

GUIDELINE FOR "COMMUNICATION AND PUBLICITY UNDER IPARD"

1. AIMS

The aim of the guidelines is to deliver basic information for the 'communication plan' as referred to under Article 24(2) of the Framework Agreement and Articles 70 and 61 (14) of the Sectoral Agreement, and more generally in accordance with Sub-section 5 of the Sectoral Agreement on 'information and visibility'.

The objective of the communication plan is to inform the public about assistance under the IPARD Programme, to identify the information and publicity measures, to carry out information and publicity campaigns about the IPARD assistance, and to plan the implementation of visibility and to emphasize the contribution of the European Union.

The legal basis to the communication plan is:

- Article 62 of IPA Implementing Commission Regulation (EC) No 718/2007,
- Article 24 of the IPA Framework Agreement
- Article 69(1) of the IPARD Sectoral Agreement
- IPARD Programme
- Annex VI of Commission Regulation (EC) No 1974/2006 of December 2006

Wherever however this legal basis does not provide the appropriate information or sufficient detail, the Communication and Visibility Manual for EU External Actions should be used to be found under the following address:

http://ec.europa.eu/europeaid/work/visibility/index_en.htm

After the communication plan is agreed by the Managing Authority and the Commission, it needs to be appraised by the IPARD Monitoring Committee.

According to Article 70(2) of the Sectoral Agreement "the amount allocated for information and publicity may be part of the technical assistance measure of the IPARD programme". Under Article 13(5) the Managing Authority shall each year draw up an action plan for operations envisaged under the TA measure which shall be submitted to the MC for agreement.

Consequently, in addition to the 'general communication plan' covering the period 2007 – 2013 as the strategic document for the implementation of Sub-section 5 of the Sectoral Agreement an 'annual communication action plan' indicating all communication, publicity and visibility related technical assistance actions shall be drawn up by the Managing Authority for each year of implementation and shall be approved by the Monitoring Committee. It should at least include the information under point 5 "distribution of tasks, budgets and schedule" of this guideline.

2. TARGET GROUPS

Target groups are the public of the beneficiary country where the IPARD Programme is being implemented. Specifically:

- the general public
- potential beneficiaries, e.g. professional organisations, the economic and social partners, bodies involved in promoting equality between men and women and the non-governmental organisations concerned, including environmental organisations
- the final beneficiaries

3. COMMUNICATION AND INFORMATION STRATEGY

Information and publicity shall be given about the IPARD Programme and the IPARD Assistance to the target groups. By this way, the role of the Commission and the transparency of the IPARD assistance shall be ensured.

3.1. Information for potential beneficiaries

(a) The Managing Authority for the IPARD Programme shall be responsible for the information of potential beneficiaries as follows:

- it shall inform potential beneficiaries, e.g. professional organisations, the economic and social partners, bodies involved in promoting equality between men and women and the non-governmental organisations concerned, including environmental organisations, about the possibilities offered by the IPARD Programme and the rules for gaining access to IPARD Programme funding
- the administrative procedures to be followed in order to qualify for financing under the IPA Rural Development Programme (IPARD)
- a description of the procedures for examining applications for financing
- the eligibility conditions and/or criteria for selecting and evaluating the projects to be financed
- the names of persons or contacts at national, regional or local level who can explain the way the IPARD Programme works and the criteria for selecting and evaluating projects.

The managing authority shall ensure that bodies that can act as relays are involved in the information measures for potential beneficiaries, and in particular:

- local and regional authorities, including
- professional organisations, specifically
- economic and social partners such as
- non-governmental organisations, especially bodies promoting equality between men and women and bodies working to protect the environment such as
- information centres on Europe in (if any)
- Commission delegations in (beneficiary country)

The managing authority shall make available to potential final beneficiaries all the publication provided also for the general public.

3.2. Information and publicity measures for the public

The managing authority shall inform the public of the IPARD Programme's adoption by the Commission and its updates, the main achievements in the implementation of the programme and its closure.

The information measures shall be implemented by the managing authority using all media at the appropriate territorial level. They shall also involve communication campaigns, hard-copy and electronic publications and any other media regarded as suitable.

The detailed publicity materials including issues such as the eligibility criteria, the conditions and places for application, the definitions of beneficiaries related to the IPARD Programme and the measures in implementation shall be published through the printed press and the websites of the Ministry... and the IPARD Agency. The potential beneficiaries may address themselves to the IPARD Agency by telephone, post, e-mail or in person in order to obtain information. These applications for information shall be recorded by the IPARD Agency.

The IPARD Agency is responsible for the annual publication (electronically or otherwise) of the list of the final beneficiaries receiving support from the IPARD Programme, the names of the operations and the amount of public funding allocated to these operations. They shall ensure that adequate publicity is given to the availability of support and the final beneficiary is informed that acceptance of funding is also an acceptance of their inclusion in the list of beneficiaries published.

The list of the final beneficiaries among the potential beneficiaries and the projects which have been accepted by the IPARD Agency shall be published on the website of the IPARD Agency in accordance with Article 24 (2) of the Framework Agreement.

3.3. Responsibilities of beneficiaries

Where an operation under an IPARD Programme results in an investment whose total cost exceeds EUR 50 000, the final beneficiary shall place an explanatory plaque.

A billboard shall be erected at the sites of infrastructures whose total cost exceeds EUR 500 000.

An explanatory plaque shall also be installed in the locations of the local action groups under Axis 2.

The billboards and plaques shall carry a description of the project/operation and the elements in accordance with the provisions under Article 69(1) of the Sectoral Agreement. The IPARD Agency shall provide the necessary support in implementing these measures.

The expenditure incurred for these measures shall be eligible for Community co-financing and shall be funded from the relevant project's allocated funds.

Further information on the details can be found in the Communication and Visibility Manual for EU External Actions under the following address:

http://ec.europa.eu/europeaid/work/visibility/index_en.htm

3.4. Practical arrangements for implementing the strategy

For the distinction of the tasks with regard to publicity and information, a memorandum of understanding shall be signed between the Managing Authority and the IPARD Agency.

The preparation and implementation stages of these publicity and information campaigns shall be carried out within the framework of the tasks specified in the memorandum of understanding between the Managing Authority and the IPARD Agency.

The preparation, presentation, distribution and publication of necessary material shall be prepared in cooperation between the IPARD Agency and the Managing Authority. The necessary budget for these activities shall be obtained from the Technical Assistance measure. The Monitoring Committee, in the framework of the communication plan, shall decide the details of the budget to be distributed between the Managing Authority and the IPARD Agency.

In accordance with Article 182(2) of the IPA Implementing Regulation each activity shall be approved by the chair of the IPARD Monitoring Committee. It shall also be informed on the implementation of the communication plan.

In accordance with Article 182(3) of the IPA Implementing Regulation each visit and seminar made in the framework of this communication plan, and not made on the initiative of the Commission, shall require the submission of a written report to the IPARD Monitoring Committee.

4. THE INSTRUMENTS FOR PUBLICITY AND INFORMATION

The communication plan will be implemented and financed under the measure Technical Assistance. The indicative budget for the implementation of these actions is around ... % of funds allocated for Technical Assistance.

For the publicity and information of the IPARD Programme, activities such as:

- the preparation of the printed and visual material
- the preparation of radio and television programmes and participation to the information programmes on the radio and television
- the preparation and publication of press releases and notices
- the organisation of seminars and information meetings for the public

shall be carried out as detailed in the table on 'Distribution of tasks, Budget and Schedule'.

4.1. Website

The websites of the Ministry of Agriculture and the IPARD Agency are important information tools. General information on the IPARD Programme including concise information on the objectives of the Programme and its legal framework as well as detailed information on the procedures of application, approval, payments and control for each measure will be put on these websites.

4.2. Information materials

The information material will be prepared and distributed to regions/provinces (if any) via posters, leaflets/guidebooks, brochures, handbooks. Moreover, CD-Rom and short films will be prepared and distributed (as specified in the table on Distribution of tasks, Budget and Schedule).

The distribution of the information material

The printed publicity and information material shall be distributed to the Regional Agencies (if any) and to such organisations as the producer organisations, chambers of industry and trade and product councils. The beneficiaries shall be able to obtain the information and publicity material in question from these organisations on request.

The number of copies to be printed shall be decided by the Managing Authority and the IPARD Agency in a number sufficient for the potential beneficiaries specified in the IPARD Programme. The delivery tasks of the printed materials shall be shared. The detailed provisions shall be set up in the Memorandum of Understanding between the Agency and the Managing Authority.

The necessary material shall be given to the beneficiaries free of charge.

4.3. Intermediary organizations and media

Communication through intermediary organizations as well as media will be used to reach various target groups in society, such as:

- i) Media (visual and print media) and radio
- ii) Unions, Chambers of Commerce, NGO's, Universities, etc.

4.4. Information and publicity meetings

Seminars and workshops shall be organized for the public and potential beneficiaries through the cooperation between the Managing Authority and

4.5. Training

Trainings will be designed in the form of trainings of trainers, to ensure a multiplier effect and capacity will gradually be increased at all levels (county/provincial/regional).

5. DISTRIBUTION OF TASKS, BUDGET AND SCHEDULE

Activity	Responsible	Budget (.....% of TA budget 2007– 200...)		Schedule
Preparation of printed information and publicity materials			€	
Training of the personnel to give information (on media, presentation skills, strategic communication etc..) (training of			€	

the trainers)				
Printing of the information and publicity materials			€	
Distribution of the printed information and publicity material			€	
Preparation of information for the printed and visual media activities			€	
Publication and broadcasting of printed and visual media (TV, radio)			€	
Announcement of the IPARD programme and its implementations on the website			€	
Organisation of seminars and workshops for information and publicity			€	
Realisation of seminars and organisations			€	
Preparation of the application forms, guidelines, calls for application and necessary documents to be given to the potential beneficiaries within the scope of the measures of the IPARD Programme			€	
Printing of the application forms, guidelines, calls for application and necessary documents to be given to the potential beneficiaries within the scope of the measures of the IPARD Programme			€	

6. MONITORING AND IMPACT ASSESSMENT

Activity	Number	Period
Number of the printed information and publicity material distributed		
Number of printed and visual media published		
Number of entries to the website about the IPARD Programme and applications		
Number of seminars and organisations realised		

Number of participants at the seminars and organisations realised		
Number of application forms, guidelines, calls for application and necessary documents to be given to the potential beneficiaries within the scope of the measures of the IPARD Programme		
Applications to the Institution in the framework of the measures of the IPARD Programme		