ja vaidlustus

Vaidlustusorgan: The High Court of Ireland

Hankedokumentidele internetivälist juurdepääsu pakkuv organisatsioon: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaiochta

Organisatsioon, mis annab lisateavet vaidlustamise kohta: The High Court of Ireland

Organisatsioon, millele laekuvad osalemistaotlused: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaiochta

Pakkumusi menetlev organisatsioon: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaiochta

8. Organisatsioonid

8.1. ORG-0001

Ametlik nimi: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaiochta

Registreerimisnumber: N/A
Postiaadress: 23 Plás Windsor
Linn: Baile Átha Cliath 2
Sihtnumber: D02 RD80
Riik – jaotus (NUTS): Dublin (IE061)
Riik: Iirimaa
E-posti aadress: brigid@cogg.ie
Telefon: 016340831

Internetiaadress: <https://www.cogg.ie>
Hankija profiil: <https://www.cogg.ie>

Selle organisatsiooni rollid:

Hankija

Hankedokumentidele internetivälisest juurdepääsu pakkuva organisatsioon

Organisatsioon, millele laekuvad osalemistaotlused

Pakkumusi menetlev organisatsioon

8.1. ORG-0002

Ametlik nimi: The High Court of Ireland

Registreerimisnumber: The High Court of Ireland

Osakond: The High Court of Ireland

Postiaadress: Four Courts, Inns Quay, Dublin 7

Linn: Dublin

Sihtnumber: D07 WDX8

Riik – jaotus (NUTS): Dublin (IE061)

Riik: Iirimaa

E-posti aadress: HighCourtCentralOffice@courts.ie

Telefon: +353 1 8886000

Selle organisatsiooni rollid:

Vaidlustusorgan

Organisatsioon, mis annab lisateavet vaidlustamise kohta

8.1. ORG-0003

Ametlik nimi: European Dynamics S.A.

Registreerimisnumber: 002024901000

Osakond: European Dynamics S.A.

Linn: Athens

Sihtnumber: 15125

Riik – jaotus (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Riik: Kreeka

E-posti aadress: eproc-esender@eurodyn.com

Telefon: +30 2108094500

Selle organisatsiooni rollid:

TED eSender

10. Muudatus

Eelmise teate versioon, mida muudetakse

:

de8bee00-f830-47b0-bdc8-54e9e24a3562-02

Muudatuse peamine põhjus

:

Teave ajakohastatud

Kirjeldus

:

Deadline extended to 5pm on Wednesday 10th June 2026. Please note: submissions may be received in English or in Irish (Gaeilge).

Teave teate kohta

Teate tunnus/versioon: 1ce5f5b2-1972-45b5-b13a-a29644cc888f - 03

Vormi liik: Hange

Teate liik: Hanketeade või kontsessiooniteade – üldkord

Teate alaliik: 16

Teate saatmise kuupäev: 03/06/2026 16:10:28 (UTC+01:00) Kesk-Euroopa aeg, Lääne-Euroopa suveaeg

Keeled, milles käesolev teade on ametlikult kättesaadav: inglise keel

Teate avaldamise number: 386428-2026

ELT S väljaande number: 107/2026

Avaldamise kuupäev: 05/06/2026