



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 2022

(According Article 30 paragraph 3 of the Sectoral Agreement)

December, 2022



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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 2022. 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 2022 with physical presence or through electronic communication.

The planned activities refer specifically to:

- Organization of (on-line or with physical presence) IPARD info educational days by promoting successful examples;
- IPARD forums (on-line or with physical presence) for a more successful implementation of the IPARD Programme 2014-2020;
- IPARD workshops (on-line or with physical presence) for preparation of IPARD application forms, publication of public calls
- Performances/interviews in electronic media and newspapers;
- Publication of the list of end users of funds from the IPARD Programme;
- Creation and distribution of application forms and guidelines dedicated to IPARD Programme 2014-2020;
- 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

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. Organization of IPARD informative and educational days (on-line or with physical presence).

The organization of the informational and educational days of the IPARD Programme took place in the period before and during the published public calls for a specific measure. In this period, from May to December 2022 (the period between two meetings of the Monitoring Committee), the institutions responsible for implementing the publicity plan, organized and realized 6 info days in connection with the Public Call 01/2022.

The previous announcement of the Public Call for Measure 3 of the IPARD Programme 2014-2020 was published on June 15, 2022, and the Public Call was published on July 8, 2022 and lasted until September 21, 2022.

Previous announcement for the Public Call 01/2022 for the submission of requests for the use of funds from the fifth component of the Instrument for Pre-Accession Assistance for Rural Development of the European Union (IPARD Programme 2014-2020) - IPARD - (ipard.gov.mk)

The published Public Call 01/2022 was available on the portals at the following links:

<https://nezavisen.mk/posledniot-povik-od-ipard-2-vreden-pet-milioni-evra-e-na-15-juli/>

<https://www.biznisvesti.mk/objaven-posledniot-javen-povik-od-programata-ipard-2/>

<https://vlada.mk/node/29661>

<https://kanal5.com.mk/na-15-juli-posleden-povik-od-ipard-2-vreden-pet-milioni-evra/a533024>

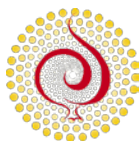
http://www.ipardpa.gov.mk/Root/mak/default_mak.asp

<https://vecer.mk/ekonomija/na-15-juli-posledniot-povik-od-ipard-2-vreden-pet-milioni-evra/>

Publicity activities related to Public Call 01/2022 for measure 3 "Investments in physical assets for processing and marketing of agricultural and fish products" were carried out in July and August in the following municipalities: Tetovo, Kumanovo, Ohrid, Resen, Gradsko. In the mentioned municipalities, several target groups, such as the general public and the rural population, the potential beneficiaries of measure 3 "Investments in physical assets for processing and marketing of agricultural and fish products", were informed about the financing possibilities with this last Public Call within the framework of IPARD Programme 2014-2020.

The info days were realized in coordination between the IPARD Managing Authority and the IPARD Agency. The possibilities offered by IPARD, especially measure 3, were elaborated before a wider audience, by representatives from both institutions, and info days were followed by more than 100 participants.





Taking into account the current situation with the energy crisis, the info days caused great interest among companies from the processing industry.

Information about planned publicity activities was sent to chambers of commerce, crafts and other associations, portals, agricultural cooperatives, the Rural Development Network, the National Federation of Farmers and other institutions, by email, and they were asked to forward this information to their members and/or publish it on their websites. The general public and potential users of IPARD funds are encouraged to ask questions via e-mail or phone calls regarding measure 3, "Investments in physical assets for processing and marketing of agricultural and fish products".

2. 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 150 calls were received and more than 58 questions were asked.

The questions that were asked on the website of the Agency refer to the publication of the last Public Call 01/2022 for measure 3 and other measures from the IPARD Programme. The most frequently asked questions are related to the priority sectors, whether photovoltaic are eligible as an expense, where to find the application form, 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 Programme.

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.

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

More information can be found at the IPARD Programme 2014-2020 FAQ at the following links: <http://ipard.gov.mk/mk/cpp/> and http://www.ipardpa.gov.mk/Root/mak/default_mak.asp/ in the section "IPARD Programme 2014-2020 Questions about IPARD advertisements", for all submitted





questions and http://www.ipardpa.gov.mk/Root/mak/default_mak.asp in the section "IPARD Programme 2014-2020/ IPARD daily questions ", for daily questions and answers.

3. 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 180 press releases).

Most of the announcements refer to the Public Call 01/2022 for measure 3 "Investments in physical assets for processing and marketing of agricultural and fish products". Regarding announcements and interviews, an official IPARD Agency had one interview for MIA (Macedonian Information Agency) which was broadcast in several media.

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

<https://civilmedia.mk/intervju-so-nikolovski-sakame-sekoja-peda-zemja-da-ja-stavime-vo-funktsija-na-proizvodstvo-na-hrana/>

<https://www.slobodenpecat.mk/nikolovski-godinava-minimum-30-milioni-evra-za-prviot-povik-od-ipard-3-za-novi-investicii-vo-zemjodelstvoto/>

<https://agrotim.mk/nikolovski-programata-za-ruralen-razvoj-ke-bide-za-pomalite-zemjodelski-stopanstva-dodeka-ipard-ke-bide-na-raspologane-za-investicii-na-pogolemite-stopanstva/>

Businessmen from Kumanovo and Tetovo with great interest in applying for measure 3 "Investments in physical assets for processing and marketing of agricultural and fish products" - 24 Info (24info.mk)

Announcements and information about the IPARD Programme 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, only part of the material is given.

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

According to the Communication and Publicity Action Plan for 2021, 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/Root/mak/default_mak.asp

The published lists of payments made in the second quarter and the third quarter of 2022 are: (by clicking on the excel document, the list of paid funds opens). Signed contracts from the IPARD II Programme for the period until 12.10.2022.

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

The guidelines for beneficiaries that were distributed during the publicity campaign were printed with the previously executed publicity contract, while the changed guidelines for beneficiaries and application forms (for the Public Call 01/2022) were printed at cost of the Ministry of agriculture, forestry and water economy. For measure 3 of the IPARD Programme, a total of 200 documents were additionally printed (guidelines for beneficiaries, application forms and brochures) covering the latest changes in the documents and publicity materials.

The materials, left over from the previous publicity campaign that did not undergo changes, were used to inform all stakeholders during the Public Call 01/2022 for Investments in physical assets for processing and marketing of agricultural and fish products. The final version of the guidelines for beneficiaries, application forms and brochures are published on the website of the IPARD Managing Authority www.ipard.gov.mk.

6. Production and publication of audio and video clips

Regarding Public Call 01/2022, 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 Programme 2014-2020, three videos were prepared that referred to three accredited measures.

The video clip for the measure 3- Investments in physical assets for processing and marketing of agricultural and fish products was produced in cooperation with two successful projects from the IPARD Programme, namely: Winery Movino and meat industry Podgorka.

The videos for all measures can be seen on the website of the IPARD Managing Authority on Macedonian language and at the same time with an English translation of the English version of the website: <http://ipard.gov.mk/mk/pocetna/>.



7. 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 Public Call 01/2022, info days, the draft version of the IPARD III Programme, the Ex-ante Evaluation Report of the IPARD Programme 2021-2027 – in preparation and many more useful information.

The announcements about the informative and educational days were published continuously during the public call. The new guidelines for beneficiaries regarding measure 3 Investments in physical assets for the processing and marketing of agricultural and fish products are published on the website (mentioned above in the Report) at the following link:

Announcements for information days are available at the website link:

<https://ipard.gov.mk/mk/category/edukativna-kampanja/info-denovi/> and home page in "announcements and news".

The IPARD III draft Programme is published on the website, and in the same menu, the report on Ex-ante evaluation of the IPARD Programme 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 May to November 2022, the website provides traffic statistics. The statistics record the following data, namely:

- Website users 13.228
- New users 11.109,
- Total page views 65.215.

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 Programme 2014-2020.

