Migration Partnership Facility

BORDER MANAGEMENT; LEGAL MIGRATION AND MOBILITY

Design and Implementation of a Tailored Information Campaign on Schengen Visas in Mauritania

Project completed

About the Project

The tailored information campaign on Schengen Visas in Mauritania was implemented under the framework of the EU-Mauritania Migration Partnership, established by the Joint Declaration of 7 March 2024. Funded by the European Union through the Migration Partnership Facility (MPF), managed by the International Centre for Migration Policy Development (ICMPD) and implemented in collaboration with GOPA Partners in Action for Change and Engagement (GOPA PACE), the project aimed to provide Schengen visa applicants in Mauritania with clear, reliable and accessible information on visa procedures. By improving applicants' understanding of visa requirements, application procedures and good practices, the project sought to enhance the quality of visa applications, reduce document fraud, and lessen reliance on informal intermediaries.

Partners

This project was implemented by GOPA PACE, in consortium with GOPA Com., under the Technical Assistance and Support Component of the MPF.

Countries

Mauritania

Time frame

February 2025 – March 2026 (13 months)

Budget

EUR 307,784.33 (100% from BMVI)

Activities

A personalised and multidimensional information campaign is designed and implemented

The project successfully designed and implemented a multi-dimensional information campaign, developing tailored activities and tools, such as information sessions, brochures, posters, and videos, to provide accurate and accessible information to key audiences.

The campaign encompassed a broad range of communication and awareness-raising activities. These included the development and dissemination of a dedicated visual identity; the installation of urban awareness billboards in Nouakchott and Nouadhibou; the production and broadcast of television and radio spots; the creation of targeted WhatsApp messages and a press article; and the organisation of information and exchange sessions. Additional outputs included the design and distribution of awareness posters and animated videos, the installation of viewing screens and the development of an information brochure. The project also supported the development of anonymous questionnaires on intermediaries, the translation of consular documents, the preparation of an information note for the EU Delegation on service passports and Schengen visas, and the drafting of a press release to mark the completion of this phase of the action.



Posters and brochures distributed to consulates and the EU Delegation in Nouakchott, as well as to BLS offices in Nouakchott and Nouadhibou, July 2025



Multilingual animated videos displayed at BLS offices in Nouakchott and Nouadhibou, the German Embassy and the EU Delegation in Nouakchott, July 2025

The public is better informed about what a Schengen visa is, the conditions and the application procedure

A strong foundation for the development of a targeted communication campaign was established by incorporating perspectives of both visa applicants and key stakeholders. This included 20 interviews with visa applicants and consultations with 10 institutional stakeholders, enabling the identification of prevailing information gaps and misconceptions.

Mauritanian authorities and consulates are supported in raising awareness among applicants on how to submit high-quality applications and how to choose intermediaries appropriately, or avoid them altogether

The project successfully strengthened institutional cooperation and ownership by actively engaging Mauritanian authorities, the EU Delegation, and Member State consulates in the development, review, and validation of key outputs. This collaborative approach helped ensure the relevance, consistency, and sustainability of the project's interventions.

In addition, the project produced a comprehensive package of communication and awareness-raising materials, designed to support ongoing outreach efforts beyond the project period. These reusable resources provide practical guidance on preparing high-quality visa applications and raise awareness of the risks associated with using intermediaries, thereby contributing to more informed and responsible application practices.



Information and exchange sessions held in Nouakchott on 22 and 27 May and 2 June 2025, bringing together the EU Delegation, EU Member State consulates, government institutions and civil society organisations



Urban billboards displayed in Nouakchott and Nouadhibou from 11 May to 11 June 2025

The Migration Partnership Facility

MPF
Migration Partnership Facility

This project was implemented by ICMPD within the framework of the Migration Partnership Facility (MPF), an EU-funded initiative that supports the external dimension of EU migration policy. Through its Grants and Technical Assistance and Support components, the MPF facilitates the implementation of projects that strengthen dialogue and cooperation on migration and mobility between EU Member States and partner countries outside the EU.

Funded by the European Union

Implemented by

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