REPUBLIC OF MACEDONIA
MINISTRY OF AGRICULTURE FORESTRY AND WATER ECONOMY
Managing Authority

REPORT on implementation of the Plan of activities for visibility and comunicaton of IPARD 2014-2020

(According to Article 30, paragraph 3 of the Sectoral Agreement)
(March 2016 – December 2017)

December 2017

I. INTRODUCTION

In the period 2016-2017 , the following activities from the Plan of activities for visibility and comunicaton of IPARD 2014-2020 were realized:

1. Update of website www.ipard.gov.mk ;
2. IPARD info events;
3. Trainings, workshops and seminars
4. Appearances on national and local radio and television stations as newspapers and Internet portals;
5. Publications of leaflets, brochure, supplements;

The institutions responsible for the implementation of the abovementioned activities, respectively to their powers and the functions they perform, were the following: the Managin Authority (MA) within Ministry of Agriculture, Forestry and Water Economy and the Agency for Financial Support of Agriculture and Rural Development (AFSARD).

II. IMPLEMENTED ACTIVITIES

1. Updating the website www.ipard.gov.mk

The new MA website www.ipard.gov.mk that was launched in July 2016 is registering great increase of visits and if in the first months the average number of visits was up to 2000, in January 2017, more than 9000 visits have been registered. In the period July 2016 –December 2017 in total 519.455 visitors on the website have been registerd.

2. IPARD info events

Measure 1 "Investments in physical assets of agricultural holdings" from IPARD Programme 2014-2020 and inform farmers about the possibilities offered from the Guarantee Fund organized and participated in 32 info days in more than 46 settlements. Info days were organized in cooperation with the Natonal Extension Agency (NEA), Agency for Financial Support of Agriculture and Rural Development (AFSARD), regional units of MAFWE, farmers associations, municipalities and commercial banks. These info events took place in the period March- May 2016.

In the period December 2016-January 2017, the MA has organized regional info events in assistance with the centers of eighth Planning regions in the Republic of Macedonia. Events were held in Strumica, Stip, Prilep, Bitola and Skopje focusing on the measures 3 and 7: "*Investments in physical assets for processing and marketing of agricultural and fishery products" and "Farm diversification and business*

development" The events were highly visited and covered by the local TV and radio media. One day event was organized with the Chamber of commerce of Republic of Macedonia focusing only on meat and milk industry. For all publicity events the concept was the same:

- Presentation of the measures by the MA
- Presentation of the needed documentation needed for application by AFSARD
- Presentation of a successful IPARD project by an actual beneficiary (this has proved to be very successful as the beneficiaries are sharing positive experience and encouraging the participants to apply)

In course of March 2017, MA with representatives from NEA held info events in 16 municipalities (21 settlments). Info events were targeted for all three measures: M1-Investments in physical assets of agricultural holdings, M3 -Investment in physical assets concerning processing and marketing of agricultural and fishery products and M7 -Farm diversification and bussines development. On the info events the potential recipeints were informed also about the guarantee fund.

3. Trainings, workshops and seminars

MA in cooperation with AFSARD on 23.01.2017 organized one day training of the private consultants wth focus on measureas M3 -Investments in physical assets for processing and marketing of agricultural and fishery products and M7 -Farm diversification and business development. The training consisted of two parts: practical presentation on the documents needed for applicaton and second part for documents needed when sumbiting claim for payment. In May 2017, workshop was organized for the NEA advisors focusing only on M1 -Invetments in physical assets of agricultural holdings and M7-Farm diversification and bussines development

4. Appearances on national and local radio and television stations as newspapers and Internet portals;

In the reporting period were registered a hundred informative activities for IPARD from representatives of MAFWE and AFSARD that have published in electronic and printed media. The media coverages were on national TV stations (MTV, Site, Alfa и Chanel 5, Telam 24News, Nova TV), regional TV stations, electronic and printed media * Dnevnik, Vecer, Deneshen, Kapital , etc) and internet portals as MIA, Kurir, Telegraf, Agroalternativa, etc

5. Publication of leaflets, brochures and other promotional materials

MA in cooperation with USAID and the Rural Development Network of the Republic of Macedonia prepared brochure leaflets (4.000) for the Measures Investment in physical assets of agtricultural holdings and Rural diversification and bussines development. The brochure leaflets have been distributed through the MAFWE branch offices, National Extension Agency, municipalites and send electronically to the registered craftmen in Republic of Macedonia.

Annex 1.

Table 1. Info events realized in 2016

Municipality	Settlement	Date
Bitola	Bistrica Kravari	01.03.2016
Novaci	Listojac Lopatica	10.03.2016
Gradsko	Vinicani Nogaevci	03.03.2016
Caska	Izvor	11.03.2016
Stip	Tri cesmi Krivi Dol	16.03.2016
Струмица	Dabile Dobrejci	22.03.2016
Strumica	GradskoBaldovci	29.03.2016
Berovo **Pehcevo**	Mitrasinci Pancarevo	28.03.2016
Berovo	Berovo	30.03.2016
Berovo **Pehcevo**	Smojmirovo Umlena	31.03.2016
Kumanovo	Romanovce Novo Selo	30.03.2016
Tetovo	Falise Sarakino	10.03.2016
Brvenica	Tenovo Stence Volkovija	14.03.2016
Brvenica	Dolno Sedlarce Blace	21.03.2016
Kicevo	M.Dolnenci Srbjani	22.03.2016
Resen	Carev Dvor	04.04.2016

	Gorno Dupeni	
Resen	Krani Arvati	14.04.2016
Negotino	Vojsanci	03.03.2016
Valandovo	Gorna mala Kalkovo	19.04.2016
Rankovce	Opala Odreno	27.04.2016
Petrovec	Cresevo	14.04.2016
Ohrid	Raca Orman	09.05.2016
Struga	Labunista Oktisi	21.04.2016
Struga	Maroista	28.04.2016
Valandovo	Gradec	11.05.2016
Skopje	Cresevo	24.03.2016
Skopje	Skopje MAFWE	21.12.2016
Strumica	Strumica	21.12.2016
Skopje	Economic Chamber of Macedonia	23.12.2016

Table 2. Info events realized in 2017

Settlement	Date	Organization
Ohrid **Struga**	16.03.2017	Ohrid Municipality (LED) Struga Municipality NEA MAFWE Regional
Krusevo **Demir Hisar**	17.03.2017	Resen Municipality Demir Hisar Municipality NEA MAFWE Regional
Tetovo **Bogovinje**	20.03.2017	Polog planning region NEA Tetovo Municipality (LED) Bogovinje Municipality
Staro Nagoricane Municipality **Kumanovo**	21.03.2017	Staro Nagoricane Municipality Kumanovo Municipality Northeast planning region NEA MAFWE Regional
Ljuboten	22.03.2017	Butel Municipality NEA MAFWE Regional
Valandovo	23.03.2017	South-East region

Nov Dojran		Dojran Municipality Valandovo Municipality NEA MAFWE Regional
Kavadarci **Veles**	24.03.2017	Vardarski region Kavadarci Municipality Veles Municipality NEA MAFWE Regional
Debar **Centar Zupa**	27.03.2017	South-East region Debar Municipality Centar Zupa Municipality NEA MAFWE Regional
Kriva Palanka **Kratovo**	28.03.2017	Northeast region Kriva Palanka Municipality Kratovo Municipality NEA MAFWE Regional