



Managing Authority

*Current situation of the
informational campaign for the
first call for application*

I. Activities performed for launching the first call for applications

October 26th, 2018, the Ambassador of the EU Delegation in Tirana, handed over the letter of entrustment for the first call for application, to the Prime Minister of Albania;

MA and IPARD Agency in close collaboration, prepared the following documents:

1. MA prepared technical specifications for 2 tenders:
 - TV and radio spots and
 - Technical specifications for printing of the informational materials;
2. Preparation and publishing of Prior Notice (one month available in the webs);
3. Preparation of the plan for informational campaign (timeline for IPARD II 2014-2020 and calendar of activities);
4. Publication of GfA with annexes and other activities in respective websites of MARD and ARDA;
5. Preparation of the Action Plan for the first call for application (defining responsibilities of each institution involved);
6. GIZ supported MARD by organising 5 training modules of 5 days each totally of 155 persons specially for the employees of the Public Extension Service and other interested parties and also the broadcasting of TV spots and radio transmission;
7. MA prepared the minutes of meetings and main questions raised during the events.

II. Regional Information Days



Regional events:

- 1 national conference in Tirana;
- 11 regional informational events;

Total no of participants approx 1200 people out of which:

- 582 farmers;
- 123 agro processors;
- 373 other interested people;

Questions raised in the informational campaign:

- Approx 160 general questions raised for the three measures from which 38 were the most frequently questions.

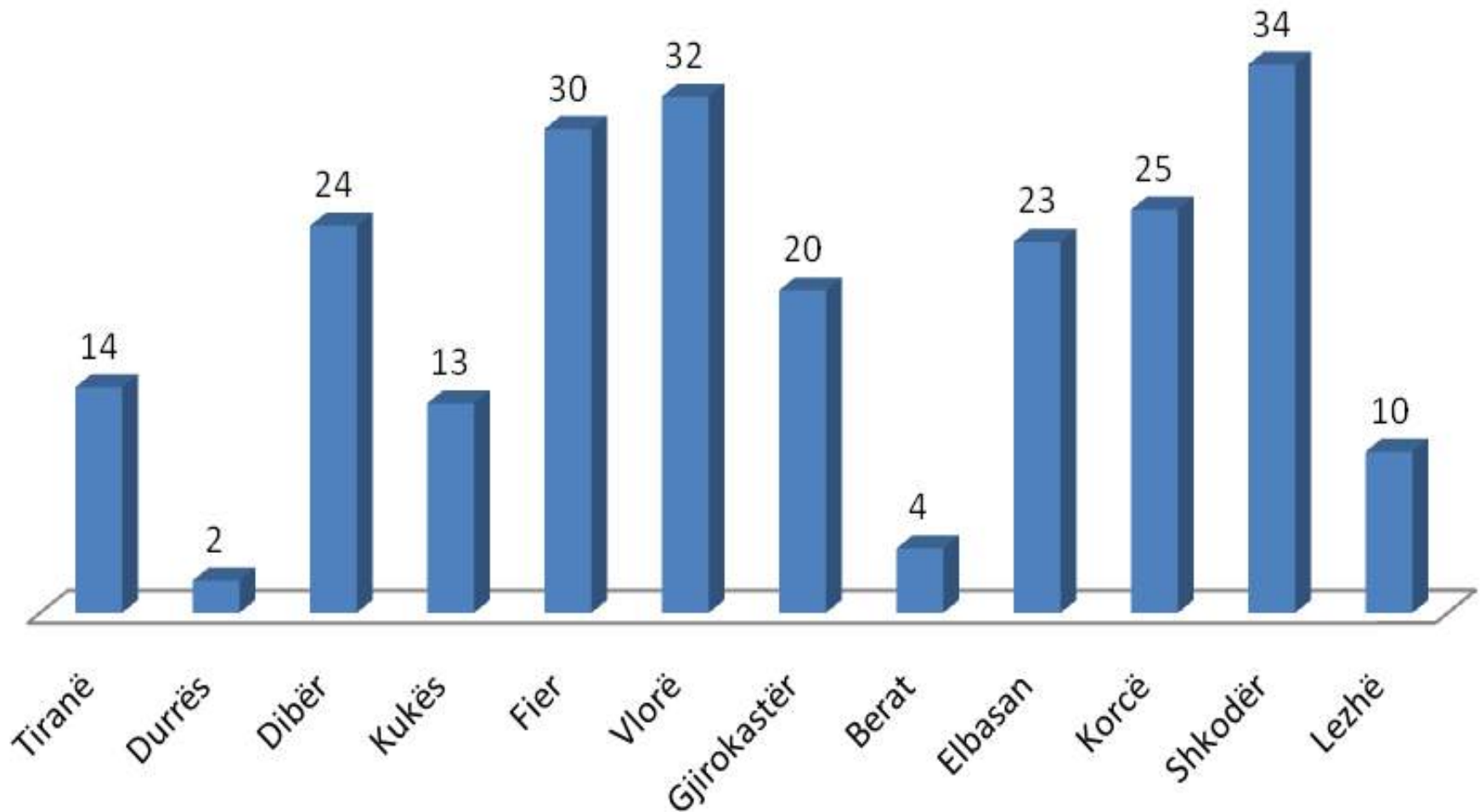
Preparation of questionnaires and distributed to the participants;

256 filled questionnaires, from which:

- 231 persons showed interest and 12 of them do not answer (2 women and 10 men);
- 185 questionnaires were completed by farmers and by 27 agro-processors;
- The high interest to apply were in the regions of Shkodra, Fier, Dibra, Kukes, Elbasan and Lezha (graph below).

III. Statistics from the questionnaires

No. of participants interested in applying



IV. Statistics from the questionnaires

Number of applicants interested to apply based on sectors/ measures

No.	Region	Measure 1				Measure 3				Measure 7							
		M 1- Milk	M1- Meat	M1- Fruits&Vegetable	M1-Grape	M 1- Milk	M1- Meat	M1- Fruits&Vegetable	M3- Wine	M7-Production of medicinal and aromatic plants, mushrooms, honey, ornamental plants, snails	M7-On-farm processing and marketing of agricultural products	M7-Processing and marketing of wild or cultivated MAPs, mushrooms, olive oil, honey, fish and fisheries products, essential oils	M7-Aquaculture (fresh and salt water)	M7-Nature and rural tourism	M7-Services for rural population and businesses	M7-Handcrafts and manufacturing industry	M7-Renewable energy production
1	Tirana	4	2	0	1	5	2	1	1	3	2	5	0	2	0	0	0
2	Berat	0	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0
3	Dibër	2	2	12	1	1	3	9	1	3	0	1	0	4	5	0	1
4	Durrës	3	4	5	1	0	2	5	1	2	2	2	0	0	1	0	0
5	Elbasan	3	0	11	4	6	1	6	2	5	3	8	1	5	1	1	5
6	Fier	8	3	17	1	6	2	6	1	0	4	1	0	0	1	0	1
7	Vlorë	1	5	1	1	0	1	0	1	1	2	4	1	3	2	1	2
8	Korçë	0	0	4	0	0	0	2	0	0	1	0	0	0	0	0	0
9	Kukës	6	3	5	0	6	4	2	1	6	5	1	0	2	3	2	1
10	Lezhë	10	8	1	1	1	2	0	0	4	2	2	0	1	1	0	0
11	Shkodër	10	3	6	4	0	1	0	3	6	0	5	0	6	1	1	0
12	Gjirokastrër	3	3	2	2	2	1	0	0	0	0	1	0	4	0	0	0
Total		50	33	65	16	27	19	32	11	30	22	30	2	27	15	5	10

V. Statistics from the questionnaires

Interest to apply based on measures/ sector:

- **Measure 1:**
 - 65 persons for the sector of fruits & vegetables;
 - 50 interested in milk sector and;
 - 33 interested in meat sector.
- **Measure 3:**
 - 32 interested in fruit and vegetable processing.
- **Measure 7:**
 - 30 interested in production of MAPs, mushrooms, honey, ornamental plants and snails;
 - 30 interested in processing and marketing of wild or cultivated MAPs, mushrooms and honey and;
 - 27 interested in nature and rural tourism.

VI. Statistics from the questionnaires

- **Assessment of level of knowledge for IPARD II, before this information session performed:**
 - 81 of participants have enough knowledge and;
 - 63 of them were very well informed;
- **Additional information to be provided to the interested people:**
 - 117 participants were interested to have clear idea and assistance on application forms;
 - 77 participants for the eligibility of applicants and;
 - 76 of them in kind/ type of supported investment
- **Preferred method to receive information for the calls:**
 - 119 participants were interested to organize more information days/ seminars and;
 - 113 of them for the internet publications

VII. Promotional activities for the informational campaign

Informational materials distributed:

- 980 GfA, 30 000 leaflets, 840 posters; 3 000 flyers; 2 roll-ups and 1 banner.

IPARD II website:

MARD - <http://bujgesia.gov.al/programi-per-bujgesine-dhe-zhvillimin-rural-ipard-ii/>

IPARD Agency- <http://azhbr.gov.al/programi-per-bujgesine-dhe-zhvillimin-rural-ipard-ii/>

Materials published in webs:

- IPARD II Programme;
- Prior notice;
- Guidelines for applicants with all the annexes;
- Events information campaign;
- List and contact details of the consultants/advisors for IPARD and;
- FAQ section (answers to the questions collected from the regional events).

Broadcasting in TV and radio:

- National TV: 3 TV stations with national coverage;
- Regional TV: 4 TV stations with regional coverage;
- Radio station: 2 Radio stations with national coverage.

Major issues identified



1. A very fruitful and a very good collaboration with Paying Agency.
2. Involvement and a very good collaboration with extension services as significant link to the farmers/ agro-processing and other parties interested in IPARD;
3. Increased awareness, participation in each informational event;
4. On time flow of information (informational events and access into the website);
5. Visibility of the programme;
6. Increased trust to the interested parties to apply/ to invest in IPARD II;
7. Mutual cooperation between all stakeholders for the IPARD II.

Problems



1. The informational campaign was developed in a very short time and was very intensive, due to time constraints;
2. Involvement of Technical Bodies in regard to the IPARD Programme should be more deep and active;
3. Ownership of the land;
4. Access to flexible loans from the banks by promoting mechanisms (as guarantee funds and by encouraging banks to widen their inclusiveness in rural credit).

Recommendations



- Direct interaction with target groups and organization of regular informational events;
- Communication activities as a very effective mechanisms to reach large numbers of participants;
- Creating facilities for obtaining the building permits by collaboration with respective institutions;
- More information about the qualified experts/consultants.

VIII. Recommendations

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New package of measures

Measures	Start
Measures first package	
1. Investments in physical assets of agricultural holdings	2018
1. Investments in physical assets concerning processing and marketing of agricultural and fishery products	2018
1. Farm diversification and business development	2018
1. Technical assistance	2019
Measures second package	
5 Advisory services	2020
6. 'Implementation of local development strategies – LEADER approach	2020
7. Agri-environment- climate and organic farming measure	2020

The background is a light blue gradient. It features a large, faint white crescent moon and a circle of twelve five-pointed stars, reminiscent of the flag of the Islamic Republic of Iran. In the lower-left quadrant, there is a faint, semi-transparent map of the Middle East region. The text "Thank you for your attention!" is centered in a bold, dark blue font.

Thank you for your attention!