



**Ministry of Agriculture, Rural Development and Water Administration**  
**Republic of Albania**

**IPARD II Programme 2014-2020**

**Plan for Visibility and Communication Activities for  
the period 2014-2020**

**April 2016**

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## List of Abbreviations

<b>AA</b>	Audit Authority
<b>AIR</b>	Annual Implementation Report
<b>DPERP</b>	Directorate for Programming and Evaluation of Rural Policy
<b>EC</b>	European Commission
<b>EIB</b>	European Investment Bank
<b>ESG</b>	Evaluation Steering Group
<b>EU</b>	European Union
<b>EUR</b>	Euro
<b>FWA</b>	Framework Agreement
<b>INSTAT</b>	Institute of Statistics of Albania
<b>IA</b>	IPARD Agency
<b>IPA</b>	Instrument for Pre-Accession Assistance
<b>IPARD</b>	Instrument for Pre-Accession Assistance for Rural Development
<b>LAG</b>	Local Action Group
<b>MA</b>	Managing Authority
<b>MAPs</b>	Medicinal and Aromatic Plants
<b>MARDWA</b>	Ministry of Agriculture, Rural Development and Water Administration
<b>MIS</b>	Management Information System
<b>NAO</b>	National Authorizing Officer
<b>NGO</b>	Non-Governmental Organization
<b>NIPAC</b>	National IPA Coordinator
<b>NRDN</b>	National Rural Development Network
<b>SA</b>	Sectoral Agreement
<b>SMD</b>	Sector for Monitoring and Delivery
<b>TA</b>	Technical Assistance
<b>ToR</b>	Terms of Reference

## **1. INTRODUCTION**

Information, communication 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 towards the target audience. In accordance with Article 24 of Framework Agreement and Article 30 of Sectoral Agreement, all visibility and communication activities will be planned, implemented, monitored and evaluated within the framework of the Visibility and Communication activities plan for the period 2014-2020, with the main objective to increasing 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. Managing Authority in cooperation with IPARD Agency is responsible for drawing-up a plan of visibility and communication activities, which should be agreed with Commission and approved by the IPARD II Monitoring Committee no later than one year after the adoption of the IPARD II Programme (July 20, 2016).

### **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) laying down rules for the application of Regulation (EU) No 1305/2013 of the European Parliament and of the Council on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) – Annex III – Information and publicity referred to in Article 13.
- FRAMEWORK AGREEMENT - Law no. 37/2015, for the ratification of the "Framework Agreement between the Republic of Albania, represented by the Council of Ministers of the Republic of Albania and the European Commission for implementing rules to the financial support of the EU for Albania in the framework of the Instrument for Pre-accession Assistance (IPA II)".
- SECTORAL AGREEMENT - Law on Ratification of the Sectoral Agreement between the Republic of Albania and the European Commission on the provisions for management and implementation of Union financial assistance to the Republic of Albania under the Instrument

for Pre-Accession Assistance in the policy area 'Agriculture and rural development' (IPARD) No 30/2017 date 17 March, 2016.

- The IPARD II Programme - Chapter 15 “Publicity, Visibility and Transparency in accordance with IPA legislation”- adopted by the EC Decision C(2015) 5073 of July 20<sup>th</sup> 2015, following the favourable opinion of the IPA II Committee on 30 June 2015.

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.

## **2. 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 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.

The specific objectives of the Plan shall be:

- To ensure a sufficient number of good quality applications and transparency of implementation 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 positive contributions of the EU and national funds to rural development in Albania.
- Ensuring transparency of public support by publishing the names of supported recipients.
- Increasing awareness of the general public about the EU accession process and IPARD II support to Albania.

## **3. TARGET GROUPS**

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

### **3.1. Potential recipients of the IPARD II Programme**

Under the support of IPARD II Programme, three measures will be implemented at the first stage.

Measure 1 will support investments in agricultural holdings in the sectors of milk, meat and fruit, grape and vegetables. The measure targets commercial farms with potential for growth. It is estimated that there are 8 000 potential beneficiaries under this measure. This sub-group is spread in all regions of the country and major share of it lacks tradition and willingness for regular contacts with farmer’s associations. This implies that information campaign has to utilize communication tools, such as mass media, regional informational events, and direct information provision.

Measure 2 will support investments in processing and marketing of agricultural products. Potential beneficiaries are SMEs in dairy, meat, fruit, vegetable processing sector and wine producers. The sector is well organized and has well established branch associations. The potential number of beneficiaries is sufficiently known. That implies that the communication of information could be effectively channelled by their branch associations, such as Albanian Agribusiness Council, Albanian Dairy and Meat Association, and other.

Measure 3 will support investments for farm diversification and business development. The measure will support set of activities, such as: production of Medicinal and Aromatic Plants (MAPs), mushrooms, honey, ornamental plants and snails; processing and marketing of wild or cultivated MAPs and mushrooms, honey; on-farm processing and direct marketing of agricultural products; aquaculture; nature and rural tourism; services for rural business and population; handicrafts and manufacturing industry; renewable energy production and use. Eligible recipients are 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 and in developing eligible activities under the measure. This implies that information campaign has to utilize communication tools, such as mass media, regional informational events, and direct information provision.

Most of the potential recipients have limited knowledge on the EU funding requirements and thus face specific information needs and require knowledge and guidance on the details of funding rules, and on project preparation process.

### **3.2. Recipients of the IPARD II Programme**

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 publicity and visibility. Providing specific information to the recipients, which have been already approved for support, will lead to timely and correct implementation of the projects and promotion of results.

### **3.3. Public support services and private consultants**

- MARDWA technical offices on national and regional level;
- MARDWA extension services on national, regional and municipal level, including Technology Transfer Centres.
- *Extension services* provide free technical assistance to farmers. The aim is to increase income. There are three levels of extension services: central level, regional level and local level, with a total of 285 employees. At regional level, each of the 12 Agriculture Directorates have the extension services which consist of 5-6 subject matter specialists in vegetables, fruit trees and plant protection, livestock specialists. There are also some agriculture economists. Other extension officers from the Agriculture Information Centre (AIC) operate in the field, who are in

direct contact with farm community. The public extension service cooperates closely with other actors such as the MA, IPARD Agency, NGOs and donor projects.

It is of crucial importance that the support services are fully prepared to offer advice to potential recipients at the moment of the launch of calls. Private consultants will also be invited to take part in the training sessions.

In addition, the extension 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 extension services have been trained and involved in the implementation of the IPARD-like grant scheme.

### **3.4. Sector stakeholders**

This group is considered to consist of: professional organizations, economic and social partners and other NGO, consultancy companies and financial institutions. It may 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 already acquired in supporting of grant projects under the IPARD-like grant scheme. Their informational needs relate to obtaining of information for detailed eligibility rules and procedures.

### **3.5. General public (citizens)**

The general public will be targeted mostly with the idea of raising awareness about the IPARD II Programme, its implementation and results as part of the larger framework of the EU pre-accession assistance in Albania. The main aim will be to provide information about the funding opportunities under the IPARD II as well as to contribute to the visibility and transparency of IPA assistance in general. Mass media is an important tool in promoting objectives and results of the IPARD II Programme, in providing information to the potential beneficiaries, in ensuring transparency and accountability of the IPARD II support.

## **4. SPECIFIC OBJECTIVES BY TARGET GROUP**

### **4.1. Potential recipients**

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

## **4.2. Recipients**

- Ensuring that selected grant recipients understand and correctly implement EU visibility requirements.
- Ensuring promotion of the results of the supported projects and the EU funding.

## **4.3. 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.

## **4.4. Public support services and private consultants**

- Ensuring that public support services and private consultants supply the potential recipients with all needed and relevant information on project opportunities, requirements, and management procedures.

## **4.5. General public**

- Raising awareness about the IPARD II support to the general public.
- Promoting objectives of the IPARD II Programme and its implementation results.

# **5. 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.

## **5.1. Information for potential recipients**

Managing Authority and the IPARD Agency shall be responsible for the information of potential recipients 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;
- Eligibility of expenditure conditions to be met in order to qualify for financing under IPARD II Programme;
- Description of the procedures for examining applications for financing, and timing;
- Criteria for selecting and evaluating projects to be financed;
- 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 which can act as relays are involved in the information measures for potential recipients, and in particular:

- Local and regional authorities, including MARDWA Regional Directorates, veterinary and food safety authorities, extension services.
- Professional organizations, specifically: Agriculture University of Tirana, Agriculture University of Korca, Professional secondary school of Kamza, Albanian Savings and Credit Union, Albanian Agribusiness Council.
- Economic and social partners - Branch organizations in the field of agriculture and rural development) such as: Albanian Dairy and Meat Association (ADAMA), Livestock Entrepreneurs Association of Albania. (LEA), Albanian Tourism Association, Union of Farmers Association in Albania, QUODEV, horticulture Albanian businessmen association, Albanian essence producers and cultivators association.
- Non-governmental organizations, especially bodies promoting equality between men and women and bodies working to protect the environment, such as: Institute for organic Agriculture, Institute for Democracy and Mediation, Albanian women Association, etc.

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

## **5.2. Public extension services**

In the process of implementation of the IPARD II Programme, the *extension service* of Albania will play an important role. It will be the main partner to the MARDWA 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 extension service will be directly involved in delivery of information campaign (support for organisation of regional events, day-to-day provision of information) and dissemination of promotional materials.

The *extension service* is organised and managed by MARDWA. Extension service provides information, advice and training to farmers and agri-business. In total, it has 290 employees at central, regional and local levels. Extension service regional sections are based at the 12 Regional Directorates of MARDWA, employing between 3-4 subject matter specialists (vegetable experts, fruit growing experts, livestock experts, and farm economists). Extension services operate at local level 120 Agriculture Information Centres, which are in direct contacts with the farm community – in Elbasan, Shkodra, Fier, and Korca being the biggest, with an average of 14 employees each.

Within the extension services, five Agricultural Technology Transfer Centres (ATTC) are set up – in Fush, Kruja, Korca, Vlora, Lushnja and Shkodra, - responsible for conducting applied research in various fields of agriculture. The ATTC support MARDWA in strategy formulation and design of national schemes and strategies, facilitate technology transfer to agriculture and food processing businesses, supply high certified genetic materials for some kinds of seeds and seedlings, etc. The total number of employees at ATTC is 280.

The public extension service and the Agricultural Technology Transfer Centres every year reach with information up to 20% of the farmers and agribusinesses. More than 8 000 farmers annually are assisted by the extension service staff to apply to and benefit from the national support schemes.

### **5.3. Information and publicity actions for the general public**

Managing Authority shall inform the public of the scope of IPARD II Programme 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, 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 websites of the Ministry of Agriculture and the IPARD Agency. The potential recipients may address themselves to the IPARD Agency by telephone, post, e-mail or in person in order to obtain information. These applications for information shall be recorded by the IPARD Agency.

IPARD Agency is responsible for the annual publication (electronically or otherwise) of the list of 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.

### **5.4. Information regarding the responsibilities of recipients of IPARD funds**

In the Guideline for applicants for the implementation of each of the IPARD II Programme measures, it 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 Guideline for Applicants 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's 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 concerning their obligations.

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

Where an operation under an IPARD II Programme results in an investment in which the total public support exceeds EUR 20 000, the recipient shall place an explanatory plaque. An explanatory plaque shall also be installed in the locations of the local action groups financed under the measure "Implementation of local rural development strategies – LEADER approach".

A billboard shall be erected at the sites of infrastructure works or construction when total public support exceeds EUR 100 000.

The billboards and plaques shall carry a description of the project/operation and the elements in accordance with the provisions under Annex 8, point 2.2 (5) of the Sectoral Agreement. The IPARD Agency shall provide the necessary support in implementing these measures.

The expenditure incurred for these measures shall be eligible for Union co-financing and shall be funded from the relevant project's allocated funds.

## **6. INSTRUMENT FOR PUBLICITY INFORMATION**

### **6.1. Printed materials**

The IPARD II Programme will be printed in English and Albanian languages and will be distributed to stakeholders, donor organisations and other interested parties. The IPARD II Programme will also be available on the website in electronic format.

#### **Leaflets**

Leaflets will be produced by measure, providing 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. Leaflets will be also available on the website in electronic format.

#### **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. Brochures will be available on the website in electronic format. A database of successful projects will be created based on the results of the evaluation and monitoring activities.

#### **Posters**

A poster will be produced, which 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 Albania during the implementation of the IPARD-like grant scheme. The posters will be displayed in the municipal offices as well as offices of the extension services, in the buildings of branch associations, in the municipalities' public buildings and places. The poster will contain contacts for further information and address of the IPARD II website. Electronic version of the poster will be placed on the website. Dissemination of the posters in the regions and municipalities will be made by the extension services.

### **6.2. Main activities of the information campaign**

Main activities to take place during the period covered by the Communication Plan are as described in the sections below.

### **6.2.1. Organisation of high level national events**

High level National events will be organised to mark significant IPARD II Programme milestones. A major information event will be organised publicising launch of the Programme; one major information activity a year - promoting funding opportunities and presenting achievements of the Programme, providing good project examples, good practices, and lessons learned.

The first national event will be organised during the period before launching the Call for proposals. The main objective will be to raise awareness on the IPARD II measures and to start information campaign for the potential recipients on forthcoming funding opportunities.

*Target groups:* Sector stakeholders, potential recipients, media, general public.

### **6.2.2. Organisation of regional information meetings / workshops / training events of 1 day for the potential recipients**

Information campaigns for potential recipients of support will be organized and delivered for providing information about funding opportunities under the three measures, containing information on: eligible sectors, detailed information about the eligibility of actions, eligibility of recipients, business plan requirements, how to apply, and the procedure to follow.

Information campaign will be organised on national and regional level (in 20 regions) and delivered after the Guide for Applicants is made available on the IPARD II measures – MARDWA and ARDA website.

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

The info package shall include general information about IPARD II measures, Brochure for the Call for Proposals, CD with a copy of Guide for Applicants, including all annexes, and an evaluation form. At the day of the informational event, press conference for regional media will be organised.

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

### **6.2.3. Technical meetings**

Two one-day meetings will be organised on a technical level:

- Information event with instructions to the Regional Directories of Agriculture and extension services about organization of regional offices of ARDA on storing and dissemination of printed materials, preparation of list of participants to be invited.
- Information meeting for the MARDWA central staff, including technical bodies, regarding the grant schemes opportunities and challenges.

#### **6.2.4. Preparation and dissemination of promotional material in the regions**

Promotional printed material will be distributed to ARDA regional offices and disseminated to the potential beneficiaries by regional and local extension services. Promotional printed materials will be distributed during the informational events (national and regional) and will be given for distribution to selected stakeholders.

#### **6.2.5. Presentations on events organized by partners**

The MA/IPARD Agency will present IPARD II Programme at sector events and events organized by stakeholders and partners with a well-staffed stand, sufficient materials and will arrange presentations on seminars/workshops.

### **6.3. Preparing, launching and maintaining IPARD II website**

The IPARD II single website will be launched with the launch of the first IPARD II Call for Proposals. The information to be supplied on the website of the IPARD II is as follows:

- 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.

### **6.4. Information / Training / activities for the recipients**

#### **6.4.1. Informing grant recipients on their visibility obligation**

The specific obligations on visibility are stipulated in Annex V of the Grant Contract. All recipients will be provided with instructions on visibility during planned trainings for the beneficiaries.

#### **6.4.2. Publishing the names of recipients on the IPARD II measures website**

*Responsible:* ARDA.

*Timing:* After the investment project is implemented by the recipient.

### **6.5. Regular information to the mass media**

The MA will promote IPARD II programme funding opportunities, its progress and achievements in national and local mass media. The following main tools will be used:

## **Preparation of press releases**

Press release for each of information events will be prepared by the MA and sent to all media outlets.

## **Organisation of Press Conferences**

Press Conferences will be organised during the high level national events, as well as for the launch of the Call for proposals and other activities of significant importance for implementation of the IPARD II measures.

## **Publications / broadcasting**

TV Spots will be produced and broadcasted for the promotion of the IPARD II measures and the Call for Applications. TV spots will raise awareness of the IPARD II funding opportunities. The TV spots will provide general information about the IPARD II measures for awareness raising and for the potential recipients. The TV spots will be produced and broadcasted on the National and local TV stations. The TV spots will be made available on the website as well. The annual list of publicity actions will establish the frequency and schedule of broadcasting.

### **6.6. Trainings for the extension 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. Trainings for the extension services and the private consultancy will be organised prior to launching of the Call for proposals and will focus on the National Rulebook, Guide for applicants, and, more specifically, on how to support potential recipients to fill the application forms and the preparation of business plans. The List of the Extension services offices and contact details of the private consultancies will be made available to the potential recipients on the IPARD II website. The training will be provided by IPARD Agency and the MA.

## **7. 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 publicity 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:***

- 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;
- Updating the Plan annually;
- 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 the IPARD MC meetings;
- Ensuring the establishment of a single website of the IPARD II Programme.
- 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 MARDWA bodies/departments in implementing activities under the plan.

***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 Framework Agreement. 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 is 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, as per priority axis;
- 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;
- For publishing the National Rulebooks/Guide for Applicants on the website;
- For launching the call for proposal, after agreement of the MAs;
- For collecting the questions of the potential recipients, drafting answers and after the approval by the MA, publishing FAQs on the website;

- For training/instructing recipients for the successful implementation of the project, including their communication and visibility obligations.

***MARDWA extension services, coordinated by MA, will be responsible for:***

- Receiving, storing and redistributing to the regional and local offices printed and promotional materials;
- 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 event;
- Dissemination of the promotional materials to the potential recipients;
- Collection and processing of monitoring data for each regional information event and for disseminating promotional materials, collection and processing of participant's evaluation forms, preparation of regular monthly reports to the MA, according to the 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, the 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 the EU visibility requirements. It will be applied to all presentation materials, posters, brochures, folders, and other communication activities as well as for the visibility obligations of the recipients.

Regular liaison between MA / IPARD Agency and Delegation of the EU to Albania regarding communication will take place. The activities will include high-level participation of the Delegation at key events.. At a later stage of the implementation, the MA / IPARD Agency will provide the Delegation with examples of projects that can be visited during high-level missions to promote visibility. The MA/ IPARD Agency will facilitate such visits.

IPARD Agency shall guarantee that the recipients strictly fulfil the visibility obligations as provided in 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:

1. All information and communication measures provided by the recipient shall acknowledge support from the IPARD II by displaying:
  - 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;
  - 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 Albania.
    - The billboards, posters, (explanatory) plaques and websites, as mentioned under 4 and 5, shall carry a description of the project/operation, 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.

## **8. MONITORING OF THE PLAN**

MA will regularly monitor the implementation of the communication activities. For this purpose, 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. This will be a major source of feedback for the quality of the event and satisfaction of the participants. Standard monitoring report template will be prepared by the MA for the extension services and other support offices to be completed after each event. Monitoring of the media plans and media coverage will also be implemented.

Two focus groups will be organized by the MA annually, after national event and regional information campaigns on which will be invited representatives of sector stakeholders and extension services and other support offices to discuss the main achievements, problems faced and lessons learned.

The MA will coordinate and guide the bodies – providers of monitoring data and monitoring reports. MA will be responsible for the preparation of regular annual reports for the implementation of the Plan of Visibility and Communication activities, which after consultation with the IPARD Agency, will be sent to the IPARD II Monitoring Committee.

## **9. ROLE OF THE IPARD II MONITORING COMMITTEE**

The IPARD II Monitoring Committee (MC), as part of its work shall consider and approve the Plan of Visibility and Communication activities for the IPARD II as well as any subsequent updates of the Plan. The IPARD II MC shall examine the reports on the implementation of the Plan. At the meetings of the IPARD II MC, 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 MC will be undertaken by the Managing Authority. Appropriate arrangements will be made when important events are held in connection with the MC and the Commission.

For each IPARD II MC Meeting, press coverage will be organized to present the progress of the Programme and the work of the MC.

## **10. INDICATORS OF ACHIEVEMENT**

Achievement of general and specific objectives of this Plan will be monitored by the indicators, which are listed below.

<b>Actions</b>	<b>Number</b>	<b>Period</b>
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

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 Extension services;
- Each year representatives of sector stakeholders and extension services will be invited to two focus groups in five regions.

## 11. RESOURCES

### 11.1. Human resources

MA

Grigor Gjerci – Head of the MA

Edlira Linza

IPARD Agency

Bledi Kurti

MARDWA Extension Services

Barie Rexha - Head of Department

### 11.2. Financial resources

Indicative budget planned for the period of the implementation of the IPARD II Programme is EUR 800 000 and will be financed from the TA measure.

## 12. DRAFT ANNUAL LIST OF PUBLICITY ACTIONS FOR 2017

Activity	Responsible body/person	Budget /EUR	Time schedule for implementation
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<b>Activity</b>	<b>Responsible body/person</b>	<b>Budget /EUR</b>	<b>Time schedule for implementation</b>
1. Preparation and printing of leaflets, folders, posters, banners, CD for the IPARD II Programme measures	MA	10 000	January - March
2. Preparation of TV and radio spots for the promotion of the call for proposals under the measures. Broadcasting of promotional spot on 3 National TVs (3*10 days*2 times/day). Broadcasting of promotional TV spot on 10 Regional TVs	MA	50 000	January - May
3. Preparation and printing of the 1 500 copies of Guides for applicants for the Call for Proposals	MA IA	2 000	March-May
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	5 000	January - 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	January
7. Publication of the Call for Proposals in 2 national newspapers Publication of detailed list with the calendar and location of the informational days and/or training seminars for the potential recipients in 2 national and 20 local newspapers Publication of supplements to two national newspapers with information about the call for proposal	IA MA	3 500	March - May
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	26 000	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
<b>Total</b>		<b>101 700</b>	

For the MA

Prepared by	Controlled by	<i>Approved by</i>
Name	Name	<i>Name</i>
<i>Signature</i> <i>Date</i>	<i>Signature</i> <i>Date</i>	<i>Signature</i> <i>Date</i>

Agreed with IA:

Name:

Signature

Date: