

309336-2026 - Javni razpis

Irska – Oglaševalske storitve – Communications Campaign on the Benefits of Learning Irish in English-Medium Schools

OJ S 87/2026 06/05/2026

Obvestilo o koncesiji ali naročilu – standardna ureditev

Storitve

1. Kupec

1.1. Kupec

Uradno ime: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

E-naslov: brigid@cogg.ie

Pravna vrsta kupca: Oseba javnega prava

Dejavnost javnega naročnika: Izobraževanje

2. Postopek

2.1. Postopek

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

Opis: 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.)

Identifikator postopka: 96259f97-7d74-4dac-9d36-fca2007dcc6f

Vrsta postopka: Odprti postopek

Postopek je pospešen: ne

2.1.1. Namen

Vrsta javnega naročila: Storitve

Glavna klasifikacijska oznaka (cpv): 79341000 Oglaševalske storitve

Dodatna klasifikacija (cpv): 79341100 Storitve svetovanja pri oglaševanju, 79341200 Storitve upravljanja oglaševanja, 79341400 Storitve oglaševalskih kampanj, 79342000 Storitve trženja, 79342200 Promocijske storitve

2.1.2. Kraj izvajanja

Podregija države (NUTS): Dublin (IE061)

Država: Irska

2.1.3. Vrednost

Ocenjena vrednost brez DDV: 80 000,00 EUR

2.1.4. Splošne informacije

Pravna podlaga:

Direktiva 2014/24/EU

2.1.6. Razlogi za izključitev

Viri izključitvenih razlogov: Enotni evropski dokument v zvezi z oddajo javnega naročila

5. Sklop

5.1. Sklop: LOT-0001

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

Opis: 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 •

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Notranji identifikator: 0

5.1.1. Namen

Vrsta javnega naročila: Storitve

Glavna klasifikacijska oznaka (cpv): 79341000 Oglaševalske storitve

Dodatna klasifikacija (cpv): 79341100 Storitve svetovanja pri oglaševanju, 79341200 Storitve upravljanja oglaševanja, 79341400 Storitve oglaševalskih kampanj, 79342000 Storitve trženja, 79342200 Promocijske storitve

5.1.2. Kraj izvajanja

Podregija države (NUTS): Dublin (IE061)

Država: Irska

5.1.2. Kraj izvajanja

Podregija države (NUTS): Dublin (IE061)

Država: Irska

5.1.3. Predvideno trajanje

Trajanje: 1 Leto

5.1.5. Vrednost

Ocenjena vrednost brez DDV: 80 000,00 EUR

5.1.6. Splošne informacije

Pridržana udeležba:

Udeležba ni pridržana.

Projekt javnega naročanja se ne financira s sredstvi EU

Javno naročilo je zajeto v Sporazumu o javnih naročilih: da

5.1.7. Strateško javno naročanje

Namen strateškega javnega naročanja: Ni strateškega naročanja

5.1.9. Merila za izbor

Viri izbirnih kriterijev: Dokument v zvezi z oddajo naročila

5.1.11. Dokumenti v zvezi z oddajo javnega naročila

Jeziki, v katerih so uradno na voljo dokumenti v zvezi z oddajo javnega naročila: angleščina
Jeziki, v katerih so neuradno na voljo dokumenti v zvezi z oddajo javnega naročila (ali njihovi deli): angleščina

Rok za zahtevanje dodatnih informacij: 19/05/2026 17:00:00 (UTC+01:00) Srednjeevropski čas, zahodnoevropski poletni čas

Naslov dokumentov v zvezi z oddajo javnega naročila: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8014945>

5.1.12. Pogoji javnega naročila

Pogoji za predložitev:

Elektronska predložitev: Obvezno

Naslov za predložitev: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=8014945>

Jeziki, v katerih se lahko oddajo ponudbe ali prijave za sodelovanje: angleščina, angleščina

Elektronski katalog: Ni dovoljeno

Ponudniki lahko predložijo več kot eno ponudbo: Ni dovoljeno

Rok za prejem ponudb: 26/05/2026 17:00:00 (UTC+01:00) Srednjeevropski čas, zahodnoevropski poletni čas

Obdobje, v katerem mora ponudba ostati veljavna: 12 Meseci

Informacije o javnem odpiranju:

Datum odprtja: 27/05/2026 00:00:00 (UTC+01:00) Srednjeevropski čas, zahodnoevropski poletni čas

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

Pogoji javnega naročila:

Izvajanje javnega naročila je treba zagotoviti v okviru programov zaščitenega zaposlovanja: Ne

Elektronsko izdajanje računov: Dovoljeno

Uporabljen bo elektronsko naročanje: ne

Uporabljen bo elektronsko plačevanje: da

5.1.15. Tehnike

Okvirni sporazum:

Ni okvirnega sporazuma

Informacije o dinamičnem nabavnem sistemu:

Ni dinamičnega nabavnega sistema

5.1.16. Dodatne informacije, mediacija in revizija

Organizacija za revizijo: The High Court of Ireland

Organizacija, ki omogoča nespletni dostop do dokumentov v zvezi z oddajo javnega naročila:

An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Organizacija, ki daje dodatne informacije o revizijskih postopkih: The High Court of Ireland

Organizacija, ki prejema prijave za sodelovanje: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Organizacija, ki obdeluje ponudbe: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

8. Organizacije

8.1. ORG-0001

Uradno ime: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Registrska številka: N/A

Poštni naslov: 23 Plás Windsor

Mesto: Baile Átha Cliath 2

Poštna številka: D02 RD80

Podregija države (NUTS): Dublin (IE061)

Država: Irska

E-naslov: brigid@cogg.ie

Tel.: 016340831

Spletni naslov: <https://www.cogg.ie>

Profil kupca: <https://www.cogg.ie>

Vloge te organizacije:

Kupec

Organizacija, ki omogoča nespletni dostop do dokumentov v zvezi z oddajo javnega naročila

Organizacija, ki prejema prijave za sodelovanje

Organizacija, ki obdeluje ponudbe

8.1. ORG-0002

Uradno ime: The High Court of Ireland

Registrska številka: The High Court of Ireland

Služba: The High Court of Ireland

Poštni naslov: Four Courts, Inns Quay, Dublin 7

Mesto: Dublin

Poštna številka: D07 WDX8

Podregija države (NUTS): Dublin (IE061)

Država: Irska

E-naslov: HighCourtCentralOffice@courts.ie

Tel.: +353 1 8886000

Vloge te organizacije:

Organizacija za revizijo

Organizacija, ki daje dodatne informacije o revizijskih postopkih

8.1. ORG-0003

Uradno ime: European Dynamics S.A.

Registrska številka: 002024901000

Služba: European Dynamics S.A.

Mesto: Athens

Poštna številka: 15125

Podregija države (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Država: Grčija

E-naslov: eproc-esender@eurodyn.com

Tel.: +30 2108094500

Vloge te organizacije:

TED eSender

Informacije o obvestilu

Identifikator/različica obvestila: 1a9ba30a-1c74-448e-b437-acce389e6bed - 01

Vrsta obrazca: Javni razpis

Vrsta obvestila: Obvestilo o koncesiji ali naročilu – standardna ureditev

Podvrsta obvestila: 16

Datum pošiljanja obvestila: 05/05/2026 11:47:57 (UTC+01:00) Srednjeevropski čas,
zahodnoevropski poletni čas

Jeziki, v katerih je uradno dostopno to obvestilo: angleščina

Številka objave obvestila: 309336-2026

Številka izdaje UL S: 87/2026

Datum objave: 06/05/2026