

309336-2026 - Konkurrensutsättning

Irland – Reklam – Communications Campaign on the Benefits of Learning Irish in English-Medium Schools

OJ S 87/2026 06/05/2026

Meddelande om upphandling eller koncession – standardsystem

Tjänster

1. Upphandlare

1.1. Upphandlare

Officiellt namn: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

E-postadress: brigid@cogg.ie

Köparens rättsliga status: Offentligt styrt organ

Den upphandlande myndighetens verksamhet: Utbildning

2. Förfarande

2.1. Förfarande

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

Beskrivning: 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.)

Förfarandets identifierare: 96259f97-7d74-4dac-9d36-fca2007dcc6f

Typ av förfarande: Öppet

Förfarandet är påskyndat: nej

2.1.1. Föremålet för upphandlingen

Kontraktets art: Tjänster

Huvudklassificering (cpv): 79341000 Reklam

Ytterligare klassificering (cpv): 79341100 Reklamrådgivning, 79341200 Managementtjänster avseende reklam, 79341400 Reklamkampanjer, 79342000 Marknadsföring, 79342200 Säljfrämjande åtgärder

2.1.2. Leveransplats

Del av land (NUTS): Dublin (IE061)

Land: Irland

2.1.3. Värde

Beräknat värde exklusive moms: 80 000,00 EUR

2.1.4. Allmänna upplysningar

Rättslig grund:

Direktiv 2014/24/EU

2.1.6. Uteslutningsgrunder

Källor till uteslutningsgrunder: Europeiskt enhetligt upphandlingsdokument

5. Del (anbudsområde)

5.1. Del (anbudsområde): LOT-0001

Titel: Communications Campaign on the Benefits of Learning Irish in English-Medium Schools
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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.)

Intern identifierare: 0

5.1.1. Föremålet för upphandlingen

Kontraktets art: Tjänster

Huvudklassificering (cpv): 79341000 Reklam

Ytterligare klassificering (cpv): 79341100 Reklamrådgivning, 79341200 Managementtjänster avseende reklam, 79341400 Reklamkampanjer, 79342000 Marknadsföring, 79342200 Säljfrämjande åtgärder

5.1.2. Leveransplats

Del av land (NUTS): Dublin (IE061)

Land: Irland

5.1.2. Leveransplats

Del av land (NUTS): Dublin (IE061)

Land: Irland

5.1.3. Uppskattad löptid

Varaktighet: 1 År

5.1.5. Värde

Beräknat värde exklusive moms: 80 000,00 EUR

5.1.6. Allmänna upplysningar

Reserverad upphandling:

Deltagande är inte reserverat.

Upphandlingsprojekt som inte finansieras med EU-medel

Upphandlingen omfattas av Världshandelsorganisationens avtal om offentlig upphandling, GPA
: ja

5.1.7. Strategisk upphandling

Syftet med strategisk upphandling: Det tas inte hänsyn till miljö, sociala aspekter eller innovation i upphandlingen

5.1.9. Urvalskriterier

5.1.11. Upphandlingsdokument

Språk som upphandlingsdokumenten är officiellt tillgängliga på: engelska

Språk som upphandlingsdokumenten (eller delar av dem) är inofficiellt tillgängliga på: engelska

Sista dag för att begära kompletterande information: 19/05/2026 17:00:00 (UTC+01:00)

Centraleuropeisk tid / västeuropeisk sommartid

Adress till upphandlingsdokumenten: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8014945>

5.1.12. Upphandlingsvillkor

Villkor för inlämning:

Elektronisk inlämning: Krävs

Adress för inlämning: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=8014945>

De språk som kan användas i anbudet eller anbudsansökningarna: engelska, engelska

Elektronisk katalog: Ej tillåten

Anbudsgivare får lämna in fler än ett anbud: Ej tillåten

Tidsfrist för mottagande av anbud: 26/05/2026 17:00:00 (UTC+01:00) Centraleuropeisk tid / västeuropeisk sommartid

Varaktighet under vilken anbudet måste förbli giltigt: 12 Månader

Information om offentlig anbudsöppning:

Öppningsdatum: 27/05/2026 00:00:00 (UTC+01:00) Centraleuropeisk tid / västeuropeisk sommartid

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

Kontraktsvillkor:

Kontraktet måste genomföras inom ramen för program för skyddad anställning: Nej

Elektronisk fakturering: Tillåten

Elektronisk beställning kommer att användas: nej

Elektronisk betalning kommer att användas: ja

5.1.15. Metoder

Ramavtal:

Upphandlingen avser inte ett ramavtal

Information om det dynamiska inköpssystemet:

Upphandlingen avser inte ett dynamiskt inköpssystem

5.1.16. Kompletterande information, medling och prövning

Prövningsorganisation: The High Court of Ireland

Organisation som ger offlineåtkomst till upphandlingsdokumenten: An Chomhairle um

Oideachas Gaeltachta agus Gaelscolaíochta

Organisation som ger mer information om prövningsförfaranden: The High Court of Ireland

Organisation som mottar anbudsansökningar: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Organisation som behandlar anbud: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

8. Organisationer

8.1. ORG-0001

Officiellt namn: An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta

Registreringsnummer: N/A
Postadress: 23 Plás Windsor
Ort: Baile Átha Cliath 2
Postnummer: D02 RD80
Del av land (NUTS): Dublin (IE061)
Land: Irland
E-postadress: brigid@cogg.ie
Tfn: 016340831

Webbadress: <https://www.cogg.ie>

Köparprofil: <https://www.cogg.ie>

Den här organisationens roller:

Upphandlare

Organisation som ger offlineåtkomst till upphandlingsdokumenten

Organisation som mottar anbudsansökningar

Organisation som behandlar anbud

8.1. ORG-0002

Officiellt namn: The High Court of Ireland
Registreringsnummer: The High Court of Ireland
Avdelning: The High Court of Ireland
Postadress: Four Courts, Inns Quay, Dublin 7
Ort: Dublin
Postnummer: D07 WDX8
Del av land (NUTS): Dublin (IE061)
Land: Irland
E-postadress: HighCourtCentralOffice@courts.ie
Tfn: +353 1 8886000

Den här organisationens roller:

Prövningsorganisation

Organisation som ger mer information om prövningsförfaranden

8.1. ORG-0003

Officiellt namn: European Dynamics S.A.
Registreringsnummer: 002024901000
Avdelning: European Dynamics S.A.
Ort: Athens
Postnummer: 15125
Del av land (NUTS): Βόρειος Τομέας Αθηνών (EL301)
Land: Grekland
E-postadress: eproc-esender@eurodyn.com
Tfn: +30 2108094500

Den här organisationens roller:

TED eSender

Information om meddelandet

Identifierare/version för meddelandet: 1a9ba30a-1c74-448e-b437-acce389e6bed - 01

Formulärtyp: Konkurrensutsättning

Meddelandetyp: Meddelande om upphandling eller koncession – standardsystem

Meddelandets undertyp: 16

Avsändningsdatum för meddelandet: 05/05/2026 11:47:57 (UTC+01:00) Centraleuropeisk tid /
västeuropeisk sommartid
Språk som det här meddelandet finns officiellt tillgängligt på: engelska
Meddelandets publiceringsnummer: 309336-2026
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Publiceringsdatum: 06/05/2026