



**REPUBLIC OF NORTH MACEDONIA
MINISTRY OF AGRICULTURE, FORESTRY AND WATER ECONOMY
IPARD MANAGING AUTHORITY**

**PROGRESS REPORT
OF THE IMPLEMENTATION OF ACTIVITIES RELATED TO THE
COMMUNICATION AND PUBLICITY OF THE
IPARD PROGRAMME 2014-2020 FOR 2020**

(Pursuant to Article 30, paragraph 3 of the Sectoral Agreement)

Seventh meeting of the IPARD Programme 2014-2020 Monitoring Committee

November 2020



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I. INTRODUCTION

Implemented activities with the IPARD Publicity Campaign 2014-2020 are foreseen in the IPARD 2014-2020 Publicity and Communication Annual Action Plan for 2020, and implemented in accordance with the Annual Plan (Appendix 1). Planned activities separately refer to:

- Organization of IPARD info educational days by promoting good projects;
- IPARD Forum for more successful implementation of IPARD 2014-2020;
- IPARD workshops for preparation of IPARD Application forms;
- Appearances/interviews in electronic media and newspapers;
- The publication of the list of final beneficiaries of funds from the IPARD Programme;
- Development and distribution of the Application forms and Guidelines dedicated to IPARD 2014-2020;
- Preparation and distribution of brochures dedicated to the publicity of IPARD 2014-2020;
- Preparation of posters dedicated to the publicity of IPARD 2014-2020;
- Creation and publishing audio and video clips;
- Updating the website: www.ipard.gov.mk

Institutions responsible for implementation of the above activities in accordance with their competences and functions are: IPARD Managing Authority within the Ministry of Agriculture, Forestry and Water Economy and the Agency for Financial Support in Agriculture and Rural Development (AFSARD).

II. REALIZED ACTIVITIES

1. Organizing IPARD info days

In the period from January to November 2020, the Publicity Campaign continued to be implemented, which started with the signing of an agreement for implementation of the Publicity Campaign of the IPARD Programme 2014-2020 on November 21, 2018 with the company 3D Project Studio-Skopje. The activities of the contract were planned to be realized in a period of 18 months. Due to the fact that the pandemic with COVID-19 postponed the realization of the events (all activities related to the physical presence of presenters and other members), the contract was extended until November 21, 2020, ie the realization of activities from 18 months was extended to a total of 24 months.

In the first three months of 2020, the Campaign held a total of 46 info days in forty-six municipalities / rural areas where potential beneficiaries of the IPARD Programme 2014-2020 were informed about the implementation and use of the Instrument for Pre-Accession Assistance of the European Union for Rural Development - IPARD 2014-2020.

Due to the public call 02/2019 which was announced on December 28, 2019, for measure 3 Investments in physical assets concerning processing and marketing of agricultural and fishery products, the IPARD Managing Authority realized info days for implementation and use of the IPARD 2014-2020, with special attention to measure 3, in January 2020 according to the table below.



no.	location	date	time	measure
1	Rankovce	9 january 2020 (thursday)	10.00	measure 3
2	Sveti Nikole	9 january 2020 (thursday)	14.00	measure 3
3	Strumica	10 january 2020 (friday)	11.00	measure 3
4	Prilep	15 january 2020 (wednesday)	11.00	measure 3
5	Tetovo	16 january 2020 (thursday)	10.00	measure 3
6	kichevo	16 january 2020 (thursday)	14.00	measure 3
7	Karposh	17 january 2020 (friday)	10.00	measure 3
8	Aerodrom	17 january 2020 (friday)	14.00	measure 3
9	Bitola	23 january 2020 (thursday)	11.00	measure 3
10	Gradsko	24 january 2020 (friday)	11.00	measure 3
11	Kocani	28 january 2020 (tuesday)	11.00	measure 3
12	Bogdanci	29 january 2020 (wednesday)	11.00	measure 3

The public call can be found at the following link: <http://ipard.gov.mk/mk/soopstenija/javen-povik-br-01-2019-za-dostavuvanje-na-bara/>

The schedule and agenda for the info days are available at the following link:

<https://ipard.gov.mk/mk/soopstenija/najava-za-info-denovi-za-prerae-i-m>

The info days were intended for informing all potential applicants for using the funds from the IPARD Programme 2014-2020.

Public Call No. 01/2020, was announced on February 29, 2020 for measure 1: Investments in physical assets of agricultural holdings. During the beginning of the COVID-19 pandemic and due to the decision of the Government and the introduction of the state of emergency, the Public Call was put on hold and it was re-published on June 24, 2020. The deadline for applications was August 3, 2020. Below are two tables of info days that were held before the pandemic and a table after the end of the state of emergency in the country, when the Government approved holding of certain events with a limited number of visitors.

no	location	date	time	measure
1.	Zrnovci	18 february 2020 (tuesday)	11.00	measure 1
2.	Makedonska Kamenica	18 february 2020 (tuesday)	15.00	measure 1
3.	Zelenikovo	19 february 2020 (wednesday)	10.00	measure 1
4.	Chaska	19 february 2020 (wednesday)	14.00	measure 1
5.	St.Nagorichane	20 february 2020 (thursday)	10.00	measure 1
6.	Arachinovo	20 february 2020 (thursday)	14.00	measure 1
7.	Gjorche Petrov	21 february 2020 (friday)	10.00	measure 1
8.	Cheshinovo Obleshevo	28 february 2020 (friday)	11.00	measure 1
9.	Probitip	28 february 2020 (friday)	15.00	measure 1





10	Zhelino	3 march 2020 (tuesday)	10.00	measure 1
11	Tearce	3 march 2020 (tuesday)	14.00	measure 1
12	Gostivar	4 march 2020 (wednesday)	10.00	measure 1
13	Rostushe	4 march 2020 (wednesday)	14.00	measure 1
14	Kisela Voda	5 march 2020 (thursday)	9.30	measure 1
15	Studenichani	5 march 2020 (thursday)	13.30	measure 1
16	Novo Selo	6 march 2020 (friday)	11.00	measure 1
17	Bosilovo	6 march 2020 (friday)	15.00	measure 1
18	Mogila	10 march 2020 (tuesday)	11.00	measure 1
19	Krivogashtani	10 march 2020 (tuesday)	15.00	measure 1
20	Demir Kapija	11 march 2020 (wednesday)	11.00	measure 1
21	Valandovo	11 march 2020 (wednesday)	15.00	measure 1

Information on the informative and educational events are published on the following link on the website of the IPARD Managing Authority, i.e. www.ipard.gov.mk :

https://ipard.gov.mk/wp-content/uploads/2019/12/Порпама-за-инфо-денови_мерка-3_јануари_2020-година.pdf<https://ipard.gov.mk/wp-content/uploads/2019/12/ИНФО-ДЕНОВИ-ЗА-МЕРКА-3-ЈАНУАРИ-2020.pdf>

The information and educational campaign for IPARD 2014-2020 after the break due to the COVID-19, on July 20, 2020 continued its activities in several municipalities across the country. The info meetings aimed to inform all interested parties on Measure 1: Investments in physical assets of agricultural holdings of the IPARD Programme 2014-2020. According to the new protocol, the info meetings were realized in open space, and at the entrance of each location 2 desks were placed, from which on Desk 1 the body temperature of each visitor was measured, hands were disinfected and a protective masks were given, if the participants did not wear with themselves. At Desk 2, attendance records were kept, advertising material and refreshments.

The focus of the presentations on the info days was put on measure 1 but the presenters answered questions on the other two measures, i.e. measure 3 and 7. The info days were organized in order to inform/discuss the potential users of IPARD 2014-2020 for implementation and use of the Instrument for Pre-Accession Assistance of the European Union for Rural Development - IPARD 2014-2020. They were organized in the following municipalities / rural places and terms:

no.	location	date	time	measure
1	Bogovinje	20 july 2020 (monday)	10.00	measure 1
2	Vrapchisthe	20 july 2020 (monday)	14.00	measure 1
3	Demir Kapija	21.07.2020 (tuesday)	11.00	measure 1





4	Valandovo	21.07.2020 (tuesday)	15.00	measure 1
5	Vraneshtica	22.07.2020 (wednesday)	11.00	measure 1
6	Plasnica	22.07.2020 (wednesday)	15.00	measure 1
7	Drugovo	23.07.2020 (thursday)	11.00	measure 1
8	Demir Hisar	23.07.2020 (thursday)	15.00	measure 1
9	Negotino	24.07.2020 (friday)	10.00	measure 1
10	Kavadarci	24.07.2020 (friday)	14.00	measure 1
11	Zajas	27.07.2020 (monday)	11.00	measure 1
12.	Oslomej	27.07.2020 (monday)	15.00	measure 1
13.	Konche	28.07.2020 (tuesday)	11.00	measure 1

The public call 01/2020 can be seen at the following link:

<https://ipard.gov.mk/mk/soopstenija/нови-информативни-и-едукативни-денов/>

Agenda and schedule of info days is available on the IPARD website, i.e. on the following link:

<https://ipard.gov.mk/mk/soopstenija/инфо-денови-за-мерка-1-од-ипард-програма/>

<https://ipard.gov.mk/mk/soopstenija/нови-информативни-и-едукативни-денов/>

Frequently asked questions are available on the IPARD website or at the following link:

<http://ipard.gov.mk/mk/cpp/>

Photos from the events are available on the IPARD website, or at the following link:

<http://ipard.gov.mk/mk/category/foto-galerija/>

2. Organizing the IPARD Forum

Forum in Berovo, October 2020

The IPARD Managing Authority held a forum for improvement of the implementation and use of funds from the IPARD Programme 2014-2020. On October 6 and 7, 2020, at the Aurora Hotel in Berovo, a two-day forum was held where IPARD opportunities for the Macedonian rural areas were presented.

The presentations and discussions referred to Measure 1 "Investments in physical assets of agricultural holdings", Measure 3 "Investments in physical assets concerning processing and marketing of agricultural and fishery products" and Measure 7 "Farms diversification and business development". For all measures, the ways of submitting applications for financial support and payment requests were explained in details, and in particular all the necessary documents when submitting the applications.

Through the open discussions, several open issues were overcome and conclusions were reached for further action.

- The representative of the Employment Agency informed that the forms M1/M2 are valid and are the only forms issued by the Employment Agency of RNM that confirm the employment of the applicants. There are no receipts and any other documents that are issued and the IPARD Agency should only consider the M1/M2 forms. These forms are valid without a stamp and signature because that is how the Employment Agency of RNM e-system issues them.
- The EA representative confirmed that the M1/M2 forms are valid proof that the manager is a permanent employee.



- The issuance of general certificates for vocational education / training by NEA only burdens NEA. The representative of the Center for Adult Education explained the procedure for verification of training providers and suggested, for the future, to certify training providers and to realistically transfer their knowledge to applicants.
- A working group from MA, IPARD Agency and Center for Adult Education will review and determine for which occupations a certificate of education will be required, because there is no need for a certificate of education for every occupation, and in some cases there is no institution to issue such certificate.
- The representative of the Ministry of environment and physical planning (MoEPP) explained in detail the procedure for obtaining a permit for the use of groundwater for irrigation. In the interest of the applicants, an Instruction will be made for legalization of wells/boreholes for irrigation of agricultural areas. The Instruction will be prepared by a working group from MA, IPARD Agency and MoEPP.
- The representative of the MoEPP confirmed that neither the MoEPP nor the Municipalities issue the document DECISION ON APPROVED ENVIRONMENTAL PROJECT WITH AN APPROVED ACTION PLAN and it should be removed from the list of required documents in the instructions and the request.
- It should be clarified that there is no need for an environmental protection plan for an applicant from a mixed agricultural holding and it should be clearly stated that the certificate refers to the entire agricultural holding and not to the part related to the investment.
- For the sake of uniformity it is necessary to make templates of the statements given by the applicants themselves.
- To determine exactly for whom the ban on performing activity refers. IPARD Agency requests it only in case when the applicant is a legal entity, and it is also needed for individuals and managers. This should be checked in the Central Registry Office.
- Confirms that the investment is in line with the local economic development strategy should be unified. Each municipality submits different, and in many cases incorrect confirmations.
- The building permit should be accepted in electronic form, just as the investors submit it to the municipalities for approval (e-approval).
- Despite the constant improvement of the requirements in terms of precisely defining the required documents, their format and source (exact indication of the technical body-institution that issues them), there is a need to further define the requirements (in which case and for which users a certain document is required) .
- When reviewing the two requests (for financial support and payment) for any measure, a discrepancy is found in the definition of the documents (the same document is referred differently in approval of projects and approval of payments) or in the Approval of Payments Department documents are required that the applicant previously submitted to the Project Approval Department.

The agenda from the forum is available to watch at the following link:

<https://ipard.gov.mk/mk/category/forumi/>

Frequently asked questions are available on the IPARD website or at the following link:

<http://ipard.gov.mk/mk/cpp/>

Photos from the events are available on the IPARD website, i.e. at the following link:

<http://ipard.gov.mk/mk/category/foto-galerija/>

Forum in Valandovo, November 2020

In order to inform or exchange experiences with the employees of the National Extension Agency about the conditions offered by the Publicity Campaign of the IPARD Programme and to achieve a more comprehensive analysis of the implementation of the Campaign and precise location of problems during the realization, on November 9th and 10th, 2020, a forum was held in Valandovo in which the National Extension Agency, The Agency for Financial Support



in Agriculture and Rural Development and the IPARD Managing Authority took an active part. The forum was organized in Valandovo, but due to the global pandemic of COVID-19, some of the participants were present using on-line communication. The forum started with a Presentation of the achievements of the IPARD Publicity Campaign so far and continued with the discussion on the usefulness and success in informing the printed material, videos and the website of the IPARD Managing Authority.

The future plan for publicity in the period of completion of IPARD 2014-2020 and beginning of the next programming period of IPARD in terms of distribution of materials was presented. One of the proposals for distribution of materials was the preparation and distribution of CD materials, in addition to/or hard-printed materials.

It was emphasized that this period should be used in order to prepare and realize/print an illustrated publication for the successfully realized projects. The publication will be realized throughout the use of funds and procurement through the measure Technical Assistance and it is planned to be with photos and useful short information regarding investments.

Among other things, the development of electronic software for applying for IPARD funds was discussed. The participants received information that this type of software solution is being prepared for application under the IPARD measures. The difference that exists in the interpretation of the English and Macedonian version of the IPARD Programme was emphasized, which is due to the lack of professional translation. The request of the advisors of the National Extension Agency to make efforts for the documentation submitted for application to have a longer duration, ie at least 1 year from its issuance by the relevant institution, was also emphasized. As a problem, it was stated that the owners of livestock, cattle and sheep, are not able to apply for IPARD funds because they do not own land or pastures for more than one year, while under IPARD a 7-year ownership agreement is required. The IPARD Managing Authority confirmed that it is aware of this problem and that an initiative has already been launched and talks are underway with the Pasture Public Enterprise to resolve this issue as soon as possible.

Regarding the point of access to potential users in special conditions (COVID-19), one of the NEA advisors suggested using on-line communication through institutions that can organize this type of communication, i.e. municipalities, schools, homes of culture and the like.

The agenda from the forum is published on the IPARD website, on the following link:

<http://ipard.gov.mk/mk/category/forumi/>

Photos from the events are available on the IPARD website, on the following links:

<http://ipard.gov.mk/mk/category/foto-galerija/>

3. IPARD workshops

Within the Publicity Campaign of the IPARD Programme, in 2020, three workshops were held for the implementation and use of IPARD funds 2014-2020. The workshops were organized and held in Bitola, Stip and Kumanovo.

At the workshop in Bitola, which took place on January 30, 2020, participants from the IPARD Managing Authority, the Agency for Financial Support of Agriculture and Rural Development, the National Extension Agency, representatives of the Food and Veterinary Agency and representatives of the NAO of the Ministry of Finance were invited and present.. The workshop was intended to identify and present the problems faced by the National Extension Agency in the process of completing the Application Forms under the IPARD Programme. By announcing the public call for measure 1 and with the support of NEA for the farmers in preparing sustainable and complete applications, it is expected that the funds for measure 1 from IPARD will be used. NEA is an important institution for farmers with its advisory activity and link between farmers and other institutions.

The agenda of the workshop is published on the following link:

<https://ipard.gov.mk/mk/soopstenija/работилница-за-подобрување-на-корист-2/>



Photos from the events are available on the IPARD website, ie on the following links:
<http://ipard.gov.mk/mk/category/foto-galerija/>

The next workshop organized, was held in Stip on September 22, 2020. Invited and present were the IPARD Managing Authority, the Agency for Financial Support of Agriculture and Rural Development, the NEA, representatives of the NAO of the Ministry of Finance and representatives of private consulting companies in the country. The discussion was focused on problems faced by the advisory service and private consultants in terms of information, application under IPARD measures and of course the success of applications by consultants. All participants actively participated in the discussions and based on these discussions and experiences, there was a need to organize a forum with the same or approximately the same topic as working in groups.

The agenda of the workshop is published on the following link:

<https://ipard.gov.mk/mk/soopstenija/rabotilnici/rabotilnici/odrzana-rabotilnica-na-tema-koristenj/>

Photos from the workshop are available on the IPARD website, on the following link:
<http://ipard.gov.mk/mk/category/foto-galerija/>

The next workshop and also the last event of the Publicity Campaign of the IPARD programme is the workshop in Kumanovo in November 2020 which actually presents the results of the successfully conducted Campaign and informing the general public about the way of organizing, achievements and of course announcing the next steps for new campaign for Publicity of the IPARD Programme.

The workshop agenda is available on the IPARD website or at the following link:

<http://ipard.gov.mk/mk/category/soopstenija/rabotilnici/>

4. Delivery of direct information

The delivery of information, by phone and e-mail, to potential users is covered continuously, in the calling center of the Agency for Financial Support of Agriculture and Rural Development. In the last six months, over 290 calls were recorded and over 90 visits were made to potential users in the premises of the Agency and the IPARD Managing Authority. Data on promotional activities of the Agency are included in the monthly reports of the IPARD Managing Authority. Questions that were asked through the website of the Agency were related to the publication of the next Public Call for Measure 7 (When the Public Call will be published? Can agricultural cooperatives apply under measure 7? and similar).

The questions and answers asked by the interested parties, by e-mail and at the events organized by MA with the IPARD funds, are published on the websites of MA and AFSARD. More information can be found in the section Frequently Asked Questions and Answers regarding IPARD 2014-2020 at the link:

<http://ipard.gov.mk/mk/cpp/>

5. Appearances in national and local media

Appearances, announcements and information about the IPARD Programme 2014-2020 are continuously published in the media despite the COVID-19 pandemic. Due to the announcement of the Public Call 01/2020, measure 1: Investments in physical assets of agricultural holdings, and the organization of events to promote the IPARD Programme, there was an increased number of appearances, press releases and interviews on national and local radio and television channels such as Daily newspapers and internet portals (over 450 appearances). Some of the announcements and interviews can be seen at the following links:

<https://www.brif.mk/intervju-na-agrotim-so-nikolche-babovski-brisel-ne-potvrdi-kako-lideri-vo-iskoristenost-na-ipard-vo-2020-povtorno-ke-vneseme-svezh-kapital-za-razvoj-na-agrarot/>



<http://mrt.com.mk/node/53997>
<http://www.mzsv.gov.mk/Events.aspx?IdRoot=1&IdLanguage=1&News=881>
<https://lokalno.mk/babovski-brisel-ne-potvr-di-kako-lideri-vo-iskoristenost-na-ipard/>
<https://4news.mk/babovski-napravivme-uspeshna-ipard-prikazna/>
<https://makpress.mk/Home/PostDetails?PostId=322283>
<https://www.biznisvesti.mk/raspored-za-info-denovi-za-merka-3-od-ipard-programata-2014-2020/>
<http://mrt.com.mk/node/54092>
<https://lokalno.mk/dimkovski-i-babovski-na-info-denot-za-ipard-vo-strumitsa/>
<https://mia.mk/prerabotuvachkite-kapaciteti-od-sveti-nikole-zainteresirani-za-ipard-sredstva/>
<http://mrt.com.mk/node/54124>
<https://iportal.mk/makedonija/za-prvpat-posle-12-godini-drzhavata-nema-da-vrakja-evropski-pari/>
<https://mia.mk/me-unarodna-rabotilnica-vo-gevgeli-a-za-koriste-e-na-ipard-merkite/>
<https://republika.mk/vesti/ekonomija/dopolnitelen-rok-za-aplikacii-za-sredstva-od-merkata-3-od-ipard-2-programata/>
<https://frontline.mk/2020/02/17/pochnuva-kampa-a-na-info-denovi-za-merka-1-od-ipard-programata-2014-2020/>
http://www.ipardpa.gov.mk/Root/mak/default_mak.asp
<https://lokalno.mk/od-ipard-2-programata-na-raspologane-9-2-milioni-evra-aplitsiraneto-od-deneska-do-14-april/>
<https://a1on.mk/economy/info-denovi-za-ipard-2/>
<https://kanal5.com.mk/articles/412655/veleshkite-zemjodelci-zainteresirani-za-ipard>
<https://kanal5.com.mk/se-odlozhuvaat-site-rokovi-i-otvoreni-povici-preku-nacionalnite-programi-i-ipard-2-programata/a417304>
<https://opserver.mk/politika/babovski-so-ipard-sredstvata-se-razviva-domashnata-ekonomija-i-se-otvoraat-novi-rabotni-mesta/>
<https://biznisregulativa.mk/mk-mk/Pages/Find/4746>
<https://opserver.mk/makedonija/posledni-denovi-od-ipard-info-karavanot/>
<https://www.brif.mk/ministerot-hodha-na-denovi-na-makedonskiot-med-pchelarski-turizam-inovatsii-subventsii-i-ipard-za-pogolem-razvoj-na-pchelarstvoto/>
<https://www.bankometar.mk/mzshv-odrzhazha-forum-za-unapreduva-e-na-sproveduva-eto-i-koriste-eto-na-ipard-2/>
http://www.ipardpa.gov.mk/Root/mak/default_mak.asp www.mzsv.gov.mk

and other media.

Appendix 3 shows part of the material related to IPARD Media - Press Kliping. Due to the size of the press clipping only part of the material is given.

6. Publishing a list of final beneficiaries of the IPARD 2014-2020 Programme

The envisaged activity in accordance with the action plan for communication and publicity for 2020 for publishing a list of end users of funds from the IPARD Programme 2014-2020 has been implemented by AFSARD as a responsible institution for the realization of this activity. The list of end users is quarterly and is published on the website of the Agency (Appendix 4) at the following link

http://www.ipardpa.gov.mk/Root/mak/default_mak.asp

Published payment lists realized in 2020 are:

Realized payments of funds from the IPARD II Program for the period 01.07.2020 to 30.09.2020



Realized payments of funds from the IPARD II Program for the period 01.01.2020 to 30.06.2020



Realized payments of funds from the IPARD II Program for the period 01.01.2020 to 31.03.2020



7. Preparation and distribution of Application forms, Guidelines, Brochures and Posters dedicated to IPARD 2014-2020 Programme

With the IPARD Programme Publicity Campaign, materials for all three measures were prepared and printed. For public calls, the materials were adapted to the changes with the modifications of the IPARD Programme and were released for printing for the planned Public Calls.

The printed materials for the measures, were in full circulation and were used / distributed to the users on the info days, workshops, forums to all interested parties to apply for the measures under IPARD, as well as to the National Extension Agency and Agency for Financial Support of Agriculture and Rural Development. The materials were also publicized in addition to each public call announced before and during 2020 and can be seen on the IPARD Managing Authority website, at the following links:

<http://ipard.gov.mk/mk/soopstenija/javen-povik-br-01-2019-za-dostavuvanje-na-bara/>
<https://ipard.gov.mk/mk/soopstenija/javen-povik-br-01-2020-za-dostavuvanje-na-bara/>

The instructions for the procedure for construction of facilities on agricultural land were prepared by the IPARD MA and the Sector for Agricultural Land Management and Land Policy at the Ministry of Agriculture, Forestry and Water Economy and are available at the following link:

<https://ipard.gov.mk/wp-content/uploads/2019/12/Упатство-за-постапка-за-изградба-на-објекти-на-земјоделско-земјиште.pdf>

Two additional guidelines are being prepared regarding environmental studies and the conditions for digging wells in areas where there are no irrigation systems. When they will be ready and approved, they will be published on the IPARD Managing Authority website and submitted to other institutions involved in the application process of the IPARD Programme 2014-2020.

8. Creation and publishing audio and video clips

Within the Publicity Campaign of the IPARD Programme 2014-2020, three videos were realized which referred to all three implemented measures, namely 1, 3 and 7. The videos were posted on the IPARD Managing Authority website and were also submitted to other institutions for their display and advertising.

The videos have a duration of 45 seconds and their broadcast was realized through the national service, the Macedonian Television. Videos were broadcasted during the Public Calls and announcements for the Public Calls, on MTV1 in the following terms: Morning program, before Dnevnik 1 (Prime News), after Dnevnik 1 and before Dnevnik 3. The Albanian version of the videos started broadcasting on the Macedonian Television - Second Program (MTV2) before Dnevnik 2 and in the morning program. The videos for all measures are posted on the IPARD Managing Authority website in Macedonian language and also with an English translation of the English version of the website:

<http://ipard.gov.mk/mk/pocetna/>



9. Update of the website www.ipard.gov.mk

Upgrading and maintaining the website www.ipard.gov.mk was realized continuously during 2020. In the period of realization, a new design of the website has been made. In the period since the end of the contract of initial web-page design, it has been noticed that it is not only necessary to update the content but also to continuously improve and maintain the website. Under the measure Technical Assistance the procurement for improvement and continuous maintenance of the site (small procurement up to 2500 euros) was realized. The agreement was signed with the company BIVAS MEDIA GROUP from Skopje, the same company that previously designed, upgraded and maintained the site. The contract is for a period of two years and will last until the first half of 2022.

During 2020, the site shows good traffic statistics, shown in Annex 2, and is as follows:

- Users of the website 18.362,
- New users 17.663,
- Total page views 91.934.

The website also records data for users by countries expressed in percentages, which is as follows: 89% of the total visits to the website are registered from the Republic of North Macedonia, the United States of America participates with 2.53%, and visits are also registered from Germany, Serbia, Greece, Albania, Bulgaria and others. From the graphic display shown in the appendix, you can see the period when the traffic to the site is growing, which is the period around the public call. The website is regularly updated with information, announcements and news related to the activities for implementation of the IPARD Programme 2014-2020 and can be seen on the website, on the following link:

<http://ipard.gov.mk/mk/pocetna/>



Appendix 1: IPARD 2014-2020 Programme Annual Publicity and Communication Action Plan for 2020

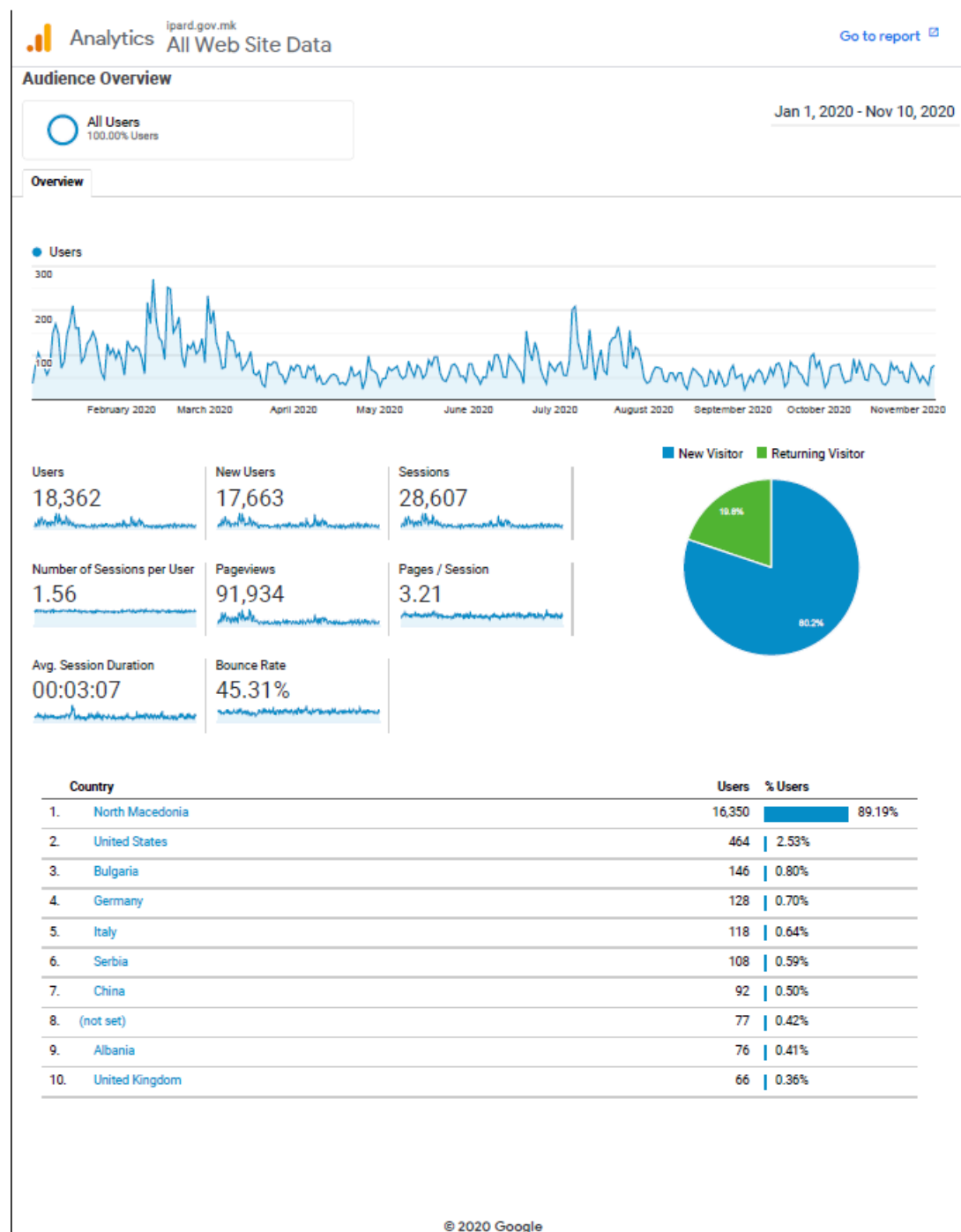
Активност	Одговорност	Цели за реализација	Распоред за 2020											
			1	2	3	4	5	6	7	8	9	10	11	12
Организација на ИПАРД инфо едукативни денови со промовирање на успешни примери и можности за гарантен фонд	ТУ ИПАРД	60												
ИПАРД форум за поспешно спроведувањето на ИПАРД 2014 - 2020	ТУ ИПАРД	2												
ИПАРД работилници за изготвување на ИПАРД барања	ТУ ИПАРД и АПРЗ	3												
Појавувања/ прилози во пишани и електронски медиуми	ТУ ИПАРД и АФПЗРР	200												
Објавување на листата на крајни корисници	АФПЗРР	1												
Изработка и дистрибуција на Барања за користење на средства и Упатства посветени на ИПАРД 2014 - 2020	МА and IPARD Agency	6000												
Изработка и дистрибуција на брошури посветени на промоција на ИПАРД 2014 - 2020	ТУ ИПАРД и АФПЗРР	6000												
Дистрибуција на постери посветени на промоција на ИПАРД 2014 - 2020	ТУ со ИПАРД	200												
Изработка и објава на аудио и видео спотови	ТУ со ИПАРД	2												
Ажурирање на веб страница ipard.gov.mk	ТУ со ИПАРД	1												

подготвителни активности

дистрибуција/ реализација на активностите



Appendix 2: Visitors of IPARD's website





Appendix 3: Media for IPARD - Press Clipping

ЗА НАС ИМПРЕСУМ МАРКЕТИНГ УСЛОВИ ЗА КОРИСТЕЊЕ КОНТАКТ

Search...

Brif
brif.mk



ДОМА МАКЕДОНИЈА АГРО БРИФ ЕКОНОМИЈА СВЕТ ХРОНИКА МАГАЗИН СПОРТ РАКУРС ВИДЕА

Status ALLEGRO MONDIVI



Интервју на АГРОТИМ со Николче Бабовски: Брисел не потврди како лидери во искористеност на ИПАРД, во 2020 повторно ќе внесеме свеж капитал за развој на аграрот

Like 1

Tweet

January 2, 2020 12:04



Like 1

Tweet

Неселективна исплата на субвенции, нови програми, Млад земјоделец, Рурална жена, ИПАРД, интервентни мерки, излегување во пресрет на земјоделците, исплата на заостанати субвенции, долгови на лозари во винарии, контроли на терен за да се спречи можна злоупотреба на субвенциите...списокот на сработеното на Агенцијата за финансиска поддршка на земјоделството и руралниот развој е долг.

КОРОНАВИРУС МК



koronavirus.gov.mk



СИТЕ ИНФОРМАЦИИ ЗА
КОВИД-19 НА ЕДНО МЕСТО



Начин на употреба:
Возрасни:
2 капсули 3 пати
дневно, 30-60 минути
пред оброк, со 1-2
чаши вода.





STRONG BENEFITS

Витки, а сити!

кои во рамките на семејството
имаат месечни приходи
помали од 29.000 денари.





The screenshot shows the 'Бизнис Вести' (Business News) website. The header includes the date '16/11/2020', navigation links like 'Контакт / Ценовник' and 'Импресум', and social media icons. The main navigation bar lists categories: ЕКОНОМИЈА, ФИНАНСИИ, НАУКА И ТЕХНОЛОГИЈА, МАРКЕТИНГ, ПРЕТПРИЕМИШТВО, СВЕТ, ЛОКАЛНО, and КОНТАКТ / ЦЕНОВНИК. A red banner below the navigation bar reads 'ГЛАВНИ ВЕСТИ' and 'За прв пат во Општина Долнени отворена е Подрачна единица на Министерство за земјоделство, шумарство и водостопанство'.

The main content area features a large green banner with the coat of arms of North Macedonia and the text: 'Република Северна Македонија' and 'Министерство за земјоделство, шумарство и водостопанство'.

Below the banner is the article title: 'Распоред за инфо денови за Мерка 3 од ИПАРД Програмата 2014-2020'. The article date is '08/01/2020' and the category is 'ФИНАНСИИ'.

The article text states: 'Продолжува кампањата за информирање и едукација за инструментот за претпристапна помош на Европската унија за рурален развој – ИПАРД 2014 – 2020, од страна на секторот за управување со ИПАРД фондовите при Министерство за земјоделство, шумарство и водостопанство. Во рамки на едукативната кампања, ќе се одржат инфо-денови во неколку градови, каде што заинтересираните граѓани и правни субјекти ќе можат да се информираат за постапките и условите за аплицирање со цел да добијат средства од оваа програма.'

On the right side of the article, there are three promotional images: 1) A banner with the text 'Заедно да направиме добри дела кои ќе се паметат!' and images of NIB Bank cards. 2) Two stylized house icons, one blue and one yellow, with the text 'ИПАРД-2020' and '???' below them. 3) A banner with the text 'НОВО' and 'MULTI ESSENCE' featuring images of vitamin supplements.



понеделник, 16 ноември 2020 10:41:05 pmПребарување за

EN SHQ MK MARKETING

МИА

ПОЧЕТНАМКДСВЕТБИЗНИСКУЛТУРАХРОНИКАСПОРТФОТОВИДЕОТИКЕРКОНТАКТИЗБОРИ

Дополнителни МКДОпштински вести

Меѓународна работилница во Гевгелија за користење на ИПАРД мерките

Гевгелија е домаќин и организатор на дводневната меѓународна работилница за поддршка и подготовка на националната и локалната администрација, како и на локалните акциски групи за користење на новите мерки на ИПАРД програмата.

Илија Мачков, Гевгелија · 21 јануари 2020 13:47



16 ноември 2020 21:52

МИА Најави МКД

16 ноември 2020 21:50

МИА Најави – свет

16 ноември 2020 21:39

ВМРО-ДПМНЕ: Неспособноста на Заев и Димитров ги изминира нашите позиции во преговорите со Бугарија

16 ноември 2020 21:38

Советникот за национална безбедност на Трамп ја призна победата на Бајден

16 ноември 2020 21:21

ВМРО-ДПМНЕ: Податоците кои Царовска ги соопштува не се реални

фтлин

Гевгелија, 21 јануари 2020 (МИА) – Гевгелија е домаќин и организатор на дводневната меѓународна работилница за поддршка и подготовка на националната и локалната администрација, како и на локалните акциски групи за користење на новите мерки на ИПАРД програмата.

Значајниот собор кој се одржува денеска и утре во присуство на претставници на Европската комисија, МЗШВ, националното тело за управување со ИПАРД програмата и локалните јавни власти го отвори Живко Брајковски, раководител на управниот орган за управување со ИПАРД програмата при МЗШВ, кој нагласи дека ресорното министерство и владата на Северна Македонија имаат големи очекувања од работилницата бидејќи во нашата земја веќе неколку години се спроведува мерката Техничка помош од која сепак биле апсорбирани малку средства, особено во пресрет на воведување на новите мерки.

КОМЕРЦИЈАЛНИ ТЕКСТОВИ
PR
СООПШТЕНИЈА

evnonline.mk



ЗА НАСИМПРЕСУМАРКЕТИНГКОНТАКТ

Monday, 16 November 2020

Search...

FRONTLINE.MK

ДОМАДЕНЕСПОЛИТИКАОПШТЕСТВОЕКОНОМИЈАФРОНТНАДВОРЕШНАМОЗАИКУЛТУРАСПОРТ

Home

Почнува кампања на инфо денови за мерка 1 од ИПАРД Програмата 2014-2020

Во најава е јавен повик за Мерка 1 – Инвестиции во основни средства на земјоделските стопанства. За таа цел, оваа недела, ќе се одржат информативни и едукативни денови во неколку места/општини низ државата за полесно спроведување и користење на ИПАРД 2014-2020 со особено внимание на мерката 1.

February 17, 2020 11:51 in Uncategorized



Share on Facebook

Share on Twitter

G+

Телото за управување со ИПАРД фондовите при Министерството за земјоделство, шумарство и водостопанство (МЗШВ) и Агенцијата за финансиска поддршка на земјоделството и руралниот развој продолжуваат со реализирање на Инфо денови за спроведување и користење на Инструментот за претпристапна помош на Европската унија за рурален развој ИПАРД 2014 – 2020.

НАЈНОВО



Николов: На ВМРО-ДПМНЕ до вчера побитни им беа протестите по улиците, отколку здравјето на граѓаните
© NOVEMBER 16, 2020



Во Грција 2.198 нови случаи на Ковид-19, починаа 59 лица, само 21 отсто слободни кревети на интензивна нега
© NOVEMBER 16, 2020



Без разлика дали ќе почнеме пристапни преговори со ЕУ, треба да се фокусираме на реформите дома, смета Димитров
© NOVEMBER 16, 2020

НАЈЧИТАНО





КАНАЛ 5 ТВ

ВЕСТИ СПОРТ МАГАЗИН ПРОГРАМА ЕМИСИИ СЕРИИ ФИЛМОВИ ВЕБ ТВ

22:40 - ЕДНА Е МАЈКА (ПРЕМИЕРА) 23:55 - ИГРАНА СЕРИЈА (РЕПРИЗА) 06:55 - ВЕСТИ 07:00 - ЗДРАВО МАКЕДОНИЈО (УТРИНСКА ПРОГРАМА)

МАКЕДОНИЈА

Се одложуваат сите рокови и отворени повици преку националните програми и ИПАРД 2 програмата

Како што информираше на денешната прес-конференција министерот за земјоделство, шумарство и водостопанство Трајан Динковски, за ова Владата вчера на седница донела Уредба.



Прегледи:

108

10 април 2020, 12:31

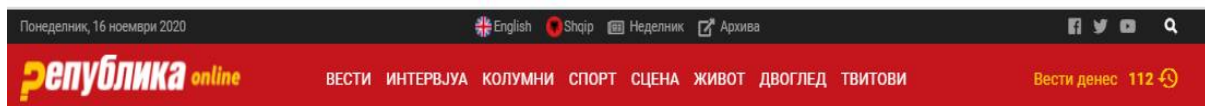
Сите сите рокови и отворени повици како за националните програми, така и за ИПАРД 2 Програмата во областа на земјоделството се одложуваат за времетраење на вонредната состојба во земјата поврзана со ширењето на коронавирусот, односно од денот на нејзино воведување до денот на завршување.



IPARD
EU4Rural Areas

Instrument for Pre-Accession Assistance for Rural Development (IPARD 2014-2020)
Co-financed by the measure Technical Assistance of IPARD Programme 2014-2020





Дополнителен рок за апликации за средства од мерката 3 од ИПАРД 2 програмата

ЕКОНОМИЈА 01.02.2020 / 12:36



Агенцијата за финансиска поддршка во земјоделството и руралниот развој за дополнителни 15 дена го продолжи рокот за аплицирање за мерката 3 „Инвестиции во материјални средства за преработка на земјоделски и рибини производи“ која се финансира од ИПАРД 2 програмата. Наместо до 11 февруари сите заинтересирани, апликациите ќе може да ги доставуваат до 26 февруари. Рокот е продолжен на барање на заинтересираните странски.





Appendix 4: Lists of final beneficiaries

иција за финансиска поддршка X +

nk/Root/mak/default_mak.asp

EMIL AnyMeeting Accou... Product Drawings fr... Autodesk Learning... S How can I access re... Akordi za gitaru za... Gi Takamin

АГЕНЦИЈА ЗА ФИНАНСИСКА ПОДДРШКА ВО ЗЕМЈОДЕЈСТВОТО И РУРАЛНИОТ РАЗВОЈ

Исплати по баратели

Реализирани исплати на средства од ИПАРД II Програмата за период 01.07.2020 до 30.09.2020
[mk]

Реализирани исплати на средства од ИПАРД II Програмата за период 01.01.2020 до 30.06.2020
[mk]

Реализирани исплати на средства од ИПАРД II Програмата за период 01.01.2020 до 31.03.2020
[mk]

Директни плаќања е-барање

МКД
СЕРТИФИКАТ
MKC EN ISO 9001:2015