



National federation of farmers

Terms of References

**For engagement of agency for marketing, public relation and promotion and event management
/organizing of fair**

PJ1359, "Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income"

Intervention "Producer Groups" - Stream 3-Improvement of Market Linkages of small scale farmers ensuring steady and fair market of their produce

17.06.2024

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 labour 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/producers, leading to low income of the rural target group, pushing them into poverty.



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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 the procurement is engagement of **Agency for marketing, public relation and promotion and event management /organizing of 1 fair and rent of stands for 1 fair (Open Air fair) that will be held in Skopje during the weekend period for 1 day, in the period August-September 2024**, within intervention "Producer Groups"- Stream 3-Improvement of Market Linkages of small scale farmers ensuring steady and fair market of their produce, that is part within the Project "Organizational development of NFF and improved market linkages for the small farmers and producers from rural areas aiming at increased income".

On the fair domestically produced products (natural juices, honey, bee products, malt grape, lutenica, ajvar, nuts butters, marmalades, handicrafts and home-made cosmetics) will be exhibited and offered to potential customers.

The objective of the assignment is to create opportunities for direct sales, shorten the supply chain, increase income, increase competitiveness of value added products produced by small scale farmers, access to new markets, establish potential market connections that could enable planned production in the future for small scale farmers.

Engagement of **Agency for marketing, PR and promotion in terms of organizing a fair equipment** will include:

- √ preparation concept for the fair
- √ 30 Fair stands where agricultural products and processing will be exhibit
- √ appropriate sitting equipment for the exhibitors
- √ sound equipment
- √ waterproof canopy tents as a protection of rain, sun, and wind. Number of tents provided to correspond the needs 30 fair stands
- √ Fair accessories (Information stands A3 format for visibility of the event and as direction towards the event)
- √ Full planning of set up of fair stands and canopy tents
- √ Full management of the fair
- √ Mood board (map of the fair)
- √ Organize kids' corner (facilitation of corner with materials for drawing)

Engagement of **Agency for marketing, PR and promotion** will be through:

- √ preparation of press releases
- √ taking and editing photographs from the fair



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- ✓ design invitation and agenda
- ✓ design of fair banner for social media
- ✓ organizing media interviews
- ✓ promotion of the event on social media/social media content
- ✓ coordinating of the fair
- ✓ preparing online stories with quotes and pictures from participants who will participate on the event
- ✓ promotional video clip (1 min.) before the fair
- ✓ promotion video clip (1 min.), after the fair
- ✓ preparing press clipping and social media outreach report of the fair

Expected deliverables are:

- 1) Fair stands, equipment and accessories provided
- 2) Prepared concept for the fair
- 3) press clipping and social media outreach report of the fair
- 4) Final Report from 1 fair

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

- The agency will be engaged within the period from 31 July 2024 until 30 September 2024.

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

Month	Milestone	Means of verification
31 July 2024	PR agency contracted	Contract with selected company
1 August-30 September 2024	Implemented 1 fair/promotional event	Photos, participant list, social media content, concept, report, press clipping and social media outreach report

Reference project activities/budget lines:

Project activity

3.3.	NFF organize 3 fairs and 3 promotion events to improve market linkages
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Budget line:

4.2.1A.3.6	Fee for venue and rent of fair stands (3 fairs)
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Project activity

3.4.	Engagement of PR agency for promotion of the fairs
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Budget line:

4.2.1A.3.9	Cost for engagement of PR agency for promotion of the fairs
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Expected duration of assignment/contract

The agency will be engaged within the period of 31 July 2024 until 30 September 2024.

III. Duty travel & accommodation

N/A

IV. Coordination & reporting

The engaged agency will report directly to Organizational Development Coordinator during the engagement and tasks performed in the course of the engagement. The reporting schedule and other documentation are indicated in the table below.

Month	Report on	Documentation
1 August-30 September 2024	Implemented 1 fair/promotional event	Photos, participant list, social media content, concept, report, press clipping and social media outreach report

V. Qualification requirements

Mandatory technical criteria:

- Minimum 3 years of professional experience in public relation, promotion, marketing and event management/ organizing fair
- Portfolio of completion of minimum 3 organized fairs on national or international level
- Working experience with NGO

VI. Application procedure:

Companies for this ToR should submit the following documents:

- Up to date company portfolio (indicating work organizing fairs, event management, promotion and PR)
- Current status of the company issued from the Central register of RNM, not older than 6 months
- Financial offer. The offer should be specifying separately for fair equipment and fair promotion. The offer should be expressed in MKD with VAT included (full fill financial offer form)
- Declaration of relationship (signed)

Offers to be submitted on two emails: nff@nff.org.mk and vidanka.martinovska@nff.org.mk at once, no later then 8.07.2024 (Monday) at the latest.

If you have any questions for this procurement please write an email to 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 company professional experience and previous work on similar assignments (60%) and financial offer (40%).

VIII. Terms of payment

Payment will be made 30 % advance payment after signing the contract and 70% upon completed assignment/s by contracted company. Once deliverables are submitted by the engaged company as indicated in Section IV- Coordination and approved by the Organizational development coordinator i.e NFF project manager, remaining amount (70%) will be paid.

IX. Declaration of relationships

The company shall describe if they 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.

FINANCIAL OFFER FORM

	Description of services	Offer in MKD with VAT included
1	Engagement of Agency for marketing, PR and promotion in terms of organizing a fair equipment	
2	Engagement of Agency for marketing, PR and promotion	