



Building an informed coalition:

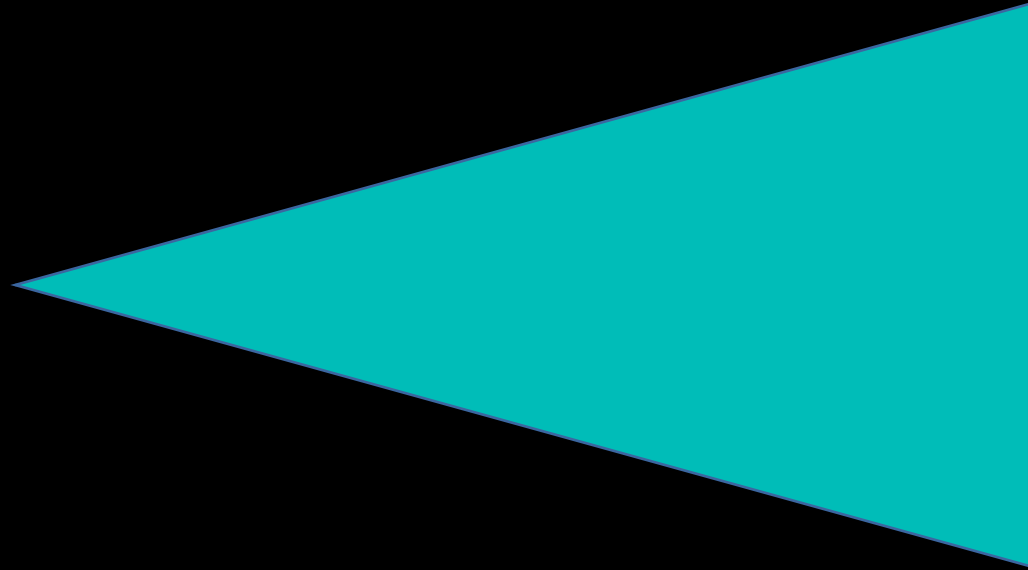
Situation analysis in Kinshasa and Brazzaville

Juliet Wright, WCS Bushmeat Research Coordinator
jwright@wcs.org



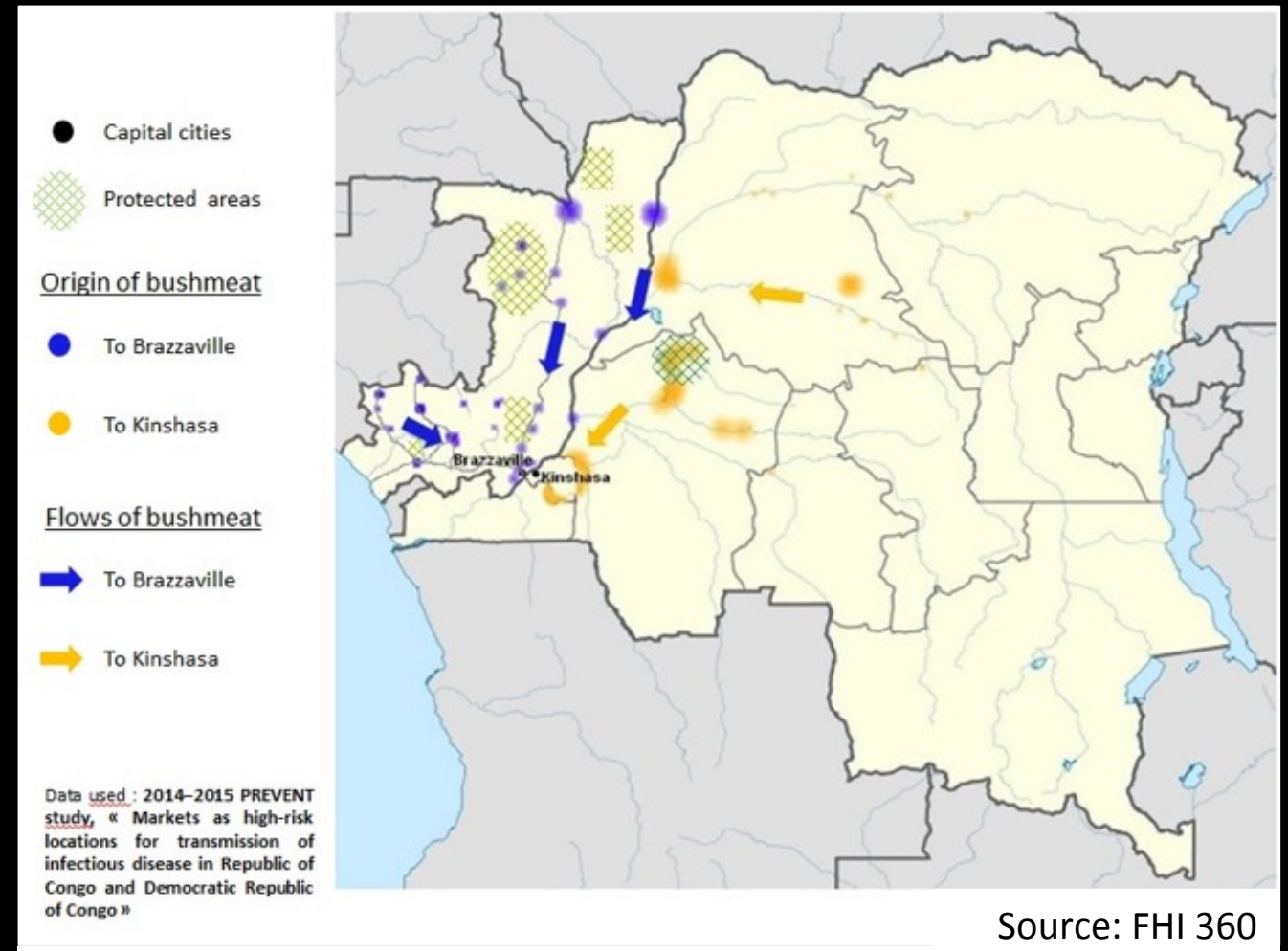
Learning from and scaling up

Pointe Noire
Pop. 1,000,000



Brazzaville and Kinshasa
Pop. 15,000,000

Urban demand



Source: FHI 360

Central Africa's wildlife is disappearing



Central Africa's wildlife is disappearing



Socio-Cultural Approaches

Livelihoods
Alternative Markets
Behavior Change
Social Change / Accountability



Long-term Goal:
To decrease the threats to wildlife populations in Central Africa by decreasing the demand for bushmeat as a source of protein.

Project Aims:
Reduce demand from consumers for bushmeat, so that less is eaten;
Increase public support for conservation laws and their enforcement.

Regulatory Approaches

National Law Enforcement Strategy



Livelihoods

Sustainable Wildlife Management

Protected Areas

Supply
Rural / Forest
hunting wildlife for urban markets and cash

Hunters

Law Enforcement Staff:
rangers, police, gendarmes, army, customs officials

Protected Areas

Law Enforcement

Public Support for Law Enforcement



Supply
Between Rural / Forest and Urban Centers
getting bushmeat to urban markets (via roads, rivers, skies)

Traders, Direct Buyers
Transporters (truck and taxi drivers, aviation staff, boat pilots)
Travel agents

Law Enforcement Staff:
rangers, police, gendarmes, army, customs officials
Ministries
Border and Immigration Staff



Anti-trafficking Law Enforcement

Livelihoods

Marketing Alternative Local Proteins

Public Support for Law Enforcement



Supply Urban
storing and selling bushmeat

Cold room and storage place operators. Intermediate purveyors, Wholesalers
Butchers
Market vendors

Law Enforcement Staff:
rangers, police, gendarmes, army, customs officials
Commerce Staff: market managers, tax inspectors
Health Staff: health Inspectors
Ministries



Phased Law Enforcement

Behavior Change Communication

Public Support for Law Enforcement



Demand Urban
buying, cooking and eating bushmeat

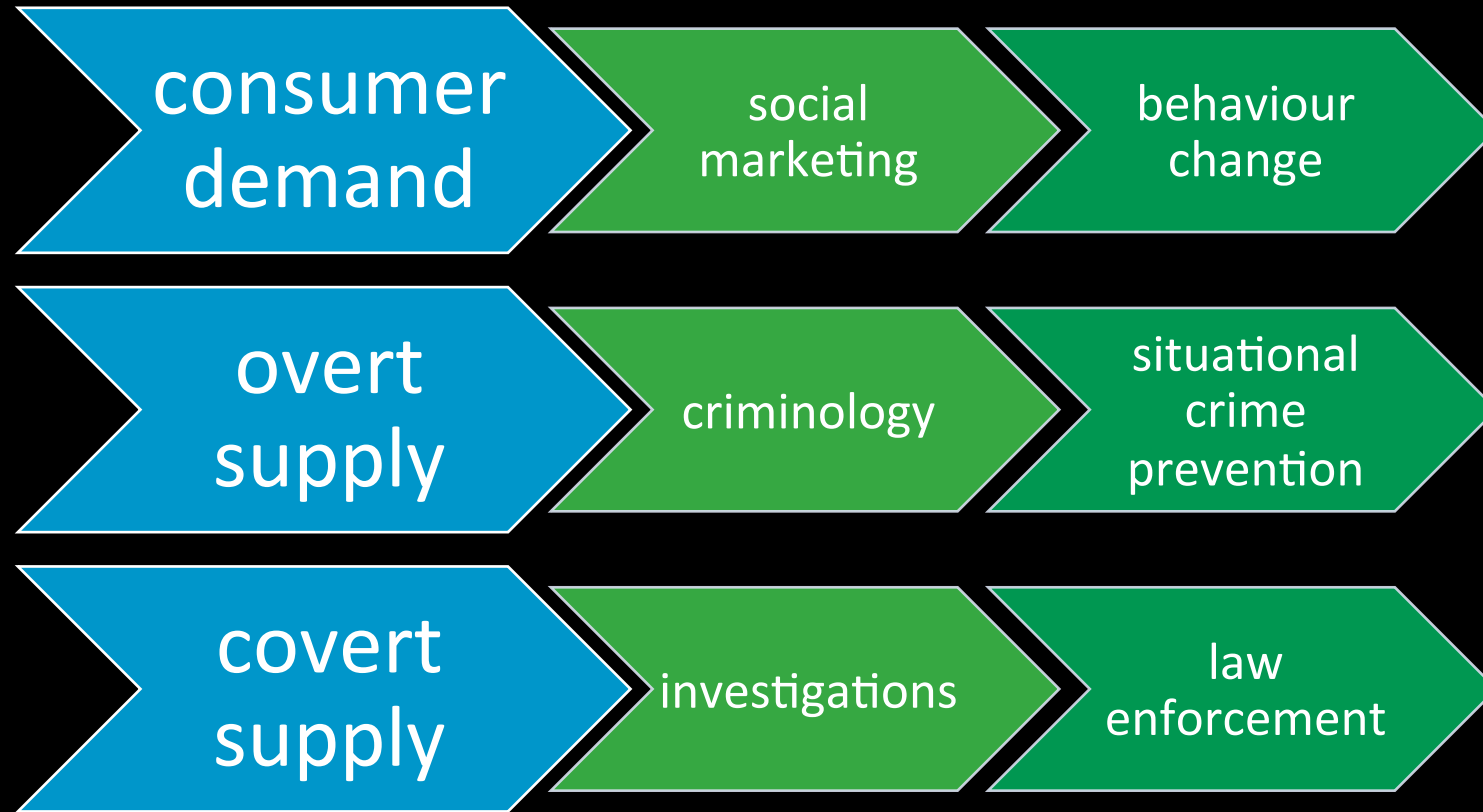
Domestic: Family members and friends
Members of household responsible for market shopping, cooking, hosting guests
Restaurants and Caterers: Clients
Events and Recreation: Clients

Not Yet Assessed



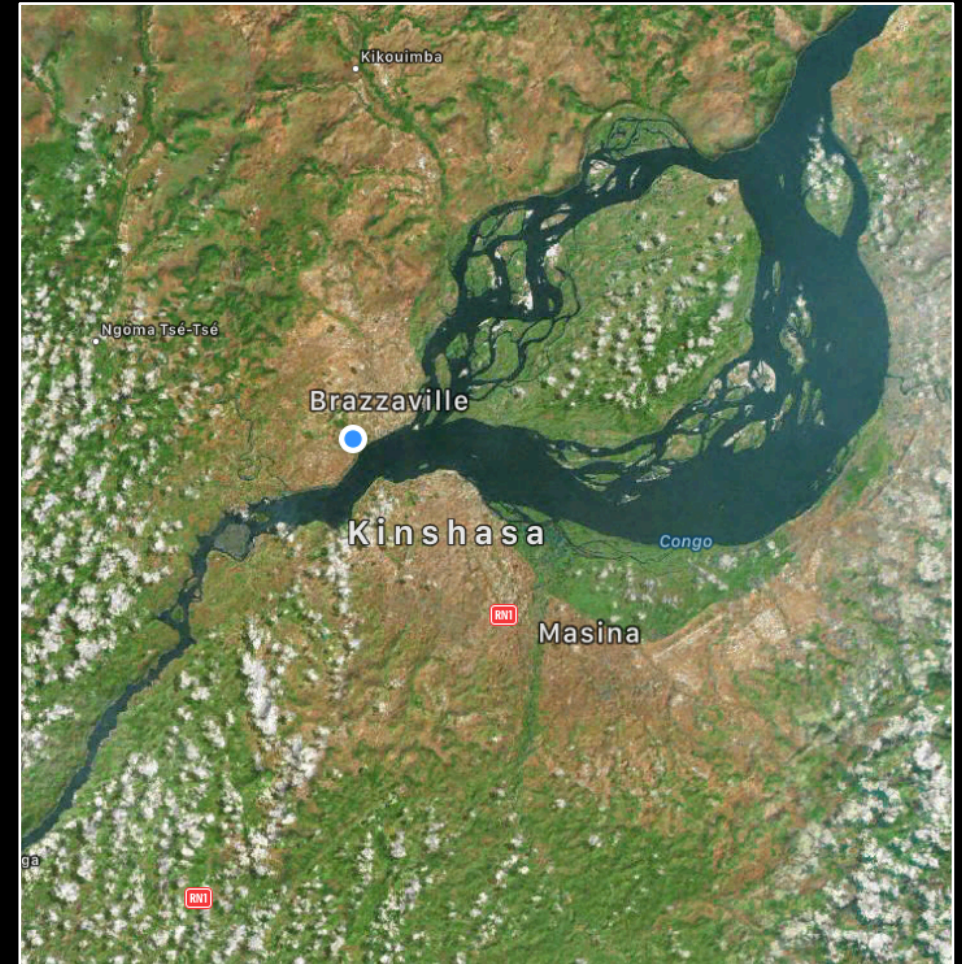
Phased Law Enforcement

Three strands of research



City-wide situation analysis

- Five surveys
- 18 months
- May 2017 - October 2018
- Quantitative
- 14 Congolese research assistants
- Data analysis ongoing



Problem definition

- Prevalence and frequency of bushmeat consumption
- Proportion of restaurants and markets overtly selling bushmeat

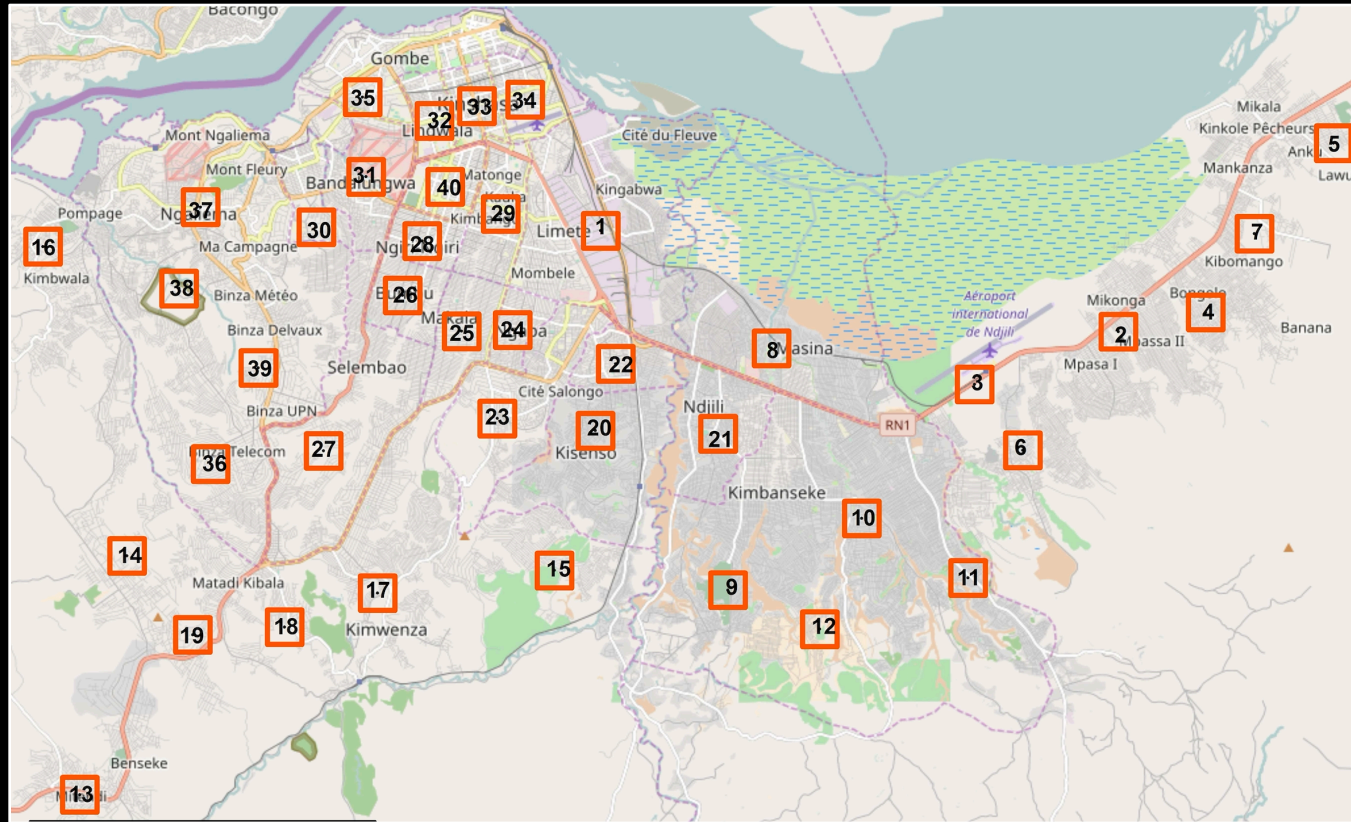


Contextual analysis

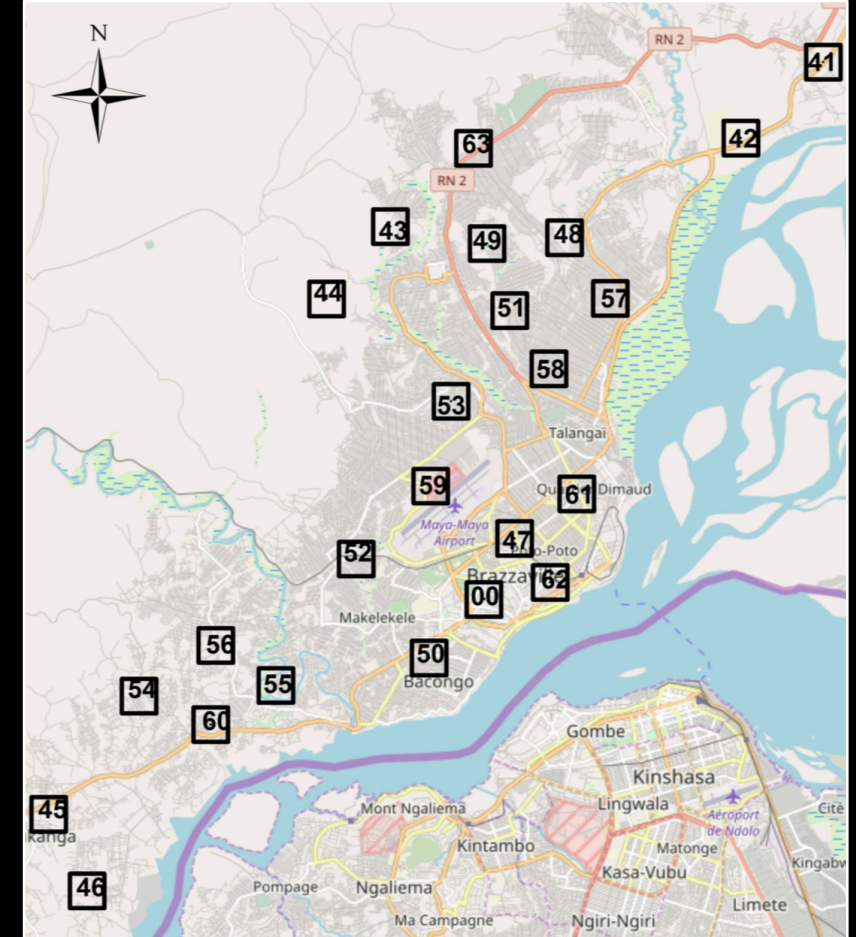
- Prevalence and frequency of consumption of other protein types
- Availability of alternative proteins



Sampling frame – 63 one-km sq quadrats



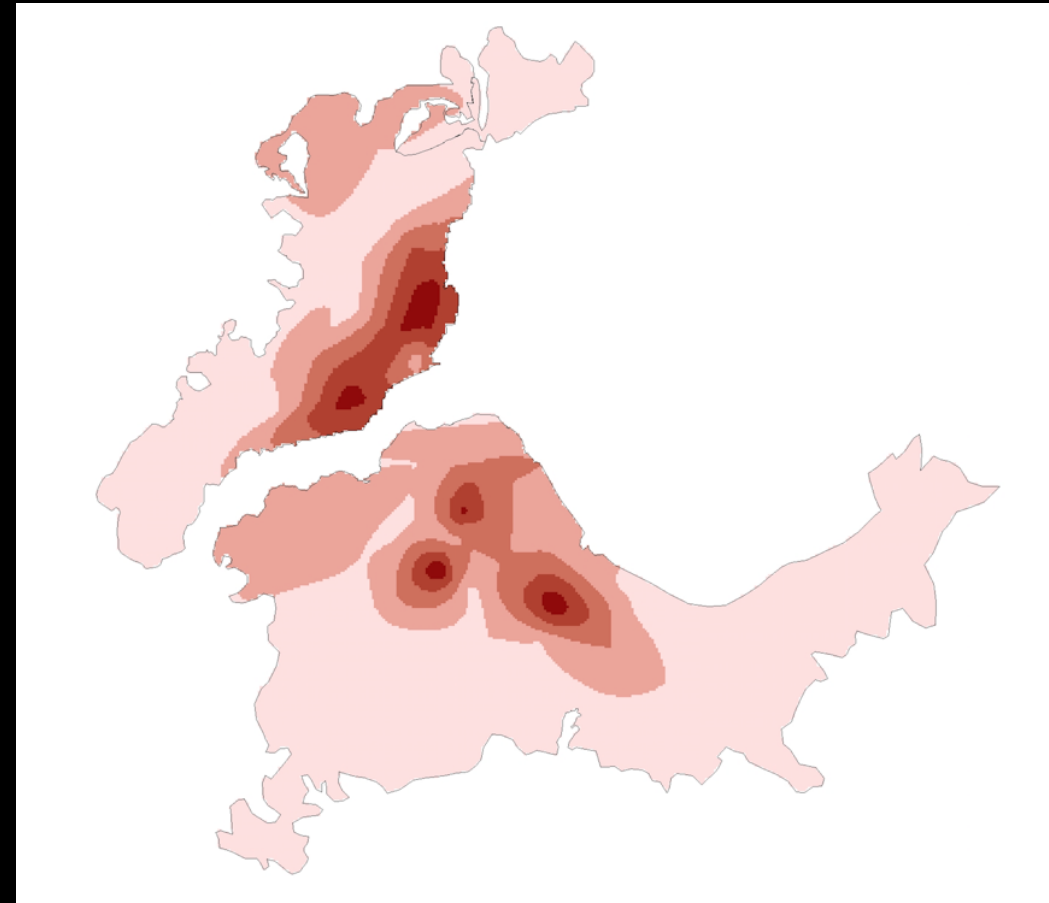
Kinshasa



Brazzaville

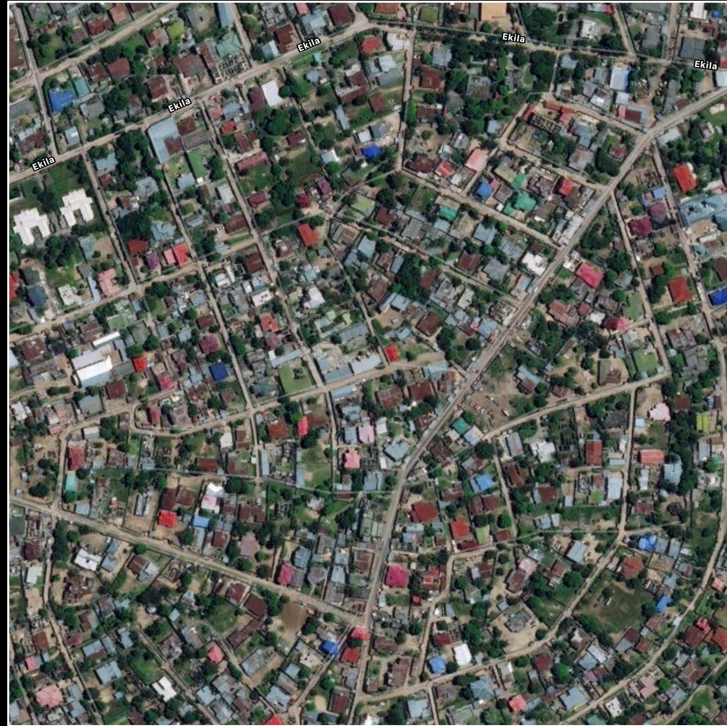
Survey 1 – mapping

- Protein outlets and public gathering points
- May 2017 – January 2018
- Mobile navigation app OsmAnd
- Data collected in KoBoCollect
- 2071 POI mapped in Brazzaville
- 8197 POI mapped in Kinshasa



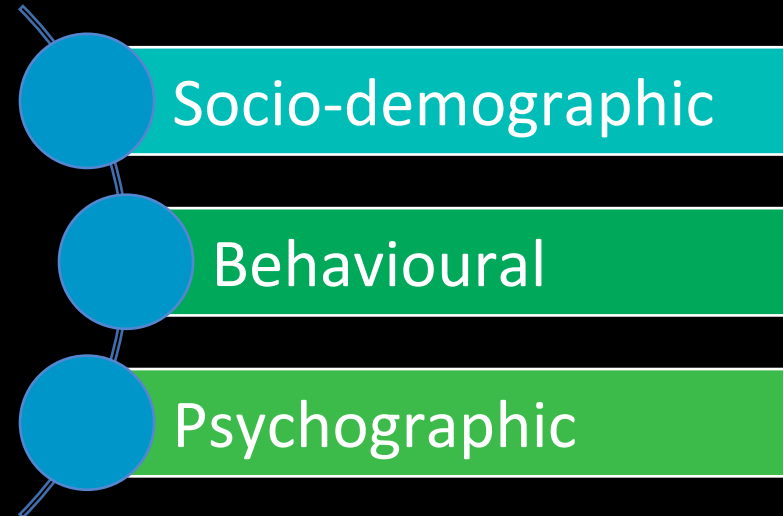
Density of protein selling outlets

Survey 2 – quadrat characterisation



Survey 3 - consumer survey

- December 2017 and June 2018
- Timed street-intercept approach
- Two assistants, one day, one quadrat
- 605 interviews in Brazzaville
- 556 interviews in Kinshasa
- Total sample – 1382 (inc. PNR)



Survey 4 – restaurant survey

- September – October 2018
- All restaurants in 50% of quadrats revisited (n=388)
- Observation + interviews
- 86 interviews in Brazzaville
- 131 interviews in Kinshasa



Restaurants in quadrat #35

Survey 5 – market survey

- September – October 2018
- All markets revisited (n=56)
- Observation
- Presence/absence of bushmeat



The context: most important proteins

Pointe Noire	Kinshasa	Brazzaville
1. Fish	1. Fish	1. Fish
2. Eggs	2. Beans	2. Poultry
3. Poultry	3. Eggs	3. Eggs
4. Beans	4. Poultry	4. Beans

Bushmeat is not important for food security in the cities studied

'Occasional' proteins

Pointe Noire	Kinshasa	Brazzaville
1. Beef	1. Beef	1. Bushmeat 63%
2. Pork	2. Goat	2. Beef
3. Bushmeat 35%	3. Bushmeat 41%	3. Pork
	4. Pork	

Respondents ate these proteins at least once per quarter

350,000 people	5,330,000 people	1,260,000 people
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Restaurants selling bushmeat

Restaurant type	Everyday	Weekly	Monthly	Infrequent	Never	Total	%
International	0	1	1	0	3	5	40%
Formal	2	10	2	0	14	28	50%
Informal	4	35	11	10	105	165	36%

76 out of 198 restaurants (38%) overtly sold bushmeat
41% in Brazzaville and 37% in Kinshasa

Formative research – bushmeat consumers

- Characterisation of frequent bushmeat consumers
- Motives for and against consuming bushmeat
- Situational and social context of bushmeat consumption
- Species preferences

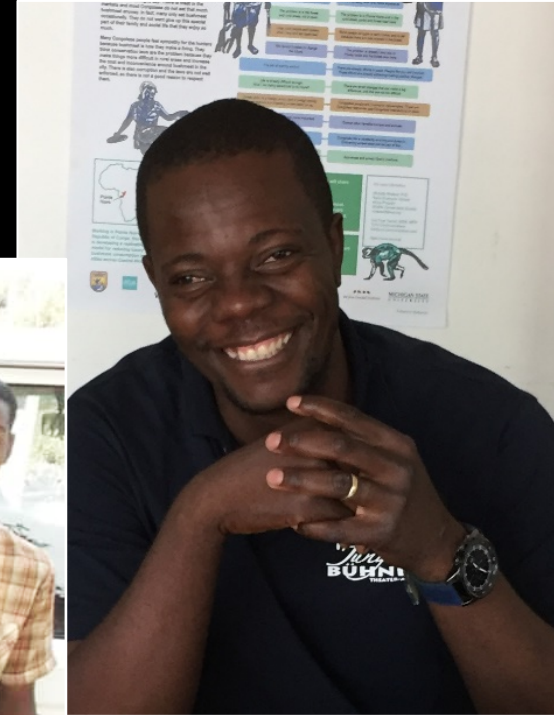


Formative research – bushmeat suppliers

- Characterisation of restaurants overtly selling bushmeat
- Location and clustering of bushmeat-selling restaurants and markets
- Motives for and against trading and selling bushmeat



WCS Urban Bushmeat Project team





yoyo
communications
bespoke
information
presentation

MICHIGAN STATE
UNIVERSITY



USAID
FROM THE AMERICAN PEOPLE



**Wildlife
Conservation
Society**