

Ireland: Research services

Invitation to tender for Bord Bia's Consumer Lifestyle Trend - Cultivate

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Bord Bia (Irish Food Board)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Invitation to tender for Bord Bia's Consumer Lifestyle Trend - Cultivate

Description: In 2023 Bord Bia undertook a significant update of its Consumer Lifestyle Trends programme, a programme that has been in existence for 18 years now. This body of work now known as Cultivate reflects on the big picture macro trends influencing emerging consumer behaviours which are likely to impact the food and drinks industry. The programme was developed to help Irish food and drink companies build a more consumer centric culture and create more futures focused perspectives within their businesses. As such, the programme is designed to help businesses enhance their strategic planning, tactical responsiveness, and organisational agility, driving NPD, innovation and overall business decision making. The recent update has brought new momentum to engagement with our trends programme. As well as using the content with client companies, it provides a backdrop to much of Bord Bia's own consumer insight work, informing many of Bord Bia's thought leadership studies and providing context and direction for much of the organisation's bespoke client work whilst also being used extensively by internal teams to deliver various work streams. Over the years, in addition to the headline report, the programme has yielded a breadth of allied resources including an interactive PowerPoint presentation, a dedicated website, videos, newsletters, stimulus for workshops, toolkits, workbooks, and inspiration expeditions. Nearly three years since the significant refresh, Bord Bia must now tender to update Cultivate and is seeking to appoint a suitable agency to deliver this content for 2026, ensuring that it continues to be relevant for our client companies and Bord Bia going forward

Procedure identifier: 94c431a2-ba13-49ce-bf34-55456bbb9e20

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 73110000 Research services

Additional classification (cpv): 73210000 Research consultancy services

Additional classification (cpv): 79310000 Market research services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 345 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

2.1.6 Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5 Lot

5.1 Lot technical ID: LOT-0001

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Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 73110000 Research services

Additional classification (cpv): 73210000 Research consultancy services

Additional classification (cpv): 79310000 Market research services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 36 Month

5.1.5 Value

Estimated value excluding VAT: 345 000 Euro

5.1.6 General information

Reserved participation: Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9 Selection criteria

Sources of selection criteria: Procurement Document

5.1.11 Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 23/11/2025 12:00 +00:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6931022>

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=6931022>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 08/12/2025 12:00 +00:00

Deadline until which the tender must remain valid: 9 Month

Information about public opening:

Opening date: 08/12/2025 12:30 +00:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6931022>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Bord Bia (Irish Food Board)

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Bord Bia (Irish Food Board)

Organisation processing tenders: Bord Bia (Irish Food Board)

8 Organisations

8.1 ORG-0001

Official name: Bord Bia (Irish Food Board)

Registration number: None

Postal address: 140 Pembroke Road

Town: Ballsbridge, Dublin 4

Postcode: D04 NV34

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@bordbia.ie

Telephone: 01 6685155

Internet address: <https://www.bordbia.ie>

Buyer profile: <https://www.bordbia.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1 ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1 ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 78261352-79b1-4738-a4a4-22296000dd7a - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 06/11/2025 10:06 +00:00

Languages in which this notice is officially available: English