

Ireland: Public relations services

Provision of a Public Relations Service for the Denmark and Sweden markets, plus Media Monitoring Services in Denmark, Sweden, Norway and Finland.

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Tourism Ireland CLG

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Provision of a Public Relations Service for the Denmark and Sweden markets, plus Media Monitoring Services in Denmark, Sweden, Norway and Finland.

Description: The Copenhagen office of Tourism Ireland wishes to enter into a contract with a Service Provider for the provision of a Public Relations Service for the Denmark and Sweden markets, plus Media Monitoring Services in Denmark, Sweden, Norway and Finland. The successful Agency will work effectively on a day-to-day basis with the Nordics Tourism Ireland team in designing and implementing an innovative annual programme of proactive Public Relations for the Danish and Swedish market that aims to gain standout positive media coverage in targeted media outlets and position the island of Ireland as a must-visit holiday destination, in alignment with Tourism Ireland's Corporate Strategy. Please note: it is a requirement of these services that Tenderers have an operational office located in Denmark and Sweden. PLEASE REFER TO THE CFT DOCUMENTATION AVAILABLE FOR DOWNLOADING FOR FURTHER DETAILS OF THE REQUIREMENTS.

Procedure identifier: 90ea2693-6b92-4b81-9e00-7bda45fd0921

Previous notice: b8870ccb-1d09-4c71-8aae-ee7728b1a2d9-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 187 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Provision of a Public Relations Service for the Denmark and Sweden markets, plus Media Monitoring Services in Denmark, Sweden, Norway and Finland.

Description: The Copenhagen office of Tourism Ireland wishes to enter into a contract with a Service Provider for the provision of a Public Relations Service for the Denmark and Sweden markets, plus Media Monitoring Services in Denmark, Sweden, Norway and Finland. The successful Agency will work effectively on a day-to-day basis with the Nordics Tourism Ireland team in designing and implementing an innovative annual programme of proactive Public Relations for the Danish and Swedish market that aims to gain standout positive media coverage in targeted media outlets and position the island of Ireland as a must-visit holiday destination, in alignment with Tourism Ireland's Corporate Strategy. Please note: it is a requirement of these services that Tenderers have an operational office located in Denmark and Sweden. PLEASE REFER TO THE CFT DOCUMENTATION AVAILABLE FOR DOWNLOADING FOR FURTHER DETAILS OF THE REQUIREMENTS.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 5 Year

5.1.5 Value

Estimated value excluding VAT: 187 000 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

Description: Qualitative factors = 50%

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

Award criterion number: 50

Criterion:

Type: Cost

Description: Cost factor = 50

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

Award criterion number: 50

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: Tourism Ireland CLG

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

6 Results

Value of all contracts awarded in this notice: 187 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: EHRENBORG SØRENSEN Kommunikation

Tender:

Tender identifier: 000136846

Identifier of lot or group of lots: LOT-0001

Value of the tender: 187 000 Euro

The tender was ranked: yes

Rank in the list of winners: 1

Subcontracting: No

Contract information:

Identifier of the contract: 433761

Date of the conclusion of the contract: 01/01/2026

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 2

8 Organisations

8.1 ORG-0001

Official name: Tourism Ireland CLG

Registration number: 336370

Postal address: 4th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

Postcode: D02 TD99

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: hhughes@tourismireland.com

Telephone: +35314763400

Internet address: <https://www.tourismireland.com/>

Buyer profile: <https://www.tourismireland.com/>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: EHRENBORG SØRENSEN Kommunikation

Size of the economic operator: Micro, small, or medium

Registration number: 35249397

Postal address: Hejrevej 33

Town: Copenhagen

Postcode: 2400

Country subdivision (NUTS): Københavns omegn (DK012)

Country: Denmark

Email: pa@ehrenbergsoerensen.com

Telephone: 004531614854

Internet address: www.ehrenbergsoerensen.com

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

Organisation providing more information on the review procedures

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

Notice information

Notice identifier/version: 05adfdc9-05bb-4f06-8b50-2b8dba3bacab - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 06/01/2026 11:43 +00:00

Languages in which this notice is officially available: English