NATIONAL FEDERATION OF FARMERS

Terms of References

For Engagement of Company for Design and printing of informational, educational, and promotional materials

12.05.2026

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.

The National Federation of Farmers (NFF) requires professional design and printing services for a range of informational, educational, and promotional materials. These include publications such as analyses, the membership magazine *Moja Zemja*, and branded promotional items such as tote bags, all aimed at improving visibility, outreach, and member engagement.

To ensure flexibility, NFF intends to establish a **framework contract** with a qualified service provider for the period **18 June 2026 – 31 December 2027**. Under this arrangement, NFF will request services on an as-needed basis and will only pay for deliverables that are formally requested and completed.

II. Objective of the assignment

The objective of this assignment is to engage a company to provide:

- High-quality graphic design services
- Production (printing) of selected promotional items

The selected company will be responsible for the following services:

Design of NFF electronic publication

- Design of internal page, A4 and B5
- Design of cover and back page, A4 and B5

Estimated volume:

The exact number of analysis publications and pages cannot be determined in advance. NFF does not guarantee any minimum volume of services under this framework contract. Services will be requested on an as-needed basis.

Design of NFF Membership Magazine "Moja Zemja" (electronic publication)

- Full design and layout of the magazine

Estimated volume:

- 4 issues total
    - 2 issues in 2026
    - 2 issues in 2027
- Each issue: approximately **28 pages**

Design and printing of Tote Bags branded with slogan: Buy domestic agricultural products

- Creative design aligned with NFF visual identity and Donor visual identity
- Printing and delivery of tote bags

Estimated quantity:

- Total: **1,000 bags**
    - 500 bags in 2026
    - 500 bags in 2027

Design and printing of NFF folders (A4 format)

- Creative design aligned with NFF visual identity and Donor visual identity
- Printing and delivery of NFF folders

Estimated quantity:

- Total: **1,000 folders**

Design and printing of NFF notebooks (B5 format)

- Creative design aligned with NFF visual identity and Donor visual identity

- Printing and delivery of NFF notebooks

Estimated quantity:

Total: **1,000 notebooks**

Design and printing of roll-up banner (1 page)

Design and printing of roll-up banner (1 page) – Roll-up banner (standard sizes 85cm width)

Roll – up banner with aluminum cassette housing

Design and printing of back drop banner

Design and printing of back drop banner (1 page, size - 300cm width and 240 cm high)

Back drop banner with aluminum frame

Design of slogan

Design of slogan in color suitable for banners, roll –ups, digital media and print materials

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Design and print of recognition certificate

Design and print of recognition certificate on A4 format, 1 page, full color

III. Duration of Assignment

Start date: **18 June 2026**

End date: **31 December 2027**

This is a **framework agreement**, meaning:

- No guaranteed volume of services
- Assignments will be issued based on NFF needs
- Payment will be made only for requested, completed and approved deliverables

IV. The contractor is expected to provide:

- High-quality design concepts and materials
- Final electronic files (PDF)
- Printed materials (for tote bags, recognition certificates and NFF folders)

- Prepared and print banners (roll up and back drop)
- Timely delivery according to agreed deadlines per assignment

All materials produced shall become property of NFF.

V. Coordination & reporting

The supplier will:

- Work closely with designated NFF representatives i.e. in particular with NFF project manager
- Submit drafts for review and approval
- Revise materials based on feedback
- Ensure final approval
- Intellectual Property. All final designs and produced materials will become the property of NFF.

VI. Application procedure:

Interested companies are required to submit the following documents:

- **Company Portfolio.** Up-to-date portfolio demonstrating relevant experience, including previous similar assignments (design of publications, magazines, and promotional materials)
- **Registration Certificate** issued by the Central Registry
- **Signed Declaration of Relationships**
- **Financial Offer.** Expressed in MKD, inclusive of VAT and presented as unit prices

Financial offer (template-price per unit)

No.	Description	Unit	Price (MKD, incl.VAT)
1	Design of internal page of publication A4 and B5 format	Price per page	
4	Design of cover page and back page of publication A4 and B5 format	Price per page	
5	Design and print of tote bags (estimated 1000 units)	Price per bag	
6	Design of one issue of "Moja Zemja" magazine (approx. 28 pages)	Price per issue	
7	Design and print of NFF folders A4 format (estimated 1000 units)	Price per folder	
8	Design and printing of NFF notebooks (B5 format) (estimated 1000 units)	Price per notebook	

9	Design and printing of roll-up banner (1 page, standard sizes - 85cm width)	Price per roll – up banner	
10	Design and printing of back drop banner (1 page, size - 300cm width and 240cm high)	Price per back drop baner	
11	Design of slogan	Price per design	
12	Design and print of recognition certificate on A4 format, 1 page, full color	Price per certificate	
Total Financial Offer (MKD incl.VAT)			

Notes:

- The financial offer must be **complete and clearly itemized**.
- Prices shall remain **fixed for the duration of the contract**.
- The estimated quantities (e.g., tote bags, magazine issues) are **indicative only** and serve for planning purposes; they do not constitute a commitment by NFF.
- Payments will be made **only for services requested and successfully delivered** under the framework contract.

Offers to be submitted on email vidanka.martinovska@nff.org.mk and nff@nff.org.mk by 11.06.2026 at the latest.

All questions you may have can be addressed on email vidanka.martinovska@nff.org.mk till 01.06.2026.

Offers received after the deadline will not be taken into consideration.

VII. Qualification requirements

Mandatory technical criteria:

Bidders must meet the following minimum requirements to be considered for evaluation:

- Minimum 5 years of relevant experience

Only bids that meet the above requirement will proceed to technical and financial evaluation.

VIII. Evaluation of the offers:

Offers with incomplete documentation and/or offers received after the deadline will not be taken into consideration.
The evaluation will allocate a total of maximum 100 points, with maximum 70 points for the bidder's technical qualifications and experience and maximum 30 points for the financial offer.

Bidders must score at least 49 points in the technical evaluation (70% of the maximum available) to qualify for financial evaluation.

Evaluation criteria and scoring

Criteria	Scoring	
Technical evaluation		
Years of Relevant Experience	Less then 5 years	0 pts
	5-7 years	20 pts
	More then 7 years	**25 pts**
Relevant Experience and Portfolio (Work Samples)	1-4 similar designs	15 pts
	5-10 similar designs	20 pts
	More then 10 similar designs	**30 pts**
Previous experience with NGOs	No experience	0 pts
	Experience	**15 pts**
Financial evaluation		
Financial offer	(Lowest Price / Bidder's Price) × 30	**Max 30 pts**
Total		**100 pts**

The financial evaluation will be based on the total calculated price derived from the unit prices provided by the bidder.

The lowest evaluated financial offer will receive the maximum number of points (30), while other offers will receive points proportionally, using the following formula: **=(Lowest Price / Bidder's Price) × 30**

IX. Terms of payment

Payment shall be made only upon completion of the requested services for each specific assignment or deliverable, submission of the deliverable(s) in accordance with the agreed requirements, and formal approval of the deliverable(s) by the NFF Project Manager.

Payments will be processed **per approved deliverable** and will be **based on the unit prices** defined in the financial offer.

Payment shall be made within **15 days from the date of issuance of a valid invoice**. NFF shall only pay for services that have been explicitly requested and successfully delivered within the framework contract period, and no payment shall be made for services that have not been requested and/or delivered.

X. Declaration of relationships

The company shall describe if he/she have any present or past business or personal relationships with closely associated party from NFF, its governing and executive bodies. Closely associated party (persons, physical or legal) 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.

Business relationships do not refer solely to contracting arrangements but also to one-off

engagements. Personal relationships do not refer solely to immediate family, but also to extended relatives, friends, and acquaintances.

The purpose of the Declaration is to disclose such information which makes the offer and evaluation process more transparent and supports the bids in its relevance according to conditions on the open market.

Declaring any relationship shall NOT disqualify the company from the procurement but rather contribute to more transparent evaluation process.