



# National Federation of Farmers

Terms of Reference (TOR)

National Federation of Farmers

*External expert (Journalist) e-farm platform*

Project "SUPPORT OF THE MARKET LINKAGES FOR RURAL POPULATION WITH STRONG ACCENT ON PEOPLE WITH DISABILITY, RURAL WOMEN AND OTHER VULNERABLE GROUPS"

Duration of project: 1.02.2023-01.02.2024

## I. Background

National Federation of Farmers (NFF) represents the largest network of farmers and farmer's organizations in the country. It unites the effort of over 30 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. It works under the common vision: *Profitable agriculture – stable village*, and the mission: *Organized farmer leader in the agricultural and rural development*.

In addition to the farmers, the agricultural associations and the agricultural cooperatives, NFF in its work pays special attention to strengthening and supporting vulnerable categories in rural areas, and gives larger support for young people, women and people with disabilities and their direct involvement in the agricultural development through decision-making and active action.

NFF puts its efforts in improving the life of the rural population by assisting and facilitating sustainable mechanisms through lobby and advocacy, information, education, business support, demonstration plots, study visits and other forms of know-how transfer and learning. NFF believes that only well trained, skilled and business oriented farmers can lead the rural community development in sustainable manner.

Organization maintains the strategic partnership with the academic and research community (faculties and institutes), extension service providers (NEA and private companies), other NGOs from Macedonia and from the region and partnership with state and foreign institutions and organizations.

NFF is implementing a range of projects focusing on agriculture and rural development in North Macedonia and actively cooperates with different international and donor organizations.

The **project: „Support of the market linkages for rural population with strong accent on people with disability, rural women and other vulnerable groups“** is supported by the Deutsche

Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH within project "Support to Economic Diversification of Rural Areas in Southeast Europe" (SEDRA II).

The objective of the project is to increase the market linkages for rural population with strong accent on disabled persons, rural women and other vulnerable groups, aiming at providing them with possibilities for creation of new or additional job opportunities, as well as possibilities to increase their income generation.

The project has three sub-objectives:

- sub-objective 1: Increase of skills for marketing and promotion within the local context in the rural municipalities for disabled, rural women and other vulnerable groups
- sub-objective 2: Improvement of business operation of the agro-food producers providing direct sales opportunities, shortening the supply chain, increase of the income/profit, access to new customers, creation of more competitive added value products, establishment of potential stable market linkages that could enable planned production in the future.
- sub – objective 3: Improving the performance of the NRDNs as key representatives of the needs of the rural communities at national level

## **II. Engagement and Objective of the assignment**

NFF within the project is seeking to engage an external expert (Journalist) who will prepare promotional stories for the e-platform <https://efarm.mk/>. The platform will assist the farmers to promote their products and at the same time to increase the awareness of the consumers for the existence of <https://efarm.mk/> platform. The journalist, together with photograph will make field visits to the farmers in order to prepare the promotional stories. In addition, the journalist will prepare a manual with best practices of the platform <https://efarm.mk/> and press release for the regional event.

For successful Implementation of this activity the expert will be hired for fifteen (15) working days in the period March 2023 – January 2024.

### **Responds to**

The journalist is responsible in front of the NFF Project Manager and NFF Project coordinator.

The Expert **must know**:

- Journalist techniques for writing
- Journalist ethics
- Very good communication management skills
- Excellent written and verbal communication skills
- Average working knowledge of English Business Language
- Good working knowledge of Microsoft Office

The Expert must **have experience** in:

- Appropriate education and/or professional experience

- Three-year Experience in preparation journalist texts for webpages
- Three-year Experience with the civil society sector
- Experience with rural and local development
- Experience in communication products

The journalist must **be able to**:

- Work within a tight deadline
- Organize and work with a team
- Prevent and resolve conflicts

The **obligations and responsibilities** of the consultants are:

- Writing texts for the platform [www.efarm.mk](http://www.efarm.mk)
- Writing texts for the farmers that will promote their products on the platform
- Participate in preparation of the manual with best practices in economic inclusion of people with disabilities in agriculture sector and food production
- Prepare press release for regional event where will be present manual and press release for [www.efarm.mk](http://www.efarm.mk)

### The ToR Calendar

Month	Activities
10 March 2023 – 22 January 2024	<ul style="list-style-type: none"> <li>- Writing texts for the platform <a href="http://www.efarm.mk">www.efarm.mk</a></li> <li>- Writing texts for the farmers that will promote their products on the platform</li> <li>- Prepare manual with best practices in economic inclusion of people with disabilities in agriculture sector and food production</li> <li>- Prepare press release for regional event where will be present manual and press release for <a href="http://www.efarm.mk">www.efarm.mk</a></li> </ul>

### III. Application procedure:

Interested candidates should submit the following documents:

- Up to date CV clearly indicating previous working experience
- Financial offer expressed in MKD, gross per diem with personal tax included and a total gross amount with personal tax included for 15 working days

All documents should be submitted by email to the following emails at once [angela.samardzik@nff.org.mk](mailto:angela.samardzik@nff.org.mk) and [nff@nff.org.mk](mailto:nff@nff.org.mk) by 6.03.2023 (Monday)

#### **IV. 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 **CV i.e previous experience (40%) and financial offer/proposal (60%)**

#### **V. Payment**

Payment will be made monthly and upon submission of all expected deliverables including timesheet. Once deliverables are submitted and approved by the NFF Project manager, the payment of the total contracted fee will be paid.