



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 2025

(In accordance with Article 30 and Annex 8 of the Sectoral Agreement)

December 2025



Contents

I. INTRODUCTION	3
II. REALIZED ACTIVITIES	3
1. Organizing IPARD informative and educational days by promoting successful examples in connection with the announcement of Public Calls.....	3
2. Delivery of direct information towards the beneficiaries	4
3. Appearance on national and local media	4
4. Publication of the list of IPARD Programme 2021-2027 final beneficiaries.....	5
5. Preparation and distribution of application forms, guidelines for beneficiaries, brochures and posters for the IPARD Programme 2021-2027	5
6. Production and publication of audio and video clips	5
7. Update of the IPARD Programme web site (www.ipard.gov.mk)	6





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 2025. 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 2025.

The planned activities refer specifically to:

- Organizing IPARD info educational days by promoting successful examples;
- IPARD forums for a more successful implementation of the IPARD Programme 2021-2027;
- IPARD workshops 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 (AFSARD).

II. REALIZED ACTIVITIES

1. Organizing 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 Programme took place in the period before and during the published Public Call for a Measure 1. In the period from 20 February to 14 March 2025 the institutions responsible for implementing the publicity activities, organized and realized 29 info days related to the Public Call 01/2025 for Measure 1 of IPARD 2021-2027 Programme.

The Public Call 01/2025 for Measure 1 "Investments in physical assets of agricultural holdings" of the IPARD Programme 2021-2027 (IPARD 3), was published on 12 February 2025 with an application deadline until 29 March 2025.





In order to timely inform all interested beneficiaries who plan to apply to the call, considerable campaign "IPARD Info Days" was realized. The teams visited 29 locations attended by interested beneficiaries (natural persons, legal entities, cooperatives, associative legal entities, etc.), before whom the details of Measure 1 and the conditions and requirements of the public call were presented.

The campaign report has been published on the website www.ipard.gov.mk and is available at the following link: <https://ipard.gov.mk/en/events/communication-and-publicity-of-the-ipard-program-2021-2027/>

Within 2025, the previous announcement for the Public Call 02/2025 for Measure 3 and Public Call 03/2025 for Measure 7, were published on October 10 and October 15 respectively.

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 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 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 Managing Authority. During 2025, more than 250 calls were received and more than 70 questions were asked.

The questions that were asked on the Agency's website refer to the publication of the last Public Call 01/2025 for Measure 1 of the IPARD 2021-2027 Programme. The most frequently asked questions were related to the priority sectors, where to find the application kit, who is eligible to apply and what are the eligible investments. Overall, potential beneficiaries had the most questions regarding the restrictive exclusion of the horticultural sector from this call for Measure 1, the problems with illegal livestock farms, as well as obtaining construction permits for the planned investments.

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 2021-2027 at the link: <http://ipard.gov.mk/mk/cpp/>

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 500 press releases).

Most of the announcements refer to the Public Call 01/2025 for Measure 1 "Investments in physical assets of agricultural holdings". In connection with





announcements and interviews, an official of the IPARD Agency had several interviews broadcast in several media. Local televisions and the national television MRTV were present at several locations. Statements to the media were given by the Head of the Monitoring Unit of the IPARD Managing Authority, Viktor Mladenovski.

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

<https://zelenaberza.com.mk/prochitaj-lista-na-potrebni-dokumenti-za-ipard-iii-javen-povik-br-01-2025/>

<https://netpress.com.mk/pochnuva-kampa-ata-za-informira-e-na-gra-anite-za-avniot-povik-od-ipard-programata-2021-2027-za-merkata-1/>

<https://makfax.com.mk/ekonomija/>

<https://www.bankometar.mk/ekonomi-azapochnuva-kampa-ata-za-informira-e-na-gra-anite-za-javniot-povik-od-ipard-programata-2021-2027-za-merkata-1/>

<https://www.brif.mk/ushte-17-dena-za-apliciranje-na-ipard-javen-povik-01-2025-za-merka-1/>

<https://kanal5.com.mk/mzshv-uspeshno-gi-zavrshuvame-infodenovite-ipard-karavanot-beshe-na-29-lokacii-niz-makedonija/a689430>

Announcements and information about the IPARD Programme were continuously published in the media. Information from the regular press clipping is available at the following link: <https://ipard.gov.mk/en/category/press-clipping/>

4. Publication of the list of IPARD Programme 2021-2027 final beneficiaries

According to the Action Plan for Communication and Publicity for 2025, the activity for announcing the end users of funds from the IPARD Programme 2021-2027 is carried out by AFSARD as the responsible body for the realization of this activity.

The list of signed contracts and the end users of the IPARD III Programme for the period until the end of third quarter of 2025 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 2025 are: (by clicking on the excel document, the list of paid funds opens) <https://www.ipardpa.gov.mk/mk/Home/Isplatilpard3>

5. Preparation and distribution of application forms, guidelines for beneficiaries, brochures and posters for the IPARD Programme 2021-2027

The 2025 publicity procurement was not implemented. The materials, left over from the previous publicity campaign that were not changed, were used to inform all stakeholders during the Public Call 01/2025 for Measure 1 "Investments in physical assets of agricultural holdings". The final version of the Guidelines and the Request for the use of funds are published on the website of the IPARD Managing Authority and the IPARD Agency: www.ipard.gov.mk and www.ipardpa.gov.mk

6. Production and publication of audio and video clips

The 2025 publicity procurement was not implemented. Previous Videos for all measures can be viewed on the website of the IPARD Managing Authority in





Macedonian language and with an English translation on 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 01/2025, info days, the versions of the IPARD III Programme, brochures, instructions and additional useful information.

The announcements about the informative and educational days were published continuously during the public call. The new Guidelines regarding Measure 1 were published on the website at the following link:

<https://ipard.gov.mk/mk/category/soopstenija/javni-povici-od-ipard-2021-2027/>

Information days announcements are available at the website link:

<https://ipard.gov.mk/mk/category/edukativna-kampanja/info-denovi/>

During 2025, according to the website statistics, the following data, is recorded:

- Website users 24.257
- New users 23.013,
- Total page views 100.242

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. The IPARD Managing Authority published 20 press releases with information about the IPARD Info Days campaign. The public followed the campaign with interest, as evidenced by the press clippings. During 2025, over 500 news items on the topic of IPARD calls, campaigns and success stories, as well as political content, were shared in the media.

