

Ireland: Public relations services

RFT for the Provision of Public Relations Services

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Skillnet Ireland

Legal type of the buyer: Body governed by public law, controlled by a central government authority

Activity of the contracting authority: Education

2 Procedure

2.1 Procedure

Title: RFT for the Provision of Public Relations Services

Description: Skillnet Ireland are seeking to increase the awareness and understanding of what they do amongst key target audiences and to demonstrably showcase their achievements through national and regional PR campaigns. Skillnet Ireland Seeks a Public Relations partner, who will engage with Skillnet Ireland's in-house PR team within the Communications and Marketing team, to design and deliver a PR action plan that aligns to the key objectives and strategic focus areas of Skillnet Ireland.

Procedure identifier: c883743d-cffd-4804-8f6a-b8d7484019e4

Previous notice: 9d0270fa-d72e-43eb-87ef-0737d6c39e99-02

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

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services

2.1.2 Place of performance

Country: Ireland

Anywhere in the given country

2.1.3 Value

Estimated value excluding VAT: 200 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: RFT for the Provision of Public Relations Services

Description: Skillnet Ireland are seeking to increase the awareness and understanding of what they do amongst key target audiences and to demonstrably showcase their achievements through national and regional PR campaigns. Skillnet Ireland Seeks a Public Relations partner, who will engage with Skillnet Ireland's in-house PR team within the Communications and Marketing team, to design and deliver a PR action plan that aligns to the key objectives and strategic focus areas of Skillnet Ireland.

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

Additional classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services

5.1.5 Value

Estimated value excluding VAT: 200 000 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

Description: Cost maximum score 25%, Success tender awarded 21.1%

Criterion:

Type: Quality

Description: Innovation and Creativity in Public Relations score 19% Methodology and Approach 23% Relevant Experience 17.5%, score awarded 59.5% out of maximum score 75%

Description of the method to be used if weighting cannot be expressed by criteria: most economically advantageous tender, awarded per criterion.

5.1.12 Terms of procurement

Information about review deadlines: Tender opening 04/04/2025, review and assessment to 07/05/2025, Contract signed 29th May 2025

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: Tender opening 04/04/2025, review and assessment to 07/05/2025, Contract signed 29th May 2025

Organisation providing offline access to the procurement documents: Skillnet Ireland

6 Results

Value of all contracts awarded in this notice: 200 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: Carr Communications Limited_14761

Tender:

Tender identifier: 000102614

Identifier of lot or group of lots: LOT-0001

Value of the tender: 200 000 Euro

Subcontracting: No

Contract information:

Identifier of the contract: 420105

Date on which the winner was chosen: 07/05/2025

Date of the conclusion of the contract: 29/05/2025

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 10

8 Organisations

8.1 ORG-0001

Official name: Skillnet Ireland

Registration number: 298694

Postal address: Fifth Floor, Q House, 76 Furze Road, Sandyford

Town: Dublin

Postcode: D18 E268

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@skillnetireland.ie

Telephone: 012079630

Internet address: <http://www.skillnetireland.ie>

Buyer profile: <http://www.skillnetireland.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: Carr Communications Limited_14761

Registration number: 42175

Postal address: 33 Fitzwilliam Square, Dublin 2.

Town: Dublin

Postcode: D02 V802

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: eimear@carrcommunications.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: 46be2df4-c07e-4fc6-b5fc-2e8ec66fe986 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 06/06/2025 16:12 +01:00

Languages in which this notice is officially available: English

11.2 Publication information