



## **Terms of References**

**for Expertise-marketing agency for preparing promotional materials, promotional activities and making marketing linkages for sales of apple juice**

P9408, "Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income"

### **I. Background**

The National Federation of Farmers represents the largest network of farmers and farmer's organizations in the country. It has inherited all the institutional memory and experience from the Federation of Farmers of RM. It unites the effort of 43 local farmers' organizations and cooperatives, representing the voice of more than 3.000 members and cooperating with almost all key players in the agriculture and agribusiness sector.

The National Farmers Federation has expanded its scope of action. This means that besides farmers, agricultural associations, and agricultural cooperatives, the organization will continue to strengthen and support vulnerable categories in rural areas, greater support for young people and women, and their direct involvement in the development of agriculture through decision-making and active action.

In addition to agriculture, one of the organization's main focuses is rural development, ie dealing with the problems and challenges that the rural population faces, such as poverty and limited approaches of the rural population to health services, education, information law, and decision-making power.

The main pillar of action is lobbying to define the problems from the field and by joint work and analysis will be presented in front of the competent institutions for finding a common solution, which is in the interest of the farmers and the welfare of our entire country.

The focus of the National Farmers' Organization, which will continue to function under the slogan "Together for success" and the logo that symbolizes the labor and production of our farmers, is solving the biggest problems, which is placement and quality production. The mission of the rebranded organization is the ORGANIZED FARMER LEADER IN THE AGRICULTURAL AND RURAL DEVELOPMENT OF THE REPUBLIC OF MACEDONIA. The vision to which we strive is - PROFITABLE AGRICULTURE - STABLE VILLAGE.

As of May 2021, NFF implements the project "Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income" that is supported by Sida and We Effect.

The expected outcomes of the project are the following:

Outcome 1: Rural enterprises, small farmers/producers, grow and provide more income and employment opportunities for the people from the rural area, women, and youth in particular. The focus here will facilitate access to the market for actors that empower rural women and youth. Currently, market linkages for sales of products are broken for small farmers/produces, leading to low income of the rural target group, pushing them into poverty.

Outcome 2: Increased organizational capacities and financial sustainability of NFF. As a membership-based organization, NFF represents the interests of farmers and the rural



population in the country. It has developed a paid membership system with a set of free services to which only members are eligible. In the last few years as a result of the previous Institutional Development to NFF Project, the organization has improved its internal organization, management, introduced procedures, book of rules, book of conduct and other administrative and management tools that improved the performance and the impact of our work. The focus here is the organizational development and financial sustainability as crucial to continue with the lobby and advocacy activities and develop new services to provide new sources of income.

## II. Objective of the assignment

The main objective of this assignment is to engage the services of professional marketing agency for preparing promotional materials, promotion activities and making marketing linkages for selling apple juice within intervention for better access to markets that is part of the Project “Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income”. The marketing agency will be engaged to support NFF intervention partner in further elaboration and connection to market linkages for sales of its product Prespino.

### Expertise/marketing agency specific tasks and deliverables are:

- **Creation of Facebook page** and maintenance of the Facebook page for 2 ( two) months
- **Design and print of roll banners** 100x200 cm, with aluminum construction, printed in photo quality in high resolution. Quantity 2.
- Design and delivery of **promotion stand**. Quantity 1.
- **Design and print of Poster**, B2, 50X70, printed in biomat paper. Quantity 10.
- **Design and print of flyer**, A5, double-sided printing. Quantity 1000.
- **Design and print of apple juice labels**. Type of paper-muflon. Quantity 5000 pieces.
- **Production of professional photos and video clips** of apple juice for promotional purposes on social media
- **Organizing degustation** in three coffee bars/restaurants

### Expected workload i.e. time for delivery of the specific tasks

- The marketing agency will be contracted within the period from 12 September until 30 December 2022

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

Month	Milestone	Means of verification
15 September 2022	Engagement of marketing agency	Signed contract with selected marketing agency
30 October 2022	Printed 2 roll banners Delivered 1 promotion stand Printed 10 posters Printed 1.000 flyer Printed 5.000 apple juice labels	Invoice/delivery document



30 November 2022	Created Facebook page and maintained for 2 months, edited with content, videos, photos, texts Production of professional photos and video clips of apple juice for promotional purposes on social media	Facebook page Photos Video-clips
30 December 2022	Organized degustation in three coffee bars/restaurants	Photos of the events Invitation for the event

Budget line:

4.1.4.1.a	Pilot Intervention large scale farmer with license to process and sale apple-based products
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Budget lines:

a.14	Marketing agency for preparing promotion materials, promotion activities and making marketing linkages for selling apple juice (creation of Facebook, banner, promo stand, posters, labels, professional photos and clips for social media and three organization of degustation for potential buyers)
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Expected duration of assignment/contract

- The marketing agency will be contracted within the period from 15 September until 30 December 2022

### III. Duty travel & accommodation

N/A for this engagement

### IV. Coordination & reporting

The marketing agency will report directly to Organizational Development Coordinator indicating tasks and activities performed in the course of the contracted period. The reporting schedule and other documentation are indicated in the table below.

Month	Report on	Documentation
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30 December 2022	Submitted report on promotional material delivered, promotional activities conducted and sales channels developed	Report, Facebook page, photos, video-clips, invoice
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## V. Qualification requirements

### Mandatory technical criteria:

- Minimum 5 years of professional experience in promotion and marketing, media and event organization
- Portfolio of completion of 5 similar assignments

## VI. Application procedure:

Companies for this ToR should submit the following documents:

- Up to date company portfolio (indicating work on previous similar engagements)
- Financial offer. The offer should indicate per diem and total amount, expressed in MKD with included VAT.
- Current status of the company issued from the Central register of RNM, not older then 6 months
- The submission of the statement in Mail-Declaration of relationships is mandatory for the company

Documents/offers to be submitted on email [nff@nff.org.mk](mailto:nff@nff.org.mk) and [angela.samardzik@nff.org.mk](mailto:angela.samardzik@nff.org.mk) **no later than 9 September 2022 (Friday).**

## VII. Evaluation of the offers:

Offers with incomplete documentation and/or offers 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 company background, portfolio and previous work on similar assignments (60%) and financial offer/proposal (40%)

## VIII. Terms of payment

Fee for this engagement is indicated in the Section II-Objective of the assignment under the Reference project activities and budget lines.

Payment will be made 30 % upon signing the contract and 70% upon delivery of all tasks, deliverables and report to the National federation of farmers.

## IX. Declaration of relationships

The supplier shall describe if their company/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.