

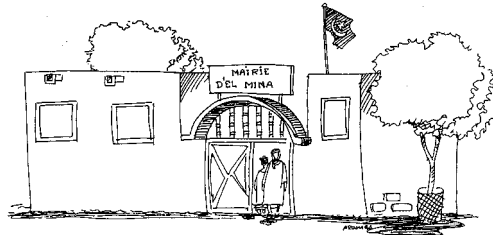
Communication in Mauritania



London, 18 Dec 93.

Implication of
civil society

HIPC-Initiative



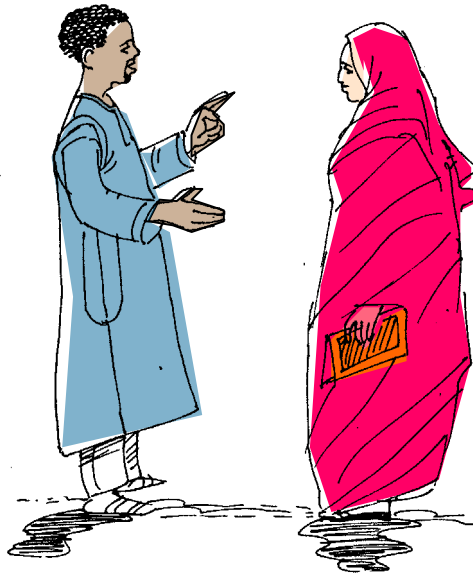
Natural
resource
management

Poverty reduction

Good
governance

Structural
adjustment

Subsidiarity



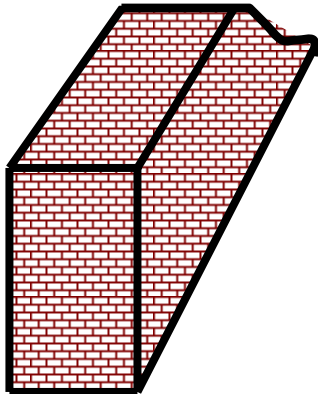
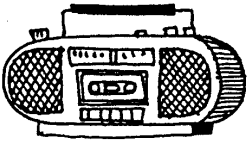
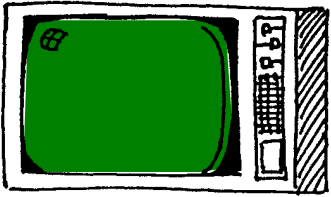
Rio-
Conventions

Decentralization and
communal development

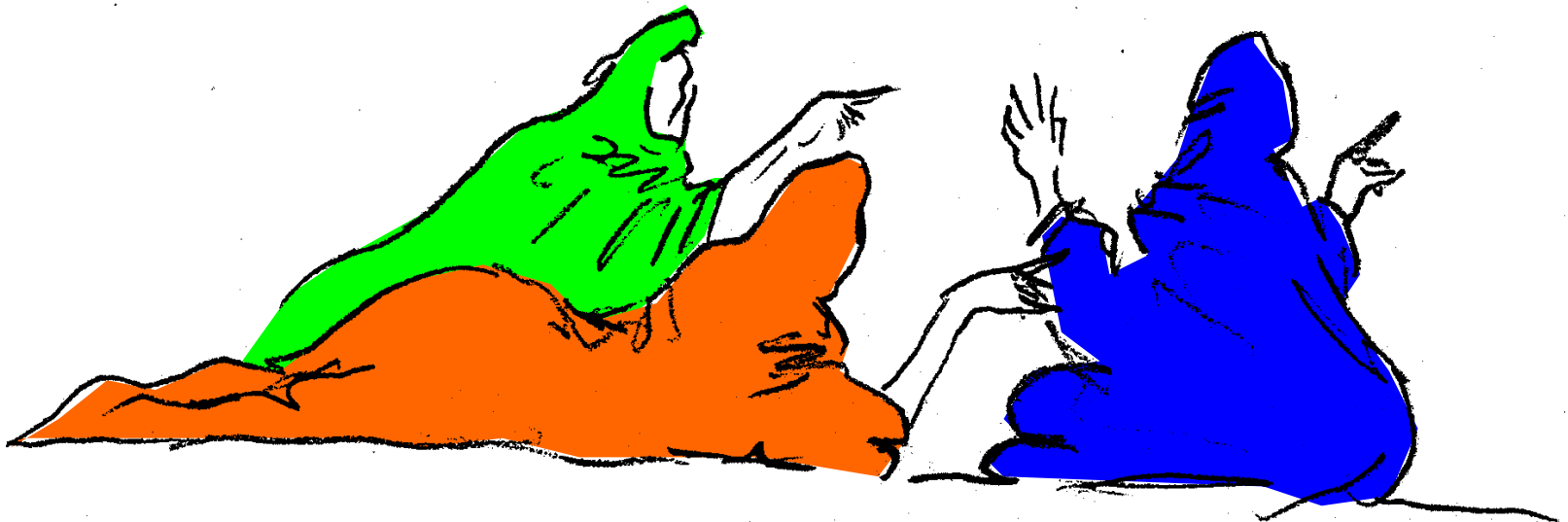
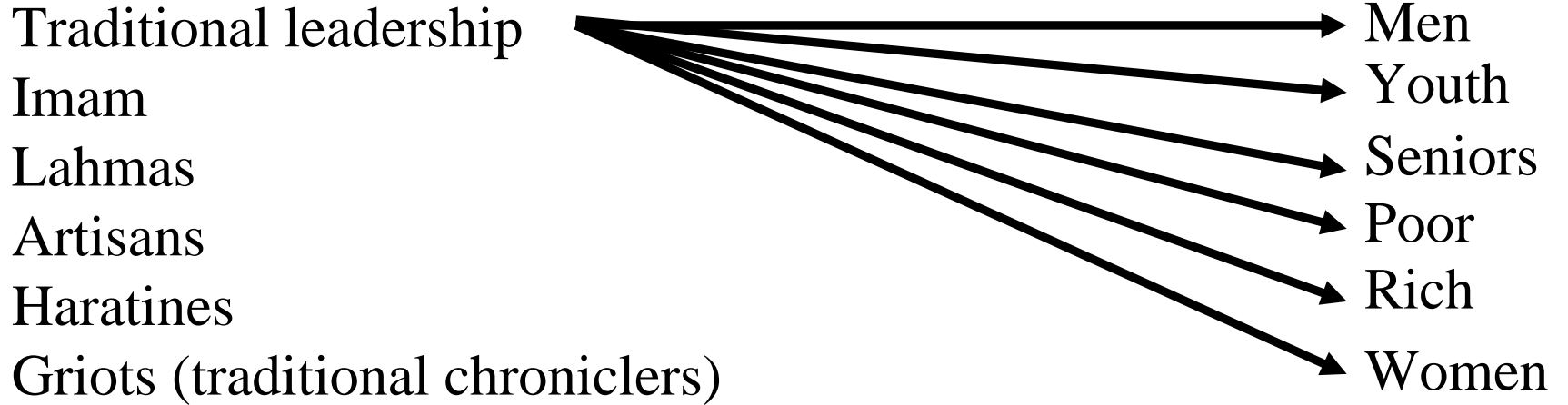
(3) Communication



The gap

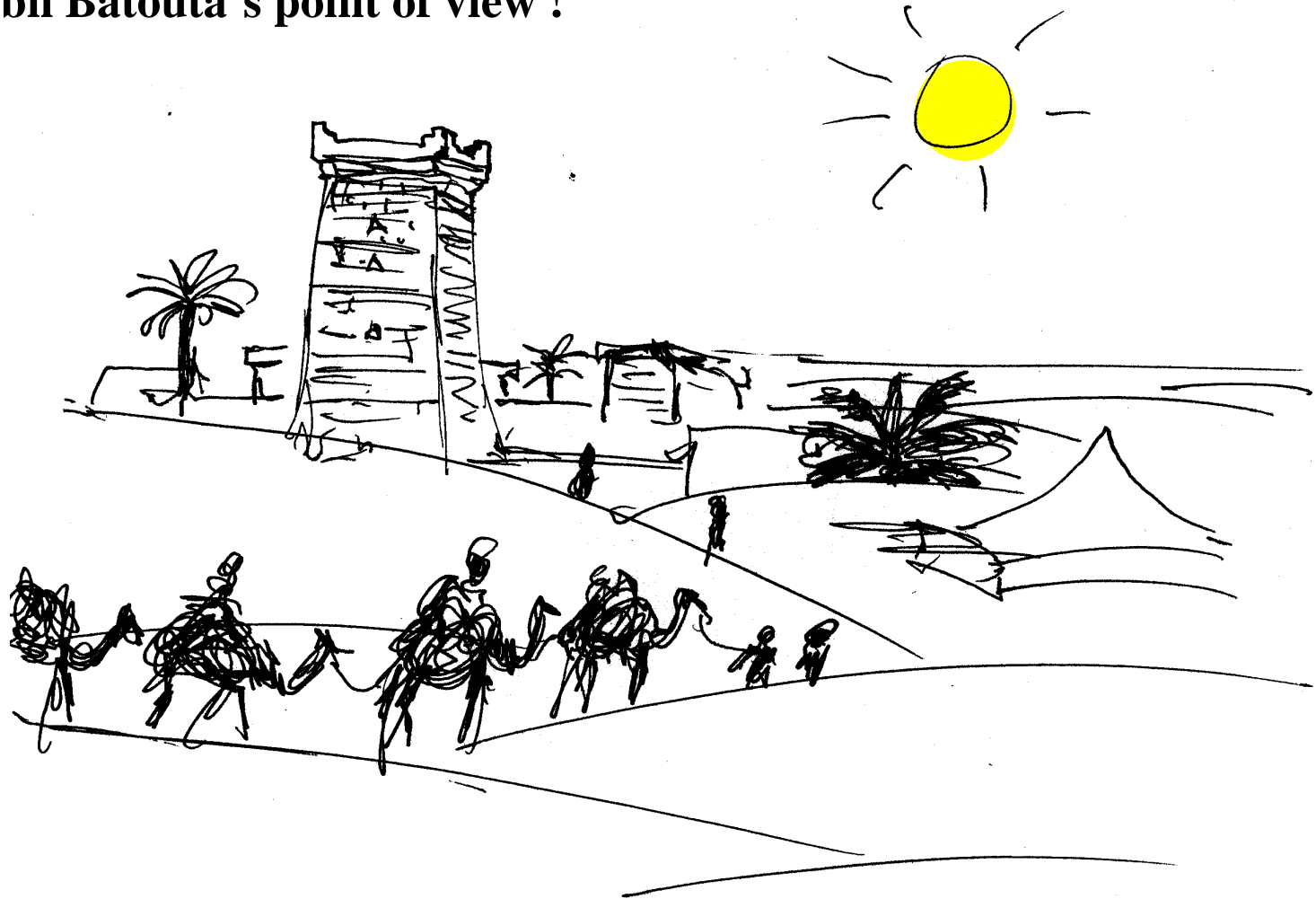


The message or the information differs according to the character of the addressee



Why women?

Ibn Batouta's point of view !



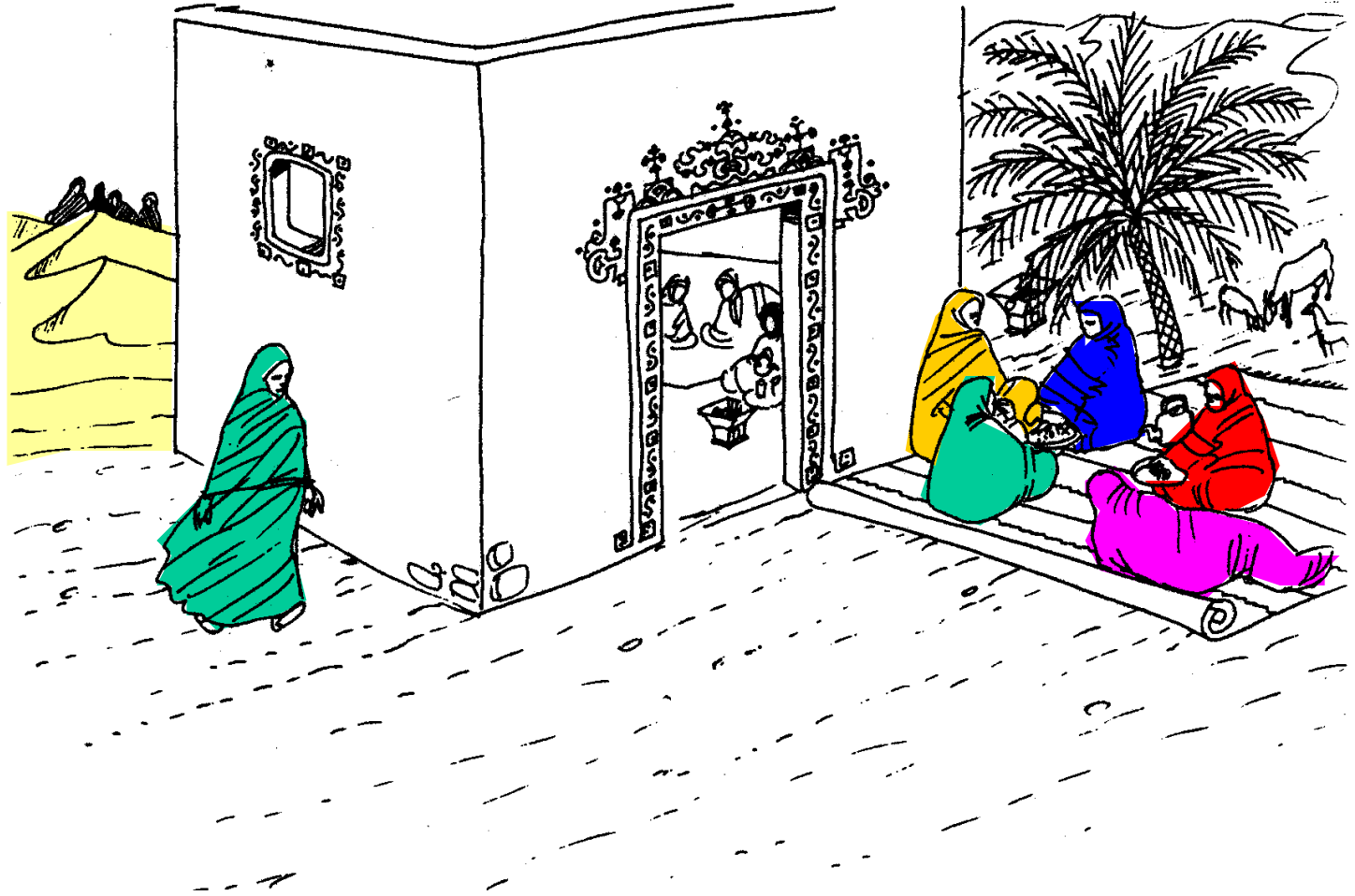
Why women?

- 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

