Ireland: Information film production
Establishment of a multiple supplier framework agreement for the provision of Video and Animation Production and Editing Services for SEAI

Contract or concession award notice – standard regime

1 *Buyer*

1.1 *Buyer*

Official name: Sustainable Energy Authority of Ireland
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: Environmental protection

2 *Procedure*

2.1 *Procedure*

Title: Establishment of a multiple supplier framework agreement for the provision of Video and Animation Production and Editing Services for SEAI
Description: The objective of this Framework RFT is to invite proposals from suitably qualified services providers to establish a framework for video production and animation services. SEAI wishes to appoint five service providers for the production of videos and animations that will help SEAI connect with and convert our target audiences. For further information please see CfT workspace on www.etenders.gov.ie
Procedure identifier: 057147c0-8361-4fef-9eaa-3ad0ce64888c
Previous notice: eccc2de0-7301-4440-8fc2-cb46d8bdccbe-01
Type of procedure: Open
The procedure is accelerated: *no*
Justification for the accelerated procedure:
Main features of the procedure:

2.1.1 *Purpose*

Main nature of the contract: Services
Main classification (cpv): 92111250 Information film production
Additional classification (cpv): 92111200 Advertising, propaganda and information film and video-tape production
Additional classification (cpv): 92111210 Advertising film production
Additional classification (cpv): 92111220 Advertising video-tape production
Additional classification (cpv): 92111260 Information video-tape production
Additional classification (cpv): 92111100 Training-film and video-tape production
Additional classification (cpv): 72212900 Miscellaneous software development services and computer systems
Additional classification (cpv): 72500000 Computer-related services
Additional classification (cpv): 92111000 Motion picture and video production services
Additional classification (cpv): 92110000 Motion picture and video tape production and related services

2.1.2 *Place of performance*

Country: Ireland
Anywhere in the given country

2.1.3 *Value*

Maximum value of the framework agreement: 800 000 *Euro*

2.1.4 *General information*

Legal basis:
Directive 2014/24/EU

5 *Lot*

5.1 *Lot technical ID*: LOT-0001

Title: Establishment of a multiple supplier framework agreement for the provision of Video and Animation Production and Editing Services for SEAI
Description: The objective of this Framework RFT is to invite proposals from suitably qualified services providers to establish a framework for video production and animation services. SEAI wishes to appoint five service providers for the production of videos and animations that will help SEAI connect with and convert our target audiences. For further information please see CfT workspace on www.etenders.gov.ie
Internal identifier: 0

5.1.1 *Purpose*

Main nature of the contract: Services
Main classification (cpv): 92111250 Information film production
Additional classification (cpv): 92111200 Advertising, propaganda and information film and video-tape production
Additional classification (cpv): 92111210 Advertising film production
Additional classification (cpv): 92111220 Advertising video-tape production
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Additional classification (cpv): 92111100 Training-film and video-tape production
Additional classification (cpv): 72212900 Miscellaneous software development services and computer systems
Additional classification (cpv): 72500000 Computer-related services
Additional classification (cpv): 92111000 Motion picture and video production services
Additional classification (cpv): 92110000 Motion picture and video tape production and related services

5.1.2 *Place of performance*

Country: Ireland
Anywhere in the given country
Additional information:

5.1.5 *Value*

Estimated value excluding VAT: 800 000 *Euro*

5.1.6 *General information*

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

5.1.10 *Award criteria*

Criterion:
Type: Quality
Name:
Description: Quality, level and detail of demonstrated relevant experience of the personnel to deliver this contract
Category of award threshold criterion: Weight (points, exact)
Award criterion number: 300

Criterion:
Type: Quality
Name:
Description: Demonstrated understanding of the Approach and Methodology of the requirements in the RFT
Category of award threshold criterion: Weight (points, exact)
Award criterion number: 300
Criterion:
Type: Cost
Name:
Description: Cost of Service
Category of award threshold criterion: Weight (points, exact)
Award criterion number: 400
Description of the method to be used if weighting cannot be expressed by criteria:
Justification for not indicating the weighting of the award criteria:

5.1.12 *Terms of procurement*

Information about review deadlines: standard review deadlines apply

5.1.15 *Techniques*

Framework agreement:
Framework agreement, without reopening of competition
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 -
Information about review deadlines: standard review deadlines apply
Organisation providing offline access to the procurement documents: Sustainable Energy Authority of Ireland -

6 *Results*

Approximate value of the framework agreements: 800 000 *Euro*

6.1 *Result lot Identifier*: LOT-0001

At least one winner was chosen.
Framework agreement:
Re-estimated value of the framework agreement: 800 000 *Euro*

6.1.2 *Information about winners*

Winner:
Official name: Mashup Media
Tender:
Tender identifier: 000069007
Identifier of lot or group of lots: LOT-0001
Subcontracting: No
Contract information:
Identifier of the contract: 416619
Date of the conclusion of the contract: 07/02/2025
Winner:
Official name: SPICY DOG MEDIA

Tender:
Tender identifier: 000068952
Identifier of lot or group of lots: LOT-0001
Subcontracting: No
Contract information:
Identifier of the contract: 416622
Date of the conclusion of the contract: 07/02/2025

Winner:
Official name: One Productions
Tender:
Tender identifier: 000068995
Identifier of lot or group of lots: LOT-0001
Subcontracting: No
Contract information:
Identifier of the contract: 416621
Date of the conclusion of the contract: 07/02/2025

Winner:
Official name: Media Coop Productions Ltd. T/A/ The Coop
Tender:
Tender identifier: 000069021
Identifier of lot or group of lots: LOT-0001
Subcontracting: No
Contract information:
Identifier of the contract: 416620
Date of the conclusion of the contract: 07/02/2025

Winner:
Official name: Glass Eye Productions_13670
Tender:
Tender identifier: 000068948
Identifier of lot or group of lots: LOT-0001
Subcontracting: No
Contract information:
Identifier of the contract: 416623
Date of the conclusion of the contract: 07/02/2025

6.1.4 *Statistical information*

Received tenders or requests to participate:
Type of received submissions: Tenders
Number of tenders or requests to participate received: 16

8 *Organisations*

8.1 ORG-0001

Official name: Sustainable Energy Authority of Ireland
Registration number: 231664
Postal address: Three Park Place, Upper Hatch Street, Dublin 2
Town: Dublin
Postcode: D02FX65
Country subdivision (NUTS): Dublin (IE061)

Country: Ireland
Email: procurement@seai.ie
Telephone: 018082100
Internet address: https://www.seai.ie/
Buyer profile: https://www.seai.ie/
Roles of this organisation:
Buyer
Organisation providing offline access to the procurement documents

8.1 ORG-0002
Official name: One Productions
Registration number: 345652
Postal address: 3 Clare Street
Town: Dublin
Postcode: D02KC82
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: tom@oneproductions.com
Telephone: +353 1 678 4077
Internet address: www.oneproductions.com
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0003
Official name: SPICY DOG MEDIA
Registration number: 709810
Postal address: 20 Ascaill Eoghain
Town: roscommon
Postcode: f42vr68
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: peter@spicydogmedia.ie
Telephone: 019023365
Internet address: www.spicydogmedia.ie
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0004
Official name: Mashup Media
Registration number: 603566
Town: Greystones
Postcode: Co. Wicklow
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: sinead.dalton@mashupmedia.ie
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0005

Official name: Glass Eye Productions_13670
Registration number: Glasseye
Postal address: Marshes St, Thomastown
Town: Thomastown
Postcode: R95R63K
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: trishmelody1@gmail.com
Telephone: 0860776202
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0006

Official name: Media Coop Productions Ltd. T/A/ The Coop
Registration number: 481881
Postal address: The Coop, Ground Floor The Mill, Greenmount Industrial Estate
Town: Harolds Cross
Postcode: D12 K2RV
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: colin@mediacoop.tv
Telephone: +353 1 687 7131
Internet address: www.thecoop.ie
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0007

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

8.1 ORG-0008

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

11 *Notice information*

11.1 *Notice information*

Notice identifier/version: 4bca4da2-3851-4e5a-831a-478275c07dfd - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 24/02/2025 14:38 +00:00
Languages in which this notice is officially available: English

11.2 *Publication information*