



Country Opinion Surveys

FY 2024 Mauritania

Country Opinion Survey Report

Acknowledgements

The Mauritania Country Opinion Survey is part of the County Opinion Survey Program series of the World Bank Group. This report was prepared by the Business Intelligence (BI) team, led by José De Buerba (Senior External Affairs Officer) and Svetlana Markova (Senior External Affairs Officer). Yulia Danilina, Jessica Cameron, Nan Lin, and Sofya Gubaydullina oversaw the design, reporting, and analysis of the survey results. Noreen Wambui and Irina Popova provided data support.

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Objectives

This survey was designed to assist the World Bank Group (WBG) in better understanding how Mauritania stakeholders perceive the WBG. The survey explored the following questions:

- 1. Overall Context:** How familiar are they with the WBG? How much do they trust the WBG?
- 2. Key Indicators:** What opinion do key stakeholders have of the WBG regarding its effectiveness, relevance, alignment with Mauritania's development priorities, and other key indicators? Are opinions improving or declining?
- 3. Development Priorities:** What areas of development are perceived to be the most important? Have the priorities changed over the past three years? How effective is the WBG perceived to be in these areas?
- 4. Engagement on the Ground:** How is the WBG perceived as a development partner in Mauritania? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in Mauritania? What opinion do key stakeholders have of WBG financial instruments and knowledge products? Are opinions improving or declining? What are stakeholders' suggestions for improving WBG's effectiveness?
- 6. Communication and Outreach:** What are the preferred communication channels? Are there differences among stakeholder groups in terms of preferred channels?
- 7. Message Recall:** What key topics that the WBG communicates do stakeholders recall? Is there a relationship between message recall and views of the WBG's work?



Methodology Overview

■ Fielded January – March 2024

- 692 potential participants were asked to complete a mostly quantitative survey
- Respondents received the questionnaire via a courier, completed the questionnaire face-to-face with a representative of the fielding agency, or completed the questionnaire via an online platform
- List of names provided by the WBG country team and supplemented by the fielding agency
- Process managed on the ground by the fielding agency

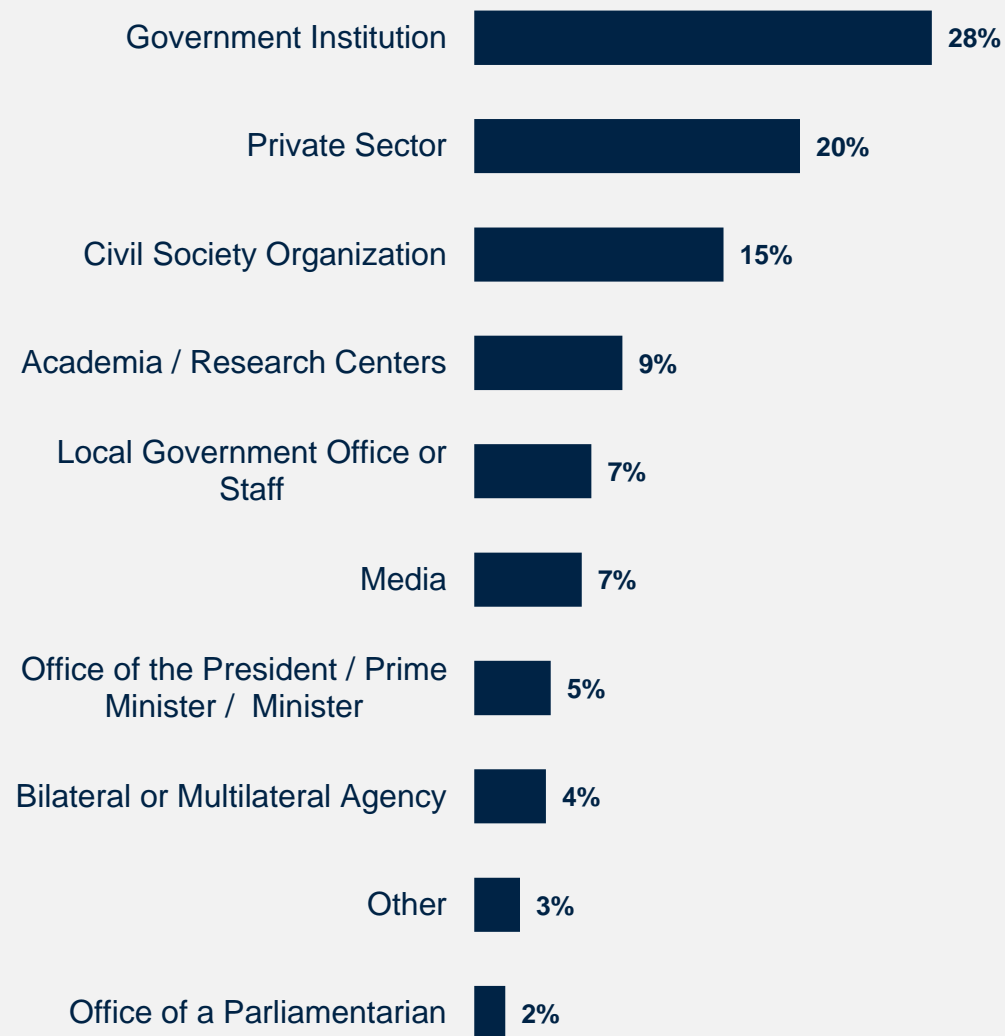
■ 320 participants (46% response rate)

- 67% from Nouakchott
- 30% currently collaborate with the WBG

■ Compared to FY21 Country Survey

- 348 participants (70% response rate)
- Respondents completed the questionnaire with a representative of the fielding firm, via courier, or online
- 28% collaborated with the WBG

Click [here](#) for details of the Respondent Sample and Methodology.



Overall Context

“First of all, the WBG should decentralize its activities and opportunities more at [the] local and community levels, not just at [the] central level. Our societies are unfortunately plagued by corruption and misappropriation of public funds, astronomical amounts of money have been allocated, and although efforts are being made, the development situation in Mauritania remains very precarious and unequal...”

(Civil Society Organization Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania? (N=191)

Significantly Lower Familiarity with the World Bank

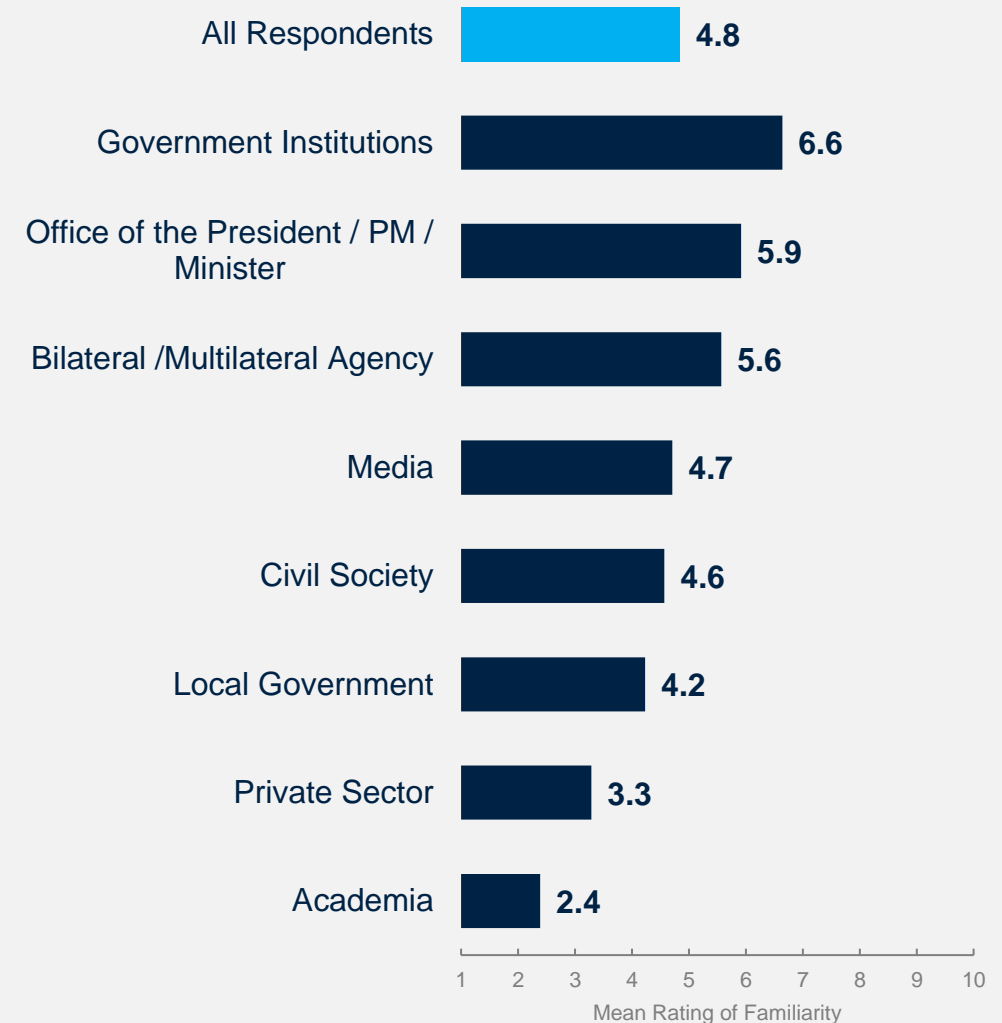
- **Comparison of FY24 and FY21:** Respondents in this year's Country Survey reported significantly lower levels of familiarity with the World Bank compared to respondents in the FY21 Survey:

Mean familiarity: **FY24 = 4.8**
 FY21 = 5.4

- **Collaboration with the WBG:** Respondents who indicated that they collaborate with the WBG reported significantly higher levels of familiarity with the institution's work:

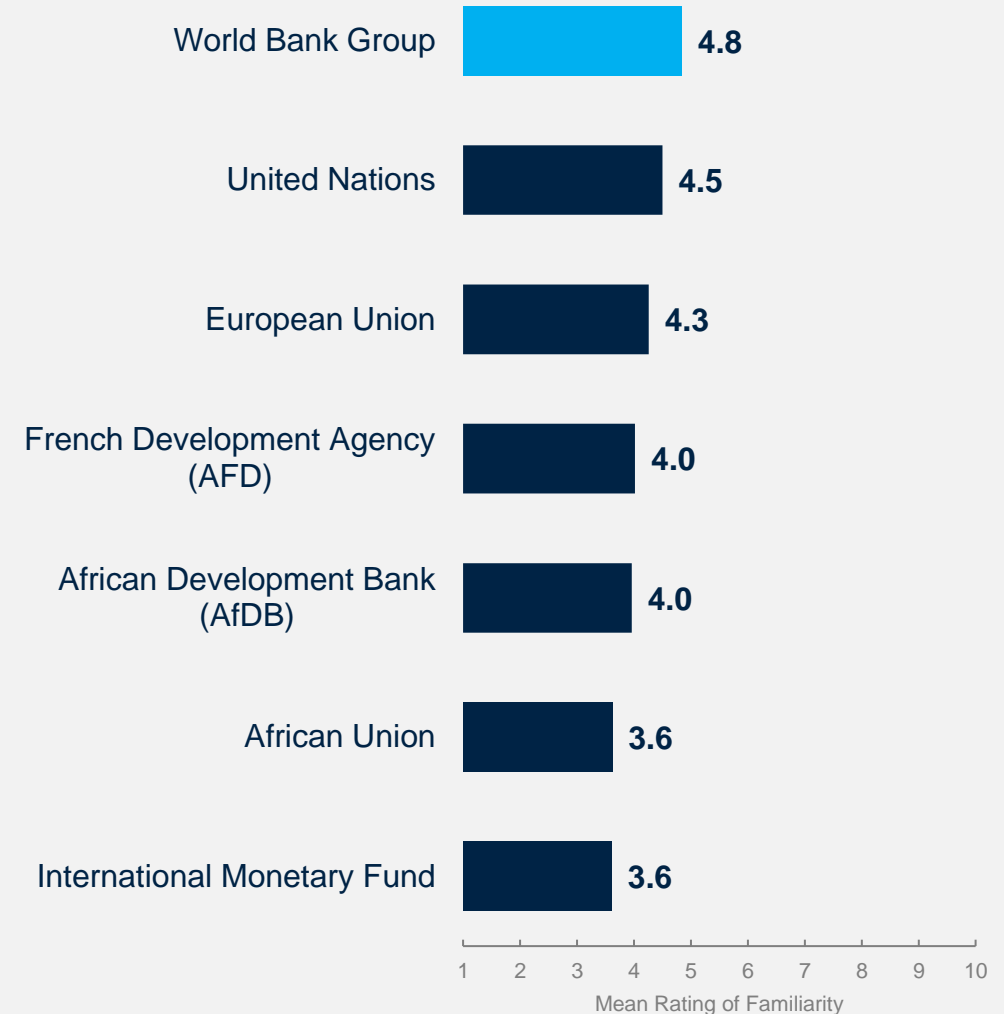
Mean familiarity: **Collaborate with WBG = 5.8**
 Do not collaborate = 3.7

- **Stakeholders:** Respondents from government institutions indicated significantly higher levels of familiarity with the WBG, whereas academia respondents reported the lowest level of familiarity with its work.



Stakeholders Most Familiar with the WBG

- Respondents in this year's Country Survey were asked to indicate their familiarity with the work of several international organizations and the World Bank Group. Of these organizations, respondents in Mauritania indicated the highest levels of familiarity with the work of the WBG, followed by the UN. Respondents were least familiar with the work of the African Union and the IMF.



The WBG was the Most Trusted Institution

Respondents in Mauritania gave the **highest trust ratings in the World Bank Group**, followed by **bilateral organizations, civil society, youth organizations**, and the **UN**.

Trust ratings in the central bank and the national government significantly improved in FY24 compared to the FY21 survey.

Trust in the **media, the IMF, and the UN** decreased compared to the FY21 survey, though not significantly. The parliament/ legislative branch was the least trusted institution.

- Regarding trust in the WBG, respondents from civil society organizations had the highest trust ratings in the WBG (mean = 7.7). In contrast, respondents from academia had significantly lower trust ratings (means = 4.4).



Overall Attitudes toward the World Bank Group

“Refocus on 2 or 3 priority areas (education, health, and urban development, for example) to avoid spreading resources too thinly. More flexibility in procedures to adapt to crisis situations. Better evaluate completed projects to learn lessons.”

(Government Principal Respondent)



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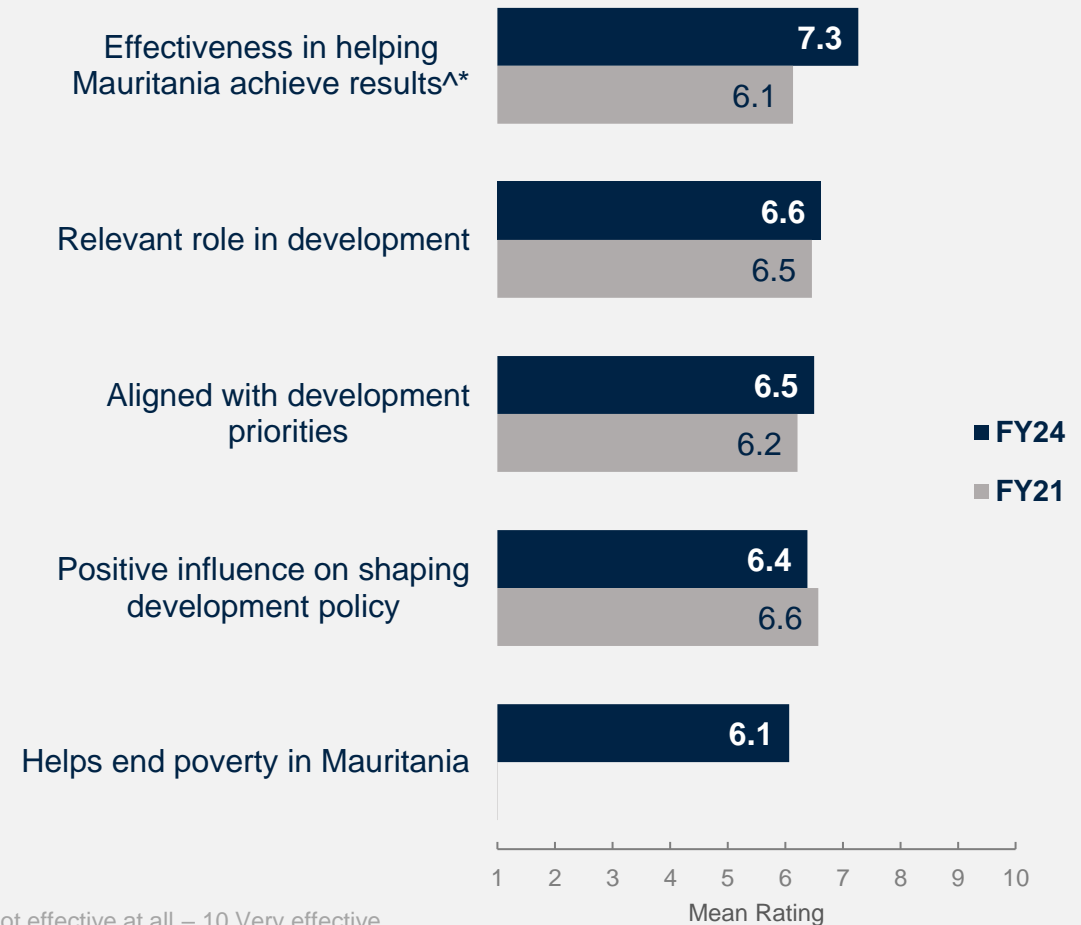


In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania? (N=191)

Perceptions of the WBG's Effectiveness Improved Significantly; Other Key Performance Indicators Remain Moderately Positive

In FY24, respondents gave significantly higher ratings for the WBG's **effectiveness** in helping Mauritania achieve development results than in FY21. The WBG's **relevance** to development in Mauritania, **alignment** with the country's development priorities, and perceptions of **influence** on shaping development policy remained moderately positive.

- Local government respondents reported higher ratings for most of these key indicators. Academia respondents consistently provided the lowest ratings for all these indicators.



How effective is the WBG in helping Mauritania achieve development results? Scale: 1 Not effective at all – 10 Very effective

[^]Compared to a mean score of the two questions asked in FY21: "Overall, please rate your impression of the WBG's effectiveness in Mauritania. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG's work help to achieve development results in Mauritania? Scale: 1 To no degree at all – 10 To a very significant degree

The WBG currently plays a relevant role in development in Mauritania. Scale: 1 Strongly disagree – 10 Strongly agree

The WBG's work is aligned with what I consider the development priorities for Mauritania. Scale: 1 Strongly disagree – 10 Strongly agree

The WBG has a positive influence on shaping the development policy in Mauritania. Scale: 1 Strongly disagree – 10 Strongly agree

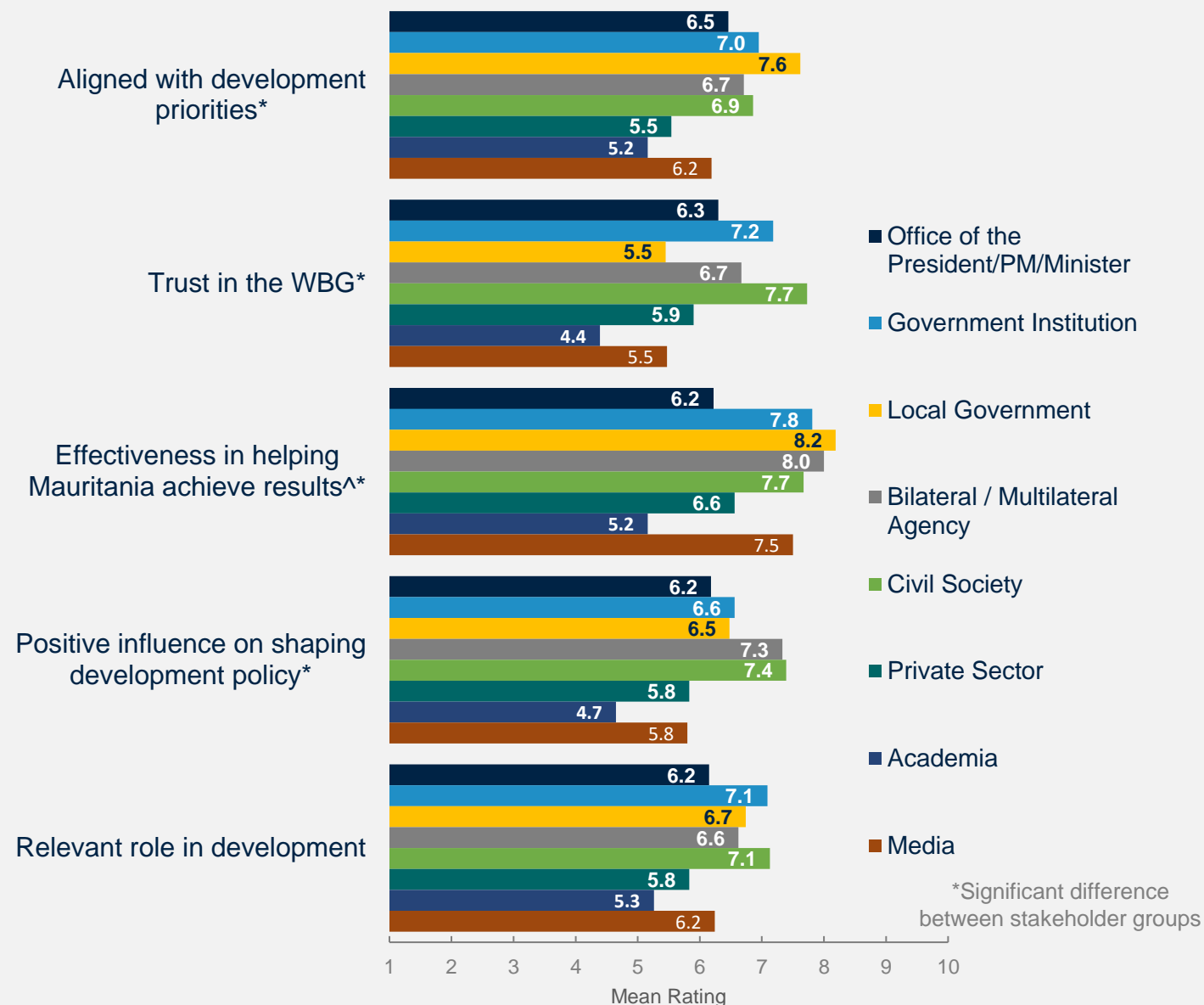
The WBG's work helps end poverty in Mauritania. Scale: 1 Strongly disagree – 10 Strongly agree



Civil Society and Government Have More Positive Views of the WBG

Comparisons of ratings for key performance indicators between stakeholder groups show that government and civil society respondents tended to give higher ratings for many key indicators of the WBG's performance. Respondents from bilateral/multilateral agencies and local governments were also positive, particularly in their perceptions of the WBG's effectiveness.

In contrast, respondents from academia tended to give significantly lower ratings.

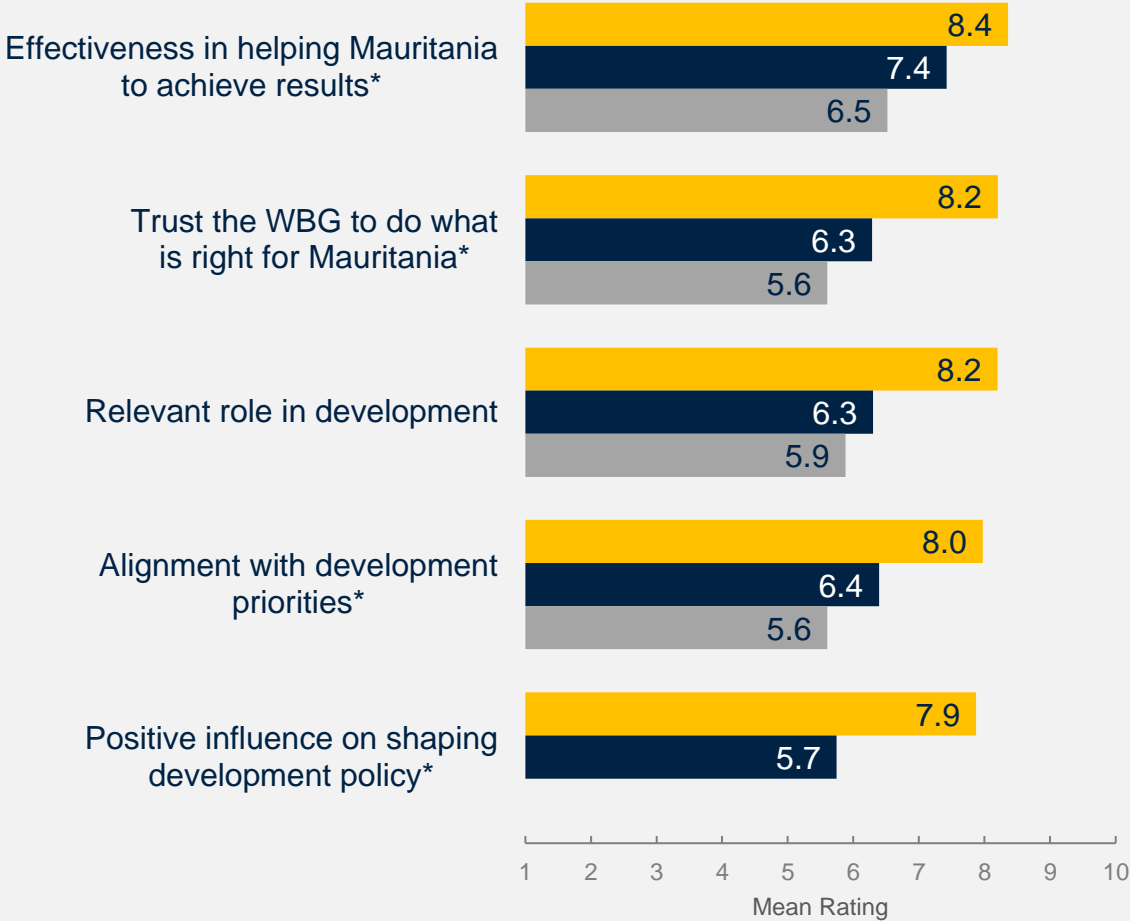


For question wording and scales, please see the previous slide.

Familiarity Leads to More Positive Perceptions

Comparing ratings of key performance indicators among respondents highly familiar with the WBG (ratings of 8-10 on a 10-point scale) and those with little familiarity with the WBG (ratings of 1-4 on a 10-point scale), one can see that the more familiar stakeholders are with the WBG, the more positive perceptions they have of the WBG and its work.

Meaningful engagement and outreach can continue to increase positive perceptions.



How familiar are you with the work of the WBG in Mauritania?

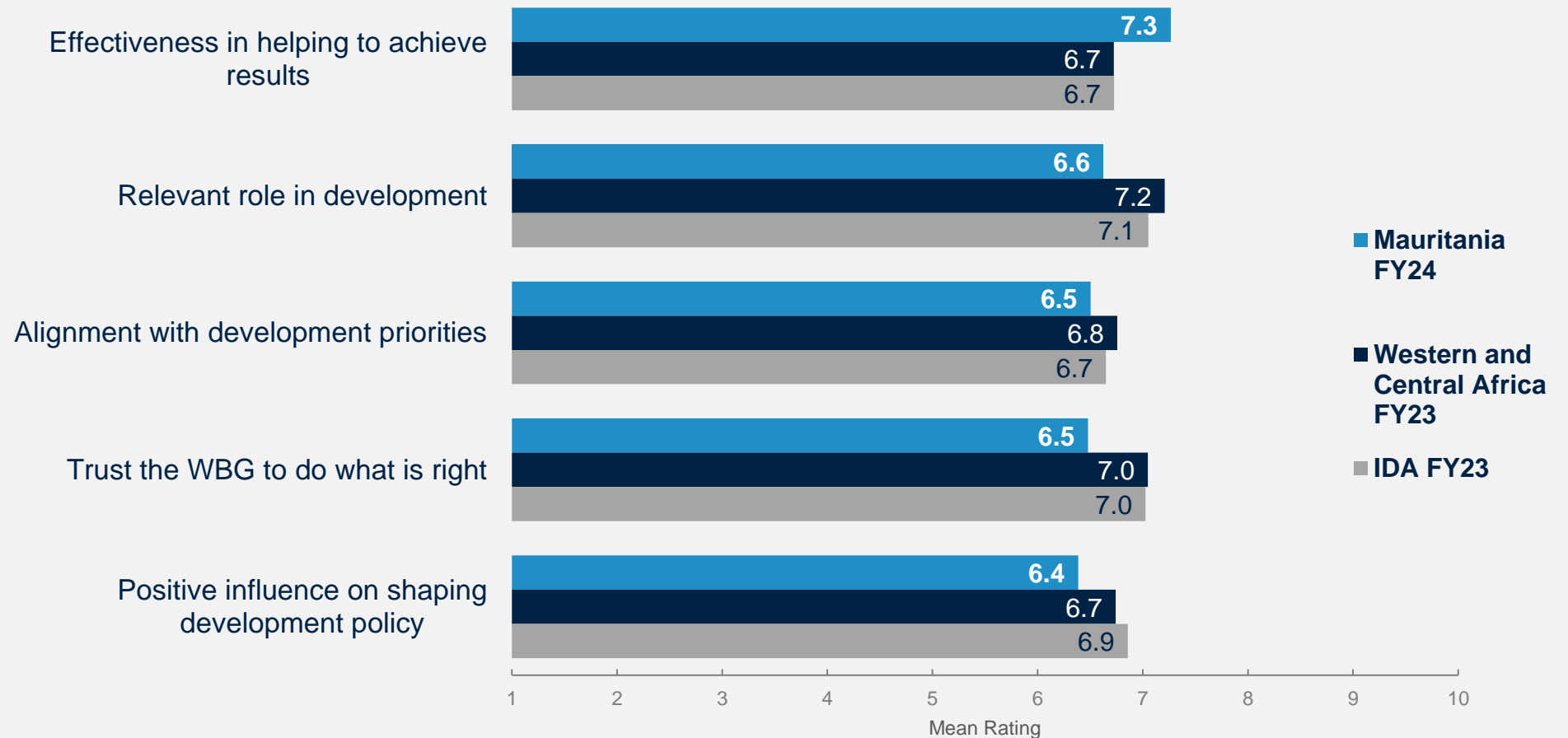
■ High Familiarity (8-10) ■ Some Familiarity (5-7) ■ Low Familiarity (1-4)



How much do you trust the WBG to do what is right for Mauritania? Scale: 1 Not at all – 10 Very much
The WBG has a positive influence on shaping the development policy in Mauritania. Scale: 1 Strongly disagree – 10 Strongly agree
The WBG currently plays a relevant role in development in Mauritania. Scale: 1 Strongly disagree – 10 Strongly agree
The WBG's work is aligned with what I consider the development priorities for Mauritania. Scale: 1 Strongly disagree – 10 Strongly agree
How effective is the WBG in helping Mauritania achieve development results? Scale: 1 Not effective at all – 10 Very effective

*Significant difference between levels of familiarity

Mauritania's Key Performance Indicators are Somewhat Lower than those of other Western and Central African Countries and IDA Countries, except for Effectiveness

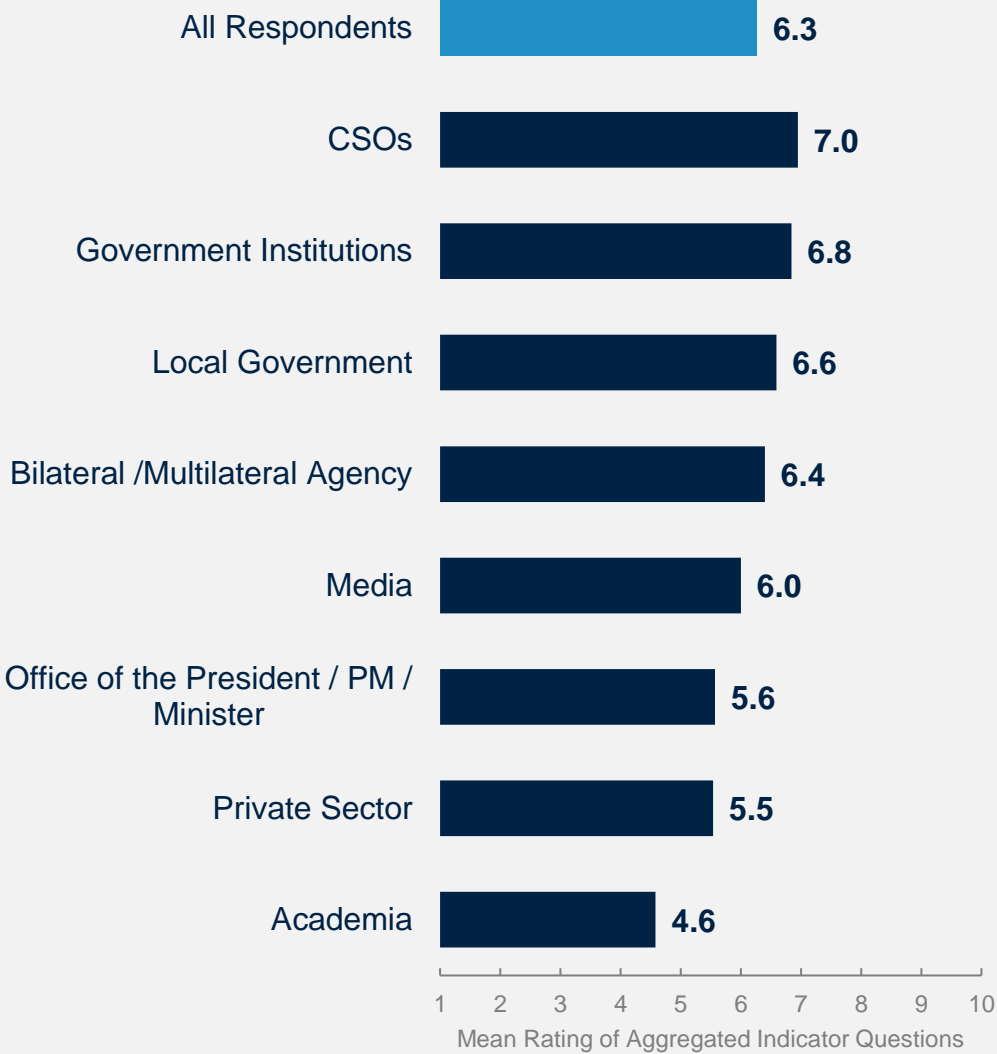


Stakeholder Trends Across Performance Indicators

Civil society respondents (CSOs) had the highest mean rating across the aggregated responses to the nineteen COS indicator questions, whereas academia respondents had significantly lower ratings.

- **Collaboration with the WBG:** Respondents who indicated that they collaborate with the WBG gave significantly higher ratings across the aggregated indicator questions compared to respondents who do not collaborate with the WBG:

Mean rating: **Collaborate with WBG = 7.4**
 Do not collaborate = 5.7



*Significant difference between stakeholder groups



World Bank Group's Support for Development Areas

“Through project financing, the WBG must focus its efforts on financing the agricultural sector by supporting players in the value chain, particularly at the rural level.

The WBG must also contribute to behavioral change through gender involvement by giving women access to and control over land and facilitating their access to credit to reduce the economic gap between different social classes and combat stereotypes.”

(Government Institution Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania? (N=191)

Development Areas for WBG Focus

Like FY21, **education**, **agriculture/food security**, and **jobs** were among the top areas where stakeholders would like the WBG to focus its resources in FY24.

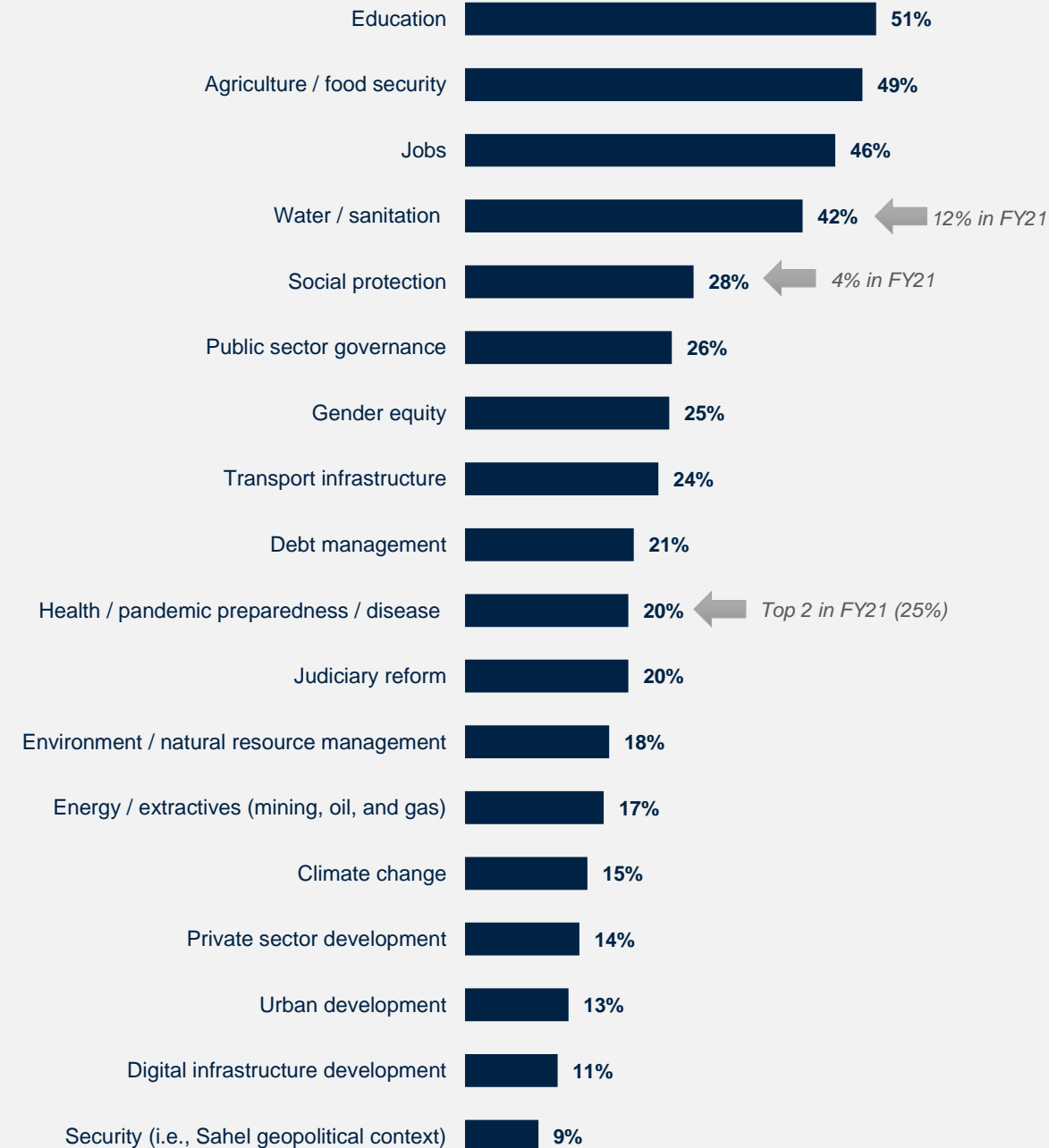
Water/sanitation was of much greater priority in FY24, identified by more than three times as many respondents compared to FY21. Similarly, social protection increased in priority from 4% in FY21 to 28% in FY24.

Climate change has gained global importance, and 15% of respondents in Mauritania in FY24 selected it among the areas the WBG should prioritize.

In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania?

“Create job opportunities, Work to support education, Work to support infrastructure, Work to support sanitation.”
(Private Sector Respondent)

“Pay more attention to the land issue and its exploitation for food security, Ensure expected mining and gas exploitation and the proper distribution of resources, Pay attention to education and health issues, Assist on the urban development strategy.”
(Civil Society Respondent)

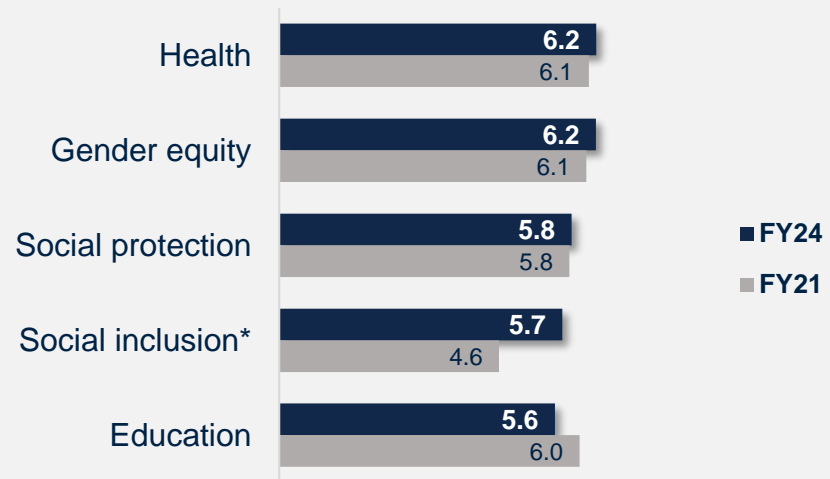


Which areas should the WBG prioritize to have the most impact on development results in Mauritania? (Select up to 5) (Percentage of Respondents, N=296)

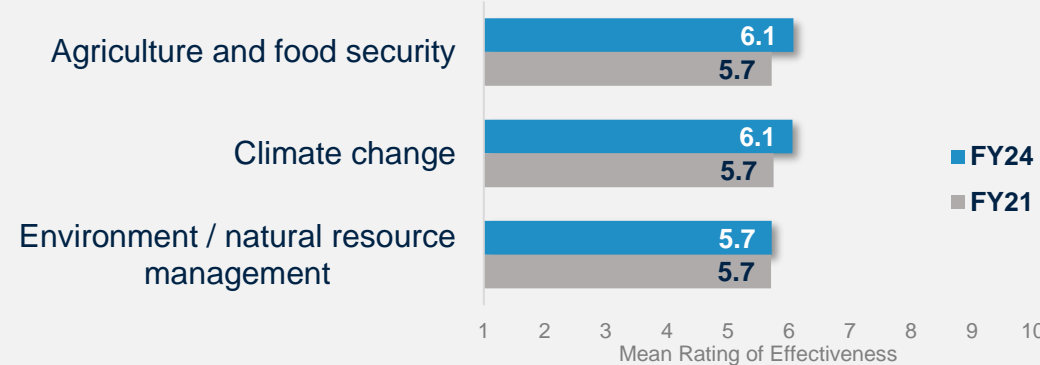
Effectiveness of WBG's Sectoral Support

The WBG's work in **health** and **agriculture/food security** received the highest effectiveness ratings. Of note, respondents in this year's survey rated the WBG's work in social inclusion significantly *higher* than in FY21.

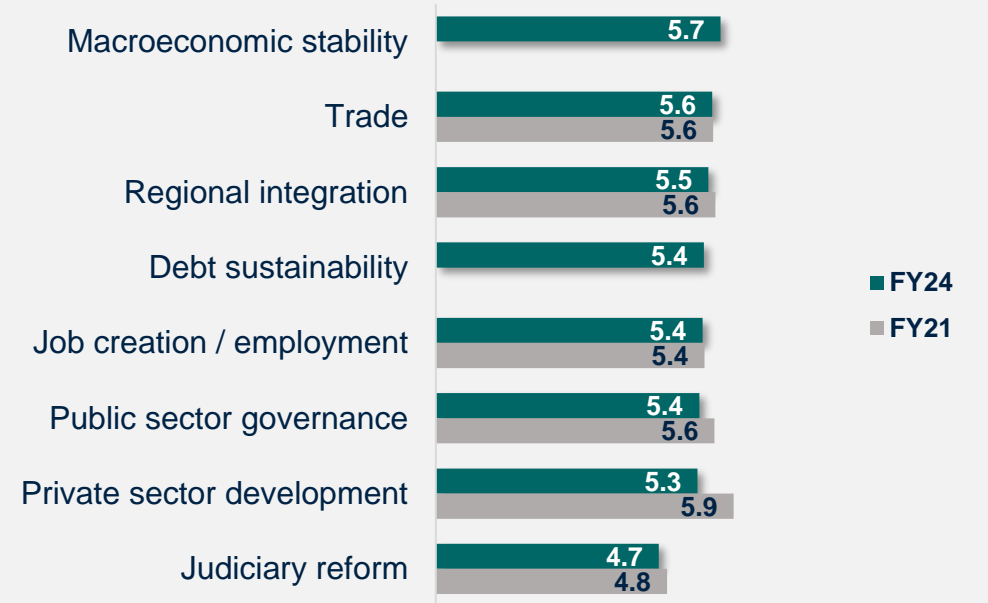
Human Development



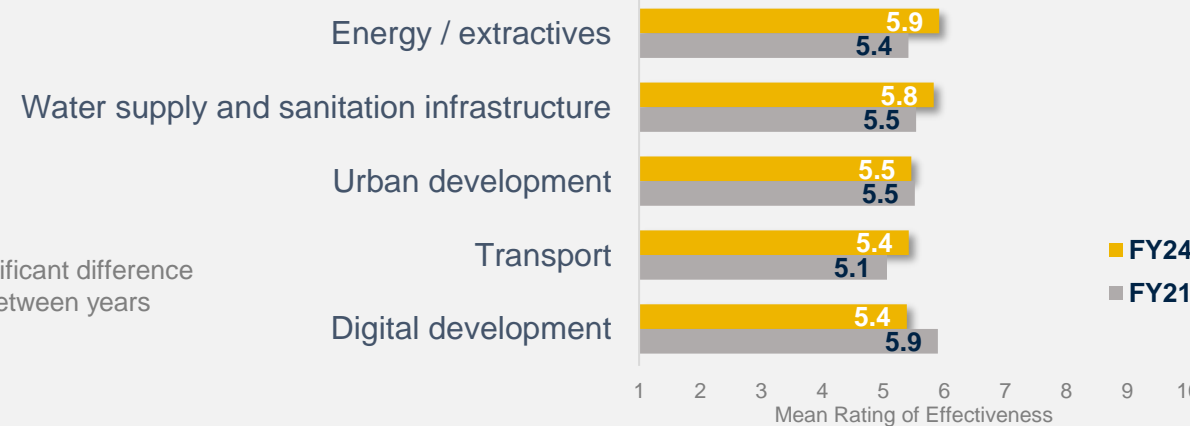
Environmental Sustainability



Finance / Institutions / Economic Growth



Infrastructure



*Significant difference between years



How **effective** has the WBG been at achieving development results in each of these areas in Mauritania? Scale: 1 Not effective at all – 10 Very effective
(If you have NO exposure to/experience in working in any of the sectors listed below, please respond “Don’t know”)

World Bank Group's Engagement on the Ground in Mauritania

“Involve beneficiaries throughout the project process. Streamlining procedures to ensure that the funding mobilized by the WBG is properly absorbed. Involvement of civil society in project implementation. Facilitate using Arabic and other official languages in cooperation with Mauritania and promote projects employing young people and women. Establish solid mechanisms to guarantee greater transparency in awarding tangible and intangible contracts [and] strengthen accountability to beneficiaries and other stakeholders. Translate documentary resources into Arabic and other official languages...”

(Civil Society Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania? (N=1118)

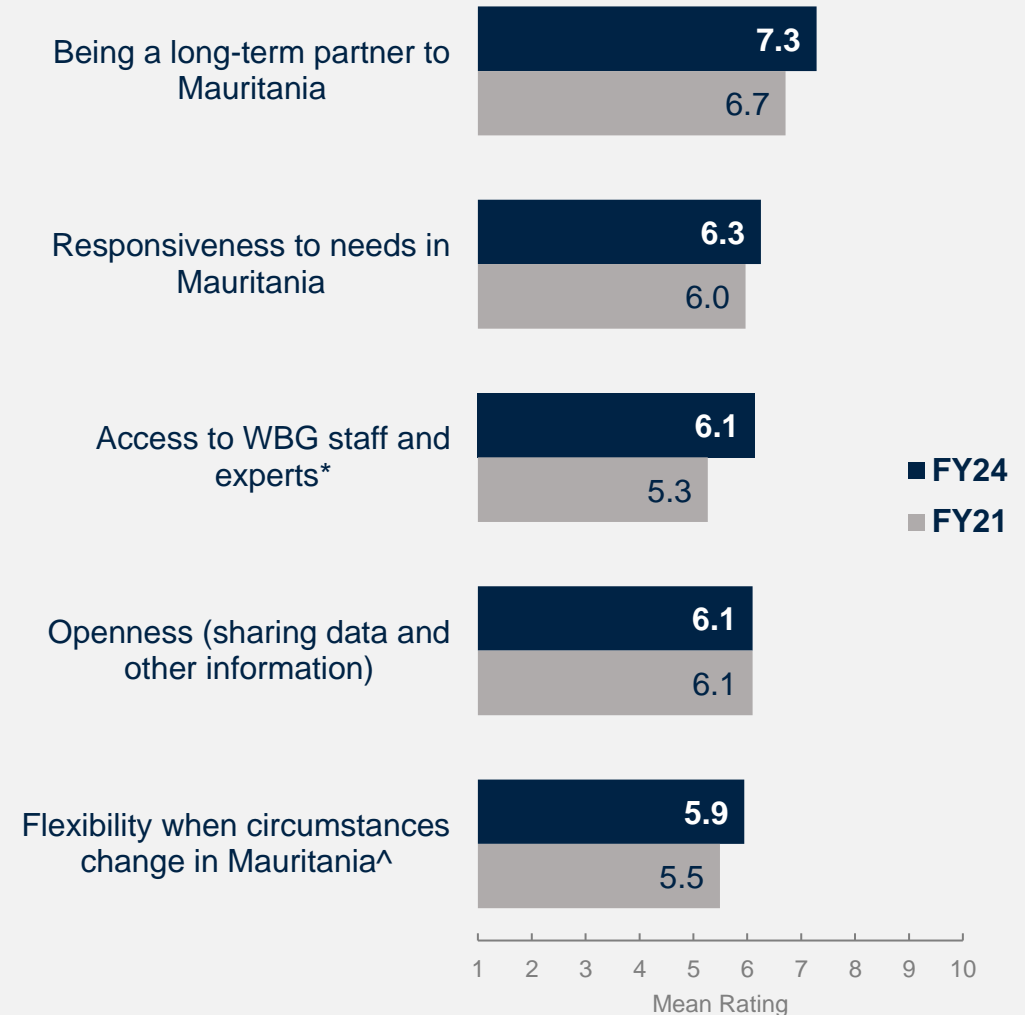
The WBG Increasingly Seen as an Accessible Long-Term Partner

In FY24, respondents perceived the WBG more as a **long-term partner** that is significantly more **accessible** than in FY21. Perceptions of the WBG's **responsiveness**, **openness**, and **flexibility** remained at the same moderately positive level as in FY21.

In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania?

“To increase its effectiveness in Mauritania, the World Bank Group should focus on tailoring development initiatives to address specific socio-economic challenges in the country. This involves engaging with local communities, understanding their needs, and designing projects that promote sustainable development. Collaboration with the Mauritanian government, non-governmental organizations, and local stakeholders is crucial for successful implementation. Additionally, emphasizing capacity building, education, and healthcare projects can contribute to long-term economic growth and poverty reduction in Mauritania. Regular evaluation and adaptation of strategies based on local feedback will enhance the World Bank Group's impact in the region.”

(Government Institution Respondent)



To what extent is the WBG an effective development partner in terms of the following?

Scale: 1 To no degree at all – 10 To a very significant degree

^Compared to the mean of institutional flexibility and flexibility to changes in the country context asked in FY21.

*Significant difference between years

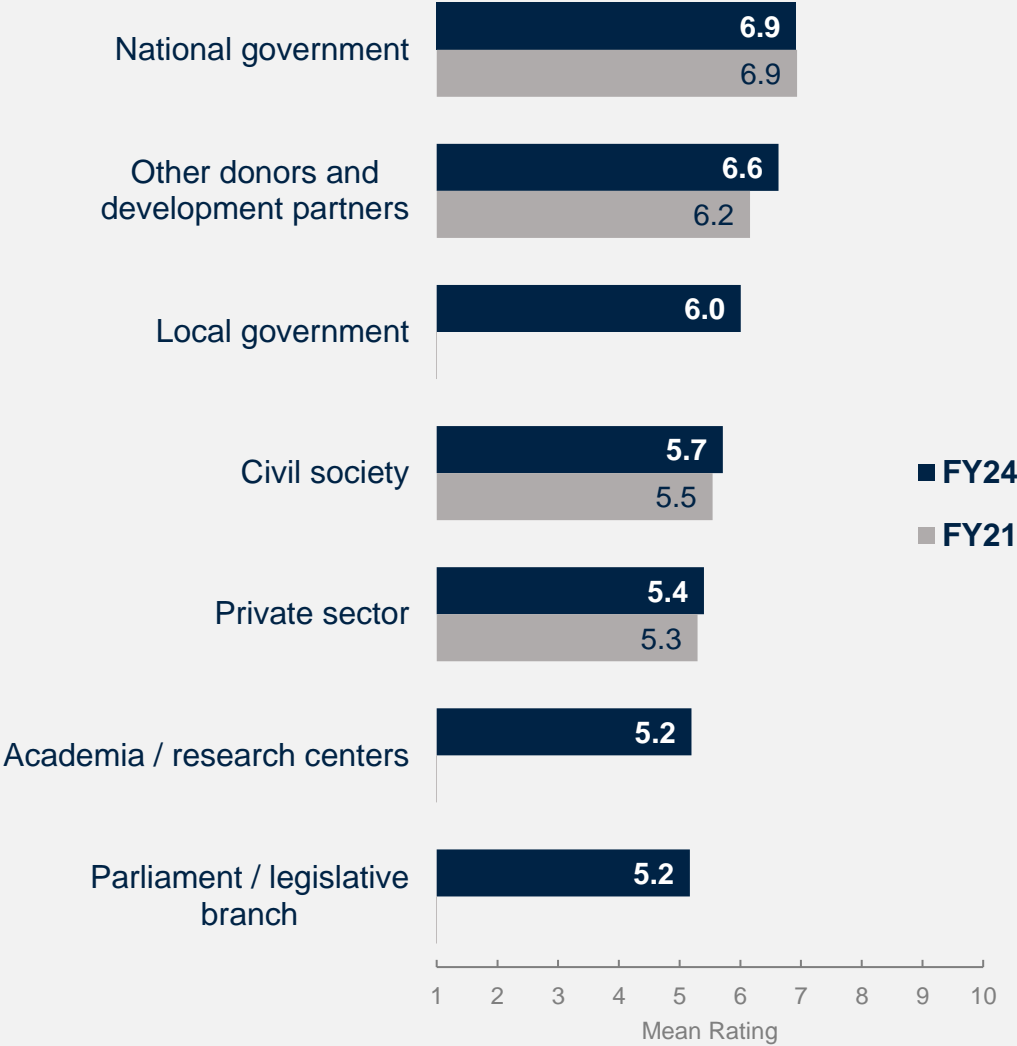
Perceptions of the WBG's Collaboration with Stakeholders Remain Moderate

In FY24, respondents reported the highest ratings for the WBG's collaboration with the **national government** and **other development partners**. Perceptions of the WBG's collaboration with **civil society** and the **private sector** were lower and remained unchanged since FY21.

In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania?

"The WBG could put in place more effective mechanisms for gathering stakeholder feedback, including surveys, consultations and discussion forums. It could also create partnerships with local organizations to better understand country-specific contexts and challenges."
(Media Respondent)

"Establish frequent feedback on requests and questions."
(Government Institution Respondent)



Stakeholders want the Bank to Collaborate More with Civil Society and Local Government

Respondents in this year's survey indicated that the WBG should collaborate more with **civil society, local governments, the private sector, and youth organizations** in addition to its partnership with the national government.

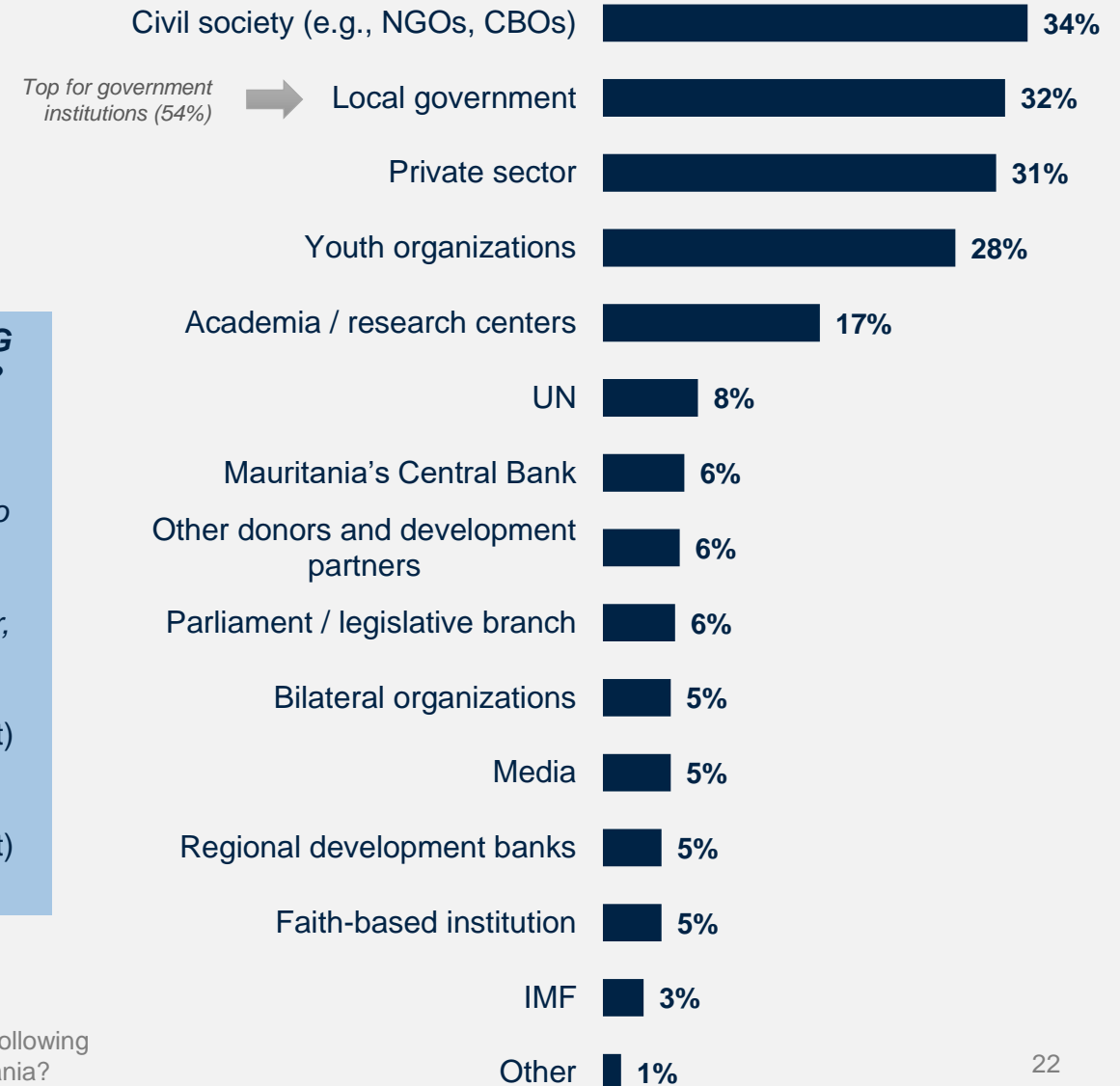
In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania?

"Above all, the involvement of national NGOs in support of sustainable development, the environment, human rights, and good governance. Full involvement in projects and programs to restore climate change, setting up community-based agricultural activities to benefit local populations, involving women and young people in design and implementation, water, renewable energy, and other activities to restore natural biodiversity, regenerate income, etc."

(Bilateral or Multilateral Agency Respondent)

"Working with local elected representatives"

(Local Government Respondent)



In addition to its partnership with the national government, which of the following should the WBG collaborate with more to have greater impact in Mauritania? (Select up to 2) (Percentage of Respondents, N=279)

World Bank Group's Financial Instruments and Knowledge Work

“The most important action the World Bank Group can take to increase the efficiency level of its workers in Mauritania is permanent monitoring and growing technical and financial support.”

(Government Institution Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania? (N=191)

Capacity Development Considered the Bank's Greatest Value

Financial resources (35%) and **technical assistance and implementation support** (32%) were also highly valued instruments of the WBG in Mauritania.

In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania?

"In my view, one of the most important things the World Bank Group could do to increase its effectiveness in Mauritania would be to focus on local capacity building. This means working closely with local players, such as the government, civil society organizations, and communities, to develop their skills and expertise."

(Academia Respondent)

*"1) Organize an awareness-raising workshop in Mauritania on the role of the WBG in developing countries.
2) Provide private-sector-oriented skills training in fields useful to human development..."*

(Private Sector Respondent)



WBG Seen as Effectively Monitoring/Evaluating Projects, Perceptions of its Lending Improved Significantly

Perceptions of the WBG's financial instruments have improved significantly in most questions. Respondents had the highest levels of agreement that the WBG **effectively monitors and evaluates projects it supports**. Perceptions of the WBG's **meeting the country's needs** and **timeliness** of its support have improved significantly compared to FY21, although they remain relatively moderate.

- Of note, academia respondents gave the lowest ratings for all these statements. Government institution respondents were significantly more likely to agree that the WBG provides financial support in a timely manner (mean = 7.3).

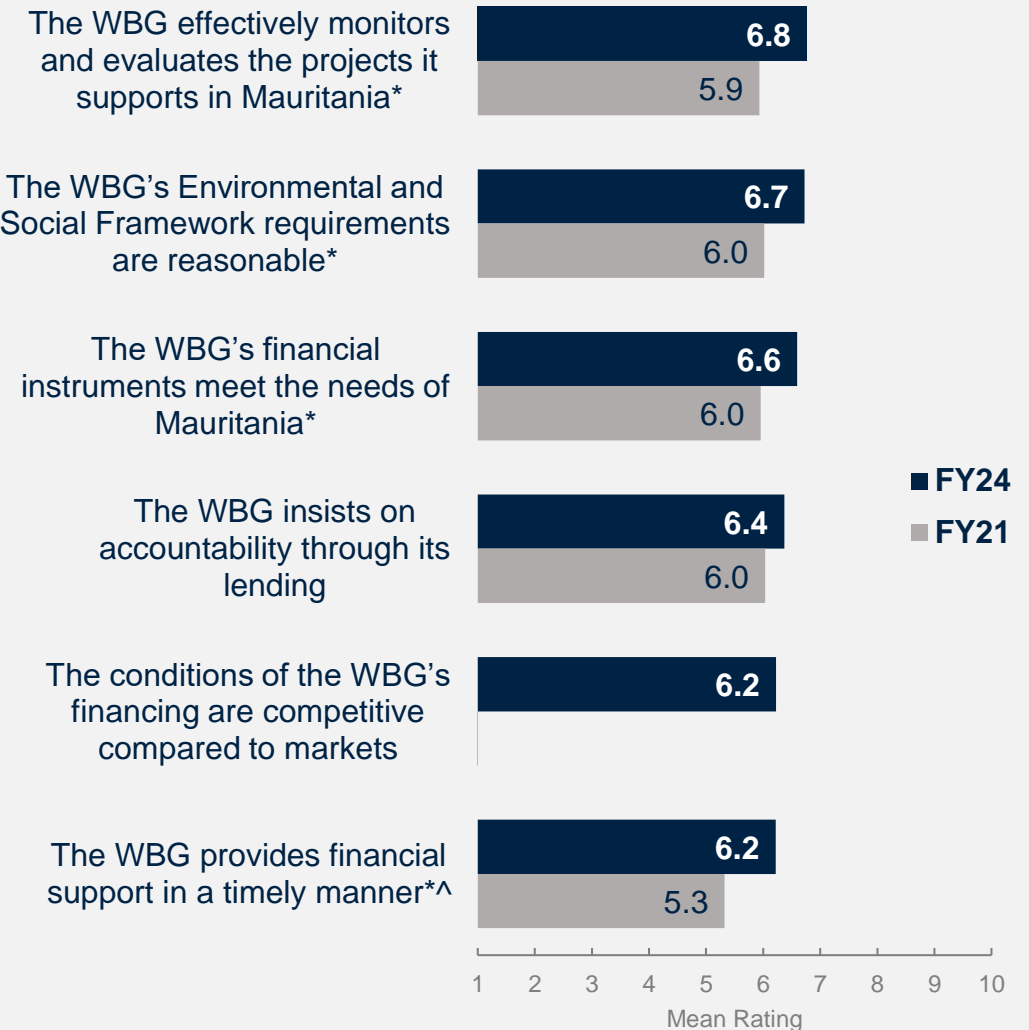
In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania?

"Ensure the supervision and regular monitoring of investment projects..."

(Government Institution Respondent)

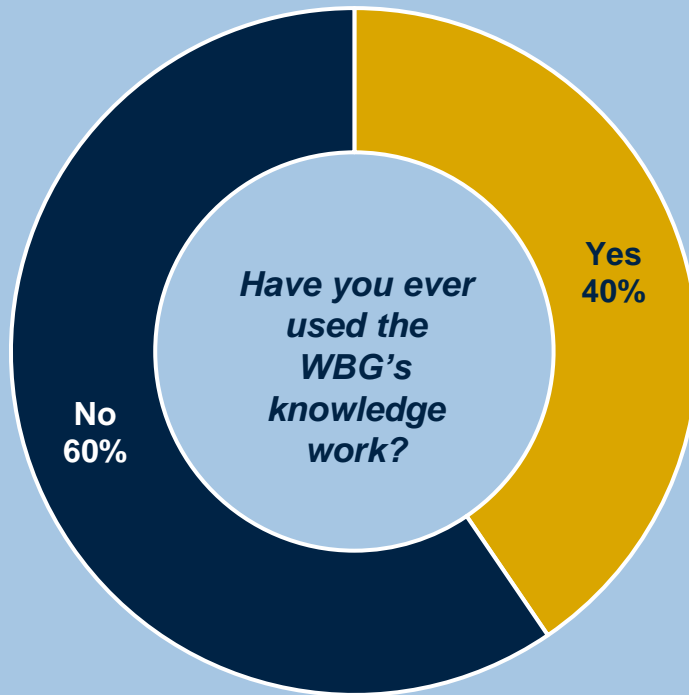
"Reducing debt and enforcing transparency in loans and their utilization while easing transaction regulations."

(Academia Respondent)



40% of Respondents Have Used the WBG's Knowledge Work; Those Who Have Were Significantly More Satisfied

Nearly 4 in 10 respondents reported having used the WBG's knowledge work in the past.



The WBG brings global expertise to Mauritania as part of its knowledge work*



Working with the WBG increases Mauritania's institutional capacity*



I am satisfied with the quality of the WBG's knowledge work in Mauritania*



The WBG's knowledge work is tailored to Mauritania's context*



When I need to consult the WBG's knowledge work, I know how to find it*



The WBG's publications are translated enough into local language(s)



Have you ever used the WBG's knowledge work?

■ Yes
■ No

1 2 3 4 5 6 7 8 9 10
Mean Rating



Have you ever used the WBG's knowledge work, including participating in workshops or training programs? (Percentage of Respondents, N=265)

To what extent do you agree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree

*Significant difference between yes/no

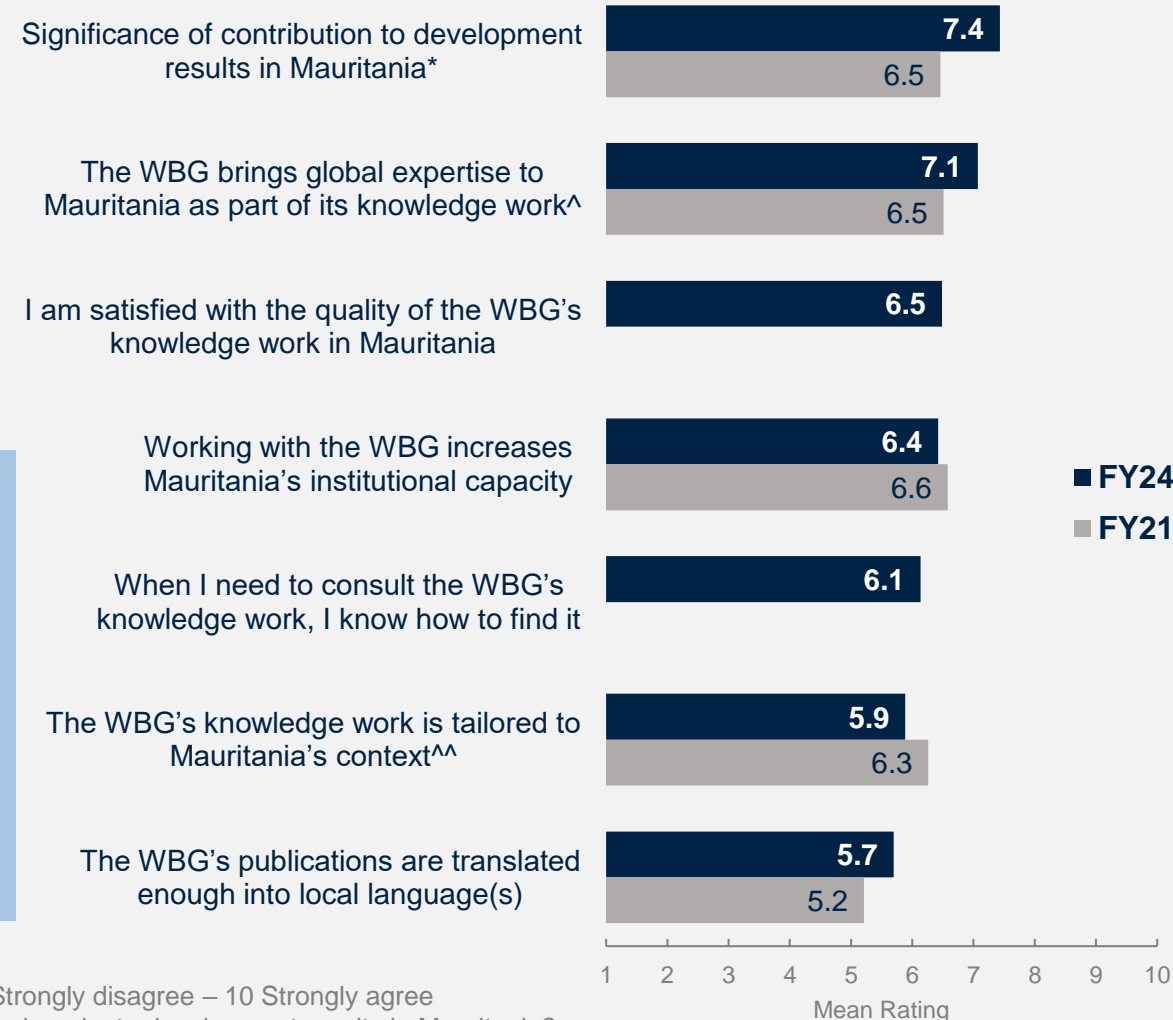
WBG Knowledge Work is Perceived More Positively in its Contribution to Development Results.

Respondents agreed the most strongly that WBG's knowledge work **significantly contributes to development results** in Mauritania (significant improvement since FY21) and **brings global expertise** to Mauritania. Their ratings for WBG's knowledge being **tailored** to the country's needs and **translated enough** into local languages remain somewhat lower.

In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania?

"The WBG must follow all the work it carries out by going to the places where it has financed"
(Government Principal Respondent)

"More training and dissemination of WBG procedures."
(Government Institution Respondent)



To what extent do you agree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree
How significant a contribution do you believe the WBG's knowledge work make to development results in Mauritania?
Scale: 1 Not significant at all – 10 Very significant ^Compared to "Are a source of relevant information on global good practices" asked in FY21.
^^Compared to "Are adaptable to Mauritania's specific development challenges and country circumstances" in FY21
*Significant difference between years

The Future Role of the World Bank Group in Mauritania

“Objective and transparent, considering experience, actual past contribution, volume and quality of contributions to sustainable development.”
(Civil Society Respondent)

“The World Bank needs to focus more on making its investments highly objective and work closely with NGOs to better channel urgent needs in a transparent and ethical manner.”
(Government Principal Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania? (N=191)

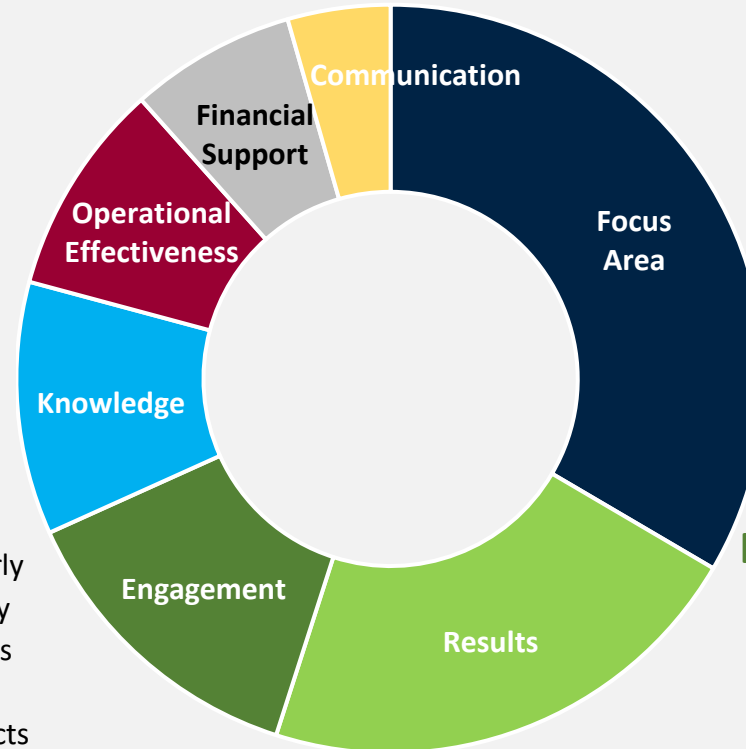
How can the Bank increase its effectiveness? Open Ended Responses

Communication 4%
 • Raise awareness about WBG's work in the population
 • Better dissemination of WBG procedures.

Financial support 7%
 • Adapt financing to the local context
 • Provide budget support
 • More results-based financing
 • Fundings for SMEs and micro-projects

Operational Effectiveness 9%
 • Better alignment with government priorities and national development strategies
 • Adapt its programs more to the local context
 • Reduce bureaucracy

Knowledge 11%
 • Create (or fund) training programs that are accessible to young Mauritians, particularly in areas that can improve their employability
 • Build the capacity of government institutions and local organizations, enabling them to manage and implement development projects more effectively. Develop courses/workshops for disadvantaged population



Focus Area 33%*
 • Education and health
 • Jobs and youth employment/skills development
 • Agriculture and food self-sufficiency
 • Private sector development, better business environment
 • Infrastructure in both rural and urban areas

Results 22%
 • Collaborate more with local civil society and government for better needs assessment, generating context-specific solutions, project implementation, and consistent M&E
 • Strict oversight of fund allocation
 • Promote good governance, results-based funding

Engagement 13%
 • Work directly with local entities
 • Tap into the knowledge and insights of local experts and civil society organizations.
 • Work more closely with UN agencies, leveraging their expertise and comparative advantages.



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania? (N=191)

**All percentages are counted based on the total number of topics mentioned by the respondents; individual comments could be counted multiple times depending on the number of topics they cover.*



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How can the Bank increase its effectiveness? Open-Ended Responses

***Build local capacity and better align with Mauritania's context.
Consistently monitoring.***

Focus Area

"Participatory interventions + Knowledge transfer + Capacity building + Rigorous evaluation and monitoring + Working directly with local governance + Capitalization of achievements and challenges and concealment of learning + More transparency + Communication + Empowerment of development actors and strengthen the population on good governance, public spending, and citizenship."

(Bilateral or Multilateral Agency Respondent)

"Training, coaching, monitoring, and evaluation. Empowerment of women and women's cooperatives"

(Local Government Respondent)

"Supporting the health system further. Support for youth groups."

(Government Institutions Respondent)

"The WBG must also contribute to behavioral change through gender involvement by giving women access to and control over land and facilitating their access to credit, to reduce the economic gap between different social classes and combat stereotypes."

(Government Institutions Respondent)

Results

"The World Bank Group must firmly control all the projects it gives."

(Government Institutions Respondent)

"Education, Democracy, Fight against bad governance and corruption, Scrupulous monitoring of projects and their execution."

(Academia Respondent)

"Adapt financing and partnership conditions to the local context, Increase the role of control over financing not only from the viewpoint of spending reasons but also the achievement of the objectives of this financing."

(Civil Society Respondent)

"The WBG must track the money it lends to the government or directly supervise the imports or public works it finances"

(Local Government Respondent)

"Strictly monitor funds intended for rural areas (agriculture and livestock), Ensure the mentoring and accompanying of civil society actors as well as human rights actors in Mauritania."

(Private Sector Respondent)

Engagement

"Create frameworks for consultation and exchange with all stakeholders (including government) for the development of Mauritania beyond the portfolio review."

(Government Principal Respondent)

"The WBG must work directly with municipalities for local development. In Mauritania, municipalities lack the human resources to be able to develop activities. The WBG must support grass-roots development."

(Civil Society Respondent)

"It would be better for the WBG to collaborate much more with professional and university training institutions. Because exchange and freedom are much more accentuated in these circles and the more the work of the GBM would be appreciated in a scientific and effective manner."

(Government Institution Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania? (N=191)



WORLD BANK GROUP

How can the Bank increase its effectiveness? Open-Ended Responses

Build local capacity and better align with Mauritania's context.

Consistently monitoring.

Knowledge

"To increase its effectiveness in Mauritania, the WBG could focus its efforts on building local capacity in natural resource management by providing technical and financial assistance to local communities so that they can sustainably manage their resources and benefit equitably from the economic advantages derived from them."

(Academia Respondent)

"...Strengthen the capacities of Mauritania's private sector to create more opportunities for wealth creation and employment. Support Mauritania in the environmental field until it can comply with the Paris Agreement...."

(Civil Society Respondent)

"The WBG should provide greater technical assistance in the management/processing of raw materials and renewable resources, which require specialized skills that Mauritania does not have."

(Government Institution Respondent)

"Go into the field, make observations before financing and supervising projects."

(Government Institution Respondent)

"The World Bank should open access to the program and hire engineers and talents to achieve results by gaining experience, framing employees in government sectors, and training some of them by opening training courses for them in their respective fields."

(Private Sector Respondent)

"1) Organize an awareness-raising workshop in Mauritania on the role of the WBG in developing countries.

2) Provide private-sector-oriented skills training in fields useful to human development...."

(Private Sector Respondent)

Operation Effectiveness

"The temporality of programs must consider the political agenda in a democracy where fulfilling electoral commitments contributes to prosperity and civil peace."

(Private Sector Respondent)

"The essential thing for the WBG to ensure a minimum level of efficiency is to adapt all programs and aid provided to local requirements and to guarantee monitoring and control throughout the process and programs that concern the country."

(Government Institution Respondent)

Financial Support

"Financing of micro-projects, Training, Financing of local communities, Education."

(Academia Respondent)

"improve living conditions for Mauritians by increasing investment in the country"

(Government Institution Respondent)

"The WBG must invest in rational water management and the financing of irrigation solution projects, through water collection and control)." (Government Institution Respondent)

Communication

"The World Bank must contact the press in order to raise awareness among the population about the role the WBG plays in a country (in the areas of education, health, agriculture, livestock and in vital sectors)..."

(Bilateral or Multilateral Agency Respondent)

"Increase communication about the WBG's support and projects in Mauritania. The Bank must ensure that civil society is involved as a stakeholder in all projects to ensure transparency and accountability."

(Civil Society Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania? (N=191)



WORLD BANK GROUP

Communication and Outreach

“Working with the media and promoting open government.”

(Media Respondent)

“The World Bank must contact the press in order to raise awareness among the population about the role the WBG plays in a country (in the areas of education, health, agriculture, livestock and in vital sectors)...”

(Local Government Respondent)

“Increase communication about the WBG's support and projects in Mauritania. The Bank must ensure that civil society is involved as a stakeholder in all projects to ensure transparency and accountability.”

(Civil Society Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Mauritania? (N=191)

Direct Contact with Staff was Most Preferred for Receiving WBG Communications

Respondents most preferred to receive WBG's communications through **direct contact with staff**, **e-newsletters**, and **direct messaging**.

	All Respondents	Office of the President / PM / Minister	Government Institutions	Local Government	Bilateral /Multilateral Agency	CSOs	Preferred WBG Source		
							Private Sector	Academia	Media
Direct contact with staff (e.g., in person, virtually, phone, email)	41.9%	21.4%	43.8%	52.4%	66.7%	63.0%	35.8%	33.3%	16.7%
e-Newsletters	37.5%	64.3%	38.4%	42.9%	41.7%	26.1%	24.5%	25.0%	50.0%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	36.5%	21.4%	27.4%	38.1%	33.3%	34.8%	52.8%	58.3%	38.9%
Event / conference / seminar / workshop (in person or online)	31.4%	35.7%	30.1%	38.1%	8.3%	34.8%	24.5%	29.2%	50.0%
Social media (e.g., Facebook, Twitter)	30.3%	28.6%	31.5%	23.8%	8.3%	23.9%	41.5%	37.5%	33.3%
Other	2.2%	0.0%	2.7%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%



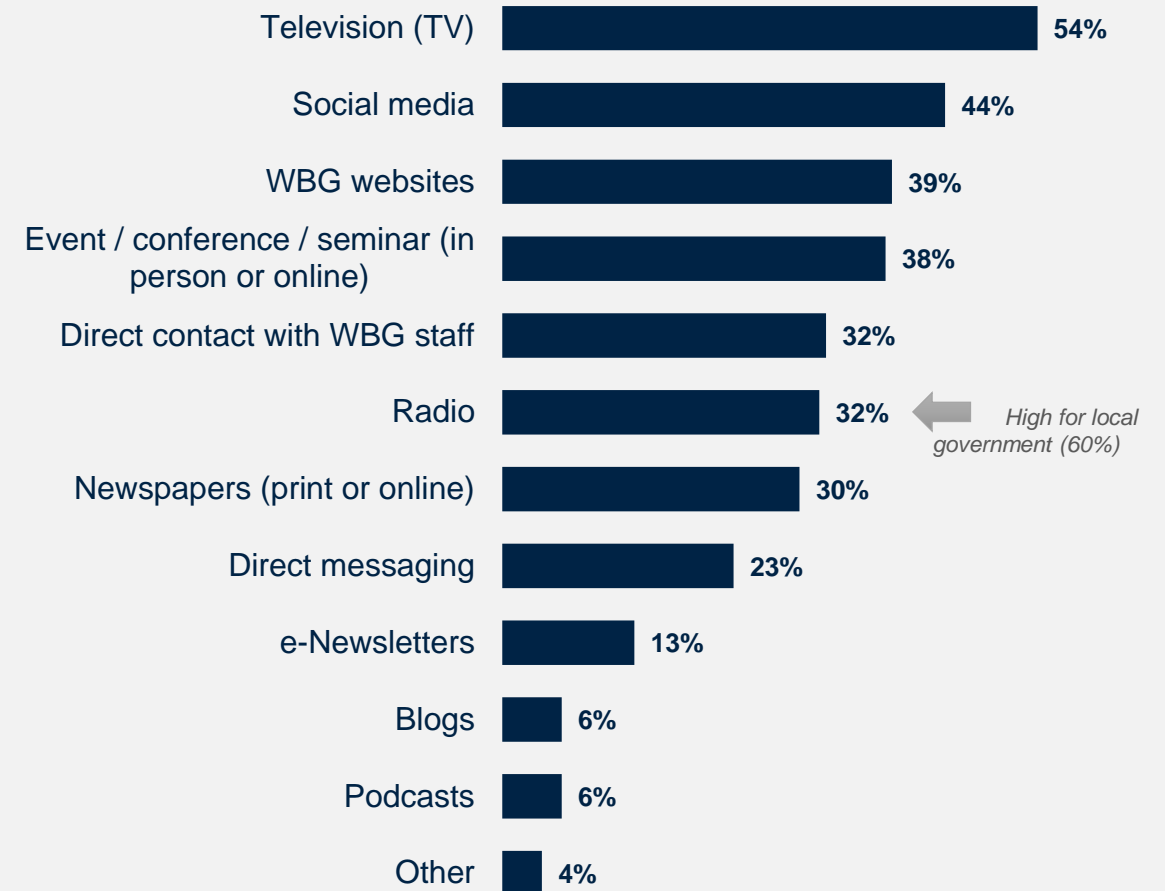
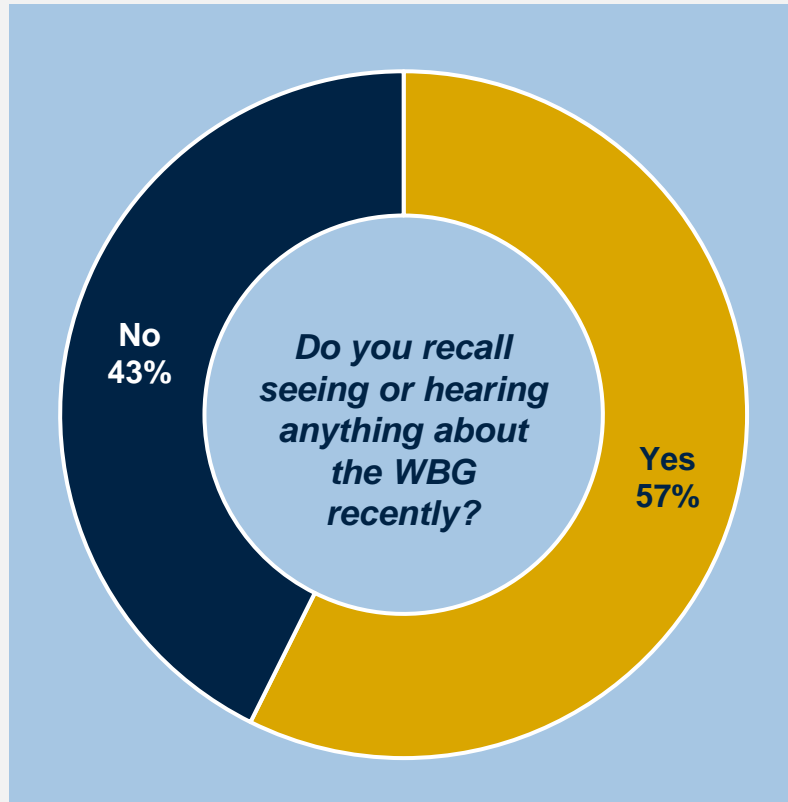
How would you prefer to receive communication from the WBG? (Select up to 2)
(Percentage of Respondents, N=277) *Significant difference between stakeholder groups



WORLD BANK GROUP

Nearly 6 in 10 Recall Information about the WBG Recently, most often through Television

57% of respondents recalled hearing or seeing something about the WBG recently. Respondents most often reported seeing/hearing about the WBG through **television**, followed by **social media**.



WBG Work on Food Security was the Most Commonly Recalled Topics

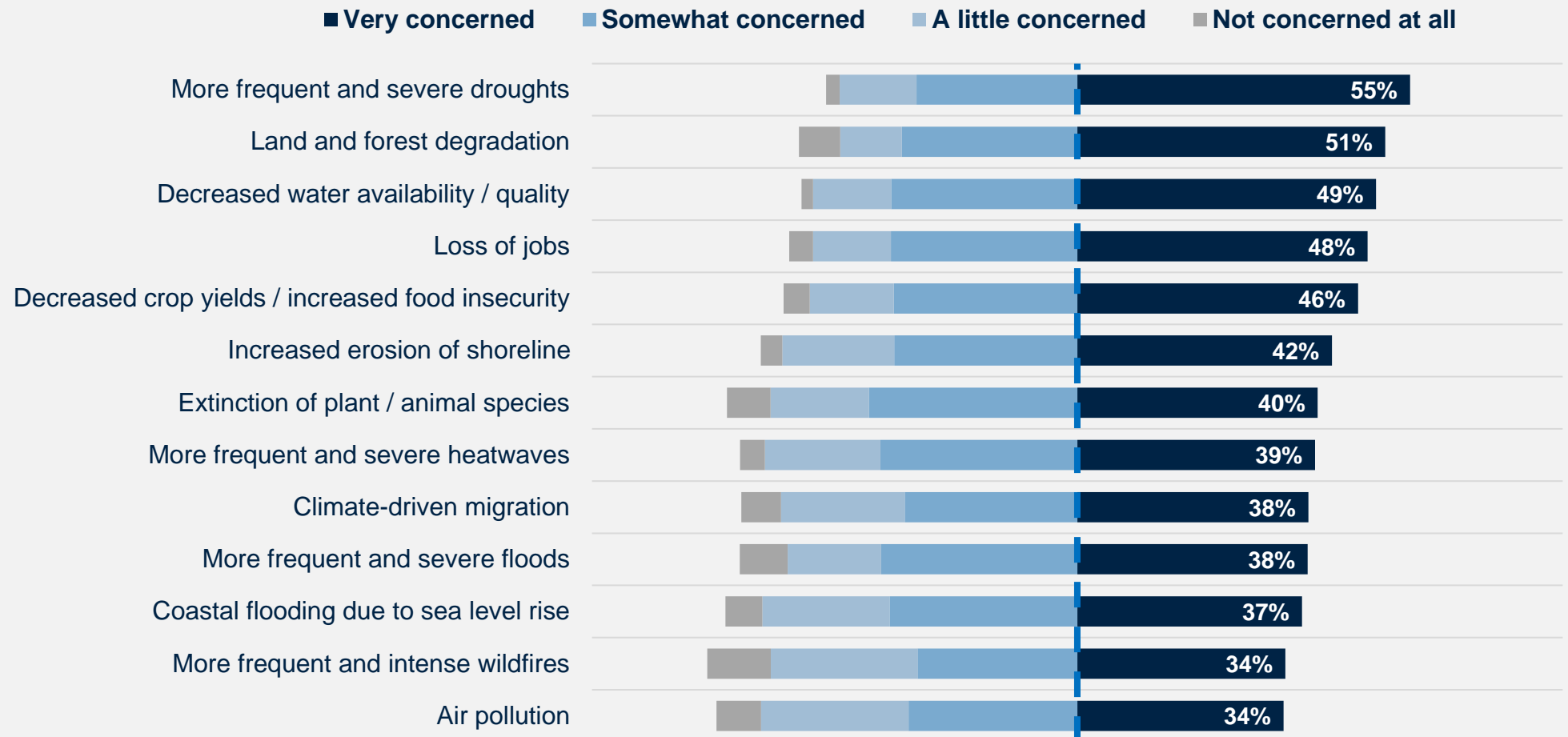
Respondents most frequently recalled WBG's work or research on **food security**, followed closely by **climate change**, **ending poverty** in developing countries, and **human capital**.

- Government principal respondents were significantly *more* likely to recall WBG work on climate change (78%) than respondents from other stakeholder groups.

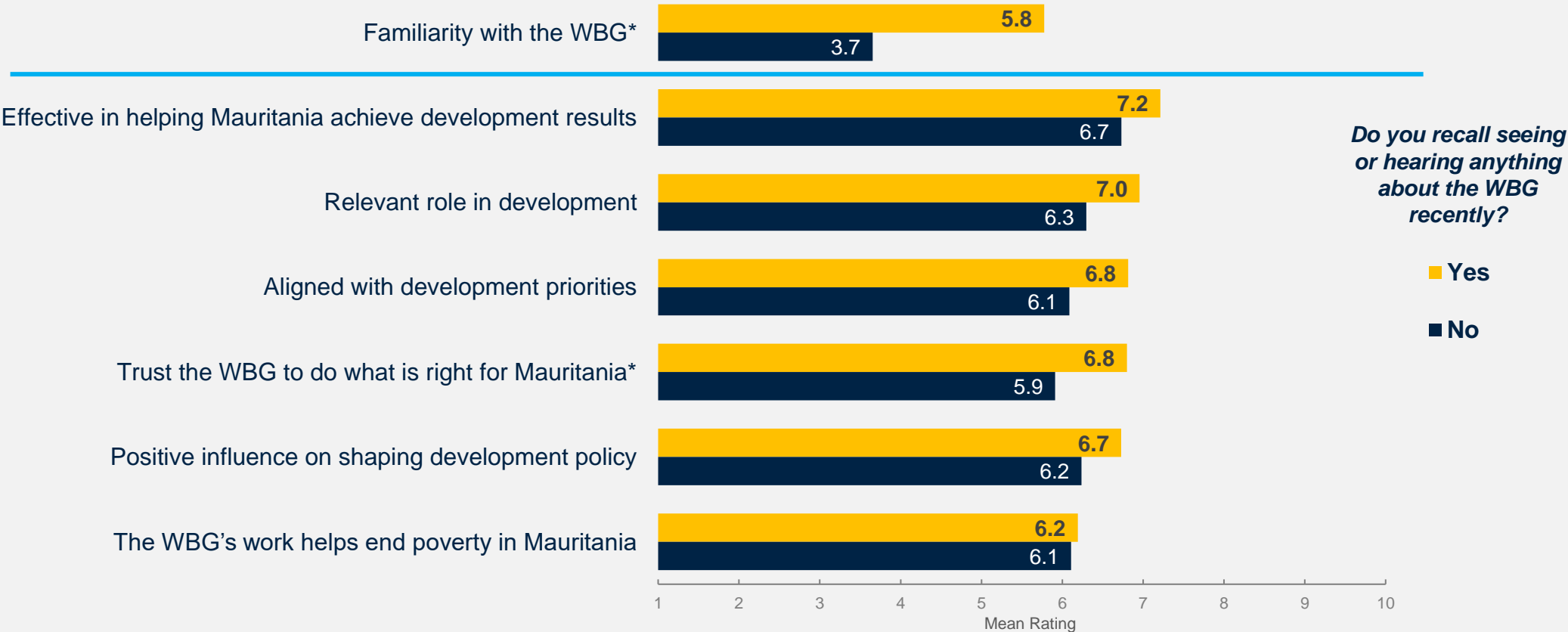


Climate Change Communications Can be More Impactful when Related to Stakeholders' Top Concerns: Frequent and Severe Droughts

More than half of the respondents were **very concerned** about the **more frequent and severe droughts** and **land and forest degradation** regarding the potential impacts of climate change in Mauritania. **Decreased water availability** and **loss of jobs** were also of great concern to respondents. These key areas of concern should be considered to make communications about climate change more impactful.



Message Recall Increases Familiarity and Leads to More Positive Perceptions of the WBG and its Work



These findings suggest that respondents who are more frequently exposed to information about the WBG, or who actively engage with WBG staff and knowledge work (read research papers, etc.) are also more likely to hold more positive views about the WBG's work.

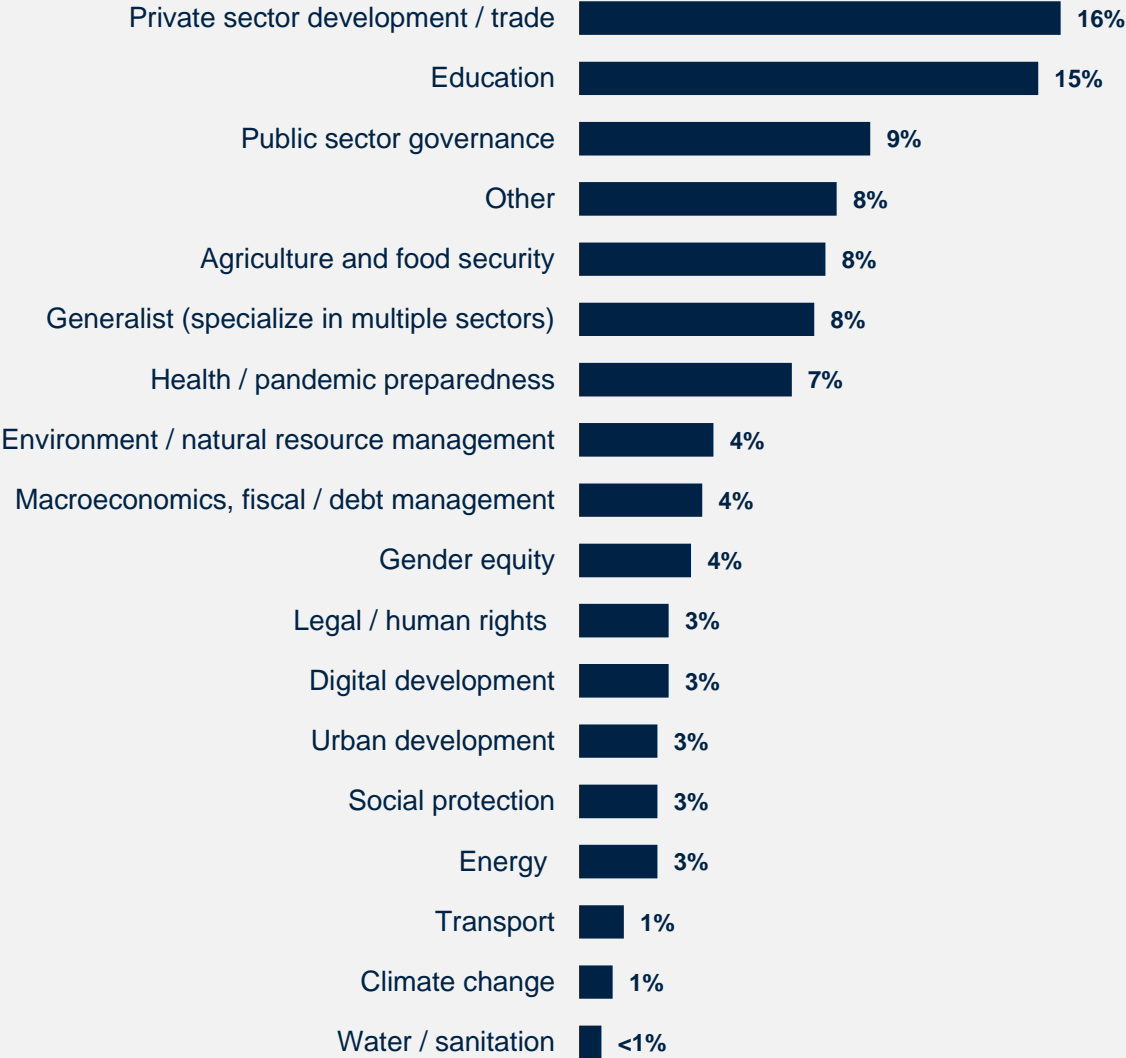
How familiar are you with the work of the World Bank Group in Mauritania? Scale: 1 Not familiar at all – 10 Extremely familiar
How much do you trust the WBG to do what is right for Mauritania? Scale: 1 Not at all – 10 Very much
Scale: 1 Strongly disagree – 10 Strongly agree: The WBG currently plays a relevant role in development in Mauritania. The WBG has a positive influence on shaping the development policy in Mauritania. The WBG's work is aligned with what I consider the development priorities for Mauritania.
How effective is the WBG in helping Mauritania achieve development results? Scale: 1 Not effective at all – 10 Very effective

Sample Demographics and Detailed Methodology



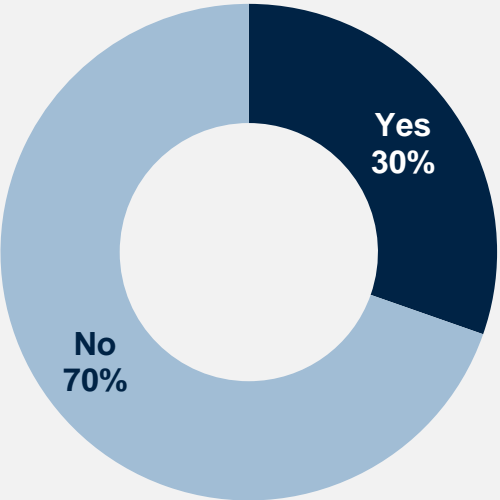
Sample Demographics

What is the primary specialization of your work? (N=274)



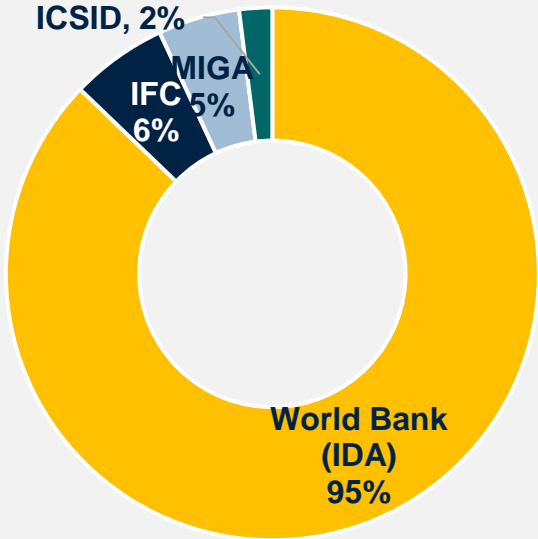
Do you collaborate/work with the World Bank Group (WBG) in Mauritania? (N=303)

Government institution respondents were significantly more likely to indicate that they collaborate with the WBG (47%) whereas respondents from academia were significantly less likely to collaborate with the WBG (10%).

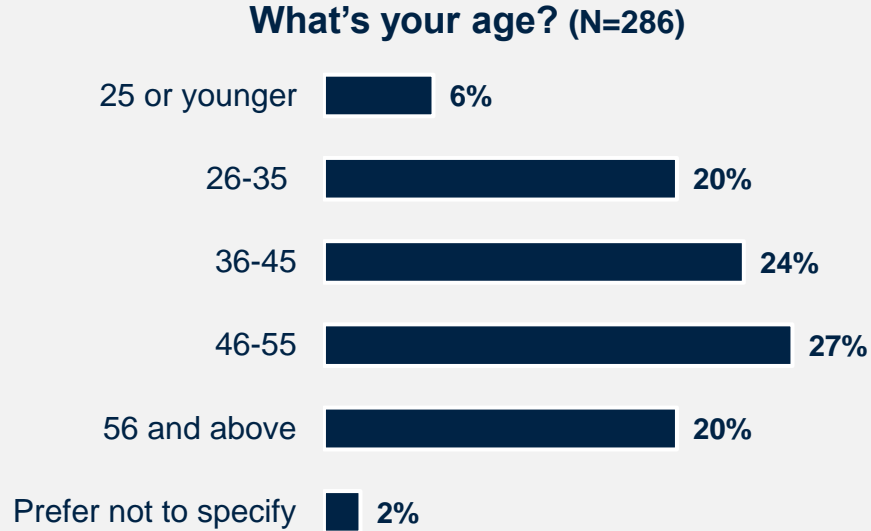
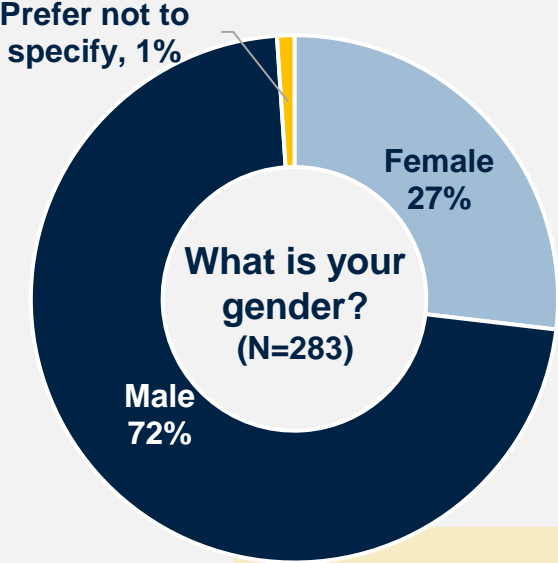


Which of the following WBG agencies do you collaborate/work with in Mauritania? (N=94)

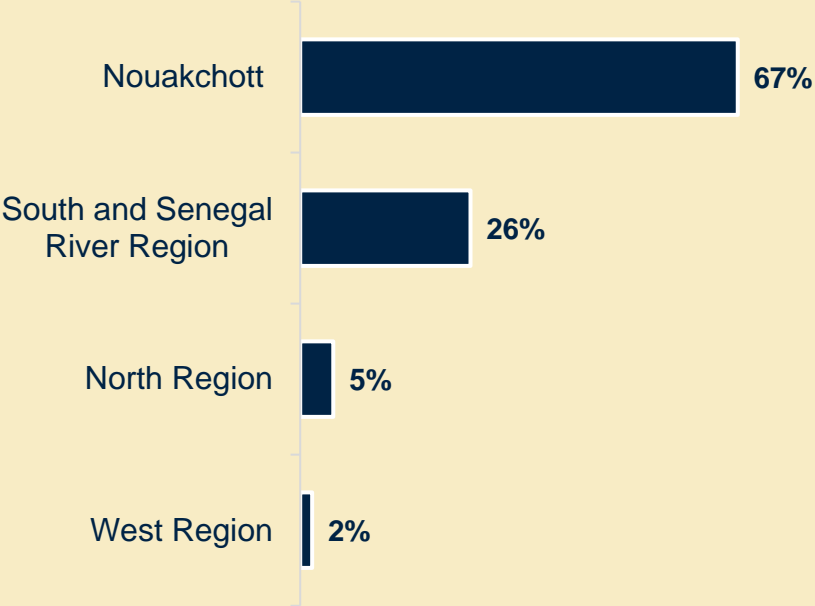
Percentages equal more than 100% because respondents could choose multiple agencies within the WBG.



Sample Demographics (continued)



Which best represents your geographic location? (N=276)



Detailed Methodology

From **January to March 2024**, a total of 692 stakeholders in Mauritania were invited to provide their opinions on the WBG’s work by participating in a Country Opinion Survey (COS). A list of potential participants was compiled by the WBG country team and the field agency. Participants were drawn from the Offices of the President, Prime Minister, Minister, and Parliament, government institutions, local governments, bilateral or multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **320 participated in the survey (46% response rate)**. Respondents completed the questionnaire via an online platform or during face-to-face interviews with fielding agency representatives, or they received the questionnaires through courier and returned them accordingly.

The results of this year’s survey were compared to the FY21 Survey with a response rate of 70% (N=348).

Comparing responses across Country Surveys reflects changes in attitudes over time but also changes in respondent samples, changes in methodology, and changes to the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. These differences in stakeholder composition between the two years should be considered when interpreting the results of the past-year comparison analyses.

Key statistically significant findings (tested at the research standard of $p < .05$) are noted throughout the report.

Breakdowns for individual questions by stakeholder group can be found in the “Mauritania COS FY24 Appendices with data breakdowns.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Percentage of Respondents	FY 2021	FY 2024
Government Principals: Office of the President, Prime Minister, Minister, Parliamentarian	11%	7%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	26%	28%
Local Government	7%	7%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	5%	4%
Civil Society Organization: Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	20%	15%
Private Sector: Private Company, Financial Sector Organization, Private Bank	18%	20%
Academia/Research Center	11%	9%
Media	3%	7%
Other	0%	3%
Total Number of Respondents	314	320



What is your primary professional affiliation? (Select only 1 response)

Indicator Questions

Every country that engages in the Country Opinion Survey (COS) must include specific indicator questions, several of which are aggregated for the World Bank Group's annual Corporate Scorecard and are highlighted in **red** below.

A1_5. How much do you trust the World Bank Group to do what is right for Mauritania? Scale: 1 Not at all – 10 Very much

A2. How effective is the World Bank Group in helping Mauritania achieve development results? Scale: 1 Not effective at all – 10 Very effective

A3. How significant a contribution do you believe the WBG's knowledge work make to development results in Mauritania?
Scale: 1 Not significant at all – 10 Very significant

To what extent do you agree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree

A4. The WBG currently plays a relevant role in development in Mauritania.

A5. The WBG's work is aligned with what I consider the development priorities for Mauritania.

A6. The WBG has a positive influence on shaping development policy in Mauritania.

A7. The WBG's work helps end poverty in Mauritania

To what extent is the WBG an effective development partner in terms of each of the following? Scale: 1 To no degree at all – 10 To a very significant degree

C1_1. Responsiveness to needs in Mauritania

C1_2. Access to WBG staff and experts

C1_3. Flexibility when circumstances change in Mauritania

C1_5. Being a long-term partner to Mauritania

To what extent is the WBG an effective development partner in Mauritania, in terms of collaborating with the following groups?

Scale: 1 To no degree at all – 10 To a very significant degree

C2_1. National government

C2_4. Private sector

C2_5. Civil society

C2_6. Other development partners

To what extent do you agree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree

C4_1. The WBG's financial instruments (i.e., loans, credits, grants, trust funds) meet the needs of Mauritania.

C4_3. The WBG provides financial support in a timely manner.

C6_1. I am satisfied with the quality of the WBG's knowledge work in Mauritania.

C6_4. The WBG's knowledge work is tailored to Mauritania's context.





Country Opinion Surveys

Thank you

*For more information about this report
or the Country Opinion Survey program,
please contact:*

countrysurveys@worldbankgroup.org

