



European Media Freedom Act (EMFA) Compliance Plan

Document Title: State Advertising Policy & Procedures

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1. Purpose & Scope

This plan outlines the criteria and procedures for the awarding of advertising by Uisce Éireann, in compliance with *Regulation (EU) 2024/108 of the European Parliament and of the Council of 11 April 2024 establishing a common framework for media services in the internal market and amending Directive 2010/13/EU (European Media Freedom Act) (the “EMFA”)*. It applies to all Uisce Éireann advertising campaigns placed directly or via intermediary agencies.

2. Legal and Regulatory Context

This plan supports compliance with:

EMFA

EU and national public procurement legislation and guideline

Official Languages Act 2003

3. Guiding Principles

We are committed to ensuring that advertising buying decisions made by Uisce Éireann are based on transparent, objective, proportionate, and non-discriminatory criteria in accordance with the EMFA.

4. Advertising Procedures

In order to achieve and support the above referenced guiding principles, Uisce Éireann has the following procedures in place.

- All advertising campaigns are planned based on a strategic brief that identifies the communication goals and target audiences we are seeking to reach;
- Uisce Éireann works closely with specialist media planning and buying agencies to determine appropriate advertising channels and spend to meet our goals and reach our audiences; and

- Key performance indicators (KPIs) are set for each campaign based on the campaign's objectives and requirements and we report against these indicators to support future advertising decisions.

5. Award Criteria

The criteria that we take into consideration in awarding advertising are:

- **Media consumption data** and ability to reach target audiences
- **Value for Money**
- **Geographical Spread** appropriate to campaign scope
- **Statutory requirements** for public notices and Irish language advertising

We seek to ensure that, where possible, our overall expenditure is distributed across a wide variety of media, tailored to each campaign's needs.