

La Khaïma Foundation

Mining companies and desert nomads -
Communication and sustainable development

Presenter :
Mohamad Mahmoud Ould el Atigh



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- Our Mission
- How we act
- What we do



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Presentation Outline

- Mauritanian nomads and communication
- Mining industry and communication
- Bridging communication



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Understanding Nomads

- The nomads live in the desert. They are in constant movement.
 - How to reach them?
- The nomads have always relied on **oral** communication.
 - For knowledge
 - Adaptability
 - Survival



The Nomadic way of communicating

- For nomad people, communication is life.
 - Word of mouth
 - Traditional communication but also,
 - New ways of communication, cell phones and radios

Remember: Nomads do not surf the internet



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Industry Communication

- Mining industries use a predominantly visual communication
- Written and symbolic signs are used on site
- Additional information is posted on the internet



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Remember:

- Nomads?
 - No internet
- Mining?
 - Use of internet



Oral
Communication



Visual Communication

Suggestion:

- Let's make it work better!



Bridging Communication

- Use **Oral communication**
- Use means of communication central to nomadic life:
 - Word of mouth
 - Cell phones
 - Radios
 - Messages on loud speakers on site
- **Participate** in key moments of nomad life:
 - “Be there!” Festival or tea time but, be there!



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Conclusion

- Effective communication results in growth
- Common language can help move towards sustainable development
- Remember:
 - Even very small actions can bring positive effects



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Sustainable Communication

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Sustainable Development



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