

## Request for Tenders (RFT)

Development of a Communications Plan for the New Solutions Social Innovation Hub.

### 1. Background

New Solutions is Ireland's one-stop hub for advancing social innovation. Our mission is to build a stronger, more inclusive society by supporting innovative ideas that tackle social and environmental challenges.

Our work focuses on four key areas:

- Building the ecosystem: Raising awareness of social innovation and aligning with key public policies on social inclusion, enterprise, and local development.
- Strengthening capacity: Providing supports and resources for social innovation initiatives nationwide.
- Funding innovation: providing grant funding to social innovation projects at all stages – from ideas to pilot & scaling up.
- Enabling growth: Creating an environment where social innovation can thrive and scale sustainably.

The Hub will be delivered by a consortium led by Rethink Ireland in partnership with Dublin City University, the Local Development Companies Network, Údarás na Gaeltachta, the Western Development Commission and The Wheel.

New Solutions is co-funded by the Government of Ireland and the European Union through the European Social Fund Plus (ESF+) EIST 2021–2027 Programme, and is overseen by Pobal.

To support effective outreach and engagement, the consortium seeks to develop a comprehensive communications plan to guide its internal and external communications activities.

A full branding pack and visual identity guidelines have already been developed. The



Rialtas na hÉireann  
Government of Ireland



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the European Union



purpose of this assignment is therefore not to create new branding materials, but to produce a strategic and practical communications plan supported by a set of monitoring tools and a training session for implementation.

## 2. Scope of Work

The selected communications agency will be responsible for delivering the following tasks:

### Task 1: Consultation and Information Gathering

- Conduct an initial consultation session with consortium partners to understand project objectives, audiences, and communication needs.
- Review existing materials, branding guidelines, and any prior communication outputs.
- The consultation session should be delivered before 15 January 2026, either online or in person, depending on consortium availability.

### Task 2: Development of a Comprehensive Communications Plan

- Identify and describe target groups and develop relevant personas.
- Define key messages tailored to each audience.
- Recommend appropriate communication channels and tools.
- Develop a communications strategy and implementation plan, including timelines, responsibilities, and resourcing considerations.
- Design a set of monitoring and evaluation tools (e.g., templates, indicators, etc) to track implementation and results.
- A draft communications plan should be delivered by 24 January 2026, followed by feedback rounds with the consortium until 31 January 2026.

### Task 3: Training and Handover

- Deliver a training session with consortium members by 10 February 2026, either online or in person.
- The session should cover:
  - How to implement the communications plan.
  - How to apply and use the monitoring tools developed.
- Provide all training materials and handover documentation.

## 3. Timeline Overview

Deliverable	Deadline	Format
Consultation workshop with consortium	Before 15 January 2026	Online or in-person



Draft communications plan	By 24 Jan 2026	Written report
Feedback period and revisions	24 - 31 Jan 2026	Collaborative (online)
Final communications plan and tools	By 5 Feb 2026	Written report + templates
Training session on implementation	By 10 Feb 2026	Online or in-person

## 5. Budget

The total available budget for this assignment is €8,000 (inclusive of VAT and all expenses). Proposals exceeding this ceiling will not be considered.

## 6. Submission Requirements

Interested agencies are invited to submit:

- A brief technical proposal outlining their understanding of the assignment, methodology, and proposed approach.
- A timeline and work plan aligned with the schedule above.
- Profiles of key staff assigned to the work.
- Examples of relevant past work (especially communications strategies for multi-partner or EU-funded projects).
- A financial proposal (in EUR, inclusive of VAT).
- Contact details for two recent clients who may be contacted for references.
- Responses should be brief. No more than 7 pages total.

## 7. Evaluation Criteria

Criterion	Weighting
Understanding of the brief and proposed approach	40%
Relevant experience and expertise of the team	30%
Value for money	20%
Proposed timeline and delivery schedule	10%



## 8. Submission Details

Tenders must be submitted by [insert deadline date and time, e.g., 12 December 2025, 17:00 CET] to:  
Maria O'Connell  
Development Manager  
The Wheel  
Email: [mariaoconnell@wheel.ie](mailto:mariaoconnell@wheel.ie)  
Subject line: Tender Submission – Communications Plan for New Solutions

## 9. Contact for Clarifications

For questions or clarifications, please contact:  
Maria O'Connell  
Development Manager  
The Wheel  
Email: [mariaoconnell@wheel.ie](mailto:mariaoconnell@wheel.ie)  
By 9 December 2025

