

Ireland: Business and management consultancy and related services

The provision of Communications and Public Relations Services for Strategic Marketing of the Springboard+ Programme in 2026

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: The Higher Education Authority

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2 Procedure

2.1 Procedure

Title: The provision of Communications and Public Relations Services for Strategic Marketing of the Springboard+ Programme in 2026

Description: The Higher Education Authority (HEA) is seeking comprehensive communications and PR services for the strategic marketing of the Springboard + programme in 2026. The contracted agency will work closely with the HEA's Springboard+ team to devise and implement effective public relations, marketing, and communications strategies. This includes raising awareness of the Springboard + programme, ensuring its benefits and opportunities are effectively communicated to the target audience, and enhancing the programme's overall visibility and impact in the education sector.

Procedure identifier: 43e45c34-2843-4c20-b0e3-016900a73701

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79400000 Business and management consultancy and related services

Additional classification (cpv): 79410000 Business and management consultancy services

Additional classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 140 000 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

5.1 Lot technical ID: LOT-0001

Title: The provision of Communications and Public Relations Services for Strategic Marketing of the Springboard+ Programme in 2026

Description: The Higher Education Authority (HEA) is seeking comprehensive communications and PR services for the strategic marketing of the Springboard + programme in 2026. The contracted agency will work closely with the HEA's Springboard+ team to devise and implement effective public relations, marketing, and communications strategies. This includes raising awareness of the Springboard + programme, ensuring its benefits and opportunities are effectively communicated to the target audience, and enhancing the programme's overall visibility and impact in the education sector.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79400000 Business and management consultancy and related services

Additional classification (cpv): 79410000 Business and management consultancy services

Additional classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 12 Month

5.1.5 Value

Estimated value excluding VAT: 140 000 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: 09/01/2026 17:00 +00:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7159655>

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=7159655>

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: 16/01/2026 17:00 +00:00

Deadline until which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 16/01/2026 17:30 +00:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=7159655>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

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: The Higher Education Authority

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

Organisation receiving requests to participate: The Higher Education Authority

Organisation processing tenders: The Higher Education Authority

8 Organisations

8.1 ORG-0001

Official name: The Higher Education Authority

Registration number: 001

Postal address: 3 Shelbourne Buildings, Crampton Avenue

Town: Dublin

Postcode: D04 C2Y6

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: info@hea.ie

Telephone: 001

Internet address: www.heia.ie

Buyer profile: www.heia.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: bd1c9dd1-5e41-443f-8de1-4974c1beb06f - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 09/12/2025 12:23 +00:00

Languages in which this notice is officially available: English