



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

REPORT
on the progress of activities for communication and publicity of
IPARD Programme 2014-2020 for 2023

(According Article 30 paragraph 3 of the Sectoral Agreement)

March, 2023



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I. INTRODUCTION

The activities related to the publicity of the IPARD Programme 2014-2020 are foreseen in the Annual Action Plan for Publicity and Communication of the IPARD Programme for 2023. The specific objectives of the publicity plan are: delivering quality information to the target groups in order to promote the opportunities offered by the aid of the European Union and our country, to promote the results of the implementation of the IPARD Programme, to increase the number of quality applications and to raise awareness among the general public about the contribution of the European Union.

The activities listed below are carried out in accordance with the Annual Action Plan for Publicity and Communication of the IPARD Programme for 2023 with physical presence or through electronic communication.

The planned activities refer specifically to:

- Promoting successful examples; <https://ipardpa.gov.mk/mk/Home/UspesniKorisnici>
- Performances/interviews in electronic media and newspapers;
- Publication of the list of end users of funds from the IPARD Programme;
- Creation promotional materials dedicated to IPARD Programme 2021-2027;
- Preparation and distribution of brochures dedicated to the publicity of IPARD Programme 2014-2020;
- Publication of audio and video clips;
- Updating the website: www.ipard.gov.mk
- Creation of a new website for AFSARD <https://ipardpa.gov.mk/>

The institutions responsible for implementing the above-mentioned activities in accordance with their competences and functions are the following: IPARD Managing Authority at the Ministry of Agriculture, Forestry and Water Economy and the IPARD Agency.

II. REALIZED ACTIVITIES

1. Delivery of direct information towards the beneficiaries

Pursuant to Article 12, paragraph 3 of the Agreement concluded between the IPARD Agency and the IPARD Managing Authority for the implementation of the IPARD Programme, the Agency submits monthly reports on the promotional activities of the Agency. The delivery of information, by telephone and e-mail, to potential users is carried out continuously, that is, in the telephone center of the IPARD Agency. Information about publicity is provided by the IPARD Managing Authority via e-mail, by phone and in the premises of the IPARD Managing Authority. In the last few months, more than 220 calls were received and more than 90 questions were asked.

The questions that were asked on the Agency's website refer to the publication of the last Public Call 01/2023 for all measures from the IPARD 2021-2027 Program. The most frequently asked



questions are related to the priority sectors, whether photovoltaics are eligible as an expense, where to find the application kit, who is eligible to apply and what are the eligible investments, questions about renewable energy sources, eligible expenses for all three measures and many others related to measures from the IPARD Program. Potential users are interested in when the IPARD III Programme will be adopted and when the first Public Call will be published, and what are the news related to the measures of the IPARD Programme 2021-2027.

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The questions and answers asked by the interested parties, by e-mail and at the organized events, are published on the websites of the Management Authority and the IPARD Agency (AFPZRR).

More information can be seen in the frequently asked questions and answers section regarding IPARD 2014-2020 at the link: <http://ipard.gov.mk/mk/cpp/> and <https://ipardpa.gov.mk/mk/Home/PrasanjalOdgovori> in the section "IPARD Program for all submitted for daily questions and answers."

2. Appearance on national and local media

During this period there were a sufficient number of appearances, announcements and interviews on national and local radio and television channels as well as daily newspapers and internet portals (more than 120 press releases).

Most of the advertisements refer to the new Public Call 01/2023 for all 3 measures. Regarding announcements and interviews, an official IPARD Agency had 2 (one) interviews that were broadcast in several media.

Some of the press releases can be viewed at the following links:

https://agrotim.mk/bachovski-investirame-vo-modernizacija-na-prerabotuvachkite-kapaciteti-so-pomosh-na-sredstvata-od-ipard-programata/?utm_source=rss&utm_medium=rss&utm_campaign=bachovski-investirame-vo-modernizacija-na-prerabotuvachkite-kapaciteti-so-pomosh-na-sredstvata-od-ipard-programata

<https://opserver.mk/vesti/se-zgolemuva-minimalniot-prag-na-ipard-investiciite-za-malite-proizvoditeli-poddrshka-preku-nacionalnite-programi/>

<https://makpress.mk/Home/PostDetails?PostId=528027>

<https://www.brif.mk/video-kovachevski-go-zgolemuva-domashnoto-proizvodstvo-na-hrana-tutunot-ima-istoriski-najvisoka-otkupna-cena-lider-sme-vo-iskoristenosta-na-ipard/>



https://agrotim.mk/bachovski-kompanijata-kojakoneja-e-uspeshen-korisnik-na-merka-7-od-ipard-programata/?utm_source=rss&utm_medium=rss&utm_campaign=bachovski-kompanijata-kojakoneja-e-uspeshen-korisnik-na-merka-7-od-ipard-programata

https://agrotim.mk/nikolovski-vo-czrna-gora-gi-prenese-bridobivkite-od-otvoren-balkan-i-uspeshnata-ipard-prikazna/?utm_source=rss&utm_medium=rss&utm_campaign=nikolovski-vo-czrna-gora-gi-prenese-bridobivkite-od-otvoren-balkan-i-uspeshnata-ipard-prikazna

Announcements and information about the IPARD Program are continuously published in the media. Appendix 3 shows part of the material related to IPARD Media - Press clippings. Due to the number of press releases, part of the material is given.

3. Publication of the list of IPARD Programme 2014-220 final beneficiaries

According to the Communication and Publicity Action Plan for 2023, the activity for announcing the list of IPARD Programme 2014-2020 final beneficiaries, is carried out by IPARD Agency as the responsible body for the realization of this activity.

The list of IPARD Programme 2014-2020 final beneficiaries is published quarterly on the Agency's website at the following link:

<https://ipardpa.gov.mk/mk/Home/SkluceniDogovori/2>

The published lists of payments realized in the first quarter of 2023 are: (by clicking on the excel document, the list of paid funds opens)

Signed contracts from the IPARD II Program.

4. Preparation and distribution of application forms, guidelines for beneficiaries, brochures and posters for the IPARD Programme 2014-2020

The materials, left over from the previous publicity campaign that did not undergo any changes, were used to inform all stakeholders. The final version of the Guidelines and the Request for the use of funds are published on the website of the IPARD Management Body www.ipard.gov.mk

5. Production and publication of audio and video clips

In terms of new videos and audio recordings were not prepared, and previously released videos were used to strengthen the publicity campaign.

Within the previous Publicity Campaign of the IPARD program 2014-2020, three videos were prepared that referred to three accredited measures, namely 1, 3 and 7.

6. Update of the IPARD Programme 2014-2020 web site (www.ipard.gov.mk)

The website www.ipard.gov.mk is regularly and continuously updated with information and news regarding the IPARD III Program, the Report on Ex-ante Evaluation of the IPARD Program 2021-2027 - in preparation and many other useful information.



Announcements about informational and educational days were published continuously.

The IPARD III draft program is published on the website, and in the same menu, the report on Ex-ante evaluation of the IPARD Program 2021-2027 is published. For more information, follow the link: <https://ipard.gov.mk/en/draft-ipard-2021-2027-programme/>

Changes to the website have been made in the submenu - part of the main menu for IPARD Monitoring 2014-2020, where a new section has been added, named "Reports and tables with indicators". In this section, the Annual Implementation Reports and tables with indicators for monitoring and evaluation of IPARD II are published.

In the period from December 2022 to March 2023, the website provides traffic statistics. The statistics record the following data, namely:

- Website users 7,465
- New users 2,383,
- Total page views 38,478.

The website is visited by many interested parties from different countries, from our country, countries in the region and beyond..

The website <http://ipard.gov.mk/mk/pocetna/> is regularly updated with information, announcements and news related to the activities for the implementation of the IPARD Program 2021-2027.