

Ireland: Market research services

Culture Hub

Contract or concession award 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: Culture Hub

Description: Central to our current strategy is the ambition to drive the reputation of Ireland as a source of sustainable, nutritious food in the international marketplace. To support this, Bord Bia has developed a sustainable nutrition tracker. The intention of this ongoing annual tracking study is to provide Bord Bia with an understanding of how consumers are approaching sustainability and health with respect to their food choices and how this is changing over time. To help further enhance this work, we would now like to support it with rich ethnography work which will help Bord Bia start to build a new "Culture Hub". Ultimately this new Culture Hub will help with the creation of powerful narratives that bring to life the data, information, and insight we generate in compelling and engaging ways for our clients and other industry stakeholders with the key aim of helping drive commercial growth solutions for the food and drinks industry. This tender is to appoint an agency to help in the delivery of Culture Hub.

Procedure identifier: 125d513c-cf98-4374-83b0-2385b89e8256

Previous notice: 7f3175b6-f787-4d70-a2ea-58a0c368e6aa-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): 79310000 Market research services

Additional classification (cpv): 73000000 Research and development services and related consultancy services

Additional classification (cpv): 73210000 Research consultancy services

2.1.2 Place of performance

Country: Ireland

Anywhere in the given country

2.1.3 Value

Estimated value excluding VAT: 255 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5.1 Lot technical ID: LOT-0001

Title: Culture Hub

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Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 73000000 Research and development services and related consultancy services

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5.1.2 Place of performance

Country: Ireland

Anywhere in the given country

Additional information:

5.1.5 Value

Estimated value excluding VAT: 255 000 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: Cost

Name:

Description: Cost @ 30%

Category of award threshold criterion: Weight (percentage, exact)

Award criterion number: 30

Criterion:

Type: Quality

Name:

Description: Quality @ 70%

Category of award threshold criterion: Weight (percentage, exact)

Award criterion number: 70

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: Reviewed on an annual basis

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 -

Information about review deadlines: Reviewed on an annual basis

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

6 Results

Value of all contracts awarded in this notice: 255 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: Ipsos B and A

Tender:

Tender identifier: 000086705

Identifier of lot or group of lots: LOT-0001

Value of the tender: 255 000 Euro

Subcontracting: No

Contract information:

Identifier of the contract: 420028

Date on which the winner was chosen: 17/02/2025

Date of the conclusion of the contract: 15/04/2025

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 8

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

8.1 ORG-0002

Official name: Ipsos B and A
Registration number: 102171
Postal address: Milltown House, Mt St Annes, Milltown Road, Dublin 6
Town: Dublin 6
Postcode: D06 Y822
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: brenda@banda.ie
Telephone: 012057500
Fax: 012057522
Internet address: www.banda.ie
Roles of this organisation:
 Tenderer
 Winner of these lots: LOT-0001

8.1 ORG-0003

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-0004

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: a9d500e8-7751-49ad-97ad-c78b6d406901 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 03/06/2025 11:03 +01:00

Languages in which this notice is officially available: English

11.2 Publication information