

309336-2026 - Mise en concurrence

Irlande – Services de publicité – Communications Campaign on the Benefits of Learning Irish in English-Medium Schools

OJ S 87/2026 06/05/2026

Avis de marché ou de concession – régime ordinaire

Services

1. Acheteur

1.1. Acheteur

Nom officiel: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Adresse électronique: brigid@cogg.ie

Forme juridique de l'acheteur: Organisme de droit public

Activité du pouvoir adjudicateur: Enseignement

2. Procédure

2.1. Procédure

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

Description: 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.)
Identifiant de la procédure: 96259f97-7d74-4dac-9d36-fca2007dcc6f
Type de procédure: Ouverte
La procédure est accélérée: non

2.1.1. Objet

Nature principale du marché: Services
Nomenclature principale (cpv): 79341000 Services de publicité
Nomenclature complémentaire (cpv): 79341100 Services de conseils en publicité, 79341200 Services de gestion publicitaire, 79341400 Services de campagne publicitaire, 79342000 Services de marketing, 79342200 Services de promotion

2.1.2. Lieu d'exécution

Subdivision pays (NUTS): Dublin (IE061)
Pays: Irlande

2.1.3. Valeur

Valeur estimée hors TVA: 80 000,00 EUR

2.1.4. Informations générales

Base juridique:
Directive 2014/24/UE

2.1.6. Motifs d'exclusion

Sources des motifs d'exclusion: Document unique de marché européen (DUME)

5. Lot

5.1. Lot: LOT-0001

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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.)

Identifiant interne: 0

5.1.1. **Objet**

Nature principale du marché: Services

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Services de marketing, 79342200 Services de promotion

5.1.2. **Lieu d'exécution**

Subdivision pays (NUTS): Dublin (IE061)

Pays: Irlande

5.1.2. **Lieu d'exécution**

Subdivision pays (NUTS): Dublin (IE061)

Pays: Irlande

5.1.3. **Durée estimée**

Durée: 1 An

5.1.5. **Valeur**

Valeur estimée hors TVA: 80 000,00 EUR

5.1.6. **Informations générales**

Participation réservée:

La participation n'est pas réservée.

Projet de passation de marché non financé par des fonds de l'UE

Le marché relève de l'accord sur les marchés publics (AMP): oui

5.1.7. **Marché public stratégique**

Objectif du marché public stratégique: Pas de passation de marché stratégique

5.1.9. **Critères de sélection**

Sources des critères de sélection: Document de marché

5.1.11. Documents de marché

Langues dans lesquelles les documents de marché sont officiellement disponibles: anglais
Langues dans lesquelles les documents de marché (ou des parties de ceux-ci) sont officiellement disponibles: anglais
Date limite de demande d'informations complémentaires: 19/05/2026 17:00:00 (UTC+01:00)
Heure de l'Europe centrale, heure d'été de l'Europe occidentale
Adresse des documents de marché: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8014945>

5.1.12. Conditions du marché public

Conditions de soumission:

Soumission par voie électronique: Requise

Adresse de soumission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=8014945>

Langues dans lesquelles les offres ou demandes de participation/candidatures peuvent être présentées: anglais, anglais

Catalogue électronique: Non autorisée

Les soumissionnaires peuvent présenter plusieurs offres: Non autorisée

Date limite de réception des offres: 26/05/2026 17:00:00 (UTC+01:00) Heure de l'Europe centrale, heure d'été de l'Europe occidentale

Durée de validité des offres: 12 Mois

Informations relatives à l'ouverture publique:

Date d'ouverture: 27/05/2026 00:00:00 (UTC+01:00) Heure de l'Europe centrale, heure d'été de l'Europe occidentale

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

Conditions du marché:

Le contrat doit être exécuté dans le cadre de programmes d'emplois protégés: Non

Facturation électronique: Autorisée

La commande en ligne sera utilisée: non

Le paiement électronique sera utilisé: oui

5.1.15. Techniques

Accord-cadre:

Pas d'accord-cadre

Informations sur le système d'acquisition dynamique:

Pas de système d'acquisition dynamique

5.1.16. Informations complémentaires, médiation et recours

Organisation chargée des procédures de recours: The High Court of Ireland

Organisation qui fournit un accès hors ligne aux documents de marché: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Organisation qui fournit des précisions concernant l'introduction des recours: The High Court of Ireland

Organisation qui reçoit les demandes de participation/candidatures: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Organisation qui traite les offres: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

8. Organisations

8.1. ORG-0001

Nom officiel: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta
Numéro d'enregistrement: N/A
Adresse postale: 23 Plás Windsor
Ville: Baile Átha Cliath 2
Code postal: D02 RD80
Subdivision pays (NUTS): Dublin (IE061)
Pays: Irlande
Adresse électronique: brigid@cogg.ie
Téléphone: 016340831
Adresse internet: <https://www.cogg.ie>
Profil de l'acheteur: <https://www.cogg.ie>

Rôles de cette organisation:

Acheteur

Organisation qui fournit un accès hors ligne aux documents de marché

Organisation qui reçoit les demandes de participation/candidatures

Organisation qui traite les offres

8.1. ORG-0002

Nom officiel: The High Court of Ireland
Numéro d'enregistrement: The High Court of Ireland
Département: The High Court of Ireland
Adresse postale: Four Courts, Inns Quay, Dublin 7
Ville: Dublin
Code postal: D07 WDX8
Subdivision pays (NUTS): Dublin (IE061)
Pays: Irlande
Adresse électronique: HighCourtCentralOffice@courts.ie
Téléphone: +353 1 8886000

Rôles de cette organisation:

Organisation chargée des procédures de recours

Organisation qui fournit des précisions concernant l'introduction des recours

8.1. ORG-0003

Nom officiel: European Dynamics S.A.
Numéro d'enregistrement: 002024901000
Département: European Dynamics S.A.
Ville: Athens
Code postal: 15125
Subdivision pays (NUTS): Βόρειος Τομέας Αθηνών (EL301)
Pays: Grèce
Adresse électronique: eproc-esender@eurodyn.com
Téléphone: +30 2108094500

Rôles de cette organisation:

TED eSender

Informations relatives à l'avis

Identifiant/version de l'avis: 1a9ba30a-1c74-448e-b437-acce389e6bed - 01

Type de formulaire: Mise en concurrence

Type d'avis: Avis de marché ou de concession – régime ordinaire

Sous-type d'avis: 16

Date d'envoi de l'avis: 05/05/2026 11:47:57 (UTC+01:00) Heure de l'Europe centrale, heure d'été de l'Europe occidentale

Langues dans lesquelles l'avis en question est officiellement disponible: anglais

Numéro de publication de l'avis: 309336-2026

Numéro de publication au JO S: 87/2026

Date de publication: 06/05/2026