

Annex 1 – Action plan for communication and publicity of IPARD Programme 2014-2020 for 2023

Activity	Responsibility	Goals	Schedule for 2024											
			1	2	3	4	5	6	7	8	9	10	11	12
Organization (on-line or with physical presence) of IPARD information days by promoting successful examples	IPARD MA	60	Preparatory	Preparatory	Realization	Realization	Realization	Realization	Realization	Preparatory	Preparatory	Realization	Realization	Realization
IPARD forums (on-line or with physical presence) for lessons learned for more successful implementation of IPARD Programme 2014-2020	IPARD MA	3						Preparatory	Realization	Realization	Realization			
Appearances/articles in written and electronic media	IPARD MA and IPARD Agency	250	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization
Publication of the list of final beneficiaries of the IPARD Programme 2014-2020	IPARD MA	1	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization
Creation and distribution of printed information and materials regarding the IPARD Programme 2014-2020	IPARD MA and IPARD Agency	3000	Preparatory	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization
Production and distribution of brochures dedicated to the IPARD Programme 2014-2020	IPARD MA and IPARD Agency	3000	Preparatory	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization
Creation and publication of a book - an illustrated edition of successful examples implemented with the IPARD Programme 2014-2020	IPARD MA and IPARD Agency	1000	Preparatory	Realization	Realization									
Production and publication of promotional audio and video spots	IPARD MA		Preparatory	Preparatory	Preparatory	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization
Creation, maintenance and updating of the website www.ipard.gov.mk	IPARD MA		Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization	Realization

Legend:

Preparatory activities	
Realization activities	