



Terms of References

for Expertise-marketing agency for development of a concept (plan) for promotion and marketing within the group of producers and education of the group for of producers

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 development of a concept (plan) for promotion and marketing within the group of producers and education of the group for of producers within intervention for „School schemes pilot project apple” 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

Expertise/marketing agency specific tasks and deliverables are:

- Develop a concept (plan) for promotion and marketing within the group of producers
- Field screening of the farmers, buyers and cooperatives (potential members of the group of producers). Screening to cover production capacities of the apple producers in Prespa region that are part (included) in the intervention and selling channels (access to market)
- Education of group of producers for marketing -2 one day training of group of producers for marketing and promotion that are foreseen to be held in Prespa region

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

- The marketing agency will be contracted for 16 working days within the period from 17 October until 30December 2023

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

Month	Milestone	Means of verification
17 October 2023	Engagement of marketing agency	Signed contract with selected marketing agency
17 October -30 December 2023	Developed concept (plan) for promotion and marketing Determined production capacities of apple producers in Prespa region and sales channels	Concept for promotion and marketing Participant list and photos from field visits for field screening of the farmers, buyers and cooperatives



	Trained/educated 80 persons from the group of producers for marketing	Participant list, photos and agenda from trainings, Developed materials for the training such presentation etc.
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Activity line:

4.2.1.2.	Intervention area 1-2 School schemes, project Apple
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Budget lines:

4.2.1.2.3	Promotion and marketing of school schemes concept
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Expected duration of assignment/contract

- The marketing agency will be contracted for 16 days within the period from 17 October until 30December 2023

Intervention budget line 4.2.1.2.3.1 Marketing agency for marketing plan for promotion and marketing and training for marketing activities organized for group of producers

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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17 November - 30 December 2023	Developed marketing and promotion plan and training for marketing of the group of producers	Report, Invoice
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V. Qualification requirements

Mandatory technical criteria:

- Minimum 5 years of professional experience in the field of promotion and marketing activities
- Portfolio of completion of 3 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 be expressed in MKD with included VAT.
- Current status certificate of the company issued from the Central register of RNM, not older then 6months
- 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 and vidanka.martinovska@nff.org.mk **no later than 13 November 2023 (Monday)**.

All questions you may have about submitting an offer can be addressed on email vidanka.martinovska@nff.org.mk.

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 upon completion of the total assignment and upon submission of expected deliverables. Once deliverables are submitted by the engaged expert as indicated in Section IV-Coordination and approved by the Project Manager-Organizational development coordinator, the payment of the total contracted fee will be paid.

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.