

 <b>MONTENEGRO</b> Ministry of agriculture, forestry and water management	Department for monitoring and evaluation of IPARD, coordination and public relations of rural development
MANAGING AUTHORITY	Version: 1.0
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**Plan of visibility and communication activities - Annual List of Actions – 2024.**

No	Activity	Description of the activity	Responsible body	Target group	Implementing period	Amount	Source of financing	Realisation
<b>Activities of the IPARD III programme</b>								
1.	Videos and advertising	Produce some short videos of successful IPARD II projects.	IPARD Managing Authority/IPARD Agency	General public, potential applicants and recipients	Whole year	5.000€	Technical assistance	
<b>Publishing the results of implementing IPARD II programme</b>								

2.	Publishing the results of public call	Number of applications Total budget of applications Etc. Information will be on the IPARD website; Information will be sent through the media	IPARD Managing Authority/IPARD Agency	General public; Potential applicants and recipients	After the public call is closed	Free of charge		
No	Activity	Description of the activity	Responsible body	Target group	Implementing period	Amount	Source of financing	Realisation
<b>Activities of the IPARD III programme</b>								
<b>Training of the personnel related with PR activities</b>								
3.	Training of trainers	MAFWM will organize workshops and presentation for Extension services to present the IPARD III measure 1, 3 and 7 and the public calls for IPARD III measure 1, 3 and 7	IPARD Managing Authority/IPARD Agency	Extensions services and municipalities employs	I – IV quarter	400€	MAFWM	
<b>Printing of the information and publicity materials</b>								
4.	Preparation of the technical specification for printing material for public campaign	For each public call special guidebook, leaflet/leaflets will be prepared – IPARD Agency For each public call roll up will be prepared – IPARD Managing Authority	IPARD Managing Authority/IPARD Agency		Whole year/depending of the period of the publishing public call	4.500€	MAFWM	

5.	Preparation of newsletters	Preparation of newsletters that will contain information related to IPARD activities (interviews of support users, providing the necessary information regarding the procedures, examples of countries in the region, etc.)	IPARD Managing Authority	Whole year	4.000€	Technical assistance	
<b>Preparation of information for the printed and visual media activities</b>							
6.	Press releases	Press releases will be regularly prepared and spread. Press releases will contain the most actual information about IPARD III programme 1, 3 and 7 measures.	IPARD Managing Authority	Potential applicants and recipients, general public, media	Regularly during the duration of the call	Free of charge	
<b>Publication and broadcasting of printed and visual media (TV, radio)</b>							
7.	Appearances of Ministry's representatives on national television and radio shows, participation in thematic television and radio programmes, appearances of 'extension services' representatives on local television and radio shows	Representatives of the institutions will appear to present the information about the possibilities of the support. In cooperation of the PR department of the MAFWM as much as possible appearances will be organised.	IPARD Managing Authority/IPARD Agency/extension services	General public, potential applicants and recipients	Whole year	Free of charge	

8.	Videos and advertising	Produce some short videos of successful IPARD III support conditions for all Public Calls	IPARD Managing Authority/IPARD Agency	General public, potential applicants and recipients	Whole year	5.000€	Technical assistance	
<b>Announcement of the IPARD programme modification and its implementations on the website</b>								
9.	Updating the IPARD website, Instagram and Facebook page for IPARD	The IPARD website will promote the IPARD III program. On this website and social networks agricultural producers and all stakeholders will find all information they need.	IPARD Managing Authority/IPARD Agency	Agricultural producers and all stakeholders	Whole year	Free of charge		
<b>Organisation of seminars and workshops for information and publicity</b>								
10.	Workshops in different municipalities regarding promotion of IPARD III 1, 3, 6 and 7 measures  Workshops will be covered by media	Before the public call is announced, the promotion of measures/modification of the measures IPARD III 1, 3 and 7 will be done, regarding the eligibility criteria, type of investments, etc. IPARD MA will organized workshops for employs from local municipality regarding to MG.	MAFWM – IPARD MA	Agricultural producers and all stakeholders	Whole year	800€	MAFWM	

11.	Workshops for Associations of agricultural producers	The employs from the extension services will organize workshops for Associations of agricultural producers in every municipality in order to promote public calls	Extensions services	Associations of agricultural producers	Second week after announcement of public call/when needed	Free of charge	/
12.	IPARD III Open Days	Before the publication of public call, invitations will be organized for all interested potential users of IPARD III measures 1, 3 and 7 in the IPARD Managing Authority and IPARD Agency	IPARD Managing Authority/IPARD Agency	Agricultural producers and all stakeholders	I and II quarter		
13.	Workshops in different municipalities regarding IPARD III program published calls  Workshops will be covered by media	Presentation of the public calls for IPARD III program will be organized in almost all municipalities of Montenegro. In coordination between the IPARD Managing Authority and the IPARD Agency, a precise plan of municipalities, dates and employees will be prepared to implement the presentations.	IPARD Managing Authority/IPARD Agency	General public; Potential applicants and recipients	II quarter	800€	MAFWM

**Announcing public calls/Preparation and printing/publishing of the application forms, guidelines, calls for application and necessary documents to be given to the potential beneficiaries within the scope of the measures of the IPARD II programme**

	Announcement/launching of the public call for IPARD III measure 1	Announcement/launching of the public call for IPARD III measure 3	Announcement/launching of the public call for IPARD III measure 7		I quarter			
			The public calls will be announced in Official gazette of MNE and in at least one newspaper.	IPARD Managing Authority/IPARD Agency	General public; Potential applicants and recipients	I quarter		
14.	Announcement/launching public call for IPARD III programme	The public calls and all documentation (including application forms, leaflets, etc.) will be post on the website of IPARD II Programme and also on the Ministry website.  The information about announcement will be sent to all municipalities and stakeholders.		IPARD Managing Authority/IPARD Agency	General public; Potential applicants and recipients	I quarter	3.000€	MAFWM
15.	Organising the press conferences	At least 1 press conference will be organized on publishing of public calls		IPARD Managing Authority/IPARD Agency	General public; Potential applicants and recipients	A week before the public invitation was announced	1000€	MAFWM

**Publishing the results of implementing IPARD II programme**

16.	Publishing the results of public call	Number of applications Total budget of applications Etc. Information will be on the IPARD website; Information will be sent through the media	IPARD Managing Authority/IPARD Agency	General public; Potential applicants and recipients	After the public call is closed	Free of charge	
Total amount						24.500€	

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