



**Plan for Visibility and Communication Activities for the period 2014-2020
under the IPARD II Programme**

MAEP

**Ministry of Agriculture and Environmental Protection
IPARD Managing Authority
Republic of Serbia**

Introduction

Information and publicity are important aspects for the implementation of the IPARD II Programme. Successful management and implementation of the IPARD II Programme will be secured by an adequate information and publicity activities carefully planned and communicated toward the target audience. In line with the rules, laid down in article 23 and 24 of the FwA and further detailed in articles 29 and 30 of the SA, all information, publicity and visibility actions will be planned, implemented, monitored and evaluated within the framework of the IPARD II Plan of Visibility and Communication activities for the period 2014-2020, implemented by an annual list of actions. This Plan shall be prepared by the MA in cooperation with the IPARD Agency and shall be agreed with the Commission. The Plan will be appraised by the IPARD II MC and approved not later than one year after the adoption of the IPARD II Programme.

Legal base

The Plan of visibility and communication activities for the IPARD II Programme is prepared in line with the IPA II legal base:

- COMMISSION IMPLEMENTING REGULATION (EU) No 447/2014 of 2 May 2014 on the specific rules for implementing Regulation (EU) No 231/2014 of the European Parliament and of the Council establishing an Instrument for Pre-accession assistance (IPA II)
- COMMISSION IMPLEMENTING REGULATION (EU) No 821/2014 of 28 of July laying down rules for the application of the Regulation No 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data.
- COMMISSION IMPLEMENTING REGULATION (EU) No 808/2014 (EC) – Annex III
- FRAMEWORK AGREEMENT - Law on Ratification of the Framework Agreement between 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 II) ("Official Gazette" RS no. 19/14 - International contracts),
- SECTORAL AGREEMENT - Conclusion on adoption of the Sectoral Agreement between the Republic of Serbia and the European Commission on the provisions for management and implementation of Union financial assistance to the Republic of Serbia under the Instrument for Pre-Accession Assistance in the policy area 'Agriculture and rural development' (IPARD) (Conclusion of the Government of Republic of Serbia 5 no. 48-12340/2015-1),

- Decree on the management of programmes under the Instrument for Pre-Accession Assistance (IPA II) of the European Union for period 2014-2020 ("Official Gazette" RS no. 86/2015).
- The IPARD II Programme - Chapter 15 "Publicity, Visibility and Transparency in accordance with IPA legislation"- adopted by the EC Decision of on 20th January 2014

Where this legal base does not provide the appropriate information or sufficient detail, the Communication and Visibility Manual for EU External Actions will be used.

1. OVERALL COMMUNICATION OBJECTIVES

The Plan of Visibility and Communication activities will aim at:

- Increasing the awareness of the general public about the role of EU contribution to the rural development in Serbia.
- Ensuring transparent information on the opportunities provided by IPARD II Programme for all the target groups
- Making visible results achieved through the assistance provided by IPARD II.

The specific objectives of the Plan shall be:

- To ensure a sufficient number of good quality applications and transparency of implementation for each measure by effectively communicating information on funding opportunities under the IPARD II Programme and by providing information, training and assistance;
- To make the results of the implemented projects visible and promote the positive contributions of the EU and national funds for rural development in Serbia;
- To ensure the transparency of public support by publishing the list of supported recipients;
- To increase awareness of the general public about the EU accession process and IPARD II support to Serbia.

2. TARGET GROUPS

In line with the defined objectives the Plan focuses at the following target groups:

- *Potential recipients of the IPARD II Programme*

The IPARD II Programme in Serbia will start with 3 measures and respectively 3 groups of potential recipients are identified.

Measure 1 will support investments in physical assets in agricultural holdings in the sectors of milk, meat, fruit and vegetables and other crops (cereals, oil crops and sugar beet). The measure

targets **medium size commercial farms** with potential for growth. This sub-group potential recipients is spread in all regions of the country and part of it lacks tradition and willingness for regular contacts with farmer's associations. Most of the potential recipients have limited knowledge on the EU funding rules and thus, face specific information needs and require knowledge and guidance on the details of funding rules, and on project preparation process. This implies that information campaign has to utilize communication tools like mass media, local/regional informational events and direct information provision.

Measure 2 will support investments in physical assets for processing and marketing of agricultural products. Potential recipients are **SMEs** in dairy, meat, fruit and vegetable processing sector. The sector is well organized and has well established branch associations. The potential number of recipients is relatively small. That implies that the communication of information could be effectively channelled by their branch associations. The potential recipients from the processing sector and their branch association have a specific information need on EU animal welfare, food safety, hygiene and environmental requirements. Detailed guidelines and targeted technical information, where possible, will be available to the potential applicants in order to give answer to the identified needs.

Measure 3 will support investments for development of tourist facilities and 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 all over the rural areas. The potential recipients under this sub-group lack association/ organization to represent their interests. They need specific training about the possibilities to diversify activities in developing touristic activities. This implies that information campaign has to utilize communication tools like mass media, regional informational events and direct information provision.

The start of the measure "Agri-environment, Climate and organic farming" and the measure "Implementation of Local Development Strategies – LEADER approach" is planned for the 2017.

Sector stakeholders (professional organizations, economic and social partners and other NGO, consultancy companies and financial institutions) will be targeted as well.

This group shall play an important role in promotion of the IPARD II objectives and results and in provision of information and services to potential applicants. This group can be effectively involved as multipliers for channelling the information to potential applicants. In addition they 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.

- *Recipients of the IPARD II 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 II

measures, which have been already approved for support, will lead to timely and correct implementation of the projects and promotion of results.

- **General public (citizens)**

The general public, including wider rural population, will be targeted mostly with the idea to raise awareness about the IPARD II 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, the contribution of the EU to the rural areas in Serbia as well as to contribute to the visibility and transparency of the IPA II assistance. Mass media and other opinion leaders for rising awareness journalists, think tanks, academic institutions etc., will play important role in promoting objectives and results of the IPARD II Programme, in providing information to the potential recipients, in ensuring transparency and accountability of the IPARD II support.

2.1. Specific objectives by target group

1. Potential recipients

- Widely informing potential recipients about the funding opportunities under the IPARD II measures and its eligibility criteria, procedures for selection and awarding grants, thus ensuring transparency and equal treatment of the applicants in the process of IPARD II implementation.
- Motivating potential recipients to prepare and submit applications to the IPARD II measures

2. Recipients

- Ensuring selected recipients understand and correctly implement EU visibility requirements
- Ensuring promotion of the results of the supported projects and the IPARD II funding

3. Sector stakeholders

- Attracting sector stakeholders to act as multipliers, providing information and assistance to potential recipients,
- Building knowledge and understanding of the IPARD II eligibility rules, application documents and requirements.

4. Support services

- Ensuring the public and municipal support services supply the potential recipients with all needed and relevant information on project opportunities, requirements, and management procedures
- Building capacity to support potential recipients to prepare application forms and business plan

5. *General public*

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

3. COMMUNICATION AND INFORMATION STRATEGY

In order to ensure the role of the Commission and the transparency of the IPA II assistance, information and publicity about the IPARD II 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); 2) messengers and 3) techniques/ tools of communication (described in chapter 4).

3.1. Information for potential recipients

The information for potential recipients is under direct responsibility of the MA, IPARD Agency, Advisory Services and private consultants.

The Managing Authority and the IPARD Agency shall be responsible for the information as follows:

- they shall inform 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 possibilities offered by the IPARD II programme and the launching of application calls;
- the eligibility of expenditure conditions to be met in order to qualify for financing under the IPA II Rural Development programme (IPARD II);
- a description of the procedures for examining applications for financing and the time periods involved;
- the criteria for selecting and evaluating the projects to be financed;
- the names of persons or contacts at national, regional or local level who can explain the way the IPARD II programme works and the criteria for selecting and evaluating projects.

The Managing Authority shall ensure that bodies that can act as relays are involved in the information measures for potential recipients, and in particular:

- ✓ local and regional authorities, including Standing Conference of Towns and Municipalities, Province Secretariat for Agriculture, 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 association „Scoski turizam Srbije“ (Rural tourism in Serbia), Serbia Organica, etc.;

- ✓ Information Centre on EU in Serbia (the MA/ IPARD Agency 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/ IPARD Agency 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 should be done in coordination. At a later stage of the implementation, the MA/ IPARD Agency should provide the EUD with a number of example projects that can be visited during high-level missions to promote visibility. Support for such visits should be facilitated by the MA/IA).

The Managing Authority shall make available to potential recipients all the publication provided also for the general public.

In the process of implementation of the IPARD II Programme, the **Advisory services** of Serbia will play an important role. The Advisory services will be the main partner to the MAEP in promotion of the Programme and in providing the assistance to farmers to complete application forms. 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 II 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 35 services with 256 advisors employed. Out of that number 13 services are covering the territory of Vojvodina of which 12 are public and one is private. The control and coordination of the Vojvodina services is conducted by the Provincial secretariat and the Advisory service in Novi Sad. The other 22 services across the country, of which 19 are public and 3 are private, are coordinated by MAEP with the assistance of the Institute for Applied Science in Agriculture.

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. They have been trained in the last years by the MA on IPARD II programming requirements. The municipal services representatives will also be involved to provide information to the potential recipients and will become permanent info points of the IPARD II Programme.

In order to help the IPARD II recipients to prepare good quality projects, experts from the advisory, municipal offices and **private consultants** will be trained by the IPARD Agency 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 advisory service officers and the contacts of the trained private consultants will be made available to potential recipients.

3.2. Information and publicity actions for the public

The Managing Authority shall inform the public of the IPARD II 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 Managing Authority 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 II programme and the measures in implementation shall be published through the printed press and the websites of the Ministry of Agriculture and the IPARD Agency. The potential recipients may address themselves to the IPARD Agency by telephone, post, email (which will be made available on IPARD II programme website) or in person in order to obtain information. These requests for information shall be recorded by the IPARD Agency.

The IPARD Agency is responsible for the annual publication (electronically or otherwise) of the list of the recipients receiving support from the IPARD II programme, the names of the operations and the amount of public funding allocated to these operations in line with Article 29(3) and Annex 8(1) of the Sectoral Agreement. The IPARD Agency shall ensure that the recipient is informed that acceptance of funding is also an acceptance of their inclusion in the published list of recipients.

3.3. Information regarding the responsibilities of recipients of IPARD funds

In the Rulebook for the implementation of each of the IPARD II Programme measures will be stipulated for the recipients that the acceptance of funding constitutes an acceptance of their inclusion in the List of operations published on the website of the Programme.

The specific obligations of recipients on visibility are stipulated as Annex of the Rulebook per measure. The Annex provides clear instructions on visibility and communication obligations of the recipients, including template with technical requirements. Electronic template will be placed on the Programme website. The issue will be communicated to all the recipients during the project implementation. The IPARD Agency will issue technical guidelines and organize trainings for the recipients for their obligations.

The IPARD Agency will provide further instructions/ trainings for the recipients for their visibility obligations.

4. THE INSTRUMENTS FOR PUBLICITY AND INFORMATION

The following communication tools will be implemented:

4.1 Printed materials

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

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. The dissemination of the leaflets, brochures and posters in the regions and municipalities will be made by the advisory services.

Leaflets

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

Brochures

Brochures will be used to present good examples of supported projects during the IPARD II Programme implementation as well as for summarizing the results of measure implementation.

Posters

The poster will serve to promote the IPARD II 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 II website.

4.2 Publication/ printing of the national Rulebooks and Guide for Applicants for the Call for Proposals

The National Rulebooks, after they are published in OG will be published on the IPARD II Programme website. The Guides for Applicants for the Call for Proposals will be published on the IPARD II website. The Guide for Applicants will be available for the potential applicants on CD in regional offices of the extension services, in the municipal offices of the local authorities, as well as in the offices of the partners and stakeholders. The CD will be disseminated to the potential recipients during the informational days and trainings.

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 Advisory Services.

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 produced and broadcasted for the promotion of the IPARD II 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 spot will be also available on the website.
- Promotion of the IPARD II Programme implementation and announcement of the information campaigns will be provided through local/ national radio adverts, agricultural magazines, local/regional newspapers, online media and mobile applications.

4.4 IPARD II Programme Website

IPARD II Programme Website shall be designed and maintained on the MAEP and IPARD Agency websites for the duration of the Programme. The materials on the website will be available in Serbian. The materials informing and giving examples of supported projects and operations (such as leaflets, brochures and articles) will be available in Serbian and in English. All the documents from the IPARD II MC meetings will be available in both languages.

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

All the printed materials shall be distributed by the MA and IPARD Agency via, advisory services offices and partner's offices quarterly / by the request and before every call.

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

- IPARD II Programme text;
- National Rulebook for the implementation of each IPARD II measure;
- Call for Proposals notices;
- Guide for Applicants, including all annexes;
- Information about the planned informational activities and events for the potential recipients- calendar of the info-days with time and location;
- FAQ section;
- List and contact details of the consultants/advisors, trained to provide support to potential applicants;

- IPARD II MC information and activities;
- List of IPARD II recipients in the respective format, as specified by the SA – Annex 8
- All the printed promotional and information materials.
- Up-dated information about the Programme implementation

4.5 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 as described in the sections below.

4.5.1 High level national events

High level National events will be organised to mark significant IPARD II 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 II measures. The main objective will be to raise awareness of the IPARD II Programme and to start the 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.

The MA/IPARD Agency will be present at large-scale sector events with a well-staffed stand, sufficient material and will arrange associated seminars/workshops.

4.5.2 Information campaign (information days, information meetings, information workshops) for the potential recipients

Information campaigns

Information campaigns for the potential recipients of the measures under the IPARD II 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 conditions to be met in order to qualify for 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.

Information days

Information campaigns will consist of information days for the potential recipients, organized on national and/or regional level, to which potential recipients are invited as participants. The information days for the IPARD II measures calls for application 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 potential recipients at regional/local level regarding the possibilities offered by the IPARD II Programme. The information days will also give significant visibility to the IPARD II support.

The info package shall include general information about the IPARD II measures, Information for the Call for Proposals, CD with copy of the National Rulebook/Guide for Applicants, including all annexes of supporting documents. At the day of the informational ***event press conference/press release*** for regional media will be organised.

Target groups: main target group are potential applicants and sector stakeholders

4.5.4 Regular information to the mass media

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

- Preparation of press releases - Press release for each of information events will be prepared and sent to all the media.
- Organisation of Press Conferences - minimum twice a year.

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

4.5.5 Trainings for the advisory service experts and private consultants

In order to support the IPARD II applicants to prepare good quality applications, experts from the extension services and private consultancy advisers will be trained on the eligibility rules. The trainings for the extension services and the private consultancy will be organised prior launching the Call for proposals and will focus on the National Rulebook, Guide for applicants and more specifically how to support potential beneficiaries to fill the application forms and the preparation of business plans. The List of the Advisory services offices and the contact details of the private consultancy will be made available to the potential beneficiaries on the IPARD II web site. The training will be provided by IPARD Agency and the MA.

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

The Plan shall be prepared and implemented by the IPARD OS by Annual List of actions. The tasks and responsibilities of the IPARD Operating Structure for the preparation and implementation of the Plan for Visibility and Communication activities are set out in the Memorandum of Understanding between the MA and the IPARD Agency.

The MA will be responsible for:

- the coordination of the preparation of the Plan of Visibility and Communication activities and its consultation with the IPARD Agency and the Commission, before its submission for approval to the IPARD II MC;
- the preparation and implementation of the Annual List of actions.
- informing potential recipients about funding opportunities under the IPARD II programme - MA will be responsible for organising all the informational events, for preparation and printing the materials, for updating the information about the Programme implementation and information about IPARD MC meetings
- ensuring the establishment of a single website on the IPARD Agency website and on the MAEP website
- for the implementation of the visibility obligations to all activities and materials of the Communication Plan, including for displaying the Union emblems at the premises of the MA and the IPARD Agency..
- for the monitoring of the Plan, following set of monitoring indicators per communication activity and reporting every year to the IPARD II MC meetings.
- For the coordination of the involvement of other MAEP bodies/departments in implementing activities under the plan.

The MA and IA staff in charge for communication will be trained. The trainings will be done in accordance with a trainings plan which will be based on a proper training needs assessment.

IPARD Agency will be responsible for:

- Publication of the List of the successful IPARD II recipients in accordance with the conditions set out in article 23 (2) of the FWA. The publication shall be available in a spreadsheet data format, which allows data to be sorted, searched, extracted, compared and easily published on the internet, 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 are provided in point 1 of the Annex 8 of the SA, as follows in the framed text below

- recipient name (only of legal entities; no natural persons shall be named);
- operation name;
- operation summary;
- operation start date;
- operation end date (expected date for physical completion or full implementation of the operation);
- total eligible expenditure allocated to the operation;

- Union co-financing rate, per measure;
- operation postcode; or other appropriate location indicator;
- country;
- name of category of intervention for the operation;
- date of last update of the list of operations.

- informing recipients of IPARD II assistance of the Union contribution
- launching and maintenance Programme web site on the IPARD Agency website;
- publishing the National Rulebooks/Guide for Applicants on the web site;
- launching the call for proposal, after agreement of the MA;
- collecting the questions of the potential recipients, drafting answers and after the approval by the MA, to publish to the web site FAQ;
- training/instructing recipients for the successful implementation of the project, including their communication and visibility obligations

MAEP Group for advisory services will be responsible for receiving, storing and redistributing to the regional and local offices printed and promotional materials in coordination with them.

Public advisory services, coordinated by MA will be responsible for:

- Drafting distribution list for the printed and promotional materials by region;
- Drafting schedule for the regional informational events;
- Drafting list of participants to be invited to each regional information events;
- Dissemination of the promotional materials to the potential recipients;
- Collection and processing of monitoring data for each regional information event and for disseminated promotional materials, collection and processing of participant's evaluation forms, preparation of regular monthly reports to the MA, according to standard format, prepared by the MA;

The IPARD OS is responsible for ensuring the EU visibility obligations. The visual identity will respect all EU visibility requirements, set out in the Commission Implementing Regulation (EU) No 821/2014 including the templates. In this respect MA shall guarantee that each action of information and publicity and each produced/ published material under the IPARD II Programme shall contain the visual identity of the IPARD II in compliance with 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.

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

All information and communication measures provided by the recipient shall acknowledge support from the IPARD II by displaying:

- a. the Union emblem in accordance with the technical characteristics laid down in Commission Implementing Regulation (EU) No 821/2014, together with a reference to the Union;

- b. a reference to the IPARD II measure supporting the operation.
2. During implementation of an operation, the recipient shall inform the public about the support obtained from the IPARD II Fund by:
- 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;
 - placing, for operations not falling under points 4 and 5, at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.
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 II Programme.
4. Where an operation under an IPARD II programme results in an investment (for example, on a farm or on food enterprise) the total public support of which exceeds EUR 20 000, the recipient shall place an explanatory plaque. An explanatory plaque shall also be installed in the premises of the local action groups financed by LEADER;
- The recipient shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation consisting of the financing of infrastructure or construction operations for which the total public support to the operation exceeds EUR 100 000.
- No later than three months after completion of such an operation, the recipient shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfils the following criteria:
- the total public support to the operation exceeds EUR 100 000;
 - the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations.
- This billboard shall state the name and the main objective of the operation and highlight the financial support provided from the Union and from the national budget of the Republic of Serbia.
- The billboards, posters, (explanatory) plaques and websites, as mentioned under 4. and 5., shall carry a description of the project/operation and indicating that the project has been supported by IPARD II and including the Union emblem. That information shall take up at least 25 % of the billboard, plaque or webpage. It shall be prepared in accordance with the technical characteristics laid down in the Commission Implementing Regulation (EU) No 821/2014.

The IPARD Agency 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 in cooperation with the IPARD Agency will organise a training sessions for the advisory services prior launching the informational campaign– one for the central MAEP staff, including technical bodies to present the IPARD II measures, its communication activities and the responsibilities of the MAEP bodies and one for its regional staff. During the training the MA will provide instructions for the information campaign and responsibilities of regional extension services.

Monitoring of the Plan

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

- Set of monitoring indicators to be followed – output and result indicators (Chapter 6);
- 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 regional information campaigns. Representatives of sector stakeholders and advisory services/other support offices will be invited to discuss the main achievements, problem 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 IPARD Agency report will be sent to the IPARD II Monitoring Committee.

The IPARD II Monitoring Committee, as part of its work shall consider and approve the Plan of visibility and communication activities for the IPARD II for 2014 - 2020, as well as any annual updates of the Plan. The IPARD II 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 II Monitoring Committee the Chairperson shall report on progress in implementing the information and communication measures and provide the Committee members with examples of such measures.

The MC shall consider an 'annual list of actions indicating all communication publicity and visibility related actions, prepared by the Managing Authority for each year of implementation of the Plan.

The promotion of the role of the IPARD II Monitoring Committee will be undertaken by the Managing Authority. Appropriate arrangements will be made when important events are held in connection with the IPARD II Monitoring Committee and the Commission.

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

6. INDICATORS OF ACHIEVEMENT

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

6.1 Output Indicators

Type of indicator	Indicator	Target
Output	Number of potential recipients attending information events	4000
	Number of promotional events implemented	30
	Number of National events	5
	Number of promotional materials disseminated	6000
	Number of national and regional media, reached by informational materials (press conferences, press releases)	20
	Number of sector stakeholders acting as multipliers (providing links to IPARD II 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 II website	2 000

6.2 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 publications/articles, TV and radio reportages for the IPARD II Programme	60
	Number of applications for grants per measure	At least 80 for the measure 1 and at least 45 for the measure 2

The monitoring information will be collected through the following monitoring sources and tools:

- Records from the registration forms from the events
- Feedback questionnaires of the participants from the events
- Regular reports from the Advisory services
- 2 Focus groups each year in 5 regions on which will be invited representatives of sector stakeholders and advisory services.

7. RESOURCES

7.1 Human resources

MA

IPARD Agency

PR, Communication Officer

MAEP Advisory Service

Head of Department

Institute for Applied Science

Director

Agriculture Advisory Service – Novi Sad

Director

Financial resources

Indicative budget planned for the period of the implementation of the IPARD II Programme is EUR 2,220,000 and will be financed from the TA measure.

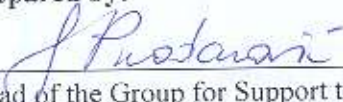
Communication and publicity actions of the IPARD II Programme for 2016

Activity	Responsible body/ person	Budget/ EUR	Time schedule for implementation
Preparation and printing and distribution of leaflets for the IPARD II Programme measures (150.000pcs) and posters (2500)	MA	50,000	January- March
Preparation and printing and distribution of brochures for the IPARD II Programme measures (40.000 pcs)	MA	80,000	
Preparation of one TV spot and radio spot for the promotion of the call for proposals	MA	40,000	February- June
Preparation and printing of the Guide for applicants for the First Call for Proposals per measure (10.000 pcs)	MA IA	40,000	April- June
Preparation of training materials and delivery of training for the advisory services to support potential recipients – 5 regional trainings for 250 advisers and 4 trainings for other interested	MA IA	57,000	May- July
Up to 10 information events in cooperation with Advisory service, Local Municipalities, National Network for Rural Development and Offices for potential recipients and for distribution of information material	MA IA	20,400	From May
Traveling WS/seminars for target groups	MA	10,000	
Launching the Web site of the IPARD II Programme on the MAEP website and the IA website	MA IA	2,000	April
Training of the MA and IPARD Agency staff on communication and presentation skills – 1 day training	MA	1,000	April
Publication of the Call for Proposals in 1 national newspaper	IA MA	1,000	
Publication of detailed list with the calendar and location of the informational days and/or training seminars for the potential recipients			
NEWSPAPER ARTICLES, approximately 8 (published in regional and national newspapers)		5,600	From April


Plan of Visibility and Communication Activities

Activity	Responsible body/ person	Budget/ EUR	Time schedule for implementation
Organisation of High level event for the start of the IPARD II Programme after the decision for the entrustment of budget implementation tasks	MA	5,000	June- July
Procurement, preparation and printing of promotional materials	MA	20,000	From January
Rental of stand on fairs and various events, distributing brochures, collecting questions and responding to them, etc.	MA	14,000	
Awareness survey		7,000	
TOTAL		353,000	

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CHAIRPERSON


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