



USAID
FROM THE AMERICAN PEOPLE

Welcome!

Wild Meat Collaborative Learning Group Webinar

July 8, 2021

This webinar will be recorded



Do Now: What is one bright spot from your weekend?

Brad Arsenault Sunday night with friends.	Kate Gallagher was <i>IN</i> the 4th of July Parade!	[Your Name] [Bright Spot]	[Your Name] [Bright Spot]	[Your Name] [Bright Spot]	[Your Name] [Bright Spot]
[Your Name] [Bright Spot]	[Your Name] [Bright Spot]	[Your Name] [Bright Spot]	[Your Name] [Bright Spot]	[Your Name] [Bright Spot]	Kirstin Siex - Brunch with my parents.
Natalie - watching firework surrounded by vaccinated people!	[Your Name] [Bright Spot]	Maria Abragan Visiting the new river gorge in West Virginia	Mary Rowen NYC fireworks were rather bright!	[Your Name] [Bright Spot]	[Your Name] [Bright Spot]
[Your Name] [Bright Spot]	[Your Name] [Bright Spot]	[Your Name] [Bright Spot]	[Your Name] [Bright Spot]	Vinaya - a full day at the beach with my toddler	[Your Name] [Bright Spot]

Context: Wild Meat, One Health, and Sustainable Food Systems



ENVIRONMENTAL AND
NATURAL RESOURCE
MANAGEMENT FRAMEWORK



PHOTO: WESLEY CALDER FOR USAID



ENRM
Sustainable
Food
Systems

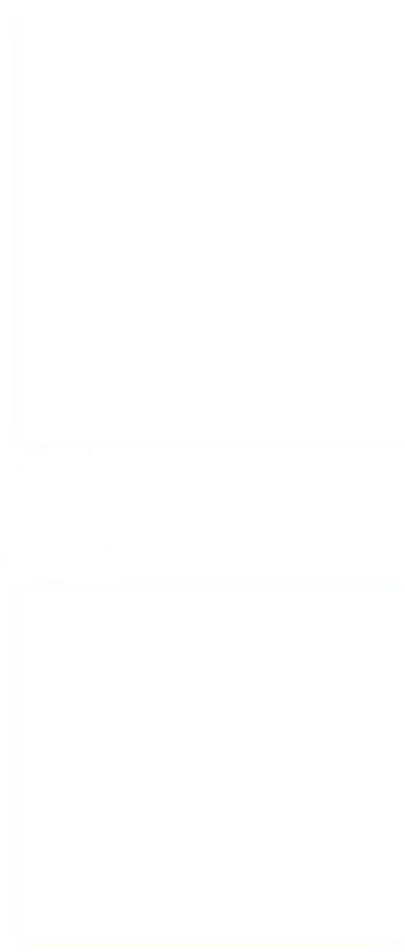
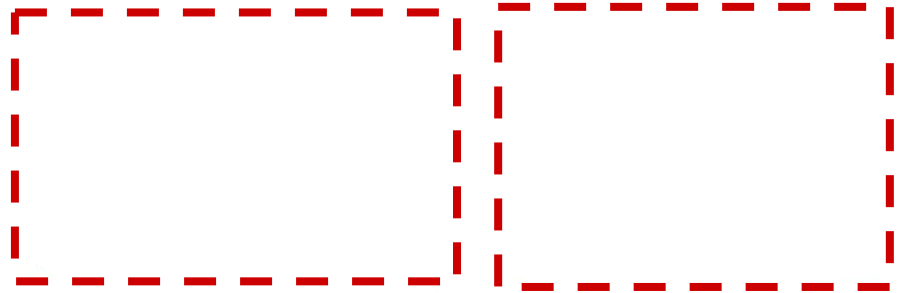
One Health
Working Group

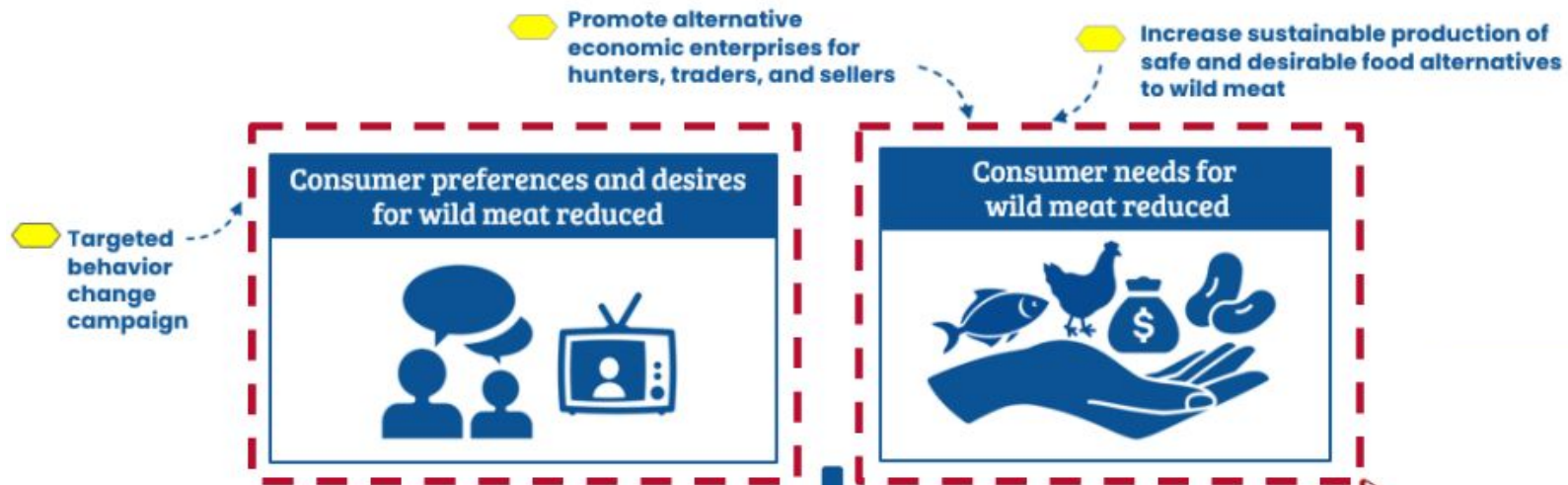
Agenda

- ❑ Our learning group (context and background)
- ❑ Overview of TOC and spotlight learning questions
- ❑ Featured speaker: Mario Mondele
- ❑ Q&A and discussion



Wild Meat Theory of Change

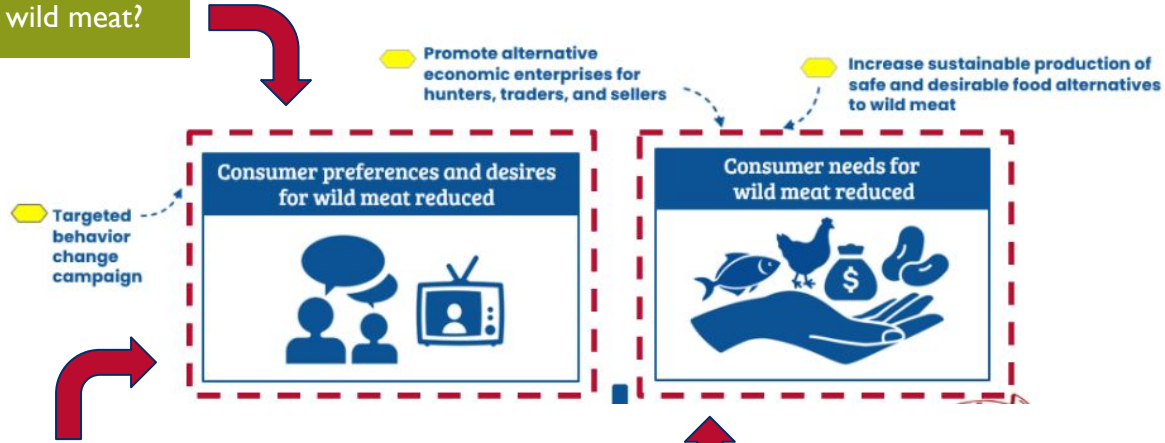




Learning Questions

1a	What are the barriers and incentives that motivate urban, peri-urban, non-subsistence demand for and consumption of wild meat?
1b	What behavior change approaches are effective in overcoming barriers or leveraging incentives for changing wild meat demand and consumption behavior?
2	How effective is alternative protein substitution for subsistence-level consumption of wild meat?
3a	Where wild meat sales are legal, how effectively are regulations monitored and enforced?
3b	How effective are regulations at reducing illegal and unsustainable sale of wildlife?
4	What management systems for land and protected areas can support sustainable subsistence hunting for local communities without contributing to commercial hunting?
5	Where are the synergies between wild meat interventions and those focused on zoonotic disease, food security, and household income in USAID programming? What actions can USAID staff take to support mutually-reinforcing interventions?
6	What level of intervention is necessary to achieve threat reduction and improve human well-being (i.e., must a project take on all of the strategic approaches or some combination and on what scale)?
7	What combination of strategic approaches are effective in reducing unsustainable and illegal hunting and under what conditions?

LQ #1a: What are the barriers and incentives that motivate urban and peri-urban, non-subsistence demand for and consumption of wild meat?



LQ #1b: What behavior change approaches are effective in overcoming these barriers or leveraging these incentives for changing wild meat demand and consumption behavior

LQ #2: How effective is alternative protein substitution for subsistence-level consumption of wild meat?

Cross-Mission Learning Groups



USAID E3/ FORESTRY & BIODIVERSITY
Conservation Enterprises
COLLABORATIVE LEARNING GROUP



USAID DDI/BIODIVERSITY
WILD MEAT
COLLABORATIVE LEARNING GROUP



USAID E3/FORESTRY AND BIODIVERSITY
Combating Wildlife Trafficking
COLLABORATIVE LEARNING GROUP



Latin America and the Caribbean (LAC) Environment
Private Sector Engagement (PSE)
COLLABORATIVE LEARNING GROUP



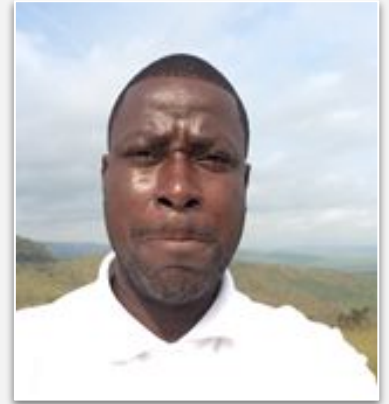
USAID
**Marine Conservation
and Sustainable Fisheries**
COLLABORATIVE LEARNING GROUP



Latin America and the Caribbean Environment (LAC)
Combating Conservation Crime (CCC)
COLLABORATIVE LEARNING GROUP

Today's Guest Speaker: Mario Mondele

CARPE - Soso Pona Moto Nyonso
(*"Chicken for Everyone"*)



Activity Summary

Tackle the root causes of the threats to biodiversity (**unsustainable harvesting of bushmeat**) by creating enabling conditions for **increased poultry production** (sustainable source of protein) and **diversifying rural livelihoods** away from bushmeat trade.

Funding: *Biodiversity (GDA with World Poultry Foundation)*

Mission Objective: *Biodiversity Conservation addressing bushmeat crisis*

Why now?: *In northern Congo, bushmeat crisis is a serious threat to the NNNP where USAID is developing an ecotourism expansion project.*

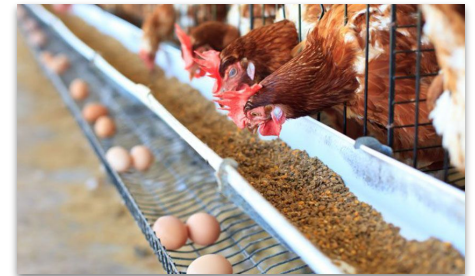


Activity Strategic Approaches

- If **poultry production** in northern RoC is increased and bushmeat value chain agents have opportunities to diversify their revenue, and *law enforcement efforts* reduce bushmeat supply, and **social marketing campaigns** reduce demand,
- Then poultry consumption increases, partly replacing bushmeat in local diet, and former bushmeat agents spend less time hunting, less wildlife is hunted, and biodiversity is conserved (*the unsustainable level of bushmeat offtake will stop and threats to biodiversity will be reduced*).

Law enforcement

Demand reduction



Data Collection and Decision Making

Data collection on the:

- Poultry value chain in northern Congo
- Bushmeat value chain in northern Congo
- Biodiversity threatened by bushmeat value chain
- Source of credit for poultry producers (PADEC, PDAC, FABS, CEERC)



How does this influence decision-making for future years?: 2nd phase application received and under review. This will help determine whether poultry production will really impact bushmeat demand reduction



Learning Questions

Soso Pona Moto Nyonso (Chicken for Everyone)



LQ #1a: Barriers and incentives for non-subsistence demand

- **Barriers:** cost and availability of wild meat (urban & peri-urban area), lack of protein alternatives, lack of economic opportunities - no other activity for communities (rural area)
- **Incentives:** Rural: cash, free access to resources, tradition, taste. Urban: social norms (prestige, perception of high social status), taste
- ***How is the activity gathering information about these issues?***
value chain analysis: surveys, interviews - structured & open - participatory observation)

Learning Questions

Soso Pona Moto Nyonso (Chicken for Everyone)

LQ #1b: Effective behavior change approaches

- The project will focus on poultry production & consumption and campaign for the promotion of domestically produced chicken: awareness raising workshops, focus groups, public rallies, word of mouth (newspapers not effective at all)
- The project will leverage the ongoing SWM activity that will organize a big behavior change campaign next year (campaign budget: \$200,000)
- *Leverage disease spillover cases (Ebola outbreaks) to raise public awareness on the link between wild meat and human health (zoonotic diseases) - less effective because communities do not really care.*



Learning Questions

Soso Pona Moto Nyonso (Chicken for Everyone)

LQ #2: Effectiveness of alternative proteins for subsistence

It will be effective only IF:

- We make alternative protein source (chicken) more available and at low cost (not necessarily cheaper than wild meat).
- Effort to make “chicken” available is combined with the education on the risks associated with wild meat/hunting: health risks (zoonotic diseases because no health checks are done on wild meat), the arduous hunting and the long time spent in forests.



Learning Questions

Soso Pona Moto Nyonso (Chicken for Everyone)

LQ#5: Where are the synergies between wild meat interventions and those focused on zoonotic disease, food security, and household income in USAID programming? What actions can USAID staff take to support mutually-reinforcing interventions?

- WCS USLAB activity (Congolaise Industrielle de Bois - private sector forestry company), Forest Economy Ministry
- SWM project (European-funded project)
- PDAC & PADEC (World Bank development program)
- Agriculture sector (maize production for chicken feed)



Learning Questions

Soso Pona Moto Nyonso (Chicken for Everyone)

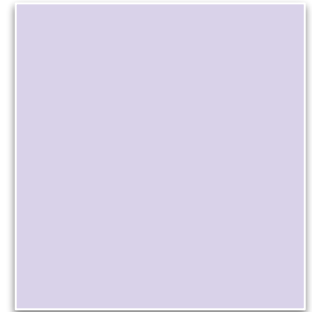
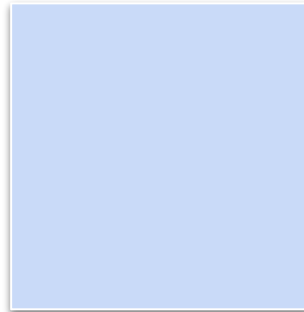
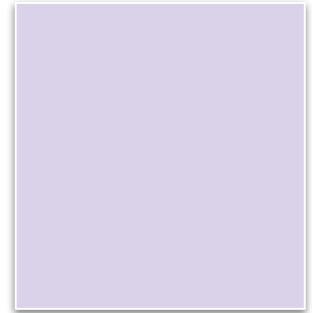
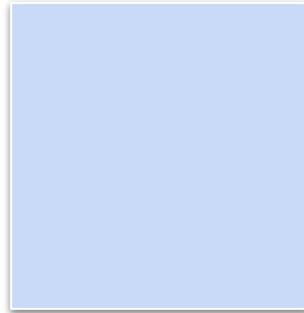
LQ#6: What combination of strategic approaches are effective in reducing unsustainable and illegal hunting and under what conditions?

- SWM's behavior change campaign next year
- Law enforcement



Q&A / Discussion

NB: Links to other
agency initiatives
(e.g., livestock
initiatives)



Thank You!

You can access learning resources from all the cross-mission learning groups, including the wild meat learning group, on [USAID's BiodiversityLinks!](#)

Please fill out the the webinar flash feedback google form:

<https://forms.gle/uALeFZFnyiuSr28DA>

It should not take more than 2 minutes!

Collaborative Learning Groups

Learning groups increase the effectiveness of USAID biodiversity conservation programming by finding out what works, what doesn't, and why. USAID's Biodiversity Division created its Biodiversity Cross-Mission Learning Program to capture and share global lessons for common conservation strategic approaches.

These learning groups:

- Connect USAID staff who are implementing the same strategic approach to address a development challenge.
- Facilitate the sharing of knowledge and experience about when and under what conditions the theory of change holds.
- Foster collaboration to answer a set of shared learning questions (a learning agenda) that can help improve the effectiveness of USAID programs.

The learning groups collaborate through sites that feature webinars, toolkits, and knowledge collections.



Conservation Enterprises

The Conservation Enterprises Learning Group is focused on the hypothesis that if participant income is increased through participation in conservation enterprises, then they will discontinue environmentally unsustainable activities.



Combating Wildlife Trafficking

The CWT Learning Group is focused on building a knowledge base around how best to build capacity, reduce consumer demand, and improve community engagement to combat wildlife crime.



Marine Conservation and Sustainable Fisheries

The Marine Conservation and Sustainable Fisheries Collaborative Learning Group supports USAID's programming through peer-to-peer sharing and cross-mission learning.



Wild Meat

The Wild Meat Learning Group tackles questions about critical development goals of conserving biodiversity, achieving food security, and protecting the health of human communities by addressing wild meat issues.



Latin America and the Caribbean (LAC) Environment Private Sector Engagement (PSE)

LAC Environment PSE learning group is working to build the evidence base and share knowledge and information on how to use existing PSE resources and tools in the LAC environment context to achieve Agency objectives.



Latin America and the Caribbean (LAC) Environment Combating Conservation Crime (CCC)

The LAC Environment CCC learning group is working to better understand the drivers, actors, and patterns of conservation crimes particular to the LAC region, and the conditions under which prioritized CCC strategic approaches can achieve biodiversity outcomes.