

## Terms of Reference

for

### Agro-eco-tourism products marketing

Project name:	Conservation of biodiversity in mountain grazing areas of Shara
Location:	Skopje and Shara region, Republic of Macedonia
Description of the agreement:	Marketing Expert
Period of duration of agreement/services:	5 months after signing the Agreement
Application Deadline:	04.12.2018

#### 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 economically deprived 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.

### Location of the project:

The Shar Planina (Shar Mountains) is located between the Gostivar and Tetovo valleys, with Mavrovo Lake to the south and the Mal Korab mountain range to the west. The Shar range extends as far west as Albania and as far north and northwest as the Kosovo border. It covers roughly 1,600 kilometers (994 miles). Its highest point is Titov Vrv at 2,747m (9,012 ft). The project activities will be localized on pastures in this region.



### 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 ultimate 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.

### 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

All the above mentioned objectives of this project require a detailed report on the plant species and their distribution on the pasture areas of Shara Mountain. In that regard, the biodiversity expert will have the following responsibilities:

- Market study and analysis for development of a marketing strategy covering the brand, target market and competitor context.
- General market analysis for agri-ecotourism, tourists’ perspectives and segmentation.
- Deliver a marketing plan on which the marketing and sales of the project will be based, including a marketing strategy and sales plan for all the agro and eco tours as well as the local products.
- Develop and execute a communication strategy required for the marketing and sales of the project.
- Develop unique brand names and logos for the local products that will be branded as a result of this project.
- Prepare a marketing strategy to create partnership among the local stakeholders and tour operators for successful promotion of branded products at the tour operator offers.
- Organize and manage events related to promotion/ marketing of the brands.

### Methodology and Approaches:

This engagement requires a delivery of methodology and pace of work. The recommended methodology shall be determined by evaluating the following points:

- Delivery in the frame of the goals of the project.
- Local Stakeholders' and customers' needs.
- Opportunity assessment and improvement of agri and eco-touristic practices.
- 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.

Marketing expert shall work in a close interaction with Ecotourism and Agritourism Development Strategy expert.

### Working Schedule – Timeframe:

This consultancy should be completed in 5 months after signing the Assignment.

Step	Deliverables	Total duration of activity	Timeline
	<u>Field/Interim Report:</u> Field/Interim report should contain the detailed methodology of the assigned task, data collected from field and the analysis of collected data.	1 month	09.01.2019
1.	Create branding design of products and visual identity of the brand (logo, packaging, color pallet.)	1 month	09.02.2019
3.	Draft Marketing Strategy	2 months	09. 04.2019
4.	Final Marketing Strategy	1 month	09.05.2019

### Required Qualifications and Experience:

The expert involved into this assignment shall have the following qualifications, skills and competences:

- A university degree in Business (e-Business), Economy, Marketing, Agri or/and Eco-tourism, or another related field.
- At least 5 (five) years of relevant working experience in marketing.
- Experience in providing consultancy in the business and/or marketing field.
- Ability to perform in the scope of this projects' needs.
- Excellent interpersonal and communication skills.
- Computer literacy (MS Word, Excel, Power point)

- Strong communication and writing skills in English and Macedonian language.
- Proven experience in writing reports in English and Macedonian by providing evidence or list of publications.
- Available during the term of the contract.

### Payment Terms:

- Initial payment of 40% on acceptance of inception report and work plan.
- Interim Payment of 40% on approval of Mid-Term Reports.
- Final payment of 20% on approval of Final reports.

### Evaluation criteria:

All applications will evaluate based on the following criteria:

Criteria	Points
<u>CV, Reference letter,</u> including the years of relevant expertise; experience and skills required for this consultancy.	30 points max
<u>Work methodology, Technical approach,</u> demonstrating and explaining an understanding of the scope of work	30 points max
<u>Financial offer</u>	40 points max
Total	100

### How to apply:

To apply, please send an e-mail with your CV, Reference letter, letter of interest, work methodology along with the financial offer for the engagement to the e-mail address: [info@mkm.mk](mailto:info@mkm.mk) using the subject line: "Marketing Expert".

Deadline for submissions of documents is 04.12.2018 (Tuesday), 15.00. We encourage applicants to submit the application well before the deadline date.

If you need help, or have queries, please contact: [info@mkm.mk](mailto:info@mkm.mk) or [aleksandra.s@mkm.mk](mailto:aleksandra.s@mkm.mk)  
Only the e-mails sent during three (3) days upon the announcement of the vacancy will be replied to.