

# LESSONS LEARNED



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- Data is EVERYTHING! Get your data and work with them.
- Build an excellent relationship between MA and IPARD Agency otherwise the system does not work.
- Eligibility criteria – clear, wise and based on the sector needs.
- Make a realistic annual plan of calls.
- Communication is key – why did TA measure not help Croatia? Information dissemination to the appropriate stakeholders in light reading.



- Don't promise more than you can deliver – don't create false hopes.
- Strengthen cooperation with advisory services. Build a twinning programme to train them? Think like the farmer, what would you need? Certify them!
- Build an efficient interaction with the technical bodies and train them well.
- Are 3 measures in 1 call the way to go?
- Use Soap opera characters to articulate agriculture measures 😊





**THANK YOU!**