



Republic of Macedonia
Ministry of Agriculture, Forestry and Water Economy
IPARD Managing Authority

IPARD Programme 2014 – 2020

Implementation stage 1 – preparation for public call

Ohrid, R. Macedonia
07 February 2018



**EU Instrument for Pre-Accession Assistance
for Rural Development (IPARD) 2014-2020**





Activities in stage 1 – before receiving the project applications

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- 1) Informing potential recipients**
 - 2) Training of advisory services/consultants**
 - 3) The call for applications**
 - 4) Good practices**
 - 5) Challenges**



Publicity campaign- communication and visibility of IPARD

- **MA is has the main responsibility for publicity**
- **PA involvement is necessary**
- **Organization includes extension agencies, chambers, NGO in the sector**
- **Targeting:**
 - General public**
 - **Media**
 - **Brochures and leaflets**
 - **IPARD dedicated website**
 - Specific public**
 - **IPARD Info days (approx. 100 per year carried out)**



Training of Advisory services/consultants

○ Advisory services

- ✓ Best partner for Measure 1
- ✓ Ongoing training
- ✓ Communication channel
- ✓ Advisory measure in IPARD

○ Private consultants

- ✓ Training
- ✓ Certification?!
- ✓ List published





4) The call for applications

- **Public calls are carefully planned/ published annual plan- VERY IMPORTANT**
- **Public call per measure or type of investment**
- **Possibility for open call during the year?!**





5) Good practices/efficiency gains

- **Recipients are sharing their positive IPARD experiences with the potential recipients/ Leader farmers**
- **Guarantee Fund and Loan subsidy set in place- big incentive**
- **Training of National Extension Agency**





6) Challenges

- **Better planning**
- **IPARD well known - focus on conditions and criteria (1600 applications)**
- **Improve the quality of applications (better trainings for Advisory and private consultants)**
- **Include new soft measurs (LEADER and Advisory)**
- **Simplify, simplify, simplify**





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THANK YOU FOR YOUR ATTENTION

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