



ACTIVITIES TO BE PERFORMED PRIOR TO RECEIVING APPLICATIONS

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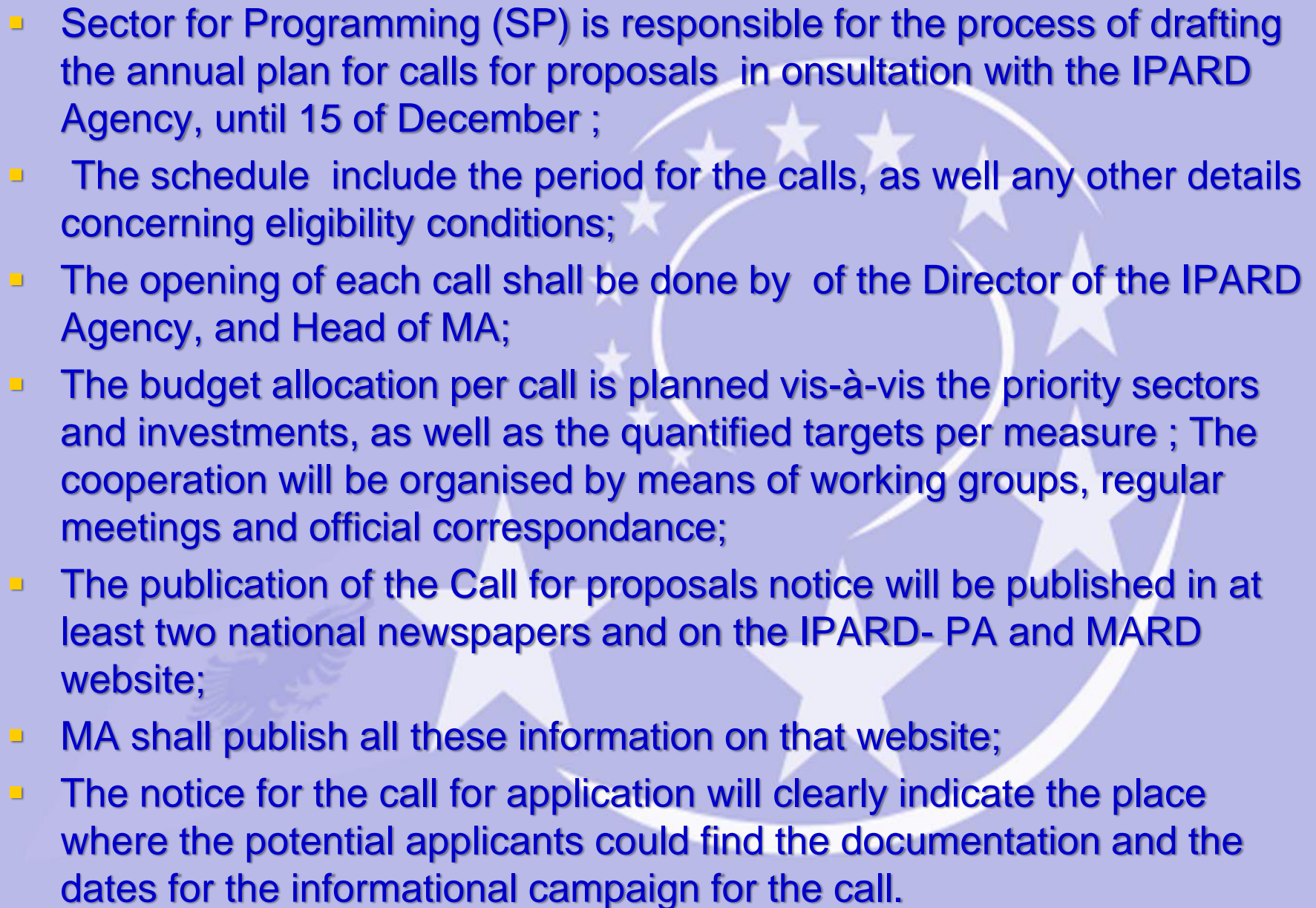
INTRODUCTION

- The draft financial agreement received
- Plan for Visibility and Communication Activities for the period 2014-2020, adopted, May 25th, 2016
- The Plan is important in the aspect of implementation;
- Indicators of achievement
- Draft annual list of publicity actions for 2018
- Carefully planned information and publicity activities, informed targeted audience;
- the main objective is to increase awareness and executing capacity of actors involved in rural development to facilitate and sustain the development of agro-food sector and quality farming through implementing planned measures;

OVERALL COMMUNICATION OBJECTIVES



- Increasing the awareness of the general public about the role of EU contribution to the rural development in Albania;
- Making visible results of the implemented projects and promoting positive contribution of EU and national funds for rural development in Albania;
- Ensuring transparent information on the opportunities provided by IPARD II Programme for all target groups;
- Making visible results achieved through the assistance provided by IPARD II.

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- Sector for Programming (SP) is responsible for the process of drafting the annual plan for calls for proposals in consultation with the IPARD Agency, until 15 of December ;
 - The schedule include the period for the calls, as well any other details concerning eligibility conditions;
 - The opening of each call shall be done by of the Director of the IPARD Agency, and Head of MA;
 - The budget allocation per call is planned vis-à-vis the priority sectors and investments, as well as the quantified targets per measure ; The cooperation will be organised by means of working groups, regular meetings and official correspondance;
 - The publication of the Call for proposals notice will be published in at least two national newspapers and on the IPARD- PA and MARD website;
 - MA shall publish all these information on that website;
 - The notice for the call for application will clearly indicate the place where the potential applicants could find the documentation and the dates for the informational campaign for the call.

Targets Groups



- Potential recipients of the IPARD II Programme, per measure;
- Recipients of the IPARD II Programme;
- Public support services and private consultants;
- Sector stakeholders
- General public (citizens)

Communication and Information Strategy



- In order to ensure the role of the Commission and the transparency , information and publicity shall be adapted to the needs of the target groups;
- Information for potential recipients;
- Public extension services;
- Information and publicity actions for the general public;
- Information regarding the responsibilities of recipients of IPARD funds

Instrument for Publicity Information



- Call for Application Notice,
- Preparation of printed and visual materials,
- Leaflets;
- Brochures;
- Posters.
- Announcement of publicity information on website,
- Preparation of a publicity film for visual and audio media,
- Participation in various events so that publicity activities can be managed,
- Preparation and publishing of press releases and announcements ,
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Instrument for Publicity Information

- Management of publicity activities through the media,
- Participation in seminars and workshops,
- Preparation of promotional materials,
- Preparation of posters, and
- Preparation of stands for agricultural fair and exhibitions
- **Main activities of the information campaign (20)**
- Organisation of high level national events ;
- Organisation of regional information meetings / workshops / training events of 1 day for the potential recipients
- Technical meetings;
- Preparation and dissemination of promotional material in the regions

Presentations on events organized by partners

Preparing, launching and maintaining IPARD II website:

- Call for Proposals notices;
- Guide for Applicants, including all annexes;
- Information about planned informational activities and events for the potential beneficiaries;
- IPARD II Programme;
- FAQ section, to be updated regularly;
- List and contact details of the consultants/advisors;
- List of IPARD II recipients in the respective format, as specified by the Commission;
- All printed promotional and information materials

Information / Training / activities for the recipients

- Informing grant recipients on their visibility obligation;
- Publishing the names of recipients on the IPARD II measures website ;
- Regular information to the mass media
- Preparation of press releases
- Publications / broadcasting
- Trainings for the extension service experts and private consultants

MONITORING OF THE PLAN



- MA will regularly monitor the implementation of the communication activities;
- MA will use set of monitoring indicators to be followed – output and result indicators;
- Evaluation forms/questionnaires have been prepared for the participants in the information days and other events of the Plan.

INDICATORS OF ACHIEVEMENT

Actions	Number	Period
Number of the printed information and publicity material distributed	35 000	2017-2020
Number of printed and visual media published	30	2017-2020
Number of entries to the website about the IPARD II programme and applications	3 000 per year	2017-2020
Number of seminars and organisations realised	70	2017-2020
Number of participants at the seminars and organisations realised	4 000	2017-2020
Number of application forms, guidelines, calls for application and necessary documents to be given to the potential recipients within the scope of the measures of the IPARD II programme	3 000	2017-2020
Applications to the Institution in the framework of the measures of the IPARD II programme	860	2017-2020

DRAFT ANNUAL LIST OF PUBLICITY ACTIONS FOR 2018

Activity	Responsible body/person	Budget /EUR	Time schedule for implementation
1. Preparation and printing of leaflets, folders, posters, banners, CD for the IPARD II Programme measures	MA	8 000	February - March
2. Preparation of TV and radio spots for the promotion of the call for proposals under the measures	MA	40 000	February - April
3. Preparation and printing of the 1 500 copies of Guides for applicants for the Call for Proposals	MA- IA	2 000	March-April
4. Preparation of training materials and delivery of training for the extension services and private consultants to support potential recipients – 5 regional trainings for 200 advisers and private consultants	MA- IA	4 000	February - March
5. Launching the Website of the IPARD II Programme	MA -IA	2 000	February
6. Training of the MA and IPARD Agency staff on communication and presentation skills – one day training	MA	700	February
7. Publication of the Call for Proposals in 2 national newspapers	IA- MA	3 500	March - April
8. Organisation of informational events for potential recipients and for distribution of informational materials – 1 in Tirana and 19 in the regions	MA- IA- ES	11 000	March-April
9. Organisation of High level event for the start of the IPARD II Programme after the decision for the entrustment of budget implementation tasks	MA	2 500	March
Total		70 700	

Overall budget per Measure/Year		2014	2015	2016	2017	2018	2019	2020	Total Available Budget per Measure/ period 2014-2020	National Co-financing in percentage %
Measure 1: Investments in Physical assets of Agricultural Holdings	EU Contribution - €	0.00 €	0.00 €	5,150,000.00 €	5,680,000.00 €	5,410,000.00 €	7,070,000.00 €	8,090,000.00 €	31,400,000.00 €	75.00%
	National co-financing - €	0.00 €	0.00 €	1,716,666.67 €	1,893,333.33 €	1,803,333.33 €	2,356,666.67 €	2,696,666.67 €	10,466,666.67 €	
	Total budget per measure/year	0.00 €	0.00 €	6,866,666.67 €	7,573,333.33 €	7,213,333.33 €	9,426,666.67 €	10,786,666.67 €	41,866,666.67 €	
Measure 2: Investments in physical assets concerning processing and marketing of agricultural and fishery products	EU Contribution - €	0.00 €	0.00 €	5,300,000.00 €	5,570,000.00 €	4,410,000.00 €	6,080,000.00 €	5,140,000.00 €	26,500,000.00 €	75.00%
	National co-financing - €	0.00 €	0.00 €	1,766,666.67 €	1,856,666.67 €	1,470,000.00 €	2,026,666.67 €	1,713,333.33 €	8,833,333.33 €	
	Total budget per measure/year	0.00 €	0.00 €	7,066,666.67 €	7,426,666.67 €	5,880,000.00 €	8,106,666.67 €	6,853,333.33 €	35,333,333.33 €	
Measure 6: Farm Diversification and Business Development	EU Contribution - €	0.00 €	0.00 €	2,200,000.00 €	2,200,000.00 €	1,830,000.00 €	2,500,000.00 €	2,270,000.00 €	11,000,000.00 €	75.00%
	National co-financing - €	0.00 €	0.00 €	733,333.33 €	733,333.33 €	610,000.00 €	833,333.33 €	756,666.67 €	3,666,666.67 €	
	Total budget per measure/year	0.00 €	0.00 €	2,933,333.33 €	2,933,333.33 €	2,440,000.00 €	3,333,333.33 €	3,026,666.67 €	14,666,666.67 €	
Measure: Technical Assistance	EU Contribution - €	0.00 €	0.00 €		550,000.00 €	350,000.00 €	350,000.00 €	500,000.00 €	1,750,000.00 €	85.00%
	National co-financing - €	0.00 €	0.00 €	0.00 €	97,058.82 €	61,764.71 €	61,764.71 €	88,235.29 €	308,823.53 €	
	Total budget per measure/year	0.00 €	0.00 €	0.00 €	647,058.82 €	411,764.71 €	411,764.71 €	588,235.29 €	2,058,823.53 €	



THANK YOU