Terms of References

For engagement of company for design and printing of promotional materials for conference, related to the activities and results under the project P9407,, From Disability to FoodAbility’’

# Background

The National Federation of Farmers (NFF) is the largest agricultural organization in the country that represents and stands for the interests of the farmers, family farms, local agricultural associations, agricultural cooperatives, united under a common vision: *profitable agriculture – stable village,* and mission: *organized farmer leader in the agricultural and rural development.*

NFF in its work pays special attention to strengthening and supportting vulnerable categories in rural areas, and gives larger support for young people and women and their direct involvement in the agricultural development through decision-making and active action.

As of 2019 NFF implements the “From Disability to FoodAbility” project as part of the cooperation with We Effect and Radiohjalpen, Sweden. The project contributes to empowerment of people with disabilities - children and adults with intellectual and physical disabilities and their families living in rural areas. The foreseen activities are towards social and economic support to people with disabilities and their families in rural areas via infrastructural interventions and adaptations in the food production such as farms and food gardens.

Based on the implementation of the Activity 2.4.1.1. Promo materials within the Project Output 2.4 Increased outreach for people with disabilities needs and rights in local and national media, in order increasing the visibility of PwD, promo materials such as calendar for 2022 containing photos and products of PwD, beneficiaries of the project will be designed and printed as well as agenda (an appointment diary) will be printed.

Activity 2.5.1.8 is envisaged under the Project Outcome 2.5 Increased inclusion of people with disabilities in their communities. Within this activity 6 (six) infographics will be prepared by experts, further printed and distributed on the field. Infographics that be designed and printed will contain results from the previously conduced analysis on the rights and needs of people with disabilities and their families in respective local communities. They will increase the visibility of the condition of PwD and will reach out to the competent institutions.

Under the Project Output 2.5. Increased inclusion of people with disabilities in their communities, Final conference i.e. Activity 2.5.2 Final conference for promotion of results is envisaged under which Activity 2.5.2.4 Set of materials (info materials for the project, visibility materials such as banner) will be prepared. The material will be used for greater public visibility of the project.

# Objective of the assignment

The main objective of this procurement is to engage a company that will prepare the design and print calendars, agendas, banner and infographics for the purpose of reaching high project visibility.

Expected deliverables are:

* Design and print of calendars for 2022 and agenda (an appointment diary) in 1000 copies, A3 format full colour 28 pages –calendar, and agenda in 30 copies branded with logos
* Promotional materials i.e banner, -one banner in colour
* Design and print 6 (six) infographics

Expected workload i.e. time for delivery of the service

* The company will be engaged for a period from 2nd December – 30 December 2021. All milestones as described in the table should be finalized till December 15th .

Schedule of milestones and means of measurement/verification of their completion

|  |  |  |
| --- | --- | --- |
| Month | Milestone | Means of verification |
| 2nd December | Engaged and contracted company | Contract |
| December 2021 | Design and print of expected deliverables | 1ooo Calendars and 30 agendas for 2022  1 banner with project logos  6 infographics |

Reference project activities/budget lines:

Project Activity 2.4.1.1. Promo materials under the Project Output 2.4 Increased outreach for people with disabilities needs and rights in local and national media

Budget line: 2.4.1.1. Promo video

Project Activity 2.5.1.8 Electronic catalog-expert fee administrator for editing photos and text of products of 30 PwD e-farm or NFF web page under the Project Outcome 2.5 Increased inclusion of people with disabilities in their communities

Budget line: 2.5.1.8 Electronic catalog-expert fee administration

Project Activity 2.5.2. Final conference for promotion of results under the Project Output 2.5. Increased inclusion of people with disabilities in their communities

Budget line : 2.5.2.4 Set of visibility materials i.e banner

Expected duration of assignment/contract

The company will be engaged for a period from 2nd December – 30 December, 2021.

# Duty travel & accommodation

# N/A for this engagement.

# Coordination & reporting

The engaged company will report directly to Project coordinator during the engagement period 2nd December – 30 December , 2021, clearly indicating the tasks performed during reporting time. The reporting schedule and other documentation are indicated in the table below.

|  |  |  |
| --- | --- | --- |
| Month | Milestone | Means of verification |
| 2nd December | Engaged and contracted company | Contract |
| December 2021 | Design and print of expected deliverables | 1ooo Calendars and 30 agendas for 2022 |

# Qualification requirements

Mandatory technical criteria:

* At least 5 years’ professional experience in managing the preparation of design and printing of promotional materials, infographics, including development of creative design concept
* Completion of at least three similar assignments, samples could be required upon request
* Recommended to have
* Creative skills

# Application procedure:

Interested companies for this ToR should submit the following specific documents:

* Up to date professional portfolio of the company clearly indicating previous similar assignments
* Financial proposal with a detailed breakdown of the costs clearly indicating amounts for each of the expected deliverables as well total gross amount needed for realisation of all deliverables.
* Certification of company registration
* Declaration of relationships
* Company’s portfolio, the financial offer/proposal and Declaration of relationship should be submitted by email to the following emails [daniela.antonovska@nff.org.mk](mailto:daniela.antonovska@nff.org.mk) and [nff@nff.org.mk](mailto:nff@nff.org.mk) at once 1st December 2021
* In case of any questions related to this ToR, interested candidates should contact via following email [daniela.antonovska@nff.org.mk](mailto:daniela.antonovska@nff.org.mk) not later then 30 November 2021.
* The submission of the Declaration of relationships is mandatory for the applicant

# Evaluation of the offers

Incomplete applications and/or applications received after the deadline will not be taken into consideration.

The offers will be evaluated on the following criteria:

Best value for money principle will be taken into account by using a weighted scoring method to evaluate the combination of professional portfolio i.e **previous work and experience (30%) and financial offer/proposal (70**%)

# Terms of payment

Payment will be made upon completion of the total assignment and upon submission of all expected deliverables. Once all deliverables are submitted by the company as indicated in Section IV- Coordination and reporting and approved by the Project coordinator, the payment of the total contracted fee will be paid.

# Declaration of relationships

The Applicant shall describe if their organization/employees have any business or personal relationships with closely associated party from NFF and We Effect, its Regional Office in Skopje, its governing bodies and employees or with similar bodies/persons of the Client.

Closely associated party (persons, physical or legal) as per We Effect’s definition is considered person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity. The purpose of the Declaration is to disclose such information which makes the application and evaluation process more transparent and supports the bids in its relevance according to conditions on the open market.