

Reducing Threats to Wildlife from Urban Bushmeat Demand



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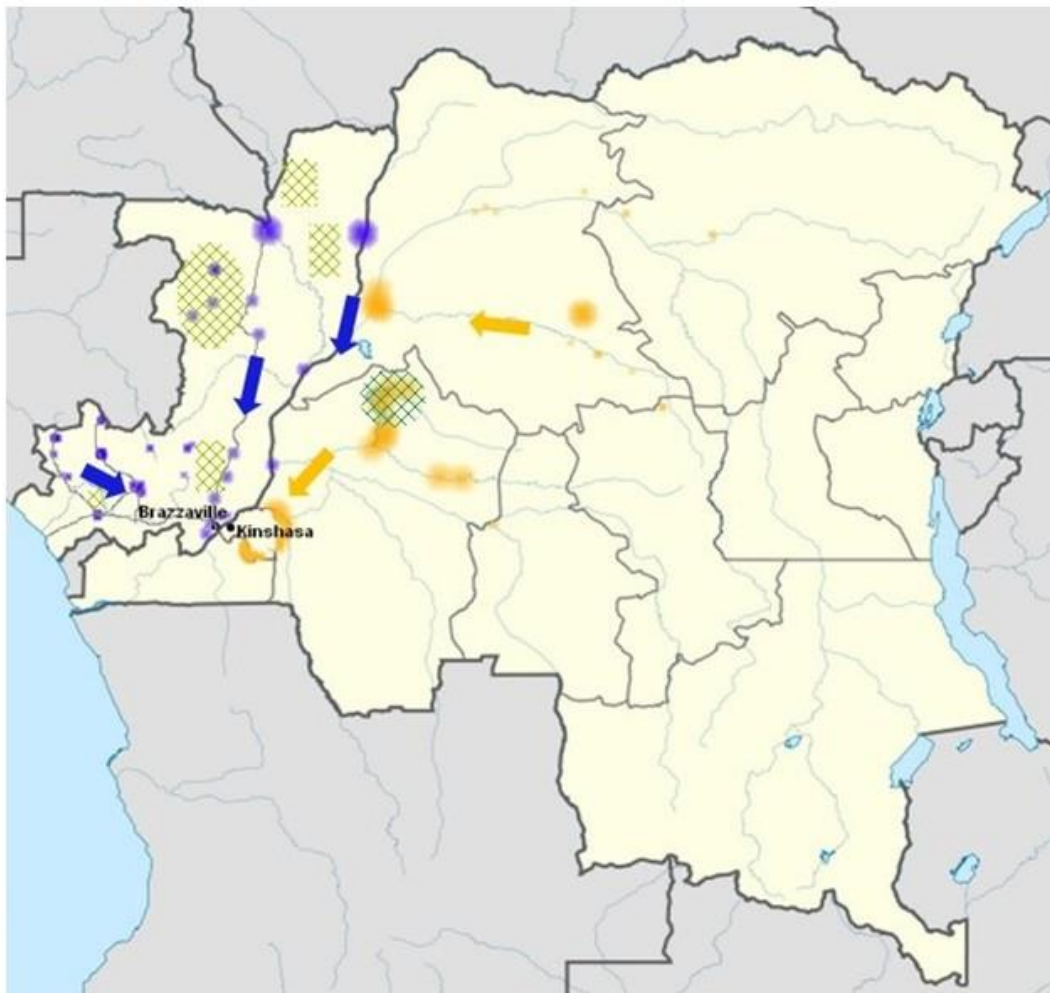
Conservation target



Many threats



Why cities?



- Capital cities
- ▨ Protected areas
- Origin of bushmeat
- To Brazzaville
- To Kinshasa
- Flows of bushmeat
- ➔ To Brazzaville
- ➔ To Kinshasa

Data used : 2014–2015 PREVENT study, « Markets as high-risk locations for transmission of infectious disease in Republic of Congo and Democratic Republic of Congo »



Why now?

PHILOSOPHICAL
TRANSACTIONS
— OF —
THE ROYAL
SOCIETY

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Review



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One contribution of 18 to a Theme Issue 'Change in African rainforests: past, present and future'.

Subject Areas:
ecology

Extent and ecological consequences of hunting in Central African rainforests in the twenty-first century

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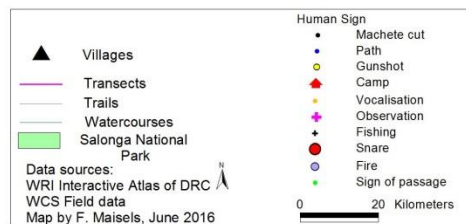
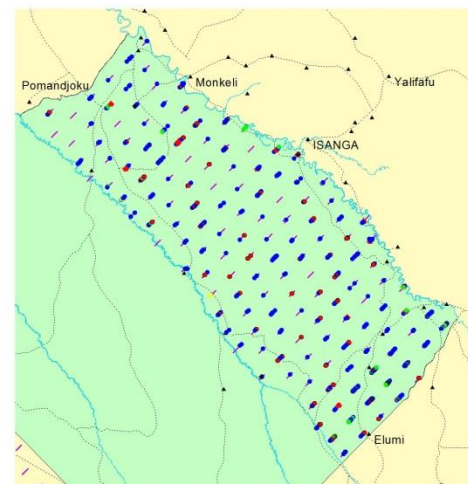
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Humans have hunted wildlife in Central Africa for millennia. Today, however, many species are being rapidly extirpated and sanctuaries for wildlife are dwindling. Almost all Central Africa's forests are now accessible to hunters. Drastic declines of large mammals have been caused in the past 20 years by the commercial trade for meat or ivory. We review a growing body of empirical data which shows that trophic webs are significantly disrupted in the region, with knock-on effects for other ecological functions, including seed dispersal and forest regeneration. Plausible scenarios for land-use change indicate that increasing extraction pressure on Central African forests is likely to usher in new worker populations and to intensify the hunting impacts and trophic cascade disruption already in progress, unless serious efforts are made for hunting regulation. The profound ecological changes initiated by hunting will not mitigate and may even exacerbate the predicted effects of climate change for the region. We hypothesize that, in the near future, the trophic changes brought about by hunting will have a larger and more rapid impact on Central African rainforest structure and function than the direct impacts of climate change on the vegetation. Immediate hunting regulation is vital for the survival of the

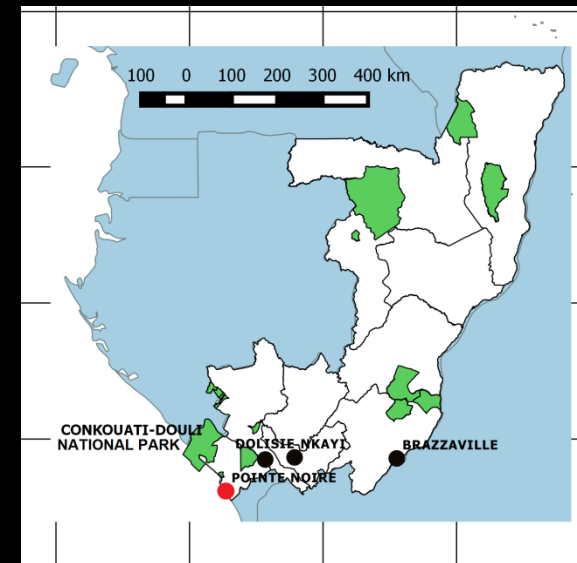


BUSHMEAT CRISIS TASK FORCE



Overview

- 2-year, \$200,000 USFWS-funded pilot project in Pointe Noire
- Identifying and understanding key drivers behind consumption
- Supporting conservation efforts :
 - Raising awareness
 - Building constituencies
- Implementing first-of-its-kind mass media behavior change campaign



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Why Pointe Noire?

- 1,000,000 inhabitants
- 100 miles north of the Congo River, 60 miles south from Conkouati
- Relatively isolated, good communications petri dish



Who's involved?

Coalition of organizations

Steering Committee

Government Partners

Future Coalition Members

Natural Resource
Governance

Advisory
Board

Communications
and Media

Criminology

Bushmeat

Behavior Change

Economics

Nutrition and Gastronomy

Framework and Research

- Conceptual framework — three inter-related, dynamic components of bushmeat
- Two phase approach: research and campaign
- Mixed-methods research (quantitative, qualitative, desk research)



Core Research Questions

What species are most popular and why?

How does bushmeat get to Pointe Noire?

Where can bushmeat be found in Pointe Noire?

Who are influential people and institutions in Pointe Noire?

How is the supply of bushmeat organized?

Who is supplying, selling and eating bushmeat?

Has anything changed in supply and people's bushmeat consumption?

When and **how often** are people trading, selling and eating bushmeat?

Why do consumers choose bushmeat over other sources of proteins?

Where do people buy/prepare/eat bushmeat?

How much does bushmeat costs compared to other types of meat that sold/eaten?

What will make people reduce/ stop eating bushmeat?

Key research areas

Supply

Market and restaurant mapping

Market and hub monitoring

Restaurant and vendor

Demand

Consumer profile

Consumer qualitative

Consumer quantitative

Regulatory Environment

Political mapping

Law enforcement

Law & policy

Campaign

Audience research

Media mapping

Pre testing

Approach

- C4C — Communications for Conservation
- Mapping conservation risks and opportunities
- Strategically engaging stakeholders
- Theory of change to support campaign



Campaign Building and Launching

- Audience research: Where do people get their info?
How? Why?
- Determine target audience, appropriate media
- Develop campaign brief for producers
- Conduct pre-testing
- Launch campaign
- Conduct effective monitoring and evaluation (M&E)

What are the findings so far?

- Seen as a luxury good, social status symbol
- Urbanites know little about the environment
- Wide variety of animals in the markets
- Lax regulatory environment
- Meat coming from Conkouati



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Unexpected findings

- Widely consumed
- Preferred to other types of proteins, natural
- Recommended by the health community
- Political connotation
- Storage in cold rooms
- Other points of origins than Conkouati
- Markets: 100 tables



What do the findings mean?

- Provide insight about key drivers



- More research to understand the unexpected



Criminology and Bushmeat

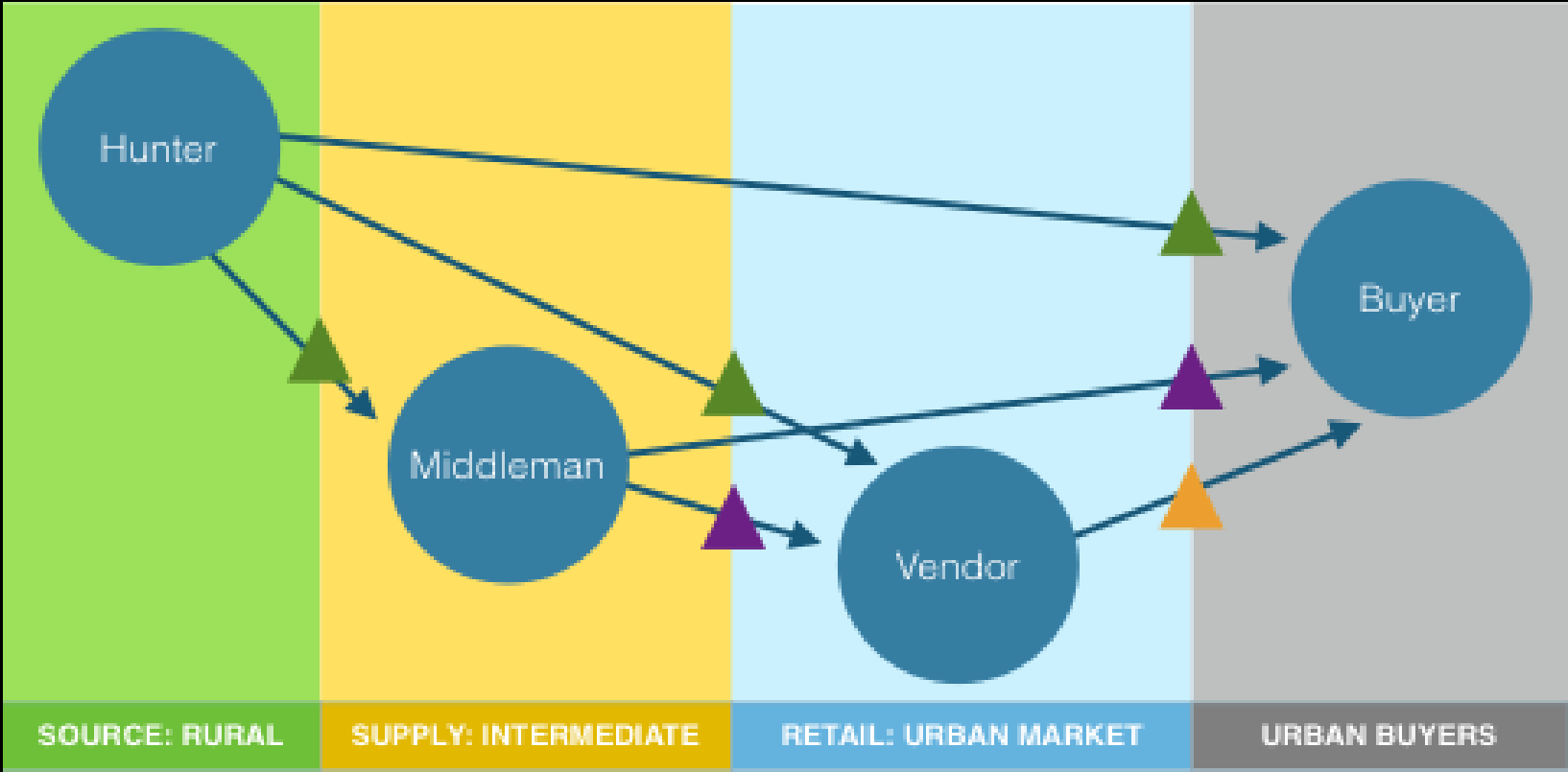
Conservation Criminology

- Interdisciplinary framework
- Scientific study of environmental crimes and noncompliance
- Crime, not criminals

(Gibbs, Gore, McGarrell & Rivers 2010)



Bushmeat Supply Chain



What we have learned...

- Organized structures
- Different trade mechanisms
- Different modes of transportation
- Strategies to avoid detection
- Special orders common



Next Steps with Criminology

- Network Analysis
- Geographic Relationships
- Offender Motivation
- Enforcement Strategies
- Situational Crime Prevention: 25 Techniques

(see: Lemieux 2014; Cornish & Clarke 2003)



Moving from learning to action

- Finalizing research
- Leveraging results from other sites and research
- Engaging stakeholders, building constituencies
- Designing and implementing behavior change campaign



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The Ki/Bra project

- Lessons learned from Pointe Noire
- Going bigger
- Transnational project
- Deeper research needed
- New partners...



*Airport baggage
L Escouflaire©WCS*



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