



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 2021-2027 for 2023
(In accordance with Article 30 and Annex 8 of the Sectoral Agreement)

December, 2023



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I. INTRODUCTION

The activities related to the publicity of the IPARD Programme 2021-2027 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 assistance 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:

- Organizing (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 2021-2027;
- 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 2021-2027;
- Preparation and distribution of brochures dedicated to the publicity of IPARD Programme 2021-2027;
- 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 Agency for Financial Support in Agriculture and Rural Development (AFPZRR).

II. REALIZED ACTIVITIES

- 1. Organizing (on-line or with physical presence) IPARD informative and educational days by promoting successful examples in connection with the announcement of Public Calls.**

The organization of informational days of the IPARD Program took place in the period before and during the published Public calls for a specific measure. In this period from May to October 2023





(the period between two meetings of the Monitoring Committee) the institutions responsible for implementing the publicity plan, organized and realized 6 (six) info days in connection with the Public Call 01/2023 for measure 3 of IPARD 2014-2020 Programme and 46 info days, divided into two cycles (May-June and August-September-October) from the Public Call 01/2023 for measures 1 and 7 of the IPARD 2021-2027 Programme.

The previous announcement of the Public Call for Measure 3 of the IPARD Programme 2014-2020 was published on May 15, 2023, and the Public Call was published on August 3, 2023 and lasted until September 19, 2023.

The previous announcement for the Public Call for measures 1 and 7 of the IPARD Programme 2021-2027 was published on May 15, 2023, and the Public Call was published on September 1, 2023 and lasted until October 30, 2023.

Previous announcement for the publication of Public Call 01/2023 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 01/2023 was available on the portals at the following links:

https://agrotim.mk/novi-9-milioni-evra-za-investicii-vo-prerabotuvachkata-industrija-od-ipard-2-programata-javniot-povik-ke-bide-objaven-vo-juni-godinava/?utm_source=rss&utm_medium=rss&utm_campaign=novi-9-milioni-evra-za-investicii-vo-prerabotuvachkata-industrija-od-ipard-2-programata-javniot-povik-ke-bide-objaven-vo-juni-godinava

Previous announcement for the publication of Public Call 01/2023 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 2021-2027) - IPARD - (ipard.gov.mk)

<https://mrt.com.mk/node/90269>

<https://www.bankometar.mk/na-ava-za-oglas-od-ipard-3-programata/>

The info days were realized in coordination between the IPARD Managing Authority and the IPARD Agency (AFSARD). 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 manufacturing industry.

Information about planned publicity activities was sent to chambers of commerce, craft and other associations, portals, agricultural cooperatives, the Rural Development Network, the National Farmers' Federation 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 fixed assets for processing and marketing of agricultural and fishery products.

According to the publicity campaign of the IPARD 2021-2027 Programme, which referred to the Public Call 01/2023 for measures 1 and 7, a total of 44 info days were realized in 44 rural municipalities across the country. Info days were divided into two cycles. The first cycle of 20 visited places was realized in the period May-June, i.e. immediately after the announcement of the announcement. The second part of the campaign, with 26 rural municipalities visited, was realized in the period August-September-October, that is, immediately before the announcement of the Public Call, as well as for the duration of the Public Call itself.

The first cycle of info days was announced with a big event, realized in cooperation with the Cabinet of the Minister of Agriculture, Forestry and Water Economy Mr. Ljupco Nikolovski, as well as with the Cabinet of the Vice Prime Minister for European Affairs and Head of the Secretariat for European Affairs Mr. Bojan Maricic and the director of the Agency for Financial Support in Agriculture and Rural Development. The event was held on 05/02/2023 at the Double Tree, Hilton Hotel and was attended by a large number of mayors of rural municipalities, as well as ministers, directors and heads of state institutions that are involved in the implementation process of the IPARD Program.

<https://www.biznisvesti.mk/mzshv-pochnuva-golema-terenska-informativna-kampana-za-ipard/>
<https://nezavisen.mk/mzshv-pochnuva-golema-terenska-informativna-kampanja-za-ipard/>
<https://opserver.mk/politika/mzshv-pochnuva-golema-terenska-informativna-kampanja-za-ipard/>
<https://24.mk/details/mzshv-pochnuva-golema-terenska-informativna-kampanja-za-ipard>
https://agrotim.mk/mzshv-pochnuva-golema-terenska-informativna-kampana-za-ipard/?utm_source=rss&utm_medium=rss&utm_campaign=mzshv-pochnuva-golema-terenska-informativna-kampana-za-ipard

The second cycle of the IPARD campaign started in August during the Public Announcement 01/2023 for measure 3 of the IPARD 2014-2020 Programme and immediately before the publication of the Public Call 01/2023 for measures 1 and 7 of the IPRAD 2021-2027 Programme. During 2 months, 26 places were visited, attended by more than 600 interested potential users of the IPARD Programme. The information campaign for the Public call for measures 1 and 7 of the IPARD 2021-2027 Programme ended on October 13, 2023 in Bitola with an event that aroused great interest among Bitola residents. The event was attended by representatives from the IPARD Managing Authority, AFPZRR, the regional unit of the Ministry of Agriculture, Forestry and Water Economy Bitola, the Deputy Director of the Agency for the Promotion of Agricultural Development (advisory service agency), the Director of the State Agricultural Inspectorate and a large number of interested potential users of the program.

<https://tera.mk/%D0%BF%D1%80%D0%B5%D0%B7%D0%B5%D0%BD%D1%82%D0%B8%D1%80%D0%B0%D0%BD%D0%B8-%D0%BC%D0%BE%D0%B6%D0%BD%D0%BE%D1%81%D1%82%D0%B8%D1%82%D0%B5-%D0%BD%D0%B0-%D0%BD%D0%BE%D0%B2%D0%B0%D1%82%D0%B0-%D0%B8%D0%BF/>





The publication of the Public Call for the new IPARD III Programme was also covered by a large event organized by IPARD MA, AFRPZRR, the Cabinet of the Minister of Agriculture, Forestry and Water Economy Mr. Ljupco Nikolovski, the Cabinet of the Vice Prime Minister for European Affairs and the head of the Secretariat for European issues Mr. Bojan Maricic, and the Cabinet of the President of the Government of the Republic of North Macedonia Mr. Dimitar Kovacevski. The event was realized with great media coverage and had a great impact in the public. It was an excellent basis for a successful public announcement for measures 1 and 7 of the IPARD 2021-2027 program.

Some of the announcements about this event can be viewed at the following links:

<https://www.brif.mk/vo-zivo-premierot-kovachevski-i-ministerot-nikolovski-ke-go-oznachat-pochetokot-na-novata-ipard-3-programa/>

<https://vocentar.com/%D0%BF%D1%80%D0%B5%D0%BC%D0%B8%D0%B5%D1%80%D0%BE%D1%82-%D0%BA%D0%BE%D0%B2%D0%B0%D1%87%D0%B5%D0%B2%D1%81%D0%BA%D0%B8-%D0%B8-%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D0%B5%D1%80%D0%BE%D1%82-%D0%BD%D0%B8-3/>

<https://zoom.mk/premierot-kovachevski-i-ministerot-nikolovski-%D1%9Ce-go-oznachat-pochetokot-na-novata-ipard-3-programa/>

<https://zoom.mk/video-prezentaczi%D1%98a-na-novata-ipard-3-programa/>

<https://kanal5.com.mk/prezentacija-na-novata-ipard-3-programa/a598618>

2. Delivery of direct information towards the beneficiaries

Pursuant to Article 12 paragraph 3 of the Agreement concluded between the Agency for Financial Support in Agriculture and Rural Development and the IPARD Managing Authority for the implementation of the IPARD Program, 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 Agency for Financial Support of Agriculture and Rural Development. Information about publicity is provided by the IPARD Managing Authority via e-mail, by phone and in the premises of the IPARD Management Department. In the last few months, more than 400 calls were received and more than 120 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 measure 3 of the IPARD 2014-2020 Programme and for the Public Call 01/2023 for measures 1 and 7 of the IPRAD 2021-2027 Programme. 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 questions related to measures from the IPARD Programme.





Potential users were interested in when the public call for the IPARD III Programme will be published and what are the news related to the measures from 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 (AFPZRR).

More information can be found in the frequently asked questions and answers section 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 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 was 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 fixed assets for processing and marketing of agricultural and fish products. In connection with announcements and interviews, an official of the IPARD Agency had several interviews broadcast in several media.

Also, the representative of the IPARD Managing Authority made a guest appearance on TV Sitel (television with a national concession) on two occasions, in its morning program, and in a longer interview explained in detail the conditions for using the funds from the IPARD program, as well as the deadlines for application.

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

<https://www.brif.mk/video-zapochnuva-kampanata-na-agrotim-za-novata-ipard-3-iskoristete-ja-mozhnosta-da-dobiete-grant-od-60-za-ruralen-turizam/>

<https://www.slobodenpecat.mk/bachovski-makedonija-gi-koristi-ipard-fondovite-za-uspeshna-evropska-idnina/>

<https://www.brif.mk/nikolovski-so-odlichna-vest-na-18-avgust-ke-bide-raspishan-prviot-povik-od-novata-ipard-3-za-merkite-1-i-7/>

<https://24info.mk/2023/05/02/%D0%BC%D0%B7%D1%88%D0%B2-%D0%BF%D0%BE%D1%87%D0%BD%D1%83%D0%B2%D0%B0-%D0%B3%D0%BE%D0%BB%D0%B5%D0%BC%D0%B0-%D1%82%D0%B5%D1%80%D0%B5%D0%BD%D1%81%D0%BA%D0%B0-%D0%B8%D0%BD%D1%84%D0%BE%D1%80%D0%BC%D0%B0/>





<https://mkd.mk/node/514961>

Businessmen from all over the country with great interest in applying for measure 3 "Investments in basic 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..

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

According to the Action Plan for Communication and Publicity for 2023, the activity for announcing the same to end users of funds from the IPARD Programme 2014-2020 is carried out by AFPZRR as the responsible body for the realization of this activity.

The list of end users is published quarterly on the Agency's website at the following link <https://www.ipardpa.gov.mk/mk/Home/SkluceniDogovori/2>

The published lists of payments made in the second quarter and the third quarter of 2023 are: (by clicking on the excel document, the list of paid funds opens)

<https://www.ipardpa.gov.mk/mk/Home/Isplatilpard>

Signed contracts from the IPARD II Programme for the period until 04.10.2023.

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

The printed Guidelines that were distributed during the publicity campaign were printed with an executed Publicity contract (procured on the basis of the PRAG manual). For measures 1 and 7 of the IPARD Programme, a total of 600 instructions for users, Requirements for the use of funds and brochures covering the latest changes in documents and publicity materials were additionally printed.

The materials, left over from the previous publicity campaign that were not changed, were used to inform all stakeholders during the Public Call 01/2023 for Investments in fixed assets for processing and marketing of agricultural and fish products. The final version of the Guidelines and the Request for the use of funds 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 01/2023, 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, namely 1, 3 and 7.

The video clip for the measure 3- Investments in basic 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 Podgoroka.

Videos for all measures can be viewed on the website of the IPARD Managing Authority in the 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 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 01/2023, info days, the draft version of the IPARD III Programme, brochures, instructions and much more useful information.

The announcements about the informative and educational days were published continuously during the public call. The new Guidelines regarding measures 1 and 7 are published on the website (mentioned above in the Report) at the following link:

Information days announcements are available at the website link: home page in "announcements and news".

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

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

- Website users 17,562
- New users 12,009,
- Total page views 104,463.

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 2021-2027.

