

**PLAN OF VISIBILITY AND
COMMUNICATION
ACTIVITIES**

for the period 2021-2027

under the IPARD III Programme

IPARD Managing Authority
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IPARD



THE REPUBLIC OF SERBIA
Ministry of Agriculture, Forestry and
Water Management



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IPARD III Programme**

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Introduction

Publicity and information are important aspects of the IPARD Programme implementation. Successful management and implementation of the IPARD Programme will be ensured by adequate information and publicity activities, carefully planned and communicated towards the target audience.

The coherent set of activities and adequate procedures to ensure transparent implementation and maximum available information, publicity and visibility of support under the IPARD Programme for the Republic of Serbia for the period 2021 - 2027 (hereinafter: IPARD III Programme) will be established in accordance with the rules laid down in Article 23 and 24 of the Financial Framework Partnership Agreement (FFPA) and further detailed in Articles 31, 32 and Annex 8 of the Sectoral Agreement. IPARD Managing Authority (hereinafter: MA) and IPARD Agency (hereinafter: IA) are obliged to fulfil the requirements on information, publicity and transparency and to ensure the appropriate EU visibility of the actions. In the line with the Article 32 of the SA, all information, publicity and visibility actions will be planned, implemented, monitored and evaluated within the framework of the IPARD III Plan of visibility and communication activities for the period 2021-2027 (hereinafter: PVCA), agreed with the European Commission (hereinafter: EC) and approved by the IPARD III Monitoring Committee (hereinafter: IPARD MC) after the adoption of the IPARD III Programme. The PVCA shall be performed on the basis of an annual list of actions.

In order to satisfy set requirements and to achieve a high level of transparency, as well as understanding between a wide range of different stakeholders operating within the IPARD III Programme, quality, coherent and consistent communication is needed.

Department for Management of IPARD Programme and Directorate for Agrarian Payments within the Ministry of Agriculture, Forestry and Water Management (hereinafter: MAFWM), performing the tasks and functions of the MA and IA, have created the PVCA with the strategy of communication and information measures and the framework for defining and developing information, communication and visibility activities for the IPARD III Programme. The aim of the PVCA and its communication and information strategy is to contribute to achieving faster and more advanced smart growth, sustainable and balanced economic and social development in order to ensure quality of life in all regions of the country.

Providing the right and timely information to potential and IPARD recipients is very important. Starting from the production of communication elements (including videos and social media posts) to the coordination of the MA and IA work on informing recipients about IPARD opportunities, debunking myths about the inaccessibility and how difficult it is to receive IPARD support.

Legal basis

The Plan of Visibility and Communication Activities for the IPARD III Programme is prepared in line with the **legal obligations on communication**, publicity and visibility provided for in the IPA III and IPARD III legal framework:

- Articles 23 and 24 of the Financial Framework Partnership Agreement¹
- Articles 31 and 32 and Annex 8 of the Sectoral Agreement²
- IPARD III programme³.

According to Article 24 of the Financial Framework Partnership Agreement (FFPA), **the Republic of Serbia, IPA III beneficiary, shall raise public awareness about the opportunities stemming from closer EU integration and reforms implemented with the EU support**. This includes the obligation to establish visibility and communication measures to inform about the EU support by providing a clear and visible statement on the origin of the support on all related documents and communication material, on an official website and social media.

Such visibility and communication measures should also embrace the identification of supported actions and their results in a form of coherent, effective and targeted information to multiple audiences, including media.

The Sectoral Agreement, in its Article 31, requires that **the beneficiary country establishes a plan of visibility and communication activities**. Article 32 of the Sectoral Agreement further specifies the content of the plan of visibility and communication activities.

Annex 8 of the Sectoral Agreement provides for **the specific responsibilities of the IPA III beneficiary country and of the recipients of the support** (Sections 2.1 and 2.2 respectively) in terms of information and communication about the IPARD III programme. These responsibilities, among other measures, include the obligation to display the Union emblem, in accordance with the rules on EU visual identity, as well as the use of the IPARD visual element. In case of the recipients of the EU support, Annex 8 also provides for detailed rules on how to ensure visual information to the public about the EU support received.

Furthermore, as specified in section 3 of Annex 8, the MA and IA have obligations to inform the potential recipients about the opportunities provided for in the programme as well as about the conditions and procedures to apply for the support. They are also responsible for publishing the list of projects and recipients supported by IPARD programme.

Section 4 of Annex 8 enumerates elements, which must make part of the PVCA: approach taken to inform and communicate about the IPARD Programme, materials to be used, allocated budget, and organisational and administrative structure implementing the information and communication policy.

¹ Law on Ratification of the Financial Framework Partnership Agreement between the Republic of Serbia represented by the Government of the Republic of Serbia and the European Commission on the arrangements for implementation of Union financial assistance to the Republic of Serbia under the Instrument for Pre-Accession Assistance (IPA III) (“Official Gazette of the RS”, No. 6/22 - International contracts)

² Sectoral Agreement between the Republic of Serbia and the European Commission on the provisions for management and implementation of Union financial assistance (IPA III) to the Republic of Serbia under the Rural Development Programme of the Instrument for Pre-Accession Assistance (IPARD III) (Conclusion of Government RS 05 No. 48-2523/2023-1 of 30th March 2023)

³ The IPARD III Programme - Chapter 15 “Publicity, Visibility and Transparency in accordance with IPA legislation”- adopted by the Commission Implementing Decision of 9th March 2022 No. C(2022) 1537

In addition, and where necessary, the Communicating and Raising EU Visibility Guidance for External Actions will be applied, as well as EC Guidelines for communication, publicity, and visibility for projects funded under IPARD III programmes.

1. OVERALL COMMUNICATION OBJECTIVES

The objectives of the IPARD III Programme are to achieve the competitiveness of the agri-food sector, security and safety of food supply, to facilitate business development, growth and employment in the rural areas, to contribute to climate change mitigation and foster sustainable management of natural resources, to improve community development and social capital in the rural areas, as well as to build-up modern, efficient and transparent public administration of the Republic of Serbia.

In that respect, and in accordance with Annex 8 of the SA, Serbia shall provide information on and publicise the IPARD III programme and the Union contribution. This information shall be aimed at general public and shall highlight the role of the Union and ensure the transparency of Union assistance.

The Plan of Visibility and Communication activities will **aim at**:

- promoting the IPARD III programme and increasing awareness of the general public about the EU contribution under the IPARD III Programme.
- ensuring transparent information and promotion on the opportunities provided by IPARD III programme aimed at potential recipients, as well as all target groups.
- making visible results achieved through IPARD III assistance by informing about the EU contribution received by recipients, and available to Serbia during the period 2021-2027.

The **specific objectives** of the PVCA shall be:

- Increasing awareness of the general public about the EU, the EU accession process and IPARD III support to Serbia by providing information on and publicising the accurate version of IPARD III Programme;
- Ensuring the transparency of public support by publishing the regularly updated list of the projects and recipients supported;
- Making the results and examples of good practices of the implemented projects visible and promoting positive contribution of the EU and national funds for rural development in Serbia;
- Ensuring a sufficient number of good quality applications for the purpose of more efficient absorption of funds and continuous transparency of implementation for each measure by effectively communicating information on funding opportunities under the IPARD III Programme and providing information, training and assistance to potential recipients as well as to the other target groups.

2. TARGET GROUPS

In line with the defined objectives, the PVCA focuses on the following target groups:

- Potential recipients of the IPARD III Programme,
- Recipients of the IPARD III support,
- Sector stakeholders,
- General public (citizens).

- *Potential recipients of the IPARD III Programme*

Preparation for implementation of IPARD III Programme in Serbia will start with the roll-over of four measures (Measure Technical Assistance will also be part of the roll-over package) of which, for the three investment measures three groups of potential recipients are identified.

Measure 1 will support investments in physical assets in agricultural holdings in the sectors of milk, meat, fruit, vegetables, cereals and industrial crops, eggs, viticulture and fishery. The measure targets farmers, whether **natural or legal persons and legal entities** (micro, small and medium-sized private agricultural enterprises, cooperatives, etc.) with potential for growth. This sub-group of potential recipients is spread across all regions of the country and lacks tradition and willingness for regular contacts with farmer's associations. Most of the potential recipients have limited knowledge of the EU funding opportunities and rules and, therefore, face specific information needs and require knowledge and guidance on the details of the funding rules as well as the project preparation process. Moreover, besides EU standards related to the investment, entire agricultural holding of the recipient supported under IPARD III Programme must comply with the relevant national standards in force regarding farm registration and recognition of cooperatives, animal welfare and environmental protection, hygiene of food and animal feed as well as identification and registration of animals before final payment of the investment, etc. Communication with this group will be implemented through various communication channels that will cover messages regarding the opportunities and modernization of the agriculture production that could be realized under IPARD support. This implies that for the communication process mass media (traditional and new), local/regional informational events and electronic social media) will be used. Along with this, farmers unions and associations, advisory services, chamber of commerce, etc., will communicate these messages to potential recipients regarding the Measure 1 by their means.

Measure 3 will support investments in physical assets for processing and marketing of agricultural and fishery products. Potential recipients are entrepreneurs and legal entities/enterprises/cooperatives, SMEs in dairy, meat, fruit, vegetable, egg, grape, cereals and industrial crops and fishery processing sector. The sector is well organized and has well established branch associations. The potential number of recipients is relatively small. This means that the communication of information could be effectively channelled by their branch associations. With potential recipients from the processing sector and their branch associations information on IPARD III programme development opportunities, planned calls, eligibility and selection criteria, will be communicated through mass media, regional events, events of their branch associations, chambers of commerce (national and regional). Detailed guidelines and targeted technical information, where possible, will be made available to potential applicants in order to address the identified needs.

Measure 7 Farm diversification and business development will support investments for development of tourist facilities, direct marketing and small-scale services to the **agricultural producers and other economic micro and small operators** in rural areas. The sub-group of potential recipients is diverse and spread throughout the rural areas. Potential recipients from this sub-group lack an organization that would represent their interests. This target group need information on IPARD III programme possibilities related to diversification of activities in the developing of tourist activities, direct marketing and small-scale services. This implies that information campaign must utilize communication tools, like mass media, regional informational events and direct information provision.

Investments in the renewable energy (production, storage and equipping) are represented in all three mentioned investment measures and special attention will be paid to them, since it is important to provide new stable sources of energy.

The entrustment of the Measure 4 - Agri-environment-climate and organic farming measure and Measure 5 - implementation of local development strategies – LEADER approach, is planned in 2024.

Measure 4 is designed as a set of four operations with the aim to encourage farmers to protect and enhance the environment on the land that they manage and will contribute to the maintenance of a favourable landscape and environment for enhanced public goods. All applicants will be required to demonstrate that they possess the knowledge and information relevant to this measure that will ensure proper implementation of the operations and compliance with the obligations. This pre-condition will be enabled through a six-hour training to all applicants provided by authorised advisory service provider, prior to the start of the commitment. Authorised advisory service providers will be trained as well, within their annual educative modules. This measure will be promoted through communication tools, such as mass media, printed media and direct communication with agricultural advisors.

Although LEADER like approach has been implemented in Serbia since 2007, the common and specific eligibility criteria, together with the requirements related to the preparation of LDSs, pose a new challenge to the LAGs in their recognition and accreditation. A lot of effort has to be invested in the animation, publicity and information events for people in LAG territories, their capacity building, as well as networking on national and EU level. LEADER approach will be promoted through mass media (traditional and new) on national, regional and local level. LEADER network and Standing Conference of Towns and Municipalities (SCTM) and local self-government units (LSGUs) will be valuable partners in promoting LEADER approach.

Entrustment of the Measure 6 - Investments in rural public infrastructure - is planned in 2025. The specific objectives of Measure 6 should be achieved through projects supporting improvement of water supply, sewerage system and wastewater treatment, waste disposal, local/unclassified roads and energy supply. Recipients of this measure are LSGUs that have to prepare documentation for related investments. This measure will be promoted through mass media (traditional and new) on national, regional and local level, regional informational events and direct information provision, with the aim to raise awareness of LSGUs to prioritise their needs in rural areas and to be ready to submit documentation, once the call for Measure 6 started. Very important support in this matter will come from SCTM, Regional Development Agencies and LSGUs.

- ***Recipients of the IPARD III support***

Recipients will be targeted mainly with the aim of informing them on their responsibilities during the implementation of the projects, including their obligations related to visibility and communication at project level. Providing specific information to the recipients of the IPARD III measures, which have been already approved for support, will lead to timely and correct implementation of the projects and promotion of results.

- ***Sector stakeholders***

Sector stakeholders (professional organizations, economic and social partners and other NGOs, consultancy companies and financial institutions) and information broadcasters (media) will be targeted as well. This group of stakeholders shall play an important role in promotion of the IPARD III objectives, opportunities and results and in provision of information and services to potential and already contracted recipients. This group can be effectively involved as multipliers for channelling the information to potential applicants. In addition, sector stakeholders are expected to provide services for the development of investment projects and preparation of applications. This group has good professional knowledge and some experience

in elaboration of grant projects. Their informational needs relate to obtaining of information for detailed eligibility rules and procedures. Media with a national and local level coverage with a focus on broadcasters that offer programmes related to agriculture will be targeted as well.

- ***General public (citizens)***

The general public, including wider rural population, will be targeted mostly with the idea to highlight role of the EU, raise awareness about the IPARD III Programme, its implementation results as part of the larger framework of the EU pre-accession assistance in Serbia. The main aim will be to provide information about the funding opportunities, contribution of the EU to agriculture and rural areas in Serbia as well as to contribute to the visibility and transparency of the IPA III assistance. Mass media (traditional and new) and other opinion leaders for rising awareness, journalists, think tanks, academic institutions etc., will play an important role in promoting objectives and results of the IPARD III Programme, in providing information to the general public, including potential recipients, in ensuring transparency and accountability of the IPARD III support.

The list of target groups is not final, but represents only a basic framework and can be expanded by the MA, if needed. It is necessary to distinguish between their specific and real needs and adapt communication approaches to each target group in order to convey the intended message in the most efficient way: content, form and scope.

2.1. Specific objectives by target group

1. Potential recipients

- Widely informing potential recipients about funding opportunities under the IPARD III measures and its eligibility and selection criteria, procedures for awarding support, achievement of national and EU standards, in order to ensure transparency and equal treatment of the applicants in the process of IPARD III implementation;
- Motivating potential recipients to prepare and submit applications to the IPARD III measures.

2. Recipients

- Ensuring that selected recipients understand and correctly implement EU visibility requirements;
- Ensuring promotion of the results of the supported projects and the IPARD III funding.

3. Sector stakeholders, including information broadcasters (media)

- Attracting sector stakeholders to act as multipliers, providing accurate information and assistance to potential recipients;
- Building knowledge and understanding of the IPARD III eligibility rules, application documents and requirements as well as achievement of national and EU standards;
- Maintaining consistent media relations, with coverage in both the national and local media for rapid dissemination of valid information.

4. Support services

- Ensuring public and municipal support services provide to the potential recipients all needed and relevant information on project opportunities, requirements, and management procedures;

- Building capacity to support potential recipients to prepare application forms, business plans and accompanied documentation.

5. General public

- Raising awareness of the general public, including wider rural population, about the IPARD III support and EU contribution to the development of rural areas in the Republic of Serbia;
- Promoting objectives of the IPARD III and its implementation results and achievements.

2.2. Communication approaches

Communication goes beyond the one-sided transfer of information and messages, actively involving and empowering specific target groups. Therefore, the achievements, experiences and success stories of the recipients of funds from current and previous programming periods represent one of the best communication approaches that contribute to the more successful realization of the specific goals of the PVCA. For one-way transfer of information and messages, the main communication approach is based on the development of materials and content that are informative and comprehensive, as well as simple and easy to understand.

The following general communication principles with target groups, will be applied:

- efficiency and transparency of information
- accuracy and timeliness of information
- source reliability/verifiability
- clear, simple and easy-to-understand communication regarding procedures
- open cooperation, dialogue and a mutual respect approach.

3. COMMUNICATION AND INFORMATION STRATEGY

In order to ensure the role of the European Commission and the transparency of the IPA III assistance, information and publicity about the IPARD III Programme and the IPARD assistance shall be adapted to the needs of the target groups through: 1) tailored messages for each targeted group (described in chapter 2. of PVCA); 2) messengers, and 3) techniques/tools of communication (described in chapter 4. of PVCA).

The MA, the IA and the recipients shall take the steps necessary to provide information to, and communicate with, the public on operations supported by the IPARD III Programme. Republic of Serbia, MA and IA, shall ensure that the information and communication measures are implemented in accordance with the plan of visibility and communication activities and that those measures aim for the widest possible media coverage, using various forms and methods of communication at the appropriate level.

Republic of Serbia, the MA/IA, shall be responsible for following information and communication measures:

- organising a major information activity publicising the launch of the Programme, even prior to the approval of the relevant plan of visibility and communication activities;
- organising one major information activity a year that promotes funding opportunities and strategies pursued and presents the achievements of the programme, including project examples;
- displaying the emblem of European Union, in accordance with the rules on EU visual identity, at the premises of each entity of the MA/IA;

- displaying the IPARD visual element, at the premises of each IPARD entity: the MA/IA;
- publishing electronically the list of operations;
- giving examples of operations, by IPARD programme, on the single website or on the IPARD programme's website that is accessible through the single website portal; the short description of the operations' examples, including their aims and results, should be in English and in the national language of Serbia;
- updating information about the programme's implementation, including, when appropriate, its main achievements, on the single website or on the programme's website that is accessible through the single website portal.

The MA and IA shall involve relevant stakeholders in information and communication measures and shall ensure that bodies that can widely disseminate the information and act as relays are involved in the information measures for potential recipients:

- ✓ local and regional authorities, including Standing Conference of Towns and Municipalities, Provincial Secretariat for Agriculture, Water Management and Forestry of AP Vojvodina, Regional Development Agencies, etc.;
- ✓ professional organisations, specifically farmer's and food processor's branch associations;
- ✓ economic and social partners such as Chamber of Commerce of Republic of Serbia, Serbian Cooperative Union;
- ✓ non-governmental organisations, especially bodies promoting equality between men and women and bodies working to protect the environment, such as rural development network, national rural tourism association, environmental organisations, LEADER network, etc.;
- ✓ Information Centre on EU in Serbia (the MA, in cooperation with IA, should ensure that EU Info Centres/ Points are kept well informed of IPARD implementation and provided with publicity material, such as brochures, on a regular basis);
- ✓ EU Delegation in Serbia (regular liaison between MA, IA, and EUD regarding communication will take place. Possibilities include: high-level participation of EUD at key events (an advanced notice required), collaboration for events that mark Europe Day, *ad-hoc* regional publicity events; the launch of press releases and should be done in coordination. At a later stage of the implementation, the MA/IA should provide the EUD with a number of example-projects that can be visited during the high-level missions to promote visibility. Support for such visits should be facilitated by the MA/IA).

3.1. Information measures for potential recipients

The MA and IA shall ensure, in accordance with the plan of visibility and communication activities, that the programme's strategy and objectives, and the funding opportunities offered through joint support from the Union, the RS and the IPARD III recipient, are disseminated widely to potential recipients and all interested parties, with details of the financial support from the Funds concerned.

The MA and IA shall ensure that potential recipients have access to the relevant information, including updated information where necessary, and taking into account the accessibility of electronic or other communication services for certain potential recipients, concerning the following:

- information to the potential recipients, e.g. professional organisations, the economic and social partners, bodies involved in promoting equality between men and women and the non-governmental organisations concerned, including environmental organisations, about the funding opportunities offered by the IPARD III Programme and the launching of calls for applications;
- the eligibility of expenditure conditions to be met in order to qualify for financing under the IPARD III Programme;
- a description of the procedures for examining applications for financing and the time periods involved;
- the criteria for selecting and evaluating the projects/operations to be supported;
- contacts at national, regional or local level who can provide information on the IPARD III Programme;
- the responsibility of potential recipients to inform the public about the aim of their project/operation and the support from the IPARD funds to the project/operation in the case when the MA/IA requests potential recipients to propose indicative communication activities, proportional to the size of the operation, in the applications.

3.2. Information measures for recipients

In order to ensure transparency and visibility concerning support under IPARD III Programme the MA/IA shall:

- inform recipients that acceptance of funding constitutes an acceptance of their inclusion in the list of operations published in accordance with Article 31(3) of the SA;
- provide information and communication tools, including templates in electronic format, to help recipients to meet their obligations set out in point 2.2, Annex 8 of the SA, where appropriate.

Activities directed towards information of potential recipients under direct responsibility of the MA and IA:

- organization of seminars/workshops/info days/panels and other appropriate events;
- development of comprehensive and comprehensible information materials (Guides for applicants, brochures, leaflets, manuals, etc.);
- informing about IPARD III Programme and its possibilities and achievements through social networks;
- timely, up-to-date and structured publication of useful information (including newsletter) on the website of MA and IA as well as other specialized websites, or printed in specialised press;
- organization of informative events that serve to introduce former and potential recipients of IPARD funds in order to create a synergy and network for their exchange of experiences.

The MA shall make available to potential recipients all publications that are also provided for the general public.

In the process of implementation of the IPARD III Programme, the **Advisory services** of Serbia will play an important role. The Advisory services will be the main partner to the MAFWM in promotion of the Programme, informing potential recipients, and in providing the assistance to farmers to complete application forms for Measure 1 and Measure 7. Potential recipients/applicants of Measure 4 will be required to demonstrate to ensure proper implementation of the operations and observance of the obligations within this measure through the mandatory training provided by Advisory services. Furthermore, depending on

chosen operation, Advisory services will provide assistance in preparation of crop (rotation) or management plans to them. It is of crucial importance that the support services are fully prepared to offer advice to potential applicants at the moment of the Launch of IPARD III measures.

In addition, the advisory services will be directly involved in the delivery of information campaign (support for organisation of regional events, day to day provision of information) and dissemination of promotional materials. The Advisory service consists of 34 services with 287 advisors employed. Out of that number, 22 services (19 are public and three are private) are covering the territory of Central Serbia and are coordinated and monitored by MAFWM with the assistance of the Institute for Science Application in Agriculture. AP Vojvodina has 12 advisory services covering its territory. The control and coordination of the AP Vojvodina advisory services is conducted by the Provincial Secretariat for Agriculture, Water Management and Forestry and the Advisory service in Novi Sad.

The list of advisory services with trained advisors will be made available to potential recipients on the MA/IA websites.

The municipal services for agriculture and rural development in Serbia have acquired a good experience in developing and implementing municipal support schemes for rural development at local level. In recent years they have been trained by the MA on IPARD III programming requirements. The municipal services representatives will also be involved in providing information to the potential recipients and will become permanent info points of the IPARD III Programme.

In order to help the IPARD III recipients to prepare good quality projects, experts from the advisory, municipal offices and **private consultants** will be informed and trained by the MA and IA on the eligibility rules. The training sessions will focus on how to support potential recipients when filing in the application form and preparing the Business Plan. The list of the trained private consultants will be made available to potential recipients on the MA/IA websites.

3.3. Information and publicity actions for the public

The MA shall inform the public of the IPARD III Programme's adoption by the Commission and its updates, the main achievements in the implementation of the programme and its closure.

The information measures shall be implemented by the MA using all media at the appropriate territorial level. They shall also involve communication campaigns, opinion leaders, regional/local/national authorities, hard-copy and electronic publications and any other media regarded as suitable.

The detailed publicity materials, including issues such as the eligibility criteria, the conditions and places for application, the definitions of recipients related to the IPARD III Programme and the measures in implementation, shall be published through the press and the websites of the MAFWM and the IA.

The potential recipients may address themselves to the IA by telephone, post, email (which will be made available on IPARD III Programme website), appropriate social networks or in person, in order to obtain information. Written requests for information shall be recorded by the IA.

In order to ensure transparency, the IA will publicise the list of the projects and recipients receiving support from the IPARD III Programme. The list shall be accessible through the single website of IA, with the names of the projects/operations and the amount of public

funding allocated to these projects/operations, and other data in line with the Article 31(3) and Annex 8(1) of the SA.

3.4. Information regarding the responsibilities of recipients of IPARD funds

The MA/IA shall inform recipients that acceptance of funding constitutes an acceptance of their inclusion in the list of operations published in accordance with Article 31(3) of the SA.

The information regarding the responsibilities of recipients of IPARD funds shall be stipulated in rulebooks for the implementation of the IPARD III Programme measures.

The specific obligations of recipients on visibility are stipulated as an annex of the rulebook per measure. The annex provides clear instructions on visibility and communication obligations of the recipients, including template with technical requirements. The IA will issue technical guidelines and communicate them to all recipients during the project implementation. When needed, the IA will provide further support for the recipients for their visibility obligations through the following measures:

- Organizing seminars/workshops/ other suitable events to instruct recipients on communication responsibilities;
- Development of information materials and instructions/recommendations for fulfilment of communication responsibilities and compliance with the visibility requirements (templates, guidelines, logos, visual element).

4. INSTRUMENTS FOR PUBLICITY AND INFORMATION

Communication tools are of a great importance for fulfilling the goals of the PVCA and providing adequate information to the target groups. In order to support the implementation of the IPARD III Programme, the selected tools will be used in a coherent and coordinated way, contributing to the general and specific objectives of PVCA.

The following communication tools will be implemented:

- Printed and promotional (publicity) materials
- Publication/printing of the national Rulebooks and Guide for Applicants for the IPARD measures
- Publications/broadcasting in mass media, IPARD Website and social networks
- Information and publicity meetings/events.

The list of tools is not final as it can vary depending on the needs of the target groups, so the list of communication tools can be reduced or expanded.

4.1. Printed and promotional materials

Publication/printing of the IPARD III Programme in English and Serbian Language: the Programme will be published in both languages and will be distributed to stakeholders, donor's organisations and other interested parties at their request. The IPARD III Programme, including all the printed and video materials, will be also available on the website in electronic form.

The leaflets, brochures and posters will be displayed in offices of advisory services as well as in the municipal offices, in the buildings of branch associations, in the municipality's public buildings and places.

Leaflets

Leaflets by measure will provide information about the IPARD III Programme funding opportunities – budget of the measure, sectors to be supported, aid intensity, responsible bodies, including contact details and website address for further information.

Brochures

Brochures will be used to introduce potential recipients to the new IPARD III measures (e.g. Measure 4, Measure 5, etc.), to present good examples of supported projects during the IPARD III Programme implementation as well as for summarizing the results of measure implementation.

Posters

The poster will serve to promote the IPARD III opportunities at the beginning of the Programme implementation. The use of posters is proven to be a very efficient way of informing potential recipients in the rural areas in Serbia. The poster will contain contacts for further information and IPARD website.

Newsletter

Newsletter(s), such as *IPARD in focus*, shall be prepared periodically. MA will continue with preparation, dissemination and publication of the newsletter *IPARD in focus*. Newsletter(s) will be printed for the various events, fairs, and optionally.

Promotional (publicity) material

Convenient promotional (publicity) material (such as pens, pencils, files, notebooks, USB sticks, cups, etc.) with EU logo and IPARD visual element placed, printed, sized and coloured, according to Guidelines for communication, publicity, and visibility for projects funded under IPARD III Programme, shall be disseminated during various events (IPARD MC sessions, high level national events, information and publicity meetings, fairs, etc.).

Roll-up banners, promotional walls and stands will be prepared and printed for different promotional and informative occasions/events.

Note: The list of printed and promotional materials is not exhaustive, it can vary depending on the needs of the target groups and can be reduced or expanded, accordingly.

4.2. Publication/ printing of the national Rulebooks and Guide for Applicants for the IPARD measures

The national Rulebooks, after they are published in Official Gazette of the Republic of Serbia, will be published on the IPARD Programme website. The Guides for Applicants for the IPARD measures will be published on the IPARD website. The Guide for Applicants will be available for the potential applicants in electronic form, to be downloaded in regional offices of the Advisory Services, in the municipal offices of the local authorities, as well as in the offices of the partners and stakeholders. During the information days and trainings, the electronic forms of Guides for Applicants for the IPARD measures on appropriate electronic data carrier (CD/USB) may be disseminated to the potential recipients.

In order to facilitate the access to the information of the potential recipients with difficult access to internet, printed copies of the Guide for Applicants will be available at the offices of Advisory Services.

All the printed materials shall be distributed by the MA and via IA, advisory services and partner's offices quarterly / by the request / before or during the calls.

4.3. Publications/broadcasting in mass media

- Advertisements for the information campaigns will be published on the website. The advertisement will include information about the location and time of the information days in the regions.
- The advertisement for the Call for proposals will be published on the Programme website and in national newspapers.
- TV spots and / video material will be produced and broadcasted for the promotion of the IPARD III Programme implementation. TV spots will raise awareness of the funding opportunities and will inform the public about the European Union and national contribution to the rural development in Serbia. The TV spots will be produced and distributed on the National and local TVs. The TV spots and video material will be also available on the websites.
- Promotion of the IPARD III Programme implementation and announcement of the information campaigns will be provided through online media, incl. social networks (Facebook, Instagram, etc.) and/or local/national radio adverts and/or agricultural magazines and/or local/regional newspapers and/or mobile applications.

4.4. IPARD Programme website and social networks

IPARD Programme website shall be designed and maintained as a single or (sub-site) section on the MAFWM and IA websites for the duration of the Programme. The latest approved version of the IPARD III programme, general information on the programme, including concise information on its objectives, legal framework and content in terms of measures programmed as well as detailed information on the procedures of application, approval, payments and control for each measure should be provided on these websites.

The materials on the website will be available in Serbian. The materials informing and providing examples of supported projects/operations (such as leaflets, brochures and articles) will be available in Serbian and English. All documents from the IPARD MC meetings will be available in both languages.

All material produced in paper form shall also be made available in an electronic form, so that it can be sent by e-mail and/or posted on a website. The materials on funding opportunities of the IPARD III Programme, such as TV spots and TV editions, will be made available in a format accessible for people with disabilities.

It is important that at least the general information, as referred to above, is provided in both national language and in English, in order to also enable the communication and publicity about the IPARD III implementation, its relevance, and successes, to EU general public.

The information to be supplied on the web site of the IPARD Programme will be at least as described below:

- About IPARD Programme
- Up-to-date version of the IPARD III Programme in Serbian and English languages
- Announcements of calls for project applications (current and planned for a given year)
- National rulebooks for the implementation of each IPARD III measure
- Documents from IPARD MCs (presentations, reports, minutes, etc.)
- Evaluations, studies, reports
- Bimonthly reports on the state of IPARD Programme implementation
- Information on Technical Assistance events or other publicity events, including workshops or trainings for potential recipients
- Information materials (e.g. Guide for Applicants with annexes, video material)

- Link/information on the National Rural Development Network
- Links/ contacts to LEADER LAGs in the Serbia
- FAQ section
- Examples of good projects/practices
- Relevant contact details (including a link to the IPARD website on europa.eu’).

The newest information on events, announcements, calls and rules regarding the implementation of the IPARD Programme in Serbia will be available on the official MA accounts: on Instagram (*@ipardnadlanu*) and Facebook (*IPARD na dlanu*). In addition to Instagram and Facebook, for prompt answers potential IPARD recipients can contact the email *ipardnadlanu@minpolj.gov.rs*.

4.5. Availability of materials for persons with disabilities

MA and IA will take care that all above mentioned information materials are made available in formats accessible for persons with disabilities or adapted for people with disabilities to the greatest extent possible, depending on the target group and the type of activity in question:

- website - adapted to blind, partially sighted and deaf-mute people in terms of adapting the information about Calls and other information about the IPARD III Programme;
- video clips/information with subtitles and announcer’s voice.

With the aim for successful, sustainable and timely implementation/realization of activities related to communication towards persons with disabilities and if applicable, MA will consult the interested parties of the IPARD III Programme and, in cooperation with them, will define additional information and communication measures.

4.6. Information and publicity meetings

Main information and publicity activities to take place during the period covered by the Plan of visibility and communication activities are described in the sections below. Depending on the needs and circumstances, these activities could be also prepared and organized as hybrid or exclusively as online events.

4.6.1. High level national events

High level national events will be organised to mark significant IPARD III Programme milestones – organizing a major information event publicising the launch of the Programme, organizing one major information activity per year, which promotes the funding opportunities and presents the achievements of the Programme, providing good project examples, good practices, and lessons learned.

The first national event will be organised in the period before launching the Call for proposals under the IPARD III measures. The main objective will be to raise awareness of the IPARD III Programme and to start information campaign for the potential recipients on forthcoming funding opportunities.

Target groups: policy makers, sector stakeholders, potential recipients, media, opinion leaders.

Other national events: The Novi Sad Agriculture Fair, Europe Day, etc.

High level national events will be organised in cooperation with the Public Relations Service of the MAFWM. The MA/IA will be present at large-scale sector events with a well-staffed stand, sufficient material and will arrange associated seminars/workshops.

4.6.2. Information campaign (information days, information meetings, information workshops and other events) for the potential recipients

Information campaigns

Information campaigns for the potential recipients of the measures under the IPARD III Programme will be organized and delivered annually at the time of/or before launching calls for proposals for providing information about the funding opportunities and the launching of application calls, the eligibility of expenditure, requirements to be met in order to qualify for the IPARD support, a description of the procedures for examining applications for funding and of the time period involved, the criteria for selecting the operations to be supported, the contacts at national and regional or local level that are able to provide information on the Programme, the responsibilities of the recipients concerning their visibility and communication obligations.

Target groups: potential recipients, LSGUs, advisory service experts, consultants.

Information days

Information campaigns will consist of information days for the potential recipients, organized on national and/or regional/local level, to which potential recipients are invited as participants. The information days for the IPARD III calls for applications will be a series of replicable, packaged activities, using a standard approach and format. The aim of the information days is to present packages of motivational, procedural and technical information to the potential recipients at regional/local level regarding the possibilities offered by the IPARD III Programme. The information days will also give significant visibility to the IPARD III support.

The info package shall include general information about the IPARD III measures, Information for the Call for Proposals, if applicable CD/USB with the copy of the National Rulebook/Guide for Applicants, including all annexes of supporting documents. On the day of the informative event, a *press conference/press release* for regional/local media may be organised.

Target groups: potential applicants and sector stakeholders.

4.6.3. Regular information to the mass media

Mass media will be provided with information about the IPARD III Programme adoption and implementation progress and about communication activities. This activity will be implemented by:

- Preparation of press releases - Press release for each of the information events will be prepared and sent to all the media.
- Organisation of Press Conferences – at least one per year.

The *Press Conferences* will be organised during the high level national events, as well as for the launch of the IPARD III Programme implementation, with the call for proposals and other activities of significant importance for the IPARD III implementation.

4.6.4. Trainings for the advisory service experts and private consultants

In order to support the IPARD III applicants to prepare good quality applications, advisory service experts and private consultants will be trained on the eligibility rules and informed on national standards to be met after the realisation of investment. Trainings for the advisory services and the private consultants will be organised prior to launching the Call for proposals and will focus on the national Rulebooks, Guide for applicants and more specifically, on the preparation of business plans, how to support potential recipients to fill in the application forms, during the process of implementation, and applying for payment request for Measure 1 and Measure 7. Advisory service experts will be also trained to possess knowledge and

information relevant to guide recipients of support to ensure that all commitments are fulfilled in the right way in the implementation of Measure 4.

These trainings will be provided by the IA and the MA.

The List of the advisory service offices and private consultancies will be made available to the potential recipients on the IPARD website.

5. RESPONSIBILITIES FOR THE IMPLEMENTATION OF THE COMMUNICATION AND INFORMATION STRATEGY

The PVCA shall be prepared and implemented by the MA and IA by Annual List of actions. The tasks and responsibilities of the MA and IA for the preparation and implementation of the PVCA shall be set out in the Memorandum of Understanding between the MA and the IA.

IPARD Managing Authority will be responsible for:

- coordination of the preparation of the Plan of Visibility and Communication activities and its consultation with the IA and European Commission, before its submission for approval to the IPARD MC;
- preparation and implementation of the Annual List of actions;
- informing potential recipients about funding opportunities under the IPARD III Programme – MA will be responsible for organising all the information events, for preparation and printing of the materials, for updating the information about the Programme implementation and information about IPARD MC meetings;
- ensuring the establishment of a single website or sub-site of the MAFWM and the IA websites, providing information on, and access to the IPARD III programme of Serbia, including information about the timing of implementation of programming and any related public consultation processes;
- implementation of the visibility obligations to all activities and materials of the PVCA, including for displaying the Union emblems and IPARD visibility element at the premises of the MA;
- monitoring of the PVCA, following set of monitoring indicators per communication activity and reporting every year to the IPARD MC meetings;
- coordination of the involvement of other MAFWM bodies/departments in implementing activities under the PVCA.

The MA and the IA staff in charge for communication will be trained. Trainings will be conducted in accordance with a training plan, based on a proper training needs assessment.

In order to ensure transparency concerning support under IPARD, the ***IPARD Agency shall be responsible for:***

- Publication of the List of the successful IPARD III recipients and operations in accordance with the conditions set out in article 23 (2) of the FFPA. The publication shall be available in a spreadsheet data format, which allows data to be sorted, searched, extracted, compared and easily published on the website, for instance in CSV or XML format. The list of operations shall be accessible through the single website or the single website portal. The list of operations and recipients shall be updated at least every six months. The minimum information to be set out in the list of operations is provided in point 1 of the Annex 8 of the SA, as follows in the framed text below.

Minimum information in the List of supported operations to be published on IPARD Agency’s website:

- Recipient’s name (only of legal entities, no natural persons shall be named);
- address of the recipient if legal entity (for natural persons, only the NUTS 2 area);
- operation name;
- operation summary;
- operation start date;
- operation end date (expected date for physical completion or full implementation of the operation);
- the amount awarded - total (public) eligible expenditure allocated to the operation;
- Union co-financing rate;
- operation postcode; or other appropriate location indicator;
- country;
- measure and sector of the operation;
- date of the last update of the list of operations.

- Informing recipients of IPARD III assistance of the Union contribution;
- Launching and maintenance of the Programme sub-site on the IA website;
- Publishing the national rulebooks/Guide for Applicants on the website;
- Launching the call for proposals, after agreement of the MA;
- Collecting questions of the potential recipients, drafting answers and, after the approval by the MA, publishing on the FAQ website;
- Training/instructing recipients for the successful implementation of the project, including their communication and visibility obligations;
- Implementation of the visibility obligations to all activities and materials of the PVCA, including for displaying the Union emblems and IPARD visibility element at the premises of the IA.

IA shall guarantee that the recipients strictly fulfil the visibility obligations, required by the SA. The national rulebooks and the Guide for applicants will provide clear obligations of the recipients in line with the SA, Annex 8, point 2.2 as follows:

1. All information and communication measures provided by **the recipient** shall acknowledge support from the IPARD III fund by displaying:
 - 1.1. the Union emblem in accordance with the technical characteristics set out by the Commission^{4,5}, together with a reference to the Union: “Funded by the European Union” or “Co-funded by the European Union”;
 - 1.2. the IPARD visual element in line with the Guidelines for communication, publicity, and visibility for projects funded under IPARD III programmes.

⁴ Commission’s guidelines “Communicating and raising EU visibility: Guidance for external actions” (https://international-partnerships.ec.europa.eu/knowledge-hub/communicating-and-raising-eu-visibility-guidance-external-actions_en)

⁵ The Use of the EU emblem in the context of EU programmes 2021-2027- Operational guidelines for recipients of EU funding (https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf)

2. During implementation of an operation, the recipient shall inform the public about the support obtained from the IPARD III by:
 - a. providing on the recipients' website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;
 - b. any communication material has to display the Union emblem, a reference to the Fund supporting the project, and the IPARD visual element
 - c. placing information about the financial support from the Union at a location readily visible to the public in the following manner
 - i. For projects with public **support < EUR 20.000: a poster** of a minimum size A3, at the site of the investment;
 - ii. For projects with public **support > EUR 20.000: an explanatory plaque** of a minimum size of A3, at the site of the investment;
 - iii. For projects with public **support > EUR 100.000: a temporary billboard** of a significant size at the site of the investment until the moment of the final payment;
 - iv. For projects under **area-based measures an (explanatory) plaque** of a minimum size of A3 at the entrance/building of the farm or where the land under commitments is not linked to any building and/or physical entrance to the farm where a plaque could be displayed, such a plaque should be placed instead, on the land (parcel) where the commitments are carried out.

For the projects in points 2.i-2iv, billboards, posters and (explanatory) plaques shall include a description of the project/operation, the Union emblem and indicating that the project has been supported by the EU, including the IPARD visual element. That information shall take up at least 25 % of the billboard or a plaque.

The obligation to publicise the project as funded by the Union starts from the moment the recipient begins the physical work related to that project except for projects under area-based measures where this obligation starts after the project approval.

For the small (< EUR 20.000) and middle-size (> EUR 20.000) projects, the obligation to inform the public about the source of funding ends at the moment of the final payment.

For big projects (> EUR 100.000), consisting of financing of infrastructure or construction operations, the recipient is obliged to place a permanent plaque or billboard of a significant size after the final payment, including the name and the main objective of the operation and highlighting the financial support provided from the Union, at a location readily visible to the public.

For projects under area-based measures the obligation to inform the public about the source of funding and support received ends at the moment the commitment period ends.

In addition, equipment/assets for all categories of IPARD projects co-financed by the EU, should be clearly marked, during the ex-post period of 5 years, by 'stickers' indicating that they are co-financed by the European Union. This should include the EU emblem and the relevant funding statement, and the IPARD visual element.

Considering specifics of the investments related to the farm diversification and business development, stickers must be placed on EU-funded machinery, vehicles,

equipment and assets stored outside buildings. This obligation may be lifted for the smaller/st assets/devices (such as forks, knives, spoons, glasses, plates, hairdryers, carpets, curtains). The items of a larger size such as tables, cupboard etc. where placing the stickers does not affect the aesthetics and which provide enough surface has to fulfil the obligation of placing the stickers.

3. Any document, relating to the implementation of an operation which is used for the public or for participants, including any attendance or other certificate, shall include a statement to the effect that the operational programme was supported by the IPARD III Programme.

The IA shall provide the necessary support in implementing these rules, including by issuing clear technical description and instructions and by organizing training sessions for the recipients.

The MA and the IA are responsible for ensuring the EU visibility obligations. The visual identity will respect all EU visibility requirements set out by the Commission (footnotes 4 and 5 of the PVCA), including the templates. In this respect MA shall guarantee that each action of information and publicity and each produced/ published material under the IPARD III Programme shall contain the visual identity of the IPARD III in compliance with the EU visibility requirements. It will be applied to all presentation materials, posters, brochures, folders, for all communication activities, etc., as well as for the visibility obligations of the recipients.

MAFWM Division for advisory services will receive, store and redistribute printed and promotional materials to regional and local offices in coordination with them.

When needed, in cooperation with the MA, **Division for advisory services**, will:

- Draft distribution list for the printed and promotional materials by region;
- Draft schedule for the regional informational events;
- Draft list of participants to be invited to each regional information event;
- Disseminate the promotional materials to potential recipients;
- Collect and process monitoring data for each regional information event and for disseminated promotional materials, collect and process of participant's evaluation forms, preparation of reports (6-months, annual and ad hoc) to the MA.

The MA, in cooperation with the IA, will organise training sessions for the advisory services prior to the launching of the information campaign: one for the central MAFWM staff, including technical bodies to present the IPARD III measures, its communication activities and the responsibilities of the MAFWM bodies and one for its regional staff. During the training, the MA will provide instructions for the information campaign and responsibilities of regional advisory services.

6. MONITORING OF THE PVCA

MA will regularly monitor implementation of the communication activities and for this purpose MA will use as follows:

- A set of monitoring indicators to be followed – output and result indicators (Chapter 7);

- Evaluation forms/questionnaires (prepared for the participants in the information days and other events of the Plan). This will be a major source of feedback for the quality of the event and satisfaction of the participants;
- Standard monitoring report template (prepared by the MA for the advisory services and other support offices to be completed after each event);
- Monitoring of the media plans and media coverage;
- Focus groups organized by the MA annually, after national event and/or regional information campaigns. Representatives of sector stakeholders and advisory services/other support offices will be invited to discuss the main achievements, problems and lessons learned.

The MA will coordinate and guide the advisory services and other support offices – providers of monitoring data. MA will be responsible for the implementation of the Plan of Visibility and Communication activities and reporting, and, after consultation with the IA, report will be sent to the IPARD MC.

The IPARD MC, as part of its work shall consider and approve the Plan of visibility and communication activities for the IPARD III for 2021 - 2027, as well as any updates of the Plan. The IPARD MC shall examine on its sessions the activities carried out for the implementation of the plan of visibility and communication activities. At the meetings of the IPARD MC, the Chairperson shall report on progress in implementing the information and communication measures and provide the Committee members with examples of such measures.

The promotion of the role of the IPARD MC will be undertaken by the MA. Appropriate arrangements will be made when important events are held in connection with the IPARD MC and the Commission.

For each IPARD MC meeting, press coverage will be organized to present the progress of the programme and the work of the MC.

7. INDICATORS OF ACHIEVEMENT

Achievement of the general and specific objectives of the PVCA will be monitored by output and result indicators. Output indicators by communication activities listed in the section 3 and the main indicators are summarized below.

7.1. Output indicators

Type of indicator	Indicator	Target
Output	Number of potential recipients attending information events	6000
	Number of National events	7
	Number of printed and promotional materials disseminated	15,000
	Number of national and regional media, reached by information materials (press conferences, press releases)	100
	Number of sector stakeholders acting as multipliers (providing links to IPARD website, distributing promotional materials)	10
	Number of TV and/or radio presentations	1 per call
	Number of press conferences organised	at least 5 national and at least 4 regional

	Number of press releases provided	at least 20
	Number of people accessing the IPARD websites (MA and IA)	20,000

7.2. Result indicators

Type of indicator	Indicator	Target
Result	Level of satisfaction from the informational events	at least 80% satisfied by the content and organisation
	Number of promotional actions/events, seminars, workshops, etc.) to provide information on IPARD III Programme	70
	Number of publications/articles, TV and radio reportages of the IPARD III Programme	100
	Number of applications for grants per measure per call	At least: Measure 1: 80 Measure 3: 45 Measure 7: 80 Measure 4:100 Measure 5: 20 Measure 6: 15

Monitoring information will be collected through the following monitoring sources and tools (where applicable):

- Records from the events registration forms
- Feedback questionnaires of the participants from the events
- Regular (six month- and annual) reports from the Advisory services
- External analysis of media presence
- One focus group each year with four regions on which representatives of sector stakeholders and advisory services will be invited.

8. RESOURCES

8.1. Human resources

Organisational and administrative structure implementing the information and communication policy includes:

IPARD Managing Authority: Head of MA, Unit for TA and Promotion of IPARD Programme

IPARD Agency: Unit for Public Relations, Informing and Cooperation with Final Beneficiaries of Agrarian Incentives

MAFWM: Public Relations Service

MAFWM: Division for Advisory Service - Head of Division

Institute for Science Application in Agriculture, Belgrade: Director

Provincial Secretariat for Agriculture, Water Management and Forestry of AP Vojvodina: Provincial Secretary

Agriculture Advisory Service – Novi Sad: Director.

8.2. The indicative budget for implementation of the PVCA

The implementation of educational, information, communication and promotional measures of PVCA shall be financed from the IPARD Measure 9 - Technical Assistance and national budget, in line with the annual planned activities. The indicative budget of EU contribution planned for the period of the implementation of the IPARD III Programme is EUR 3,456,000. With national contribution this indicative budget raises to EUR 4,065,882. The use of funds will be monitored and evaluated in accordance with the rules and procedures described in the IPARD III Programme.

Distribution of tasks, budget and schedule for the IPARD III Programme for 2023

Communication and publicity actions	Responsible body/ person	Budget/ EUR	Time schedule for implementation
<u>The preparation of the printed and visual material</u>			
Preparation, printing and distribution of leaflets and posters for the IPARD III Programme measures: Measure 1, Measure 3 and Measure 7 (5000 pcs)	MA	340	Q3
Preparation, printing and distribution of brochures for the IPARD III Programme measures: Measure 1 and Measure 3 (3000 pcs)	MA	2,840	Q3
Preparation and printing of the Guide for applicants for the First Call for Proposals per measure (Measure 1, Measure 3 and Measure 7) 4000 pcs	MA/IA	6,235	Q3/4
Preparation and printing of the Guide for applicants for new IPARD III Programme measures: Measure 4 and Measure 5 (4500 pcs)	MA/IA	7,050	Q/4
Preparation and printing of roll up banners (8 pcs)	MA	640	Q3
Launching, updating and maintenance of the website of the IPARD III Programme on the MAFWM website and the IA website	MA/IA	9,000 7,000*	Q3-Q4
Production of video spot /video material for the promotion of the call for proposals	MA/IA	22,000	Q3
<u>The preparation of radio and television programmes and participation to the information programmes on the radio and television</u>			
Broadcasting of TV /radio spots/video material	MA	80,000	Q4
Participation of MA and IA representatives in radio and television programs with national and local coverage as well as in interviews with national and local print media.	MA/ IA	*	Q1/Q4

Communication and publicity actions	Responsible body/ person	Budget/ EUR	Time schedule for implementation
<u>The preparation and publication of press releases and notices</u>			
Training of the MA and IPARD Agency staff on communication and presentation skills	MA	*	Q3/4
Preparation of notices the Call for Proposals and their publication in the press with the national coverage national newspaper	MA	*	Q3/Q4
Preparation of press releases regarding IPARD activities and presentations of examples of good practice (published in regional and national e- newspapers)	IA/MA	*	Q2-Q4
<u>The organisation of seminars and information meetings for the public</u>			
Organisation of High level event for the start of the IPARD III Programme after the decision for the entrustment of budget implementation tasks (rollover process for Measures: 1,3, 7 and 9)	MA	4,000	Q4
Information events and distribution of information material (if applicable) in cooperation with advisory service, local self-governments, National Network for Rural Development	MA/IA	41,634	Q3 and Q4
Preparation of training materials and delivery of training for the advisory services and consultants to support potential recipients	MA/IA	*	Q3 and Q4
Traveling WS/seminars for target groups	MA	*	Q3 and Q4
Publication of detailed list with the calendar and location of the information days/events and/or WSs, trainings, seminars for the potential recipients and other target groups	IA/MA	*	Q3-Q4
Rental of stand on fairs and various events, distributing brochures, collecting questions and responding to them, etc.	MA	/	Q2 and Q3
TOTAL		173,739	

*National budget

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