

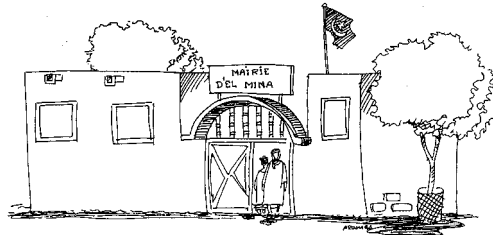
# Communication in Mauritania



London, 18 Dec 93.

Implication of  
civil society

HIPC-Initiative



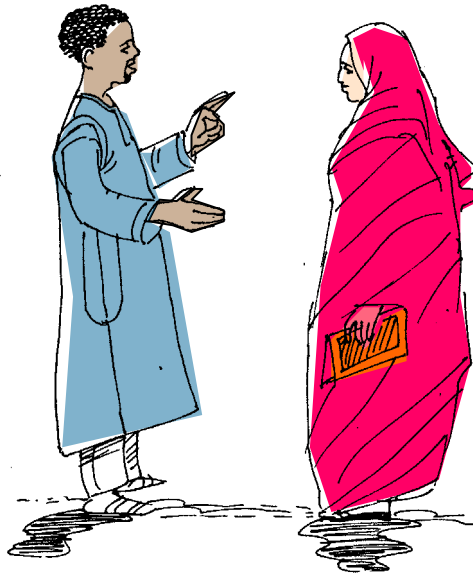
Natural  
resource  
management

Poverty reduction

Good  
governance

Structural  
adjustment

Subsidiarity



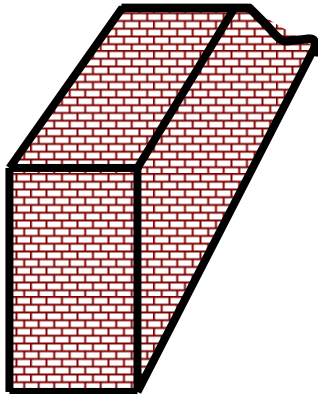
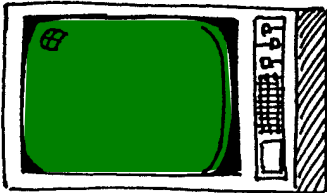
Rio-  
Conventions

Decentralization and  
communal development

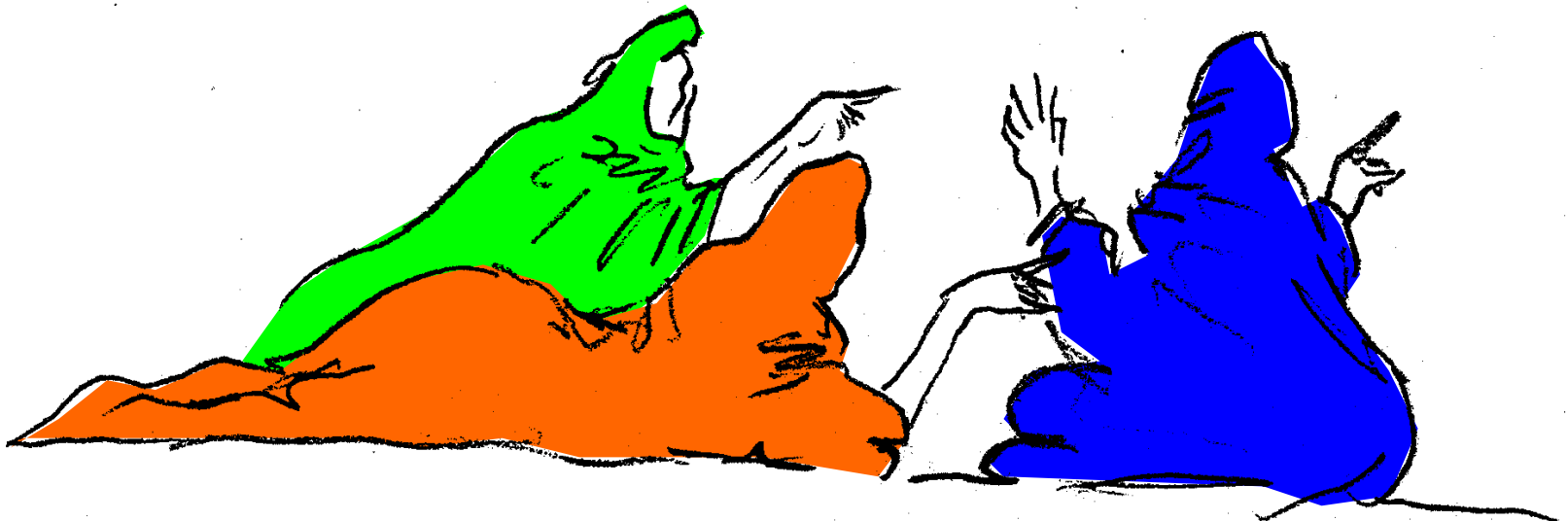
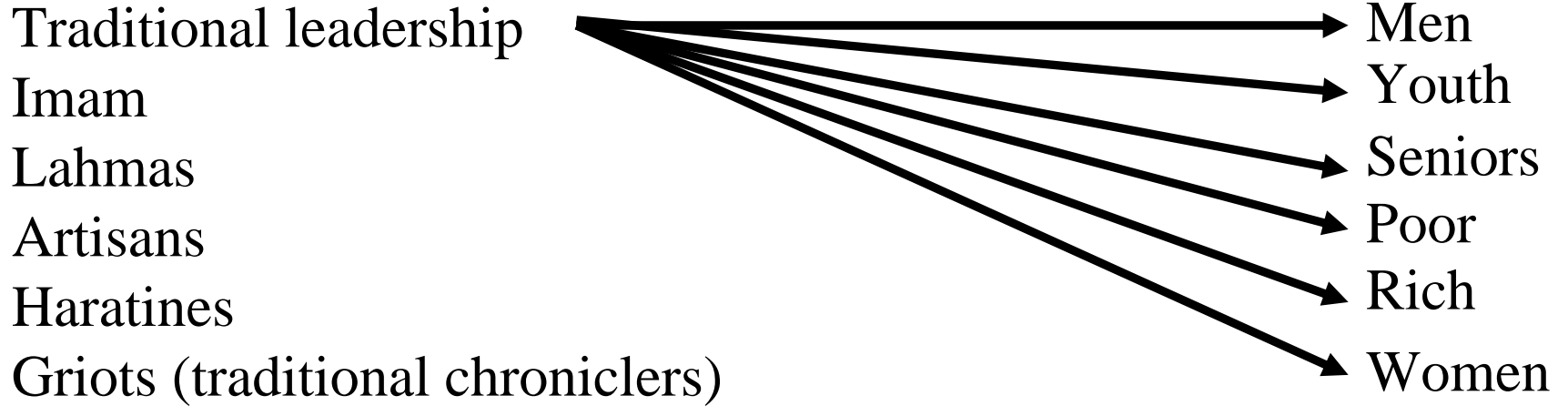
# (3) Communication



# The gap

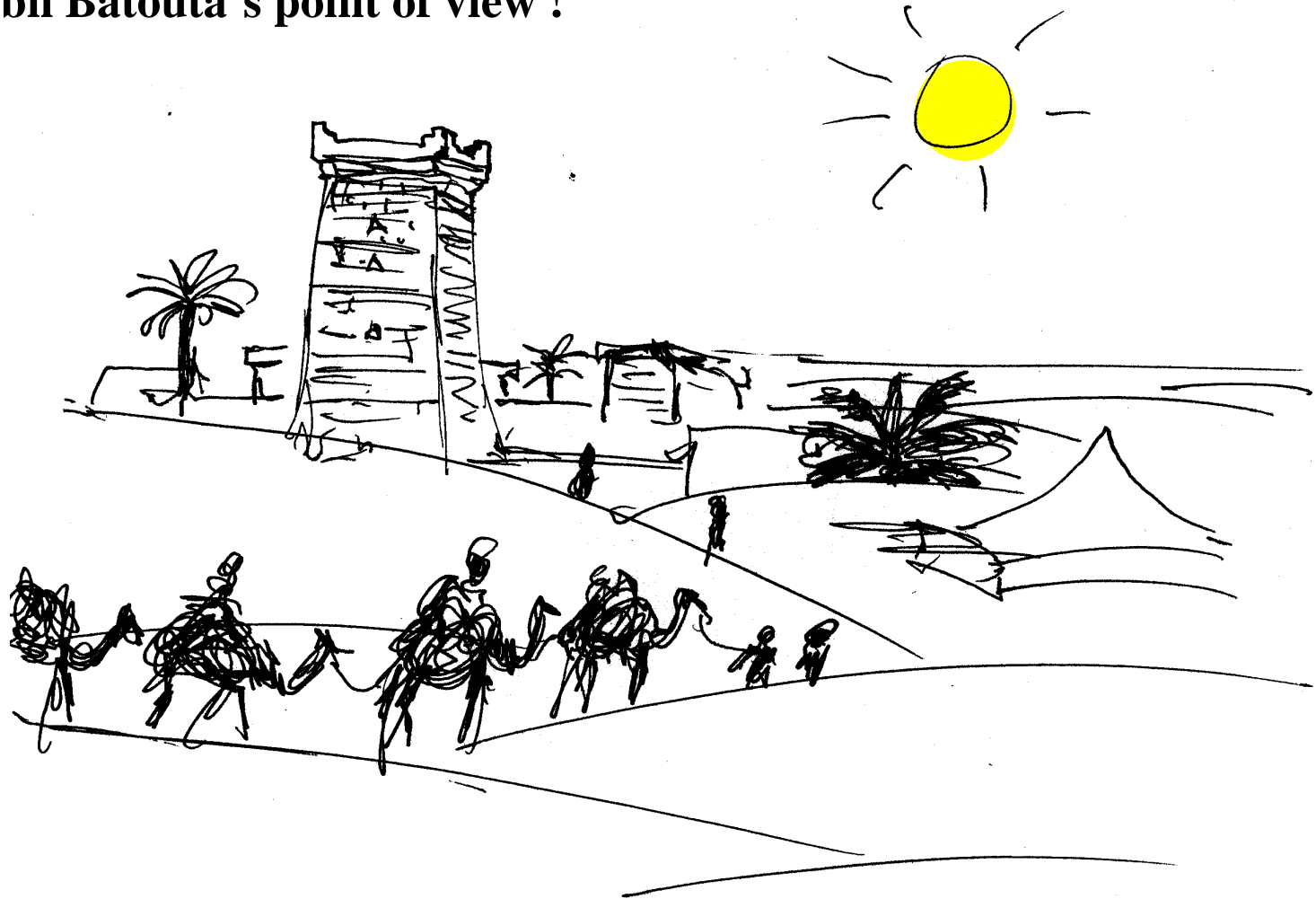


The message or the information differs according to the character of the addressee



## Why women?

Ibn Batouta's point of view !



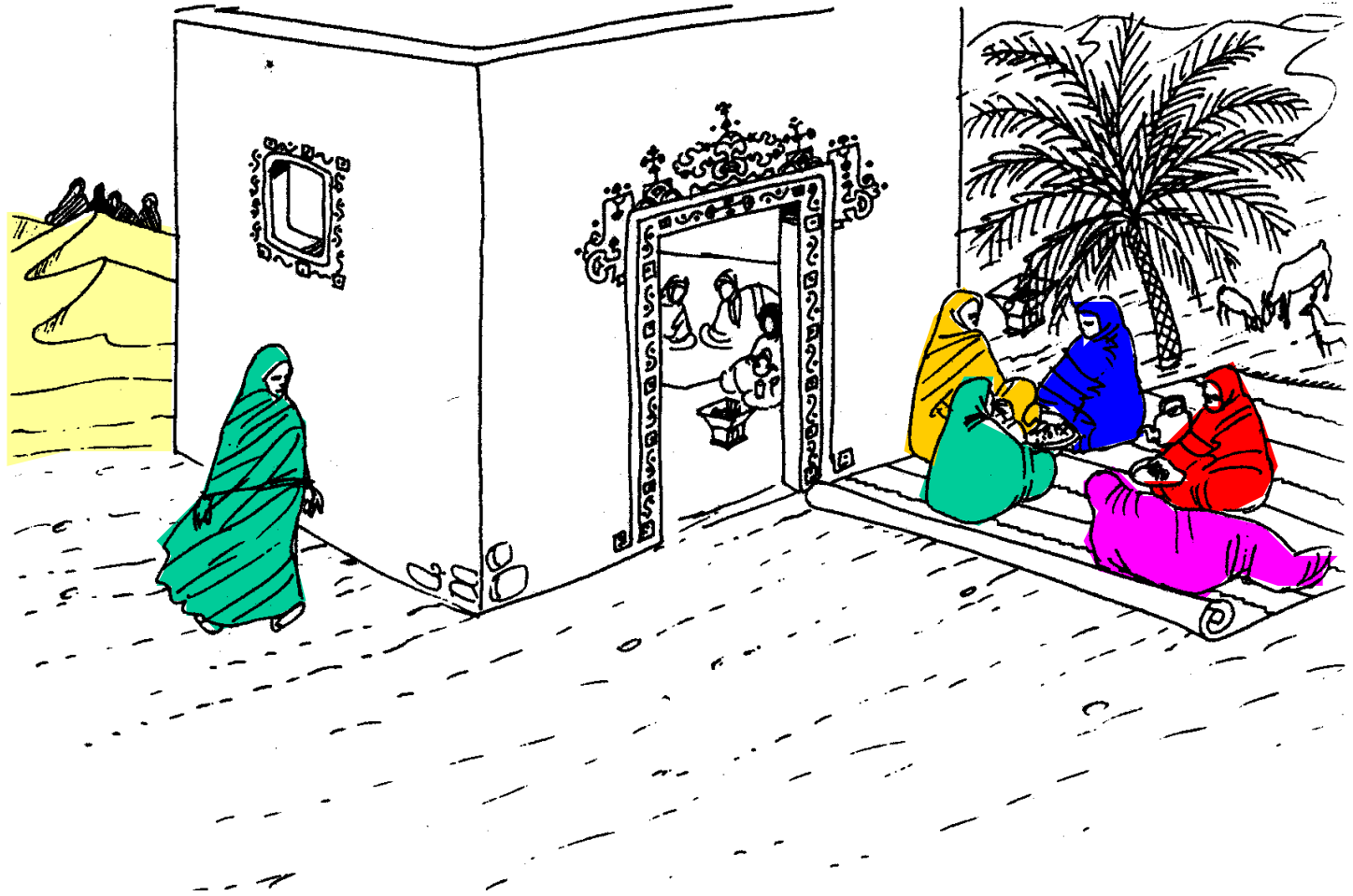
## Why women?

- Stability
- Education
- Solidarity
- They are the holders of information
- They know how to command respect
- In some rural areas 70% of women



A real press phenomenon

**Chtari?**



They are handling the information!

## How to support this power?

### Give them the means:

Focus on participation and sustainability in the strategy

Intellectual support (empowerment, not sensibilization)

Inform them about their rights



### How?

Easier access to information (GLIN for example)



Communicative training (PAC)



# Projet **A**ppui aux **C**ollectivités locales (PAC)

1. Institutional support of the regional structures
2. Local government infrastructures
3. Training of the elected representatives and the population



**The PAC project proposed to do communicative training with the following criteria:**

1. Local governments to identify dynamic people working in profitable cooperatives
2. Promote information exchange between the participants through a communicative training
3. Discuss and provoke an analysis that can help preparing and evaluating the entrepreneurship

**First observations:**

- Only women were chosen by the local governments (mayors)
- Ten time more candidates than expected
- They were ready to pay for the training

# AFOR communicative training in Tintane



© PROJET Appui aux Collectivités Locales (PAC)

Coopération allemande au développement

Aioun El Atrouss, Hodh El Gharbi / Mauritanie

## What did women prove?

1. The general under-estimated power of the Mauritanian woman
2. Her ambitions, her thirst for learning, her desire to participate and to take initiatives
3. The strong solidarity between women ( the social level)
4. Unlike the prejudices it turned out that the needs were more of information and intellectual support than material support



# What is to be taken into account is:

1. A favorable political situation
2. The under-exploited power of women
3. In Mauritania, any communication strategy will not get away from putting the emphasis on women

