

Terms of Reference

Procurement of Individual Consultant – Designer to develop Export Catalogue for MAP

1. BACKGROUND

1.1 Introduction

This document contains instructions for applicants interested in responding to the Open Call for procurement of Individual Service Provider.

1.2 Contracting Authority

The contracting authority for this procurement is the Macedonian Association of Processors (MAP), located at: Aco Karamanov 13, Skopje, email: map@t.mk. This procurement is conducted for the needs of the intervention “Strengthening Supply Chains Through Deployment of Contract Farming and Advanced Digital Advisory Services” within the project “Income Increase and Socio-Economic Empowerment of Vulnerable and Marginalized Groups from Rural and Sub-Urban Areas” (IISEE), supported by We Effect and funded by Sweden.

The distribution of funds under this project is contingent upon the approval and allocation of back-donor funds. The funding is strictly subject to the availability and provision of external donor financing.

1.3 Subject of the Contract

The subject of the contract is the engagement of Individual Consultant – Designer to develop Export Catalogue for MAP. This engagement is foreseen to take place from February 20, 2026 to February 28, 2026.

This procurement is indivisible – meaning, only one Service provider will be contracted to implement the full subject of the procurement (i.e., one catalogue).

Any application competing for only part of the proposed activity shall be disqualified.

2. Objective of the assignment

The service provider should create and deliver an export catalogue for MAP and MAP members for enhanced international communication of MAP members, international promotion of members’ products and capacity to supply foreign markets with domestically produced processed products.

The overall objective of this activity is to support MAP in the development of promotional material that will increase organization’s and members’ potential to communicate with international markets and buyers, and to enhance their external and internal visibility. The specific objectives for organizing this activity are to:

- Improve capacity, image and recognition of MAP and its members
- Support their capacity to exchange of information, goods and services
- Enhance external communication with potential buyers and expanded export sales possibility
- Easier and more efficient provision of export related information

In this context, the selected individual (Designer) will be responsible for:

- Development of catalogue layout design in order to match MAP needs (text, background layout, graphics and charts, pictures, etc)
- Develop bilingual export catalogue in digital format (English and German or Swedish)
- Introduction and official launch of the catalogue.

The selected candidate should have a sufficient knowledge of graphic design and /or export marketing / promotion skills in order to design and prepare an appealing export promotion material for further circulation and distribution.

3. Duty travel and accommodation

If such costs are expected to be incurred, they should be included in the financial offer of the Applicant. MAP shall not be liable for any costs exceeding the projected price in the financial offer.

4. Coordination & reporting

Planning, timing, implementation, and reporting of the activities will be in coordination with MAP.

5. Qualification requirements

Key qualifications and competences of the applicant include:

- At least 2 years of professional experience in design
- Previous experience in design and development of promotional materials (reference projects developed in the past 3 years)

MAP - Skopje will protect the information marked as confidential by the applicants; otherwise, it will be considered that the offer does not contain confidential information.

6. APPLICATION PROCEDURE

The applicant should submit the following documents no later than 18.02.2026, by the end of working day 16:00 CET to the following email addresses: map@t.mk and map77887@gmail.com.

- **Technical offer** composed of:
 - Up-to-date CV of the applicant (indicating design related skills and reference projects)
- **Financial offer** - should quote a total price
 - The offer should include all applicable taxes and costs, including VAT.
 - Prices in the offer should be expressed in denars (MKD).
 - The offer should be broken down / itemized per activity and per type of cost related to activity, including (if necessary) travel and accommodation costs.

Any request for information and/or clarification for this procurement should be sent 7 days prior to the closing date of the Call for procurement by email to: map@t.mk and map77887@gmail.com.

The offer validity period is 30 days.

The applicant should send the complete documentation with the following subject "Application for Individual Consultant – Designer to develop Export Catalogue for MAP".

7. EVALUATION OF THE OFFERS

Incomplete applications and/or applications received after the deadline will not be considered for further evaluation. Please make sure you have provided all the requested documents.

All received offers will first be subject to *administrative verification* whether the application consists of all the mandatory documentation (see Section 6 above). Offers passing administrative verification will be subject to technical evaluation based on the following scoring table. The offers that pass the technical evaluation shall be subject to financial evaluation.

The selection is based on the best-value-for-money principle, where the technical offer contributes 70 points to the overall evaluation while the financial offer contributes 30 points to the overall evaluation.

Technical Evaluation Criteria (70 points)

- At least 2 years of professional experience in design
- Reference projects reflecting capacity and experience related to this assignment

To pass the technical evaluation a technical offer must score at least 45 points.

Criteria	Maximum Points	Scoring Levels
Minimum 2 (two) years of professional experience in design and development	30	2 years = 20 points 3-5 years = 25 points >5 years = 30 points
Minimum 3 (three) reference projects (not older than 3 years) demonstrating capacity to develop export catalogue	40	3 projects = 20 points 4-5 projects = 30 points 5+ projects = 40 points
TOTAL	70	

Financial Offer Criteria (30 points)

The offer with the lowest price shall receive a total of 30 points. The other offers with higher prices shall receive the respective score according to the following formula:

$$\text{Points of the offered price} = 30 \times \frac{\text{Lowest Price}}{\text{Offered price}}$$

The applicant with the highest total points from the technical and financial evaluation will be awarded the procurement contract.

8. TERMS OF PAYMENT

The total amount will be paid upon completion of all deliverables, within 15 days after MAP has notified the Service Provider that it approves the final version of the catalogue.

9. Property

We Effect shall, unless otherwise agreed upon, be the sole owner of, and have all intellectual property rights to, all deliverables and results accrued through the performance of this Terms of Reference. For the purpose of this Terms of Reference, the term “results” shall mean all works and materials (including documentation) as well as any other result produced by the selected applicant. All copyright and any patent rights or other intellectual property rights connected with the result shall constitute We Effect’s property. The transfer of the rights includes a right for We Effect to change and modify the results, and to transfer the rights to a third party. The selected applicant shall not have the right to, without written consent from We Effect, use the results in her/his business.

10. CANCELING THE PROCUREMENT

The contracting authority may cancel the procurement procedure if:

- No offers or no acceptable or suitable offers are submitted.
- Unforeseen changes occur in the budget of the contracting authority.
- Unforeseen and objective circumstances change the needs of the contracting authority.
- The selected applicant withdraws from signing the contract.
- Other conditions for which the contracting authority will duly inform.