



Plan of Visibility and Communication Activities IPARD 2014-2020

(In accordance with Article 30 and Annex 8 of the Sectoral Agreement)

(Draft Version)

Skopje, February 2016





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1. Aims

The aim of the Plan of visibility and communication activities for IPARD II Programme 2014-2020 (hereinafter Plan of visibility and communication activities) is to inform the target groups and the general public about assistance provided under the EU Instrument for pre-accession for rural development in accordance with the IPARD II Programme, to identify the information and publicity measures for carrying out information and publicity campaigns about the IPARD assistance and to provide guidance for implementation of visibility and to emphasize the contribution of the European Union.

The legal basis of the plan of visibility and communication activities is:

- Articles 23 and 24 of the Framework Agreement
- Article 30 and Annex 8 of the Sectoral Agreement
- Annex III VI of Commission Implementing Regulation (EU) No 808/2014 (EC)
- Articles 3, 4 and 5 of Commission Implementing Regulation (EU) No 821/2014
- IPARD II programme.

In cases the abovementioned legal basis does not provide enough information or details, the Manual for communication and visibility of EU external actions found at the following address, shall be used:

https://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf

With a view to transparency, the content of this Plan of visibility and communication activities has following strategic aims:

- to inform potential applicants and final beneficiaries as well as a range of other interested about the opportunities offered by joint assistance from the European Union and the Republic of Macedonia as beneficiary country to ensure the transparency of such assistance;
- to inform the general public about the role played by the European Union in co-operation with the beneficiary country in the assistance concerned and its results and, as appropriate, individual funds;
- promoting greater public understanding of the objectives and achievements of the IPARD Funds in Republic of Macedonia and the IPARD II Programme and, as appropriate, individual investments;

The specific aims of this Plan of visibility and communication activities are the following but not limited to:

- Provision of quality information to the target groups in order to promote the



the opportunities offered by joint assistance from the European Union and the Republic of Macedonia;

- Promoting the results of the implementation of the Programme and the positive contribution of the EU and national funds for rural development;
- Increase the number of good quality applications and transparency of implementation for each measure under the Programme;
- To raise awareness among the public at large about the contribution of the European Union and its strategic significance in the implementation of the IPARD II Programme as part of the overall National Strategy for Agriculture and Rural Development;

2. Target groups

The target groups are both internal (those associated with the implementation of the Programme) and external (applicants, general public, media, etc). The key target groups comprise the following:

- General public and rural population.
- Potential beneficiaries of each measure in the Programme: agricultural holdings, cooperatives, legal entities, craftsmen, Local Action Groups, National rural network.
- Government Institutions: Agencies (IPARD Agency, Food and veterinary Agency, Agency for promotion of entrepreneurship, National Extension Agency, Agency for youth and sport) and Public Enterprises (Public enterprise for management of forests, Public enterprise for management of pastures, Public enterprise for water management).
- Municipalities and their Local Economic Development Departments, Local Self- government Councillors, policymakers and those responsible for implementing policy at local level (Association of the units of local-self government of the Republic of Macedonia – ZELS).
- Regional Development Centres.
- Economic partners incorporating Chambers of Commerce (Economic Chamber of Macedonia and Macedonian Chambers of Commerce), Employers and Business Groups, farmers organisations and agriculture federations, cooperatives and their associations (Federation of Farmers of Republic of Macedonia, Association of Farmers, Farmers Union, Association of winegrowers, Association of animal breeders, Association of agricultural cooperatives, Macedonian Association of Processors, etc),
- Social partners incorporating organisations of women, young population and rural dwellers, farm and rural families, rural women, women farmers, environmental associations (Hotel Association of Macedonia, Macedonian



Ecological Society, Association of women farmers, Associations of young farmers, Associations of Artisans, Association for Local Rural development, Associations of Tourism and Rural Development, etc)

- Journalists and the Media (TV, radio, newspapers, magazines, periodicals, journals etc.),
- Academics, Researchers and Educators (Faculty for agricultural science and food, Institutes for animal breeding, winegrowing, crop production, Institute for economy),
- Commercial Banks, Banks Association, Saving Houses, Development Banks, Investments Funds, Association of Insurance Companies and other financial institutions (Macedonian Bank for Development Promotion, Guarantee Fund (promoted by MAFWE in cooperation with USAID and 4 commercial Banks in Macedonia), Insurance Companies Association within the Economic Chamber of Macedonia)

3. A more descriptive analysis of the key audiences and their role and inclusion in the process is set out in Annex 1 to this document. Strategy for communication and visibility

Information and publicity shall be given about the IPARD II Programme and the specific assistance provided in the Programme, 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

The Managing Authority for the IPARD II Programme is responsible for the information of potential beneficiaries in particular as follows:

- informs potential beneficiaries, about the possibilities offered by the IPARD II Programme ;
- publish the IPARD II Programme (hard copies and e-format for downloading on the Ministry of Agriculture, Forestry and Water Economy (MAFWE), IPARD dedicated website and IPARD Agency website);
- prepare and publish leaflets and brochures on the IPARD II Programme and its specific measures in easy-to-read versions;
- prepare beneficiary guidelines for each measure which contain detailed information on the administrative procedures to be followed, a description of the procedures for examining applications for financing, and the eligibility conditions and/or criteria for selecting and evaluating the projects to be financed ;
- publish the names of persons or contacts at national or local level who can



explain the way the IPARD II 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:

- Government institutions, Agencies and local authorities
- Economic partners incorporating Chambers of Commerce, Employers and Business Groups, farmers organisations and agriculture federations, associations and alliances, cooperatives and their associations, workers organisations and other relevant non-governmental organisations (NGOs).
- Social partners incorporating organisations of women, young population and rural dwellers, farm and rural families, rural women, women farmers, organisations promoting equality between men and women,
- Environmental associations (national, regional, local), movements and voluntary organisations for environment protection, nature and biodiversity protection and promotion; and the authorities managing the National Parks.
- Academics, Researchers and Educators, and other Training Organisations and providers of public or private advisory services,
- Delegation of the European Commission in Republic of Macedonia and Information Centres on Europe in Macedonia

IPARD publicity shall highlight the role of the Monitoring Committee in the discharge of its duty to ensure that ongoing implementation of the IPARD Programme is in line with the agreed Plan for communication, publicity and visibility. In that regard, the role of the Monitoring Committee will be highlighted and its meetings promoted as key events in the management of the IPARD. If the Chairperson decides as needed on the IPARD II Monitoring Committee meeting, press coverage will be organized to present the progress of the programme and the work of the Monitoring Committee.

The measures for communication, publicity and visibility described below are based on the provisions of the regulations and decisions applicable to the IPARD Funds and in line with the Community regulations and Guidelines for communication, publicity and visibility information and publicity for external activities of the EU (06/2015).

3.2.Measures for communication, publicity and visibility for the general public

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

The following general requirements apply to all projects and activities funded under the IPARD II Programme:



- EU flag and the flag of Republic of Macedonia will be displayed in equal prominence on all visibility tools and signs for IPARD co-funded projects. The visibility tools shall be in accordance to the Guide on Communication and Visibility Manual for EU External Actions (http://ec.europa.eu/europeaid/work/visibility/index_en.htm) as well as the Law on use of the National Flag and other relevant Community legislation and national legal acts.
- EU flag, the flag of Republic of Macedonia, shall be displayed in equal prominence on all publicity material, application forms, guidelines for applicants, and other communication and publicity material.
- Given the need to highlight the strategic role of the IPARD II Programme in the implementation of the National Agriculture and Rural Development Strategy, particular attention of the opportunities provided by the Community will be paid to publicizing the IPARD II Programme.

In implementing measures for communication, publicity and visibility for the general public Managing Authority shall ensure inclusion of existing agencies, social and economic partner organisations, NGO's etc and shall promote the individual measures for which they are responsible using the various channels at their disposal. The key elements of the Information and publicity actions are as follows:

- The Managing Authority has adopted a brand image or logo for IPARD and shall establish IPARD dedicated website and IPARD info point at the IPARD Agency for IPARD assistance and associated matters to better achieve mainstreaming and the greatest possible reach for the absorption of the funds;
- The Managing Authority will continue to organise a range of Conferences and Seminars over the life of the IPARD II Programme which will serve to explore issues and disseminate lessons emerging. The IPARD Forum among beneficiaries and interested parties, target groups will be established through debates to exchange information and experience.
- The actions under IPARD implementation will be presented in Published Annual Monitoring Report and will be constantly supported by radio and media coverage disseminating relevant information;
- Organization of regular information events throughout the country and separate publicity to intermediary groups and provide sufficient skilled advisors to support the rural community in development of high quality applications for IPARD funds. It is foreseen that on-going training will be provided to the Regional MAFWE and National Extension Agency (NEA) offices as well as the Local Economic Development Offices within the Municipalities and to the Regional Development Centres.
- Promotion of good practices from implementation in the previous programming period using methods suitable to the specific target groups.



Leading farmers initiatives shall be presented in front of the potential applicants on direct meetings and by disseminating the IPARD book on good practices, using social and economic partner organizations.

- Establishment supportive mechanisms for dissemination of information to the target groups. Trainings to ZELS for provision of support to applicants and establishment of IPARD help desk for provision of consultative services to target groups shall be treated as measure with highest priority having in mind direct influence on the quality of applications and the inclusion of different parties in the process (MA, potential beneficiaries, consultants).

3.3. Information regarding the responsibilities of recipients of IPARD funds

The following will be part of the contractual obligations to the recipients in order to ensure information and publicity:

- If a project supported by the Programme has a total investment cost above EUR 20 000, the beneficiary shall place an explanatory plaque.
- An explanatory plaque must also be installed in the locations of LAGs financed by measure “Implementation of local development strategies – LEADER approach”.

Billboard shall be erected at the sites of building/object placement in case the total cost of investment exceeds EUR 100 000 (temporary during the operation and permanent after the completion of the operation/investment)

- The billboards and plaques shall carry a description of the project/operation and the elements in accordance with the provisions under Annex 8, point 2.2 (5) of the Sectoral Agreement. The IPARD Agency shall provide the necessary support in implementing these measures.

Further information on the details can be found in the Communication and Visibility

Manual for EU External Actions under the following address:

https://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf

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

4. Budget

In accordance with the IPA Implementing Regulation of the European Commission, the Monitoring committee shall approve each year an Annual Action Plan of implementation of the Technical Assistance activities (Annual action plan).



The information and publicity actions of the Annual action plan will be implemented and financed under the measure Technical Assistance, but also through the national budget if required. The indicative budget for the implementation of these actions is around 17% of funds allocated for IPARD Technical Assistance.

Expenditure incurred on information and publicity activities under this measure will be reported to the IPARD Monitoring Committee.

4.1. Distribution of tasks, indicative budget and schedule 2014-2020

Activity	Responsible	Budget (% of TA budget 2014 – 2020)		Schedule
		%	EUR*	
Preparation of printed information and publicity materials, printing and distribution	MA	5%	24.000	Ongoing do you mean Throughout the Programme or that the activities have already started and will finish by a certain period?
Training of the personnel to give information (on media, presentation skills, strategic communication etc.)	MA	2%	9.600	twice a year
Preparation of information for the printed, audio and visual media activities	MA	15%	72.000	once a year



Distribution and broadcasting of printed, audio and visual media (TV, radio)	MA	50%	240.000	Ongoing do you mean Throughout the Programme or that the activities have already started and will finish by a certain period?
Organization and realization of seminars, informative sessions and meetings, and thematic workshops	MA	20%	96.000	Ongoing do you mean Throughout the Programme or that the activities have already started and will finish by a certain period?
Preparation and 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 II Programme	MA and IPARD Agency	8%	38.400	prior to each call
TOTAL		100%	480.000	

The Managing Authority is single beneficiary under the Technical Assistance measure

5. Implementation of the information and publicity actions

5.1. Implementation

The duties related to the information activities are divided between the Managing Authority and the IPARD Agency while the Managing Authority shall monitor and



guarantee the compliance of the activities with the Plan of visibility and communication activities.

The responsibility of the Managing Authority is the co-operation with social partners in the development of support measures and information activities in the form of seminars and information events.

The information measures are implemented by the Managing Authority using all media at the appropriate national and local 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 II Programme and the measures in implementation shall be published through the printed press and the websites of the MAFWE and the IPARD Agency. The potential beneficiaries may address themselves to the Managing Authority and IPARD Agency by telephone, post, e-mail or in person in order to obtain information. These applications for information shall be recorded. The IPARD Agency shall summarise this information and provide it to the Managing Authority.

Additionally, the IPARD Agency is responsible for information activities within the limits of its duties. In particular, the IPARD Agency is responsible for the publication (electronically or otherwise) of the list of the final beneficiaries receiving support from the IPARD II Programme, the title of the operations and the amount of public and Community funding allocated to these operations. The IPARD Agency 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 final beneficiaries published.

The list of the final beneficiaries and the projects which have been accepted by the IPARD Agency shall be published on the website of the IPARD Agency and updated periodically as payments are made to the final beneficiaries.

In addition the IPARD Agency after each public call shall make available and publish the list of beneficiaries with whom/which contract is signed. The List of beneficiaries shall include the name of the beneficiary, the title of the operations and the amount of public and Community funding allocated to these operations.

The distinction of the tasks with regard to information and publicity activities shall be defined in implementing agreement 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, including:



- preparation of the printed and visual material including Guidelines to beneficiaries
- preparation of radio and television programs and participation to the information programmes on the radio and television
- preparation and publication of press releases, notices and public calls
- organization and holding of seminars and information meetings

Information and publicity actions will be undertaken at the most appropriate level so as to ensure that publicity activities are focused at the relevant target groups.

All potential information channels to promote the IPARD II Programme will be availed of in order to achieve the overall aims of the Programme. The information and publicity of individual Measure will perform a key role in informing and raising awareness among key target audiences and relevant groups of the availability of funding and the role of the Community.

5.2. Communication means to be used

I. Logo

In the course of the first IPARD programming period, the logo of the IPARD was developed; Information about the logo and its use is available on the IPARD website.

The disclosure and information requirements, obligatory for the recipients of support, will be provided as obligation in the contract signed by the beneficiaries with the IPARD Agency. The specific information and publicity activities at project level shall be the responsibility of the final beneficiaries, and may be funded from the amount allocated to the relevant project if requested by the beneficiaries in the project proposal.

The Managing Authority is responsible to prepare the IPARD Visibility Guidelines and submit it to the IPARD Agency in advance to launching the scheme.

For the purpose of the campaign activities, communication motto will be used to provide identity to the IPARD funds and the Community role.

II. Website

The website established by the Managing Authority dedicated to IPARD and the IPARD Agency website are important information resources. General information on the IPARD II Programme including concise information on the objectives of the Programme and its legal framework as well as procedure for the assessment of applications and for the development of measures is provided and detailed information on the procedures of application, approval, payments and control for each measure will be put on these websites.



The IPARD dedicated website is primarily intended for potential applicants, but it also has to provide the public with an overview of the IPARD support measures and their objectives. The website includes all the necessary information about the possibilities of applying for a support and about the general procedure of applying including the electronic version of the application package and supporting Guidelines.

The website is also an important feedback channel. It is made easy for the users to put questions and to raise problems for the officials of the Managing Authority and the IPARD Agency to reply to.

The website shall be regularly updated, to ensure the actuality of the information presented there.

The maintenance and establishment of the IPARD dedicated website is a responsibility of the Managing Authority. The IPARD Agency is responsible for the actuality, precision and relevance of its information on the website of the IPARD Agency and the Managing Authority shall monitor its timely and accurate update.

III. *Printed Information materials*

Publications (such as brochures, leaflets, printed reports and pamphlets, handbooks, guidebooks, audio-visual material) about the IPARD Programme or individual measures should, on the title page, contain a clear indication of the EU participation as well as the EU logo where the national emblem is used. The above-mentioned principles shall also apply to audio-visual material.

The information material will be prepared and distributed to all regions in Macedonia via posters, leaflets/guidebooks, brochures, handbooks. Moreover, CD-Rom and short films will be prepared and distributed.

The printed publicity and information material may be distributed to the Regional Offices of MAFWE, the NEA and to other relevant authorities and organizations identified as 'relay organizations' (the Federation of Farmers of Republic of Macedonia, Association of Farmers, Farmers Union, Association of winegrowers, Association of animal breeders, Association of agricultural cooperatives, Macedonian Association of Processors, Economic Chamber of Macedonia and Macedonian Chambers of Commerce and Association of the units of local-self government of the Republic of Macedonia – ZELS). The beneficiaries shall be able to obtain the information and publicity material in question from these organizations or directly from the Managing Authority on request.

The necessary material shall be given to the beneficiaries free of charge and this clause will be printed with clear indication on the cover page of the material.

Both the Managing Authority and the IPARD Agency are issuing printed materials and other information materials providing the potential applicants with the necessary



information for applying for a support measure and for preparing the application documents.

Printed materials and other information materials contain information about support measures, requirements for applicants, criteria, the procurement and application procedures, application forms, etc. Printed materials will also be available in electronic form. Information materials will be issued also for introducing the implemented projects as good practice examples.

The number of copies to be printed material 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 Implementing agreement between the Agency and the Managing Authority.

IV. *Information activities through Media*

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

- Press releases
- Notices
- Participation on TV and radio programmes
- Press briefings
- Interviews
- Announcements etc.

The Managing Authority and the IPARD Agency are responsible for ensuring that the information related to the IPARD support measures gets sufficient media coverage (printed media, electronic media). It is very important to co-operate with the newspapers and specialty publications. The Managing Authority also prepares separate information sheets to be distributed through both printed media and electronic media.

Both the Management Authority and the IPARD Agency are responsible for timely, precise and adequate replies to any information demands from media. Also the Managing Authority and the IPARD Agency jointly prepare reactions on published or presented untruthful information in the media. Both institutions shall act in accordance to the legal acts on public information and protection of personal data.

V. *Information and publicity meetings*



Both the Managing Authority and the IPARD Agency are conducting seminars, thematic workshops and informative events for providing necessary information to the relevant target groups. In case of the informative events and workshops for potential applicants and for consultants and advisers, primarily specific information about support measures and applying procedures is provided.

The Managing Authority may organize the events in cooperation with the ‘relay’ organizations as well as through other project donor initiatives. Representatives of the Managing Authority and where appropriate the IPARD Agency may participate on events organized by other to hold presentations upon invitation.

Seminars and workshops shall be organized for the public, ‘relays’ and potential beneficiaries through the cooperation between the Managing Authority. The organizers of information events such as conferences, seminars, fairs and exhibitions in connection with the implementation of operations co-financed by the IPARD II Programme shall undertake to make explicit the participation of the EU.

VI. *Co-operation*

In the course of developing the requirements for support measures, public consultations with social partners are held and the proposals made in the course of those public consultations are published on the IPARD website and the results thereof are published as part of the IPARD II Programme. The Managing Authority shall cooperate with the social partners to communicate the IPARD II Programme and share other relevant printed information.

6. **Monitoring of the implementation process and reporting**

The following indicators are proposed as minimum for monitoring the implementation of the Plan of visibility and communication activities:

Actions	Instruments/tools	Indicator (Number for the 2014 – 2020 period)
Number of the printed information and publicity material distributed	Brochures	20.000
	Leaflets	40.000
	Reports	14
Number of printed and visual media published	Printed media releases	1.600
	Radio and TV appearances	500
Number of entries to the website about the IPARD II programme and applications	MA website	80.000
	IPARD Agency website	150.000



Number of events realised	Seminars	14
	Panel discussions	7
	Info days	210
Number direct info provided	Number of calls in the IPARD Agency call center	11.000
	Number of electronic questions answered by MA and IPARD Agency	1.500
Number of guidelines for beneficiaries given to the potential recipients within the scope of the measures of the IPARD II programme	Guidelines for beneficiaries for all measures of the IPARD II Programme which also include: Application Form, Guideline on preparation of business plan/technical project, Guideline for collection of offers	18.000

Organization of the preparation and assessment of information reports is the responsibility of the Managing Authority. Once a year, a report dealing with the main conducted information activities is prepared for presentation to the Monitoring Committee. The main information activities are also reflected in the IPARD annual report. The Managing Authority shall include also the publicity and information activities undertaken by the IPARD Agency as well as the NEA and the advisers from the local authorities acting as information centers (points).

The following measures/criteria are used for assessing information and publicity activities:

- media monitoring: monitoring the media coverage of the IPARD topics and important events, by the institutions related to the IPARD implementation;
- website: analysis of visiting and content of the website;
- information events: the number of events and number of participants in the conducted seminars and the analysis of the feedback received;
- printed materials: the analysis of the developed printed materials and of the feedback received;
- increase in the awareness of beneficiaries: analysis of the volume and quality of applications for support;
- analysis of the feedback received by the Managing Authority through the regional and local advisory and information centers;



- surveys;
- attainment of the objectives set for the implementation of support measures;

7. Responsibilities and distribution of tasks

The Managing Authority shall designate one or more persons to be responsible for information and publicity activities and to act as contact points.

For the distinction of the tasks with regard to publicity and information, an Implementing agreement shall be signed between the Managing Authority and the IPARD Agency.

8. Accountability

The Managing Authority shall inform the Commission about the implementation of the Plan of visibility and communication activities in the frame of Monitoring Committee events or via reports. The Managing Authority will provide a report on information and publicity activities as part of the annual reports. The Managing Authority shall prepare a report for the Chairperson to inform the Monitoring Committee at each meeting in relation to the progress of implementation of the information and publicity activities.

9. IPARD Monitoring Committee

The Monitoring Committee will, as part of its work, review the implementation of Information and Publicity measures in addition to information and publicity in relation to its work. The promotion of the role of the Monitoring Committee will be undertaken by the Managing Authority. Appropriate arrangements will be made when important events are held in connection with the Monitoring Committee and the Commission shall be kept informed of these arrangements.

The Monitoring Committee shall ensure that there is adequate information concerning their work. To this end, for each Monitoring Committee meeting the media shall be informed, and as often as they consider it necessary, of the progress of the Programme, as applicable, for which it is responsible. The Chairperson shall be responsible for contacts with the press or he/she will appoint one of the members as Spokesperson.



Annex 1: DEFINITION OF TARGET GROUPS

1. Internal target groups:

➤ **Ministry of Agriculture, Forestry and Water Economy and Agencies:**

MAFWE and NEA Staff and designated staff within their regional offices must understand the overall strategy of the IPARD II Programme and be aware of information sites on the details of the IPARD II Programme.

➤ **Regional Development Centers, Municipalities and Local Communities**

Staff in the Municipalities in particular those engaged in the Local Economic Development Offices and other economic and development policy departments and elected members of the Assembly as well as the representatives of the Local Communities at settlement level also need to understand the IPARD II Programme, information site and its impact at local level. They shall regularly receive copies of the published material and printed reports and newsletters for further dissemination. A dedicated on-wall space for announcement of IPARD II related briefs and public calls in the Municipality shall be placed in front of the Municipality building.

2. External target groups

➤ **The general public**

Communicating the IPARD II Programme for the general public will best be achieved at regional and local level.

➤ **The potential beneficiaries**

Beneficiaries need to be targeted to ensure that they are aware of the potential benefits for their business, local area or local community and to inform them of the procedures for applying for funding.

➤ **Media**

The Managing Authority shall inform the media in the most appropriate manner (press conferences and media releases) about actions co- financed by IPARD. In particular local media, with their specific audience suitable as target group for this plan, will be of importance in the successful delivery of the communication plan. Reportage of implementing activities at Regional and local level is vital to the successful implementation of the Communication plan. National media will be targeted to help publicize the Programme at wider National level. Radio will be widely used as most common communication tool for farming community and rural dwellers. To this end, the launch of operations and important phases in their implementation shall be the subject of information measures, particularly in respect of regional media (press, radio and television).



➤ **Social and economic partners (specified under point 2 of this Plan)**

The social and economic partners have a vital role to play in promoting all aspects of the IPARD Funds. They must be encouraged to use their networks to communicate its benefits.

Social and economic partners and their networks shall be contacted, briefed and consulted for implementation of all activities envisaged in this Plan. Their networks shall be used for dissemination of publicity materials, representatives shall be invited to events organized in accordance with this Plan and their experience shall serve as tool for proper implementation of visibility and communication activities.

➤ **Academics, Researchers and Educators (specified under point 2 of this Plan)**

Academics and Educators are key influencers in their communities especially in the contribution they make to the development of the human potential of an economy. It is essential therefore that they understand the potential added value of the IPARD II Programme and provide training and education to potential beneficiaries. The knowledge, research and education on agriculture and rural development links people and institutions to promote mutual learning and generate, share and utilize agriculture related technology, knowledge and information. The system integrates farmers, agricultural educators, researchers and extensionists to harness knowledge and information from various sources for better farming and improved livelihoods.

➤ **Business Groups (specified under point 2 of this Plan)**

Business groups also provide a key information channel to potential beneficiaries in their business sectors and, as such, can be utilized to communicate targeted information at measure level to a wide audience.

Business circles must be involved as closely as possible with the assistance which concerns them most directly. The authorities responsible for implementing assistance shall ensure the existence of appropriate channels for disseminating information to potential beneficiaries, particularly SMEs. These should include an indication of the administrative procedures to be followed.

Banks and Banks Association are also one of the key target groups to be informed about

IPARD, so they could provide the final beneficiaries with credits with low rate interest.

➤ **Other potential beneficiaries**

The Managing Authority and the IPARD Agency for implementing assistance shall ensure the existence of appropriate channels for disseminating information to all persons who benefit or could benefit from measures concerning training, employment or the development of human resources. To this end, they shall secure the co-



operation of vocational training bodies involved in employment, business and groups of business, training centers and non-governmental organizations.



Annex 2: INFORMATION AND PUBLICITY ACTIONS

For the purposes of adhering to these guidelines, publicity material is defined as follows:

- Advertisements
- Brochures/Literature/Publications
- Guidelines for applicants Annual Reports
- Display/Exhibition Stands
- Videos
- Signs
- Conference Material
- Electronic Format – CD-ROMS, Website
- Letters, Correspondence
- Press Releases
- Plaques/ Billboards
- Posters