

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

About the Project

The general objective of this action is the operationalisation of the 'Joint Declaration establishing a migration partnership between the Islamic Republic of Mauritania and the European Union' – signed in March 2024 - in the field of Schengen visa facilitation and management. This is directly linked to one objective of the Roadmap in the Declaration, i.e. "Work to improve the procedures for issuing visas within the respective legislative frameworks, including the possibility of waiving short-stay visas or visa fees, and of reducing the waiting times for the delivery of visas for certain categories of people".

In line with the objective of improving visa cooperation, this project aims to enhance Schengen visa issuance rates and reduce turnaround times by promoting higher-quality applications that adhere to the established eligibility rules and procedures. This will be achieved through the organisation and implementation of a comprehensive awareness campaign on the Schengen visa.



Partners

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



Countries

Mauritania



Time frame

February 2025 – March 2026 (13 months)



Budget

EUR 259,094.50 (from BMVI)

Activities

The Schengen visa information campaign will target specific groups such as civil servants, businesspeople, researchers, students, and those seeking medical treatment, while also reaching broader audiences interested in tourism or family visits. A needs assessment will identify gaps in knowledge and challenges, such as literacy levels, language barriers, and access to technology.

Based on these insights, the campaign will deliver clear and accessible messages across physical, audio, and digital channels. Topics will include Schengen visa types, eligibility, application requirements, the risks of unauthorised agents and fraudulent documents, and the consequences of visa refusals. It will also provide guidance for visa holders on their rights and responsibilities, as well as travel preparation within the Schengen area. Special attention will be given to linguistic diversity and accessibility to ensure messages are understood by all target groups.

The campaign will focus on regions with the highest visa applicant concentrations, such as Nouakchott, Nouadhibou and Rosso, while extending its reach through various outreach activities. Collaboration with local organisations and media will ensure the campaign resonates with the local context. Stakeholder partnerships will be crucial for ownership and knowledge transfer, enabling local entities to independently run similar campaigns in the future.

The final phase will involve presenting the results to stakeholders, followed by a detailed report on the campaign's impact, challenges, and recommendations for ongoing monitoring and improvement. This will ensure that the goals of reducing document fraud and promoting genuine, complete and correct visa applications are achieved. Additionally, this experience could be valuable to other countries in the region.

Implemented by



The Migration Partnership Facility



This project is implemented within the framework of the Migration Partnership Facility (MPF), an EU-funded initiative managed by ICMPD in support of the external dimension of the EU migration policy. Through its grants and initiatives under the Technical Assistance and Support component, the MPF facilitates the execution of projects to strengthen dialogue and cooperation on migration and mobility between Member States and partner countries outside the EU.

Funded by the European Union



Contracted by ICMPD

