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 2021

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

Ninth meeting of the IPARD Programme 2014-2020 Monitoring Committee

December 2021

CONTENT

I. INTRODUCTION 3

II. REALIZED ACTIVITIES 3

1. Organization (on-line or with physical presence) of IPARD informational and educational days by promoting successful examples, in relation with announcements of Public Calls 3

2. Delivery of direct information 5

3. Appearances in national and local media 5

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

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

6. Creation and publishing audio and video clips 7

7. Update of the website www.ipard.gov.mk 7

Appendix 1: IPARD 2014-2020 Programme Annual Publicity and Communication Action Plan for 2021 9

Appendix 2: Visitors of IPARD's website 10

Appendix 3: Media for IPARD - Press Clipping 11

Appendix 4: Lists of final beneficiaries 15

Appendix 5 Video clips for measure Farm diversification and business development 16

Note:

If the internet links in the report cannot open with a Ctrl+Click, copy them on a internet browser

I. INTRODUCTION

Activities, related to publicity of the IPARD Programme 2014-2020, are provided in the Annual Action Plan for Publicity and Communication of the IPARD Programme for 2021 The specific aims of publicity plans are: delivering quality information to the target groups in order to promote the opportunity offered by the European Union assistance and our country, promoting the results of the implementation of the IPARD Programme, increase the number of good quality applications and to raise awareness among the public at large about the contribution of the European Union.
The activities listed, below, are implemented in accordance with the Annual Action Plan for Publicity and Communication of the IPARD Programme for 2021 (Annex 1) according to protocols or through electronic communication as the global pandemic requires. The planned activities refer separately to:

- Organization (on-line or with physical presence) of IPARD info educational days by promoting successful examples;
- IPARD forums (on-line or with physical presence) for more successful implementation of the IPARD Programme 2014-2020;
- IPARD workshops (on-line or with physical presence) for preparation of IPARD application forms, announcement of Public Calls
- 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;
- 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 as follows: 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. Organization (on-line or with physical presence) of IPARD informational and educational days by promoting successful examples in relation with announcements of Public Calls

The organization of IPARD informational and educational days took place in a period before and during the announced Public calls for specific measure. In this period from May to December 2021 (the period between two meetings of the Monitoring Committee) the institutions responsible for the implementation of the publicity plan, organized and executed 9 (nine) info days in relation to Public call 01/2021.
The previous announcement of the Public call for measure 7 from the IPARD Programme 2014-2020 was in April 30, 2021 and the Public call was published on July 7, 2021 and lasting until September 6, 2021.

On April 30, 2021 was published "Previous announcement for publication of Public Call 01/2021 for submission of application forms for use of funds from the fifth component of the Instrument for Pre-Accession Assistance for Rural Development of the European Union

(IPARD Program 2014-2020)" in regards to measure 7 “Farm diversification and business development”. The announcement can be found on the website of the IPARD Managing Authority at the following link:

ПРЕТХОДНА НАЈАВА за објавување на Јавен повик 01/2021 за доставување на барања за користење на средства од петтата компонента на Инструментот за претпристапна помош за рурален развој на Европската Унија (ИПАРД Програмата 2014-2020) - ИПАРД - (ipard.gov.mk)

The announced Public Call 01/2021 was reachable on the following links on the several portals:
https://lider.mk/objaven-posledniot-javen-povik-od-programata-ipard-2/
https://www.biznisvesti.mk/objaven-posledniot-javen-povik-od-programata-ipard-2/
https://kanal5.com.mk/vlada-objaven-nov-povik-od-ipard-ii-na-raspolaganje-9-6-milioni-evra/a482967
https://lokalno.mk/objaven-nov-povik-od-ipard-ii-na-raspolagane-9-6-milioni-evra-za-proekti-preku-merka-7/
http://www.ipardpa.gov.mk/Root/mak/default_mak.asp

The publicity activities regarding the Public call 01/2021 considering measure 7 “Farm diversification and business development” were executed in July/August in the following municipalities: Berovo, Kocani, Ohrid, visiting surrounding Municipalities of Vevcani, Mavrovo then Resen, Krushevo, Kratovo and Demir Kapija. In this municipalities the external target groups, like general public and rural population, potential beneficiaries for measure 7 “Farm diversification and business development” were informed about opportunities for funding with this last Public Call under the IPARD Programme 2014-2020.

The table below showing more information where and when info days were held.

No..	Location	date	time	measure	venue
1	Kochani	26 july 2021 (Monday)	11.00h	measure 7	Multicultural centre in Kochani
2	Berovo	26 july 2021 (Monday)	14.00h	measure 7	Biznis incubator in Berovo
3	Ohrid	28 july 2021 (Wednesday)	11.00h	measure 7	Meeting room in municipality of Ohrid
4	Vevchani	28 july 2021 (Wednesday)	13.00h	measure 7	Meeting room in municipality of Vevchani
5	Mavrovo	30 july 2021 (Friday)	11.00h	measure 7	Meeting room in Public company Nacionalen park in Mavrovo
6	Resen	3 august 2021 (Tuesday)	11.00h	measure 7	Meeting room in municipality of Resen
7	Krushevo	3 august 2021 (Tuesday)	14.00h	measure 7	Upper school building Nikola Karev in Krushevo
8	Kratovo	5 august 2021 (Thursday)	11.00h	measure 7	Meeting room in Kratovo
9	Demir Kapija	10 august 2021 (Tuesday)	10.00h	measure 7	House of culture in Demir Kapija

The info days were realized in coordination between The Managing Authority and IPARD Agency (AFSARD). The IPARD possibilities, especially for the measure 7, in front of audience, were elaborated by representatives from the both institution and info days were visited by more than 140 participants.

Having in mind the current situation with the pandemic, the info days were organized in relations with current health protocols that were in force in that period.

The information for planed publicity activities were delivered to economic chambers, craft associations, other associations, portals, agricultural cooperatives, rural development network, National Federation of Farmers and other institutions, by e-mail, and were asked to disseminate this info, to their members, and/or published on their web sites. The common public and potential users of IPARD funds, measure 7 Farm diversification and business development were encouraged to make questions by e-mail or telephone calls.

2. Delivery of direct information

In accordance with to Article 12 paragraph 3 of the Implementing agreement between the Agency for Financial Support in Agriculture and Rural Development and the IPARD Management Authority for the implementation of the IPARD Programme, the Agency submits monthly reports on promotional activities of the Agency. The delivery of information, by phone and e-mail, to potential users is done continuously, i.e. in the calling centre of the Agency for Financial Support of Agriculture and Rural Development. The publicity information are also given by IPARD Managing Authority throughout e-mail, phone communications and in the IPARD Department premises In the last few months, over 150 calls have been received and more than 38 questions asked.
Questions that were asked throughout the website of the Agency are related to the publication of the last Public Call 01/2021 for measure 7, and other measures from the IPARD Programme. The more frequent questions are related to priority sectors, for example: can associations of bee keepers eligible for applicants, where the set of application documents can be found, who is eligible to apply and what are the eligible investments, the renewable energy issues, the eligible expenditure for all three measures and many more related to IPARD Programme measures. The most frequent question was when the IPARD III will be adopted and when the first Public Call will be announced and what are the news related with measures of the IPARD Programme 2021-2027.
The questions and answers asked by the interested parties, by e-mail and at the organized events by The Managing Authority, are published on the websites of Managing Authority and IPARD Agency (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/ and http://www.ipardpa.gov.mk/Root/mak/default_mak.asp/ in the part “ИПАРД Програма 2014-2020/ Прашања за ИПАРД Програмата”, for all submitted questions and http://www.ipardpa.gov.mk/Root/mak/default_mak.asp in the part “ИПАРД Програма 2014-2020/ ИПАРД дневни прашања”, for daily asked questions and answers.

3. Appearances in national and local media

During this period there was a sufficient number of appearances, press releases and interviews on national and local radio and television channels such as daily newspapers and internet portals (more than 160 press releases).

Most of the announcements refer to the Public Call 01/2021 regarding measure 7 Diversification of farms and business development. In relation with announcements and interviews, the officials from the IPARD Agency had 1(one) interview for MIA (Macedonian Information Agency) which was broadcasted on several medias.

Part of press releases can be viewed at the following links:
https://frontline.mk/2021/05/07/zaev-rabotime-za-podobruva-e-na-ekonomskata-i-soci-alna-polozhba-na-zem-odelkite-vazhno-e-da-se-koristat-merkite-od-ipard-programata-so-cel-osovremenuva-e-na-zem-odelskoto-proizvodstvo/
https://www.brif.mk/objaven-javniot-povik-za-merka-7-od-ipard-ii-programata-eve-koi-se-uslovite-i-za-koi-prioritetni-sektori-mozhete-da-aplitsirate/
https://sitel.com.mk/zemjodelcite-dobija-mozhnost-za-koristenje-na-96-milijardi-evra-od-ipard-2-programata
https://novatv.mk/ipard-info-denovi-za-diverzifikatsija-na-farmi-i-razvoj-na-mali-biznisi/
https://makpress.mk/Home/PostDetails?PostId=423099
Бизнисмените од Кочани и Берово со голем интерес за аплицирање за мерка 7 „Диверзификација на фарми и развој на мали бизниси" - 24 Инфо (24info.mk)
https://opserver.mk/makedonija/opstini/golem-interes-za-apliciranje-za-merka-7-diverzifikacija-na-farmi-i-razvoj-na-mali-biznisi-vo-berovo/
https://www.ohridnews.com/info-den-za-ipard-programata-vo-opshtina-ohrid/
https://frontline.mk/2021/09/07/afpzrr-pristignati-se-198-aplikacii-za-merka-7-diverzifikaci-a-na-farmi-i-razvo-na-mali-biznisi-od-ipard-2-programata/
https://nezavisen.mk/debata-za-predizvicite-vo-programiranjeto-i-realizacijata-na-programata-ipard-iii-2021-2027/
https://opserver.mk/biznis/debata-da-se-vovede-rodovo-odgovorno-budzhetiranje-vo-programite-za-ruralen-razvoj-i-vo-planiranjeto-na-ipard-3/
https://makpress.mk/Home/PostDetails?PostId=432946

Appearances, announcements and information about the IPARD Programme are continuously published on the media. .Appendix 3 shows some of the material related to IPARD Media - Press Clipping. Due to the size of the press clipping, part of the material is given.

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

The activity for publishing a list of end users of funds from the IPARD Programme 2014-2020, in accordance with the Action plan for Communication and Publicity for the year 2021, is implemented by AFSARD as a responsible body for the realization of this activity. The list of end users is quarterly published on the website of the Agency (Appendix 4) at the following link
http://www.ipardpa.gov.mk/Root/mak/default_mak.asp
Published lists of payments realized in the second quarter of 2021 and the third quarter of 2021 are: (by clicking on the excel document the list of paid funds opens)

Реализирани исплати на средства од ИПАРД II Програмата за период 05.04.2021 до 07.07.2021
[мк]

Реализирани исплати на средства од ИПАРД II Програмата за период 07.07.2021 до 04.10.2021
[мк]

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

The printed Guidelines which were disseminated during the publicity campaign have been printed with previous Publicity contract (considering PRAG) and some of the guidelines and the Application forms were printed as (MAFWE) Ministries' expenditure as they were changed for the Public call 01/2021. In total 990 pieces of documents like guidelines, application forms and brochures, were printed additionally for measure 7 from IPARD Programme comprising the last changes in the documents and publicity materials.
The materials printed in purpose of the Public Call are:
Requests for use of funds for measure 7 – 300 copies
Guidelines for users of funds– 300 copies
Brochures in Macedonian and Albanian – 390 copies
The materials are reachable at following link:
Мерка 7: ДИВЕРЗИФИКАЦИЈА НА ФАРМИТЕ И РАЗВОЈ НА БИЗНИСИ - ИПАРД - (ipard.gov.mk)
The materials, left over from the previous publicity campaign that were not changed, were used to inform all stakeholders during Public Call 01/2021 for Farm Diversification and Business Development. The final version of the Guidelines and the Request for use of the funds are published on the website of the IPARD Managing Authority www.ipard.gov.mk

6. Creation and publishing audio and video clips

Regarding the Public Call 01/2021 the new videos and audios are not produced, but the previous launched videos are used to strengthen the publicity campaign. Within the previous Publicity Campaign of the IPARD Programme 2014-2020, three videos were prepared which referred to three accredited measures, namely 1, 3 and 7. The video clip for the measure 7- Farm diversification and business development was prepared in cooperation with two successful projects from the IPARD Programme, namely: factory for production of cosmetics Galenius DOO Vizbegovo and Korab Trnica - accommodation capacity in Trnica.
The videos for all measures can be seen on the website of the IPARD Managing Authority (Appendix 5 of the report shows pictures from the video for measure 7) in Macedonian language and at the same time with English translation of the English version of the website:
http://ipard.gov.mk/mk/pocetna/

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

The website www.ipard.gov.mk was regularly and continuously updated with the information and news regarding Public call 01/2021, info days, the draft version of IPARD III Programme, the Ex-ante Evaluation Report of IPARD 2021- 2027 and many more useful information.

The announcements for the informational and educational days were posted continuously in the duration of the public call. The new Guidelines regarding measure 7 Farm diversification and business development, are posted on the website (mentioned above in the Report) on following link:

Мерка 7: ДИВЕРЗИФИКАЦИЈА НА ФАРМИТЕ И РАЗВОЈ НА БИЗНИСИ - ИПАРД - (ipard.gov.mk)
News for info days are reachable on website link: https://ipard.gov.mk/mk/category/edukativna-kampanja/info-denovi/ and home page in "Announcements and news".
The draft IPARD III Programme was announced on the website and the Ex –ante evaluation report was announced in the same menu, for more information follow link: https://ipard.gov.mk/en/draft-ipard-2021-2027-programme/

Changes have been made in submenu as part of main menu for Monitoring of IPARD 2014-2020, where new submenu was added, named Reports and indicator tables. This part was fulfil with Annual Implementation Reports and IPARD II monitoring and evaluation indicator tables.
In the period from May to November 2021, the site shows traffic statistics and it is shown in Annex 2, as follows:

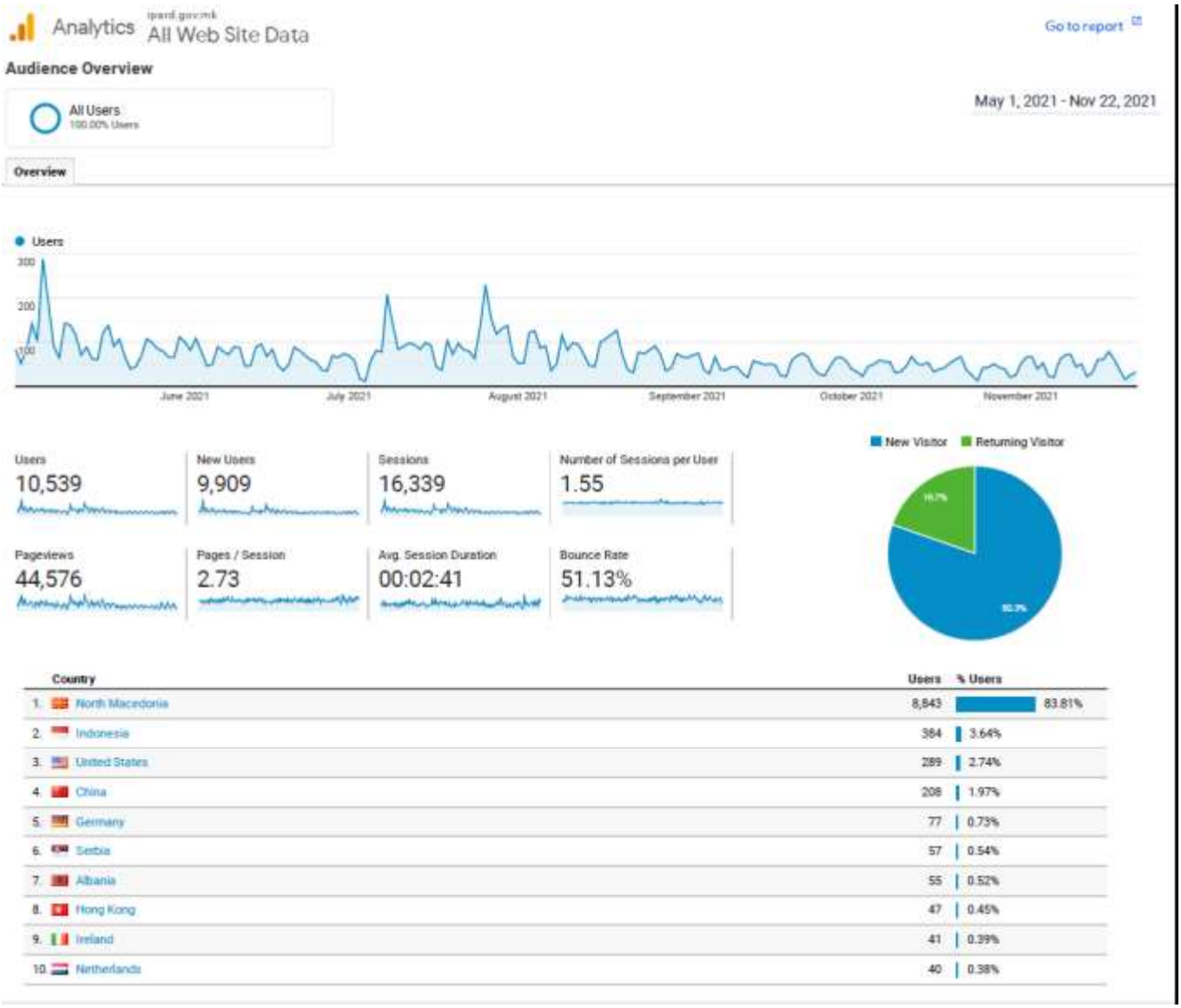
- Website users 10.539,
- New users 9.909,
- Total page views 44.576.

The website has been visited by many interested parties from different countries, our country, country in the region and in the world. The graphic display, shown in Annex 2, recorded that the period when the traffic on the site is growing is the period after the announcement of the public call 01/2021. The website http://ipard.gov.mk/mk/pocetna/ is regularly update with information, announcements and news related to the activities for implementation of the IPARD Programme 2014-2020.

Appendix 1: IPARD 2014-2020 Programme Annual Publicity and Communication Action Plan for 2021

Activities	Responsibility	Goals for realization	Schedule for 2021											
			1	2	3	4	5	6	7	8	9	10	11	12
Organization of IPARD info educational days by promoting successful examples (on-line or physical presence)	MA IPARD	30												
IPARD forum for more successful implementation of IPARD 2014 - 2020	MA IPARD	1												
IPARD workshops for preparation of IPARD requests and announcement of Public Calls	MA IPARD and NEA	1												
Appearances / articles in print and electronic media	MA IPARD and ASFARD	200												
Publishing the list of end users	ASFARD	1												
Preparation and distribution of Applications for use of funds and Guidelines dedicated to IPARD 2014 - 2020	MA IPARD and ASFARD	500												
Preparation and distribution of brochures dedicated to the promotion of IPARD 2014 - 2020	MA IPARD and ASFARD	500												
Preparation and publication of a book-illustrated edition for successful examples of IPARD projects for the program period IPARD 2014 - 2020	MA with IPARD	1000												
Production and publication of audio and video clips	MA with IPARD	1												
Update ipard.gov.mk website	MA with IPARD	1												

Appendix 2: Visitors of IPARD's website



Appendix 3: Media for IPARD - Press Clipping

7.8 °C Skopje 22/11/2021 Импресум Маркетинг Услови за користење

НЕЗАВИСЕН весник

ПОЛИТИКА МАКЕДОНИЈА ЕКОНОМИЈА СВЕТ КОЛУМНИ ФЕЉТОН КУЛТУРА СЦЕНА СПО

дома › Економија › Дебата за предизвиците во програмирањето и реализацијата на програмата ИПАРД III (2021 ...

Економија

Дебата за предизвиците во програмирањето и реализацијата на програмата ИПАРД III (2021 – 2027)

29/09/2021 07:39

Националната конвенција за Европската Унија во Северна Македонија денеска на платформата Зум, ќе биде домаќин на Работната група 1 – Земјоделство и рурален развој (Поглавје 11), која ќе ја одржи деветтата сесија на тема „Предизвици во програмирањето и реализацијата на програмата ИПАРД III (2021 – 2027)", во организација на Европското движење.

На темата воведни обраќања, како што најави Европското движење, ќе имаат заменик-министерот за земјоделство, шумарство и водостопанство Трајан Димковски и директорот на Агенцијата за финансиска поддршка во земјоделството и руралниот развој, Никица Бачовски.

ИПАРД инфо денови за диверзификација на фарми и развој на мали бизниси

MakPress
ОД ПОНЕДЕЛНИК ПОЧНУВААТ ИПАРД ИНФО ДЕНОВИТЕ ЗА ДИВЕРЗИФИКАЦИЈА НА ФАРМИ И РАЗВОЈ НА МАЛИ БИЗНИСИ
appetite&weight control

NOVEMBER 22, 2021

ПСЕРВЕР

ВЕСТИ | БИЗНИС И ЕКОНОМИЈА | СТАВ | ИНТЕРВЈУА | КОЛУМНИ | СПОРТ

ИНФОРМАЦИИ | ИЗДВОЈУВАМЕ | КУЛТУРА | АНКЕТА

ДОМЕ > БИЗНИС И ЕКОНОМИЈА > Дебата: Да се воведе родово-одговорно буџетирање во програмите за рурален развој и во планирањето на ИПАРД 3

Дебата: Да се воведе родово-одговорно буџетирање во програмите за рурален развој и во планирањето на ИПАРД 3

October 15, 2021 Бизнис и економија

– Од жените во руралните средини, 58 отсто немаат лични примања што е двојно повеќе од мажите. Руралните жени не се вклучени во одлучувањето на локалната заедница поради финансиската зависност од мажите, како и поради стереотипите и предрасудите, не се информирани, немаат дигитални вештини, а 81 процент не аплицирале никогаш за ИПАРД. Многу од нив не се запознаени воопшто со мерките, ниту со државните програми за поддршка и сметаат дека поднесувањето барања до институциите е комплициран процес.

скуство на нашата веб страна. Со кликање на "Прифати ги сите" се согласувате на користење на сите ко

ЗА НАС ИМПРЕСУМ МАРКЕТИНГ УСЛОВИ ЗА КОРИСТЕЊЕ КОНТАКТ

Brif

ДОМА МАКЕДОНИЈА АГРО БРИФ ЕКОНОМИЈА СВЕТ ХРОНИКА МАГ

МЕБЕЛ-ВИ 24 години со

Објавен Јавниот повик за Мерка 7 од ИПАРД II програмата – Еве кои се условите и за кои приоритетни сектори можете да аплицирате

Like 4 Tweet July 8, 2021 10:35

IPARD

Like 4 Tweet

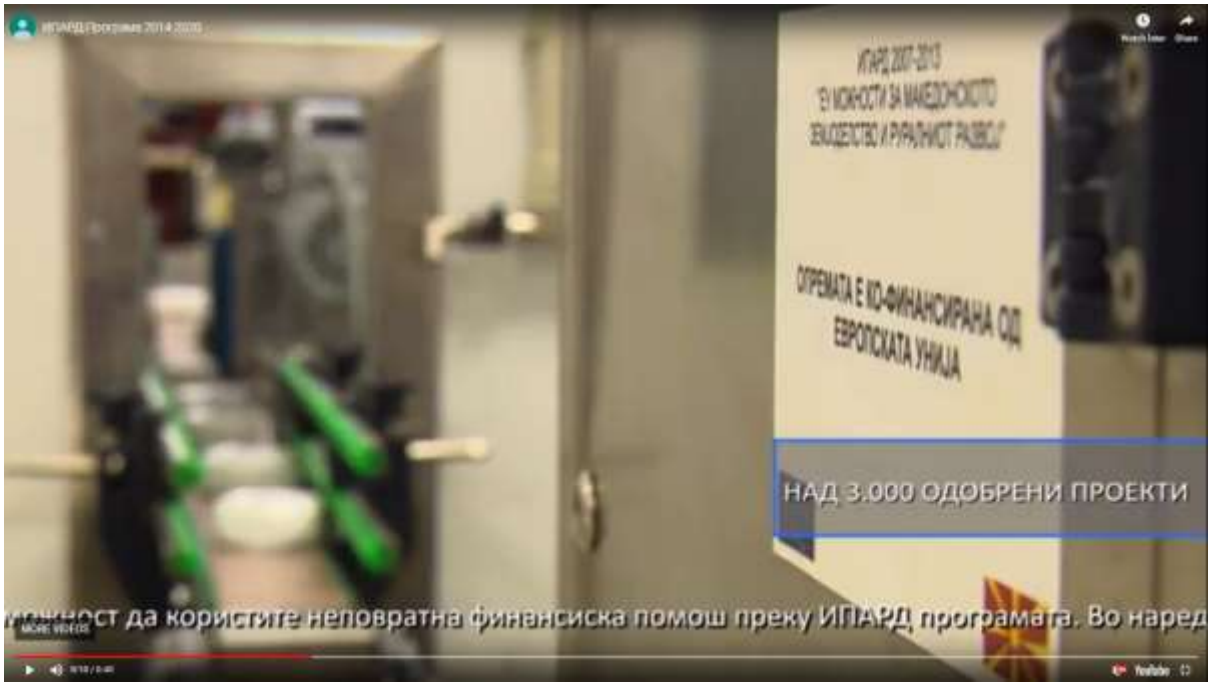
Врз основа на член 9 став 1 точка б од Законот за ратификација на Секторската спогодба меѓу Владата на Република Македонија и Европската комисија за воспоставување на одредби за управување и спроведување на финансиската помош на Унијата за Република Македонија според Инструментот за претпристапна помош во областа на политиките за „Земјоделство и рурален развој" (ИПАРД)

Агенцијата за финансиска поддршка во земјоделството и руралниот развој денес 08 јули 2021 година објавува

ЈАВЕН ПОВИК бр.01/2021 за доставување на барања за користење на средства по мерка 7 " Диверзификација на фарми и развој на бизниси" од ИПАРД Програмата 2014-2020

Финансиската поддршка за овој Јавен повик е составена од 75% средства обезбедени од Инструментот за претпристапна помош за рурален развој на Европската Унија (ИПАРД) согласно Финансиската Спогодба 2014-2020 и 25% средства обезбедени од Буџетот на Република Северна Македонија.

Финансиски средства по поединечно барање се доделуваат како неповратна финансиска поддршка (грант) во износ од:
– 65% од вредноста на вкупно прифатливите трошоци на инвестициите за мерка 7 –

Appendix 4: Lists of final beneficiaries

Appendix 5 Video clips for measure Farm diversification and business development