



Requests for Quote

Specification for Communications Support (PR, Marketing & Branding) CORE Project – Cross-border Opportunities for a Resilient Environment

Issued: 13th July 2026

Submission Deadline: noon 24th July 2026

Project Commencement: Q3 2026

Project Completion: Q4 2027

1. Introduction

The CORE Project (Cross-border Opportunities for a Resilient Environment) is a cross-border initiative funded under PEACEPLUS, focused on strengthening environmental governance, institutional capacity, and collaboration across Ireland and Northern Ireland.

Led by the Irish Environmental Network (IEN) in partnership with Northern Ireland Environment Link (NIEL), the project supports environmental NGOs, public agencies, and communities through training, knowledge exchange, pilot projects, and a digital knowledge hub.

Through this RFQ, the project seeks a suitably qualified provider to deliver communications, branding, website design, content creation, and PR support to maximise project visibility, engagement, and impact.

2. Background

The CORE Project (Cross-border Opportunities for a Resilient Environment) is a strategic, cross-border initiative funded under PEACEPLUS, designed to strengthen environmental governance, institutional capacity, and collaboration across Ireland and Northern Ireland.

The project responds to a set of shared and increasingly urgent environmental challenges, including climate change, biodiversity loss, marine ecosystem degradation, and declining freshwater quality. These challenges are compounded by post-Brexit regulatory divergence, evolving UK–EU relationships, and fragmentation in environmental policy and data systems, which risk weakening coordinated action across jurisdictions.

CORE directly addresses these challenges by fostering structured cross-border collaboration, supporting environmental NGOs, public authorities, and stakeholders to work together more effectively. The project combines capacity building, knowledge exchange,



co-design, and pilot implementation to develop practical, scalable solutions to shared environmental issues.

A central feature of CORE is the development of a digital knowledge ecosystem, including an online knowledge hub on a new dedicated website, that will host resources such as workshops, case studies, and knowledge-sharing events. This ecosystem is designed to support evidence-based decision-making, data sharing, and peer learning, while strengthening institutional relationships across the island of Ireland and with wider UK and EU partners.

Effective communications are critical to the success of CORE. The project requires a coherent, high-quality communications approach to:

- Build awareness and engagement across diverse stakeholder groups
- Support participation in project activities and knowledge exchange
- Communicate complex environmental and governance issues in an accessible way
- Showcase the impact of cross-border collaboration and pilot initiatives
- Ensure visibility of PEACEPLUS investment and outcomes

This RFQ seeks a communications partner capable of delivering strategic, creative, and impactful PR, marketing, website and branding support, ensuring that CORE's activities, outputs, and learning are effectively communicated, widely disseminated, and positioned to influence policy, practice, and public understanding.

3. Scope of Services

The appointed provider will support communications delivery across the CORE project lifecycle.

A. Branding and Visual Identity

- Develop a strong, consistent project brand aligned with PEACEPLUS requirements
- Produce branding guidelines and templates (e.g. for presentations, reports, emails, social media assets and posters)
- Ensure consistency across all materials, digital platforms, and events

B. Content Creation (Digital & Knowledge Hub)

- Design a website, to include a knowledge hub section to house:
 - Video and photography assets
 - Other knowledge hub resources (e.g. reports, case studies etc.)



- Social media assets that support storytelling around project activities, outputs, and impact
- Ensure content is engaging, accessible, and audience-focused

C. Communications Strategy and PR (Launch Phase)

- Develop an initial communications and PR strategy aligned with SEUPB and PEACEPLUS guidelines
- Support project launch (planned 11th September), including:
 - Press releases
 - Media engagement
 - Stakeholder communications
- Build awareness across Ireland, Northern Ireland, and wider stakeholders

D. Ongoing Communications Support

- Provide guidance on social media and communications planning
- Support key project milestones, outputs, and events
- Align communications with project objectives and outputs

E. PR Support for Final Knowledge-Sharing Event

- Provide communications and PR support for the final event/conference
- Promote attendance and visibility

F. Delivery and Coordination

- Work closely with the CORE project team
- Align communications with project activities and timelines

4. Budget / Contract Value

The maximum budget available for this contract is:

€40,000.00 (inclusive of VAT)

For evaluation purposes, prices should be clearly presented showing:

- Total contract price (excluding VAT)
- VAT amount

- Total price including VAT

The price quoted should include all costs associated with programme design, preparation, delivery, materials, reporting and any associated expenses, unless otherwise agreed in writing with the Contracting Authority.

Venue and catering arrangements will normally be organised by the Contracting Authority unless otherwise agreed.

Quotations exceeding the maximum available budget may not be considered.

5. Structure of Quotation Submission

Submissions must structure their quotation in the order set out below. Submissions should be clear, concise and directly address the requirements of this specification.

All responses must be presented using the following format:

- Font: Arial
- Font size: 11 point
- Line spacing: 1.15
- Word document or PDF

Submissions must adhere to the maximum word limits specified for each section. Text exceeding the stated limits may not be considered during evaluation. Word limits apply to the main narrative response only and do not include tables, diagrams or CVs where provided.

Organisation Overview

(Maximum 300 words)

Provide a brief overview of the organisation including:

- Organisation name and contact details
- Legal status of the organisation
- Overview of organisational capability relevant to the delivery of the assignment
- Key personnel who will deliver the contract, including one-page CVs

Evaluation Criteria

C1. Methodology and Approach (35% | Max 600 words)



- Understanding of CORE objectives and cross-border context
- Approach to branding and identity development
- Approach to content creation (digital, video, photography)
- Approach to PR and stakeholder engagement
- Approach to supporting knowledge hub and events
- Approach to PEACEPLUS compliance

C2. Capacity and Resourcing (20% | Max 600 words)

- Relevant experience in communications, PR, and branding
- Experience with public sector / cross-border projects
- Team structure and roles
- Project management and quality assurance

C3. Delivery Plan including Equality & Sustainable Development (20% | Max 600 words)

- Delivery stages (branding, content, PR, events)
- Timeline and key milestones
- Approach to inclusive and accessible communications
- Sustainable and responsible delivery practices

Price Quotation

(Evaluation Criterion – 25%)

Quoters must provide a fixed price quotation using the format below:

Price Quotation

(Evaluation Criterion – 25%)

Quoters must provide a fixed price quotation using the format below.

	Amount (€)
Total Contract Price (excluding VAT)	
VAT	
Total Contract Price (including VAT)	



The Total Contract Price (including VAT) must not exceed €40,000.00.

Quotations must include all required information outlined above and be submitted electronically.

Submissions should include:

- Organisation profile
- Methodology and approach
- Capacity and Resourcing
- Delivery plan including Contribution to Equality & Sustainable Development
- Price quotation

Quotations must be submitted by noon 24th July 2026 to sadhbh@ien.ie

Late submissions may not be considered.

Requests for clarification should be submitted in writing to the above email address by Friday 17th 2026.

6. Evaluation Criteria

Quotations will be evaluated based on the Most Economically Advantageous Tender.

Evaluation Criteria	Weighting
C1. Methodology and Approach	35%
C.2 Capacity and Resourcing	20%
C.3 Delivery Plan including Contribution to Equality & Sustainable Development	20%
Price	25%
Total	100%

Quality responses will be scored using a 0–5 scoring scale and converted to weighted scores.

Price will be evaluated using a relative scoring method. The lowest priced compliant quote will receive the maximum score available for price. All other quotes will receive a score calculated in proportion to the lowest price using the following formula:

$$\text{Price Score} = (\text{Lowest Price} \div \text{Bidder Price}) \times \text{Maximum Score}$$

This ensures price evaluation is fair, transparent, and applied consistently across all bidders.

The Contracting Authority reserves the right to seek clarification where a bid appears to be abnormally low or where the proposed price may impact the bidder's ability to deliver the contract requirements.

Further Scoring guidance is outlined in **Annex A** below.

7. Procurement Conditions and Timeline

This procurement will be conducted in accordance with principles of transparency, equal treatment and value for money applicable to publicly funded programmes.

The Contracting Authority reserves the right to:

- Seek clarification from bidders
- Reject any quotation
- Not award a contract

Indicative Timeline

Activity	Date
RFQ Issued	13th July 2026
Clarification Deadline	17th July 2026
Submission Deadline	12 noon 24th July 2026
Evaluation	30th July 2026
Contract Award	Provisionally 7th August 2026

8. Submission

Please submit quotations via email by **12 Noon 17th July 2026**.

Late submissions will not be considered.

For queries or further information, please contact sadhbh@ien.ie

Annex A Criteria	Weight (%)	Scoring Guidance
1. Methodology and Approach	35%	Demonstrates a clear, coherent and well-structured approach to delivering communications, branding, and PR support for a cross-border project. Shows strong understanding of the CORE project objectives, target audiences (NGOs, public agencies, communities), and the importance of effective communication in supporting knowledge exchange and engagement. The methodology should outline a robust approach to branding development, content creation (including digital, video, and photography), PR delivery, and stakeholder engagement.
2. Capacity and Resourcing	20%	Demonstrates the capacity and organisational capability to deliver the assignment within the required timeframe. Provides clear detail on the proposed team structure, roles and responsibilities, and availability of personnel. Shows relevant experience in communications, PR, branding, and content creation, ideally within the public sector, NGO, or cross-border programmes. Evidences appropriate resourcing, project management arrangements, and quality assurance processes to support delivery of high-quality outputs across multiple communication channels.
3. Delivery Plan (including Equality & Sustainable Development)	20%	Provides a clear and realistic delivery plan, including key stages (branding development, content production, PR support, and event communications) and timelines. Demonstrates an appropriate approach to engaging diverse audiences across Ireland and Northern Ireland. Outlines how delivery will support equality of opportunity, inclusive and accessible communications (e.g. plain English, accessible formats, diverse representation), and stakeholder reach.
4. Cost	25%	Assessed on value for money. The lowest priced compliant quotation will receive full marks. Other quotations will be scored proportionally using the price evaluation formula outlined in this RFQ.