



National federation of farmers

Terms of Reference (TOR)

National federation of farmers

Company for public relation for covering regional event International day of rural women

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: 01.02.2023-01.02.2024

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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.

II. The objective of the procurement

The main objective of the procurement is engagement of PR company for regional event International day of rural women that will be held in Krushevo on 15th October 2023 (Sunday).

Engagement of company that will conduct a promotion of the event through:

- √ the preparation of 1 press announcement
- √ the preparation of 1 press release
- √ taking and editing photographs from the event
- √ organizing media interviews
- √ preparation of scenario of the event
- √ promotion of event on social media/social media content
- √ coordinating the protocol of the event where will attend 200 people
- √ the preparation of the press clipping of the media coverage
- √ preparing online stories with quotes and pictures from rural women for the region who will participated in the event

Budget line 6.5 Public relation for regional event International day of rural women

Expected duration of contract

The supplier will be contracted from October 9th , 2023 until October 30 , 2023 i.e. providing the agreed services.

III. Qualification requirements

Mandatory technical criteria:

- Minimum 3 years of professional experience in public relation and event management
- Portfolio of completion of 3 similar or identical assignments related to the subject of the procurement

IV. 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 be expressed in MKD with included VAT.

The offered price should include travel cost and other related cost to Krushevo where event will be held.

Offers to be submitted on email nff@nff.org.mk and vidanka.martinovska@nff.org.mk at once, **no later than 05.10.2023 (Thursday) at the latest.**

If any questions for this procurement you can write on email on vidanka.martinovska@nff.org.mk.

V. 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 portfolio and previous work on similar assignments (40%), and financial offer (60%)

VI. Payment

Payment will be made successively upon submission of all each of the deliverables including invoice and delivery note from the contracted bidder. Once deliverables are submitted and approved by the NFF Project manager and Project Coordinator, the payment of the total contracted amount will be paid.