

Terms of Reference
for
Graphic Designer

Ref. No. 03-80/1

31/07/2018

Project name:	Conservation of biodiversity in mountain grazing areas of Shara
Location:	Skopje and Shara region, Republic of Macedonia
Name of protected area:	Proposed Shara Mountain National Park
Description of the agreement:	Graphic Designer
Period of duration of agreement/services:	15 days after signing the Agreement
Application Deadline:	08.08.2018

Introduction:

Shara Mountain has a rich diversity of geological and geomorphological forms, glacial lakes and mountain streams, which support a large variety of endemic, rare and relict biodiversity species, as well as autochthonous livestock breeds, that inhabit diverse habitats. Sustains a characteristic and diverse landscape which has been shaped through the millennia of traditional grazing and forest use.

It stands out in the category of highest evaluated landscape areas in the country with high mountain pastures on carbonate and silicate substrates, as well as landscape of hill pastures on granite stones and hilly rural landscape.

There is a growing trend in abandoning traditional farming practices due to depopulation and migrations from mountain villages to lowland areas - cities or abroad, during the last few decades. The remaining traditional farming is further challenged by the lack of infrastructure (including roads and access to electricity, water and sanitation), competition for labor with the growing commercial and industrial sectors of the Polog Region, as well as the insufficient governmental support targeted to animal husbandry in poor rural mountainous regions. This lack of practice caused disappearance of pastures and meadows along with an array of valuable biodiversity. It further results in loss of plant species, habitat size reduction of several birds of prey, and desertion of grazing areas for the hoofed animals; in turn, it reduces populations of bird and large carnivore species.

Background:

Majority of pastures in Shara Mountain are managed by the Public Enterprise (PE) on Pastures. A comprehensive strategy on pasture development is not in place. There are annual investment plans intended to improve road infrastructure and auxiliary services required by both the farmers and herds, but limited funds have been invested so far in these improvements. There is no cadaster plan of pastures, nor is there any information about the actual quality (nutritional value) of pastures in use.

Expected results of the project:

The proposed Project is intended to reconcile biodiversity conservation and economic development. The goal of the Project is to restore biodiversity of Shara Mountain pastures, generate new employment and opportunities.

The proposed “Pasture Management Plan” and the “Guidance and Toolkit on Sustainable Pasture Management” are intended to optimize pasture growth and utilization and restore the pasture ecosystems. A pilot investment program will be implemented to demonstrate sustainable pasture management practices. Especially the cleanup programme in conjunction with improvement of plant composition may positively impact both quality of pastures and biodiversity restoration.

To support the economic viability of the traditional farming and restore biodiversity, the project proposes product branding and enrichment of agri-eco-tourism offers.

The proposed awareness programme will be linked to sensitization of the local community on the need for biodiversity conservation in mountain pastures and enhance management effectiveness of pastures. It is expected that the education and awareness activities will play a vital role in building support for designating Shara Mountain as a National Park.

Specific Objectives of the Project:

1. Strengthen capacity on sustainable pasture management
2. Demonstrate sustainable pasture practices
3. Improve local livelihoods
4. Communication, education and public awareness raising
5. Capacity building programme for pasture management
6. Successful Project Management and implementation

Scope of work:

The expert shall make a:

- Visual identity of the project consisted of:

Logo design - The logo proposal should be supplied with a variety of file types and resolutions in full color for use in different applications. Greyscale versions should also be submitted.

The files to include:

- a. AI
- b. EPS
- c. PDF
- d. indd
- e. PSD
- f. JPG
- g. PNG

- Design of a color palette of the project – develop a color pallet to be used for project visual identity materials developed. To be complementary with the project goals and activities as well as project logo.
- Design of a project memo – incorporate project pallet and logo
- Design of informative and project roll banner with standard dimensions

*Logos of our organization, our partner association and enterprise, as well as financing organizations, which shall be incorporated in the banner, will be delivered after the selection of the candidate expert.

Required Qualifications and skill requirements:

The incumbents should possess the following qualifications and experience:

General professional experience

- Minimum of five (5) years of experience in graphic design. – Present design portfolio

Deliverables and time-frame:

Based on the general scope of work provided above, the expert will be mobilized within the scope of the assignment.

The total number of days to be invested in all deliverables shall not exceed **15 days**.

Payment Terms:

The full payment for the service shall take place after completion of the engagement, their submission and approval.

How to apply:

To apply, please send an e-mail with your CV, Reference letters if any and portfolio along with the financial offer for the engagement to the e-mail address: info@mkm.mk using the subject line: “Graphic design vacancy”.

The financial offer should not exceed the amount of 500 euros.

The financial offer should be expressed in MKD excluding VAT.

Deadline for submissions of documents is 08.08.2018 (Wednesday), End of Business day 17:00h.

We encourage applicants to submit the application well before the deadline date.

If you need help, or have queries, please contact: info@mkm.mk or aleksandra.s@mkm.mk

Only the e-mails sent during three (3) days upon the announcement of the vacancy will be replied to.