



Raising awareness of the links between great ape conservation, poverty alleviation and private sector investments in Cameroon

Stanley Chung Dinsi

PCLG PROJECT REPORT



Poverty and
Conservation
Learning Group



GREG
forêts

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About the project partner

GREG-Forêts (also known as Cameroon PCLG) is an alliance of individuals who aim to exchange experiences and knowledge on forest governance, livelihoods and conservation issues in Cameroon, in order to improve poverty and conservation policy and practice. GREG-Forêts is convened by the Network for Environment and Sustainable Development in Cameroon (NESDA-CA). To learn more visit: <http://povertyandconservation.info/en/pages/cameroon-pclg>

Photo credits

Front cover: A bridge on the Bongola River that leads to Campo Ma'an National Park, by Stanley Dinsi, 2015.

Back cover: A gorilla rescued by the Limbe Wildlife Centre, by Jonas, 2015.

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This report describes a series of communication and awareness raising activities by Cameroon PCLG as part of the project 'Great ape conservation and poverty reduction'. The goal of this work was to improve the understanding of key stakeholders - including local communities, government and private sector representatives, and media professionals - of the links between agri-industry and logging activities, great ape conservation and poverty alleviation in Cameroon. A TV documentary, a series of radio talk shows and six workshops were some of the outputs of this project. Their development and implementation are detailed in this report.

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Acronyms

CDC	Cameroon Development Corporation
IIED	International Institute for Environment and Development
LWC	Limbe Wildlife Centre
MINADER	Ministry of Agriculture and Rural Development
MINEPDED	Ministry of Environment, Protection of Nature and Sustainable Development
MINFOF	Ministry of Forestry and Wildlife
MINTOUL	Ministry of Tourism and Leisure
NESDA-CA	Network for Environment and Sustainable Development in Central Africa
PCLG	Poverty and Conservation Learning Group

INTRODUCTION

Context

The Cameroon Poverty and Conservation Learning Group (PCLG) was established in 2013 through the extension of the activities of the existing Forest Governance Learning Group - Cameroon (GREG-Forêts). GREG-Forêts is hosted by the Network for Environment and Sustainable Development in Central Africa-Cameroon (NESDA-CA).

In an attempt to promote the understanding of the complex relationship between conservation, private and public sector development activities, and local livelihoods in Cameroon, Cameroon PCLG, in collaboration with IIED, carried out a project titled 'Great ape conservation and poverty reduction' from 2013 to 2015.

Two studies were executed in the course of this project: a study mapping great ape conservation organisations and policies in Cameroon¹; and a field study – in Campo Ma'an National Park in the south region of Cameroon, and in an agri-industrial area owned by the Cameroon Development Corporation (CDC) in the south west region of Cameroon – to assess the impact of private sector investments (in agriculture and timber) on both great ape conservation and local livelihoods. The results of these studies formed the basis for the series of communication and awareness raising activities that are the focus of this report.

Main objective

As part of the project 'Great ape conservation and poverty reduction', Cameroon PCLG undertook a series of communication and awareness raising activities in 2014-2015 aimed at improving the understanding of the linkages between private sector activities, great ape conservation and livelihoods among all relevant stakeholders, including local communities, government representatives, media professionals, and private sector actors. This work included the production of a TV documentary, a series of radio talk shows (in English, French, Pidgin English and local languages), and the organisation of six sensitisation workshops. While some of these activities were aimed at the general public in Cameroon, the majority focused on influencing people living around the Campo Ma'an National Park and those around the CDC and Limbe Wildlife Centre.

Specific objectives

- To sensitise local populations, and other stakeholders who have the potential to influence great ape conservation, on the ecological and economic value of these endangered species
- Raise awareness, among local communities and other stakeholders, of the laws regulating protected species and protected areas
- Raise awareness of alternative income generating activities and sources of protein through workshops and the media
- Raise awareness, among local government representatives, of the needs of the communities living near protected areas, and

¹ Dinsi, SC and Eyebe, SA (2016) *Great ape conservation in Cameroon: mapping institutions and policies*. PCLG. <http://pubs.iied.org/G04017.html?k=pclg>

- Identify ways to improve the outcomes of agri-industry and logging activities on great ape conservation and local livelihoods.

Methodology

As a first step, Cameroon PCLG drafted the terms of references for the communication and awareness raising activities to be undertaken during the course of this project. Next, a communication consultant was employed and asked to prepare a communication strategy (see annex i). A plan of action for the project was then agreed upon between Cameroon PCLG and the consultant.

The results of the two research studies conducted by Cameroon PCLG in the course of this project were made available to the communication consultant and to the media specialists (eg radio presenters) chosen to collaborate on this project. The results of these studies provided the basis on which the media professionals formulated their messages.

COMMUNICATION STRATEGY

The communication strategy focused on targeting the communities where the studies on the impacts of private investments on great ape conservation and livelihoods were carried out during the first phase of this project (Limbe in the south west region of Cameroon, and Campo Ma'an National Park in the south region). Key messages were crafted to target specific audiences through different activities.

Key messages

For the local populations:

- Great apes could become extinct if we don't protect them
- Great apes should not be hunted or eaten
- People should seek alternative sources of protein to bush meat (beef, mutton, pork, etc)
- Poaching, especially of protected animals, is a crime punishable under Cameroon law
- It is our duty to protect great apes for the interest of future generations, and
- Great apes are a potential source of revenue for local communities (eg through great ape tourism).

For other stakeholders (government, NGOs, private companies):

- Policies that take into consideration the wellbeing of local populations living around protected areas will encourage great ape conservation
- Intensive agriculture around protected areas can improve local people's livelihoods
- Protected areas and tourism enterprises have the potential to create jobs for the locals
- Private companies should offer jobs to local youths to help reduce poaching, and
- Private companies should provide basic social amenities, such as roads, schools, hospitals, and markets, to local communities.

Target audience

Primary audience

The primary audience of this communication strategy were the populations living around Campo Ma'an National Park, the CDC area and the Limbe Wildlife Centre. Communities further away were also indirectly targeted with this sensitisation campaign thanks to radio programmes, newspaper articles and the production of a TV documentary.

Secondary audience

The secondary audiences listed below were also targeted, mainly by inviting them to take part in the sensitisation workshops. The key recommendations coming out of these meetings will be used to lobby the ministerial departments concerned:

- Ministry of Forestry and Wildlife (MINFOF)
- Ministry of Agriculture and Rural Development (MINADER)
- Ministry of Environment, Protection of Nature and Sustainable Development (MINEPDED)

- Ministry of Tourism and Leisure (MINTOUL)
- Council authorities
- Law makers
- Law enforcement officials
- Civil society
- NGOs (eg WWF), and
- General public.

Activities

The activities that Cameroon PCLG decided to carry out, as part of its communication strategy, to promote the understanding of the complex relationship between conservation, and private and public sector development activities, were the following:

- Six sensitisation workshops to: share and enrich the results of a study carried out by Cameroon PCLG to assess the impact of private sector investments (in agriculture and timber) on both great ape conservation and local livelihoods; find ways to improve the relationship between local communities and the private sector actors operating in the region; sensitise the local population on the importance of conserving biodiversity in general and great apes in particular; identify key recommendations for policy makers to improve the relationship between local communities, private companies and conservation objectives.
- Field visit to record the realities of forest communities faced with the negative impacts of private investments and conservation projects, and the realities of great apes chased from their natural habitats by human activity.
- Production of radio programmes and newspaper articles by selected media.
- Production of a TV documentary on great ape conservation, poverty alleviation and agri-industry investments around Campo Ma'an National Park.

Communication specialists

Besides the communication consultant, who led the development and implementation of this communication strategy, other communication specialists were involved in this project.

Five radio stations were retained to carry out the media campaign, two of them for the French speaking area of Campo Ma'an and three for the English speaking zone of Limbe (which covered English and Pidgin English). The radio stations were:

- Campo Ma'an: Kribi FM and Beach FM, and
- Limbe: Eden radio 'Planet in peril'; Ocean City radio 'you and the society' and Radio Bonakanda Buea 'Know the Mount Cameroon National Park' (in Pidgin English).

Other media specialists who were involved in the implementation of this communication programme were:

- Newspaper reporters, and
- Local language animators.

WORKSHOPS AND FIELD VISIT

Six sensitisation workshops and a field visit were carried out in the course of this project. The goals of the workshops were, among other things, to share the results of a study carried out by Cameroon PCLG to assess the impact of private sector investments on both great ape conservation and local livelihoods and sensitise the local population on the importance of conserving biodiversity in general and great apes in particular. The field visit was done to record the realities of forest communities and great apes in their habitat. This section of the report describes these activities and their impacts.

Campo Ma'an workshop

The objective of this workshop was to improve the relationship between local communities and the private sector. During the workshop the results of a field study done by Cameroon PCLG, looking at the impacts of agri-industry and logging activities on great ape conservation and local livelihoods, were presented.

This sensitisation workshop was attended by over one hundred participants, including: local administrative, council and law and order officials; representatives of the communities living around the Campo Ma'an National Park; representatives of national and international NGOs operating in the area; and media practitioners (see attendance list in annex ii for more details).

The meeting started with three official speeches:

Representative of the Mayor:

Talking on behalf of the Mayor of Campo Ma'an who was unavailable on the day, the 1st assistant Deputy Mayor said he was pleased to participate in the sensitisation workshop and welcomed participants at the meeting.

Representative of Cameroon PCLG:

Speaking on behalf of NESDA-CA and Cameroon PCLG, Dr. Stanley Chung Dinsi thanked the participants for coming to the meeting despite the short notice. He briefly presented the work of Cameroon PCLG and the objectives of the workshop.

Representative of the Sub Divisional Officer:

Taking the floor to officially open the workshop, the representative of the sub-divisional officer for Campo Ma'an reminded participants of the work done by the government to secure the gazettelement of Campo Ma'an National Park. He thanked the organisers for choosing Campo Ma'an National Park for their work, and expressed the wish to see more such initiatives in the future.

Presentation of the project and study result

Dr. Stanley Chung Dinsi started the meeting by providing an overview of the work of NESDA-CA, Cameroon PCLG, the project under which these activities fall, as well as the main objectives of the workshop. This was followed by a presentation of key findings of the study done by Cameroon PCLG on the impacts of private sector investments on great ape conservation and local livelihoods. The data for the two studies were collected in two sites: Campo Ma'an National Park and the CDC/LWC areas.

This presentation was followed by group discussions, where the following observations and recommendations were made:

Key observations

- People's perception is that the government and its partners care more about the animals (great apes) than the people
- Displaced populations around protected areas have been neglected by the government
- Private companies make commitments to assist local communities by providing basic social services, but they end up not respecting such commitments, and
- Several studies have been executed in the communities around Campo Ma'an National Park, but these have not yet led to any improvement of local communities' livelihoods.

Key recommendations

- The government and its partners should pay more attention to the wellbeing of communities around Campo Ma'an National Park
- The government should provide quality education, farm to market roads, proximity markets, jobs and make alternative protein sources - such as beef, mutton and pork - available to communities surrounding Campo Ma'an National Park
- Private companies operating around conservation areas should respect existing laws and provide basic necessities to the local communities as a means of discouraging illegal activities in and around protected areas, and
- All conservation and development projects should include concrete actions to improve the living conditions of local communities, and not just produce scientific publications that end up in an office drawer.



Figure 1. Group photo after the workshop in Campo Ma'an. Photo by Becky Bissong, 2015.

Interviews

After the workshop, interviews were conducted with representatives of local communities. Generally speaking, these are the worst affected populations by conservation and development initiatives, and it is important to capture their worries. The following issues were raised during the interviews: local people have no access to the forest on which they depend for their livelihoods; they receive little or no attention from the state and private companies operating in the area; there is a lack of alternative income generating activities to help improve their livelihoods. On the other hand, representatives of the

forestry ministry at the local level gave examples of the measures taken by the government to secure the National Park and the difficulties they face in the exercise of their functions.

Limbe workshop

Like in Campo Ma'an, the objective of this workshop in Limbe was to improve the relationship between local communities and private sector actors. This workshop targeted specifically local communities and other stakeholders living around the Cameroon Development Corporation (CDC) industrial zone and the Limbe Wildlife Centre (LWC). The meeting was attended by over one hundred participants including: local administrative, council, and law enforcement officers; representatives of concerned government ministries; national and international NGOs; LWC's officials; local media representatives (see annex ii for a full list of attendees).

The meeting started with two official speeches:

Word from the Secretary General of Limbe One council:

A welcome to the workshop was given by the Secretary General of the Limbe One council, a personal representative of the Mayor. She expressed her appreciation with the CDC and LWC for operating in the Limbe One municipality, and thanked NESDA-CA and Cameroon PCLG for choosing Limbe for their study.

Word from the Sub divisional officer for Limbe One Council:

This workshop was presided over by the Sub Divisional officer for Limbe One. He opened the workshop by emphasising the importance of conserving biodiversity in general and great apes in particular. He pointed out the country's commitment to conserve its biodiversity, as demonstrated by the ratification of international and regional conventions. He expressed gratitude to the organisers and declared the workshop open.

Presentation of the project and study result

A presentation of the project and of the results of the study on the impact of private investments on great ape conservation and local livelihoods was made at the start of the workshop, as in Campo Ma'an a few days earlier. The floor was then opened to discussions in plenary. These discussions led to a series of recommendations, which were used to enrich the Cameroon PCLG study on the impacts of private sector investments on great ape conservation and local livelihoods in Cameroon.



Figure 2. Participants taking notes during the sensitisation workshop in Limbe. Photo by Becky Bissong, 2015.

Key observations

Local workers and communities neighbouring the CDC industrial site raised concerns regarding:

- Poor housing conditions, in particular complaining about deplorable hygiene and sanitation, and
- The negative side effects of insecticides, pesticides and other chemicals used by the CDC.

Local officials of the forestry ministry complained of poor working conditions and the insufficient means placed at their disposal to sustain the lives of rescued animals.

Key recommendations

- The CDC should provide basic infrastructure, like running water and toilets, to the local communities
- A special fund should be created to compensate the victims of farm devastation by great apes around CDC farms in the Kurup National park area
- Limbe Wildlife Centre should be able to use proceeds from ecotourism
- Limbe Councils should promote community farms as an alternative income generating activity to reduce rural poverty, and
- Media professionals should keep in mind these recommendations during their sensitisation activities (radio talk shows, newspaper articles).



Figure 3. A rescued gorilla undergoing treatment at the Limbe Wildlife Center. Photo by Jonas, 2015.

In conclusion to the workshop, the organisers promised to present these recommendations to the competent authorities and to lobby for their integration in the policies of the relevant ministerial departments.

Interviews

Like in Campo Ma'an, interviews were conducted in Limbe following the workshop with some members of the local communities, administrative officials and conservation officials to get their views of the situation on the ground.

Field visit – Campo Ma'an National Park

The Cameroon PCLG team made a second visit in Campo Ma'an to meet the local populations in their own communities and to visit the Campo Ma'an National Park. This allowed the team to capture images of the Campo Ma'an National Park for the TV documentary and to improve their understanding of the real situation in the park, focusing on conservation and livelihoods challenges.

The journey to the park was undertaken by a team composed of:

- One of WWF's Campo Ma'an based staff, Fonja Calvin (junior biologist)
- Two eco-guards, Zeng Mengue and Simeon Achilles, from the local MINFOF office, and
- The Cameroon PCLG delegation, composed of two consultants (Stanley Dinsi and Simeon Eyebe) who carried out the study on the impact of private investments on great ape conservation and local livelihoods, the communication consultant (Madam Becky Bissong) hired for the communication component of the project, a camera-man and a driver.

After covering close to 58 km from Campo Ma'an town to the Bongola bridge (gate-way into the Campo Ma'an National Park) on the river Ntem, the arrival at the National Park was marked by a sign announcing 'The Campo Ma'an National Park [...] Welcome to the habituation of Gorillas'.



Figure 4. PCLG-Cameroon team carrying out interviews with eco-guards and researchers in the Campo Ma'an National Park. Photo by Stanley Dinsi, 2015.

The distance from the Bongola Bridge and the first eco-guards' camp is about 19km and had to be covered on foot. During the hike, the team had the opportunity to learn from eco-guards that this dense forest shares borders with Equatorial Guinea and Gabon and that the animals continually cross the boundaries between the three neighbouring countries. The eco-guards also showed the group the gorillas' tracks, and discussed:

- The signs that a group of animals spent the night at a given spot
- Stems of herbs commonly called 'komo - komo' which apes feed on
- Fresh excrement of gorillas, a proof that a group passed by a few hours earlier (see figure 4)
- The home of an ape on a tree top, and
- Indicators that other animals, like elephants and buffalos, had been around a few hours before.

After more than two hours of trekking in the forest, the team arrived at Dipita Island, and more specifically at place called Camp de Celibataires, location of the Gorilla Habituation Project.



Figure 5. Fresh gorilla excrement in the Campo Ma'an National Park. Photo by Becky Bissong, 2015.

Arrival at the Campo Ma'an National Park

At the Camp de Celibataires the Cameroon PCLG team met two researchers: Giovanna Maretti, an Italian researcher who has been working in this forest since August 2013 to study the behaviour of chimpanzees, and another researcher from the Max Planck Research Institute in Germany. They also met seven Bantou/Bagyeli indigenous people (locally employed eco-guards) who know the forest very well and are very good at tracking chimpanzees, gorillas and monkeys. Finally, the group was joined by an eco-guard in charge of research, Ngono Eugene Boris Bertrand, and a young volunteer with WWF, France Anougue.

Simeon Eyebe, from Cameroon PCLG, productively facilitated the discussions, thanks to his knowledge of the local language.

Interviews with eco-guards and local Bagyeli guides

Overall the Cameroon PCLG team interviewed seven people at the Camp de Celibataires. These interviews form part of a TV documentary produced in the course of this project (see annex vi). The following issues were addressed during the interviews:

- What is the role of the eco-guards
- What does a guide do on a typical day
- What is the place of the native Bagyelis, as custodians of traditional knowledge of plants and animals, and what do they get as compensation for their expertise
- What are the activities carried out by volunteers, and
- What is the contribution of studies, like that of the Italian researcher, to strengthening great ape conservation.

At the end of the discussions and interviews, the team thanked the eco-guards and inhabitants of the Camp des Celibataires promising to convey their thoughts to all relevant stakeholders through different media, so that eventually the needs of the forest people can be integrated into the policies of concerned ministerial departments.

The second day in Campo Ma'an National Park was dedicated to sensitisation workshops. Two workshops were organised in two localities around the Campo Ma'an National Park: the chiefdoms of Akak and Nkoelon. These sensitisation workshops brought together traditional leaders, farmers (both men and women, including youth), and a cross section of the communities concerned. Over sixty participants attended the workshop in each community (see attendance lists in annex ii).

Akak workshop

Participants to this workshop came from four villages: Bibabimvoto, Doumess – ame banga, Nko Adjap and Akak. The workshop was facilitated by the Cameroon PCLG team and was divided into two parts. First of all, the organisers gave a brief presentation of the results of the study on the links between private sector activities, great ape conservation and local livelihoods, and the mission of the Cameroon PCLG to ensure the wellbeing of populations in forest areas as well as the conservation of great apes. The floor was then opened to plenary, and participants had an opportunity to voice their worries.



Figure 6. Workshop participants singing after sensitisation workshop in Akak village. Photo by Becky Bissong, 2015.

Discussions

The following concerns were raised by participants:

- The enormous and regular destruction of farms by elephants and gorillas
- The lack of compensation for damaged farms and other property
- The lack of respect of the terms of the contract by WIJMA, which has not provided any facilities like, schools, health centers, markets, portable water, etc, to the local communities, as it should have, and
- The lack of support for the development of alternative income generating activities - like poultry, pig farming, and fishing.

Conclusion

At the end of the workshop, the Cameroon PCLG team expressed gratitude to the people of Akak for the warm welcome and the valuable contributions made during the workshop. They promised to present the key recommendations to the competent authorities for inclusion in their respective policies. The workshop ended with a song, through which the local people expressed their wish for permanent roads, improved economic opportunities, and lower youth unemployment (see figure 6 and annex vi).

Nkoaelon workshop

Participants at this workshop came from the following villages that make up Nkoaelon: Bitande, Assock, Mvimi and Nkoaelon. Taking the floor to welcome participants, the village chief of Nkoaelon, Sa majeste NDOBO Alain, narrated the history of Nkoaelon village winning an international prize for its commitment in fighting poaching long before the creation of the Campo Ma'an National Park. He went on to explain how, in 1983, they were relocated from their villages in the heart of the forest to their current sites, so the government could create the Campo Ma'an National Park. Throughout this process, the local communities were left with the feeling that the government is more interested in the wellbeing of animals than people, leaving the villagers to struggle for their survival.

After this introduction by the village chief of Nkoaelon, the head of the Cameroon PCLG delegation took to the floor to introduce the work of Cameroon PCLG, the project that these activities fall under, as well as the workshop's objectives. After this, the results of the study on the impact of private sector land

investment on great ape conservation and local livelihoods were presented by the researcher who had collected the data for the Campo Ma'an area. A discussion in plenary followed the presentation.

Discussions

The problems voiced in Nkoelon were similar to the problems raised in the Akak village:

- Revenue from ecotourism should be used for development projects, like the financing of cocoa, banana and palm plantations
- The government should support the creation and development of community farms, and
- Private investors should offer jobs to the local youth in the first place.

Conclusion

At the end of the discussions the head of the Cameroon PCLG delegation thanked the chief of Nkoelon and his villagers for their hospitality, their participation in the workshop and for their very useful contributions. He also promised that these recommendations would be presented to policy makers for consideration.

Interviews

Like in Akak, interviews were conducted with representatives of farmers and youth groups. In the course of the interviews, the participants expressed their worries regarding the impacts of private investments on the conservation of great apes, and on their livelihoods (see TV documentary in annex vi for details).

Small Ekange workshop

The project team organised two more sensitisation workshop in October 2015 in two communities around the CDC and Limbe Wildlife Centre (Small Ekange and Ndongo villages). The objective of these workshops were to sensitise the local population around the CDC and Limbe Wildlife Center on the importance of conserving biodiversity in general and great apes in particular. A total of one hundred participants were expected to attend the two workshops, having been informed by their community leaders.

Introduction

The first village visited was Small Ekange around the CDC Tiko rubber farms. The meeting was attended by: CDC rubber plantation workers; members of the communities close to the CDC Tiko rubber plantations; representatives of women and youth associations in the area; CDC's workers; CDC's farmers from around Kurup National Park; and people living around the Limbe Wildlife Centre.

The meeting started with two official speeches.

Representative of Small Ekange:

In a very brief welcome statement, the representative of Small Ekange thanked the Cameroon PCLG team for choosing his village to carry out this workshop. He was particularly happy that great ape conservation was being discussed, and called the attention of participants to the importance of great apes, especially considering the government of Cameroon gazetted the Mount Cameroon National Park in 2015, which is just few kilometers from their village.

Representative of Cameroon PCLG:

The head of the Cameroon PCLG team thanked participants for attending the workshop despite the short notice. He briefly presented the work of Cameroon PCLG, the project and the objectives of the sensitisation workshop, which he said was meant to raise awareness on the importance of conserving

biodiversity in general and great apes in particular. He asked participants to contribute their ideas, so that their recommendations could be presented to policy makers for possible inclusion in relevant sector policies.

Presentation of project and key findings

The consultant responsible for collecting data in the CDC and LWC area briefly presented the key findings of the study on the impact of private investments on great ape conservation and local livelihoods. After the presentation, the floor was opened to the plenary.



Figure 7. Participants at the sensitisation workshop. Photo by Stanley Dinsi, 2015.

During group discussions, the following observations and recommendations were voiced.

Key observations

- Some participants acknowledged the fact that they had they listened to the radio programmes, produced by Cameroon PCLG
- Some said they have been hearing of the tourism potential of great apes. However, some confessed that they had never seen a gorilla
- Participants from the Kurup National Park area complained of human-animal conflicts, with gorillas regularly destroying the crops of local farmers
- Many thought that the government and its partners pay more attention to animals (great apes in particular) than to humans, and
- Many participants were happy that a project like this was carried out in their community, but expressed the wish to see these types of studies turn into concrete actions.

Key recommendations

- More interactive radio programmes to sensitise local communities should be produced and broadcasted to a wider audience

- Participants expressed the wish to have a similar project carried out in the newly created Mount Cameroon National Park, which is not far from their village
- Participants from the CDC industrial zone around the Kurup National Park expressed the desire for more rigid measures to prevent animals from the Park destroying crops of local farmers
- Recruitment of youth by private companies was recommended, and
- Alternative sources of income should be promoted as a way of preventing illegal activities in conservation areas.

Conclusion

In conclusion, the sensitisation workshop in Small Ekange village saw many participants providing valuable contributions. The Cameroon PCLG team thanked the people of Small Ekange for their hospitality and praised them for collaborating effectively. The people were promised that their recommendations would be presented to policy makers.

Ndongo workshop

Introduction

The workshop in Ndongo village was attended by representatives of men, women and youth groups in the area, a cross section of the different quarters (smaller villages) that make up Ndongo, CDC workers and the Cameroon PCLG team. A total of over sixty participants took part in the workshop, and were generally eager to speak their minds with the hope that concrete solutions could be identified to improve their living conditions.

The meeting started with two official speeches.

Representative of Ndongo village:

The first person to speak was the representative of the people of Ndongo village who thanked the Cameroon PCLG team for coming to Ndongo, and appealed to his people to make meaningful contributions.

Representative of Cameroon PCLG:

The head of the Cameroon PCLG team thanked participants for attending the workshop. He reminded participants that the sensitisation project, and the project in general, did not only target great ape conservation, and that local livelihoods were a major concern of the project too.

Presentation of project and key findings

Similarly to what happened in Small Ekange, the consultant responsible for collecting data in the CDC and LWC area presented the key findings of the study on the impact of private investments on great ape conservation and local livelihoods. After the presentation, discussion was opened to the plenary.

During group discussions, the following observations and recommendations were voiced.

Key observations

- CDC workers experience very poor living conditions
- Land disputes between the CDC and local communities have not been resolved
- The chemicals used to spray crops in CDC plantations have negative health effects on people, and

- There are high rate of attacks from gorillas and other animals in communities around the Kurup National Park area.

Key recommendations

- CDC should improve the pay package of CDC labourers
- More jobs should be created and priority should be given to youth from the local area during recruitment
- The redistribution of land surrendered by the CDC to local communities should be closely followed by the government to avoid further disputes between families
- Measures should be put in place by National Parks managers to prevent animal attacks on local populations, and
- The spraying of chemicals on crops should be done in such a manner as to limit as much as possible any harm to humans.

Conclusion

At the end of the workshop, the head of the Cameroon PCLG team expressed gratitude to the people of Ndongo village for their contributions. As in previous cases, the team promised to present the recommendations of the people of Ndongo to policy makers for possible inclusion in their respective policies.

RADIO SHOWS, NEWSPAPERS ARTICLES AND TV DOCUMENTARY

Besides the workshops and field visit, the communication strategy of Cameroon PCLG included the delivery of other communication products: a series of radio talk shows; a TV documentary; and one newspaper article.

Radio programmes

Five radio stations were selected by Cameroon PCLG to work with. The criteria used for the selection were:

- Location of the radio station (proximity to target audience)
- Language used in communicating with target populations (French for the French speaking zone of Campo Ma'an, English and Pidgin English for the English speaking zone of Limbe)
- Area covered by the radio stations, and
- How interesting and relevant the existing programmes of these radio stations are.

On the basis of these criteria, the following local radio stations were chosen:

- Kribi FM and Beach FM in Kribi with programmes entirely in French and native dialects;
- Eden Radio Limbe, with the programme 'Planet in peril'
- Ocean City Radio in Limbe, with the programme 'You and the society' in English
- Radio Bonakanda Buea with the talk show 'Know the Mount Cameroon National Park' in Pidgin English.

The radio show hosts all proved to be very good and interested in promoting great ape conservation above and beyond their call of duty. As an example, they began to refer to themselves as 'great ape ambassadors'; and in spite of the limited resources available some managed to organise phone-in interactive shows, thus enabling the public to engage directly with the topics discussed.

Several radio programmes were produced in the course of this project targeting local communities. Within a period of six months, each of the selected radio stations were expected to produce weekly programmes. A few excerpts from these radio programmes are available on the PCLG website².

While it is difficult to estimate how many people were reached by the radio programmes, we know that the populations of the two areas where the sensitisation activities took place is estimated at between 100,000 to 200,000 inhabitants. However, estimates on how many people listened to the radio programmes need to take into consideration that some areas don't have electricity, many people do not have radios, others have radios but are not interested in programmes that they believe will not provide immediate solutions to their problems.

Some feedback on the radio programmes was however collected during the field visit around Campo Ma'an National Park, when the Cameroon PCLG team met with community members who had listened to several great ape programmes produced by local radio stations. The community members were appreciative of the programmes and asked for more interactive radio programmes, during which people

² <http://povertyandconservation.info/en/pages/cameroon-pclg-radio-talk-shows>

can participate directly by asking questions for clarification and making suggestions for improvement on conservation activities.

For more information on the radio programmes see annex v.

Newspaper article

Journalists were targeted in the course of this project, mainly by inviting them to join the Cameroon PCLG team during field activities and participating in workshops. The goal of the team was to sensitise journalists – and in particular newspaper journalists – on the links between private investment, great ape conservation and poverty so that they would write more and better informed articles on these topics. An example of one such articles can be seen in annex iii.

TV documentary

A TV documentary was produced (see annex vi) to sensitise not only the populations of the study zone but the entire nation on the importance of conserving great apes. Images for the documentary were captured during a field visit in Campo Ma'an National Park, during which a number of interviews – featured in the documentary – were carried out with key stakeholders.

CONCLUSIONS

The communication strategy developed and implemented in the course of this project was an essential way of sensitising local communities and key stakeholders on the links between private investment, great ape conservation and poverty alleviation in Cameroon.

The sensitisation workshops organised in each site brought together a wide range of key stakeholders and gave everyone the opportunity to express their concerns, priorities and recommendations.

The use of the media (radio and newspapers) to promote key messages to specific audiences at local and national level also proved to be an important tool in the sensitisation process. The positive feedback received by local community members on the radio programmes during a field visit, and the requests received to produce more interactive radio programmes, is an indication of this.

TV documentaries and newspaper articles were other robust tools used in the course of this project to disseminate information. Newspaper reports target those who are able to read, while TV documentaries are useful to inform the general public, provided they have access to a TV.

ANNEXES

Annex I – Communication strategy for the conservation of great apes in Cameroon

Context and justification

It is reported that great apes invade human habitats and destroy farms, and the government is exploring ways to reduce poverty and promote a favourable economy. The management, conservation and valorisation of great apes, which are protected species, should be integrated into local development plans.

The communication strategy

This communication strategy is designed to accompany the on-going project by Cameroon PCLG aimed at improving the management and conservation of great apes in Cameroon. The project will end in September 2015, we therefore propose to spread the activities into three periods: from February to April, May to July, and August to September 2015.

Cameroon PCLG will take legal and financial responsibility for the implementation of this media campaign in accordance with the recommendations coming of the April and November 2014 Cameroon PCLG workshops held in Yaoundé.

General objective

The media campaign strategy will be guided by media professionals who will help inform, educate and sensitise local populations, private sector actors, policy makers and local authorities on the ecological and economic value of great apes so that this can be taken into account in the management of these endangered species.

Specific objectives

- Educate the general public on the potential economic value of great apes
- Sensitise media practitioners on the role they can play in the effective conservation of great apes, and
- Inform the public on wildlife laws and other laws related to the management of great apes.

Targets

Primary targets:

- Media practitioners/reporters, and
- Local language animators, environment journalists, etc

Secondary targets:

- Ministry of Forestry and Wildlife (MINFOF)
- Ministry of Agriculture and rural Development (MINADER)
- Ministry of Environment, Protection of Nature and Sustainable Development (MINEPDED)
- Ministry of Tourism and Leisure (MINTOUL)

- Council authorities eg the CVUC
- Civil society
- NGOs (IUCN /Greg Forests)
- Law enforcement officials
- General public, and
- Law makers

Communication plan

Strategy	Target	Activity	Period	Expected results
Social mobilization	Media practitioners, reporters, local language animators	Contact visit to Campo Ma'an and Limbe to lay ground work for media outreach.	Last week of February	Media professionals become committed ambassadors for great ape conservation
		1 day training workshop in Campo Ma'an	1st week of March 2015	
		1 day training in Limbe to acquaint media practitioners with the objectives and goals of the great ape conservation project	2nd week of March 2015	
Social mobilization	Representatives from target communities: Logging companies Local authorities Population of Limbe, Campo Ma'an and other forest regions	Produce and broadcast radio programmes in English, French, and other local languages Inform and educate on alternative economic activities Promote eco-tourism Publish investigative reports on print	From March to September 2015 each selected media organ will produce two radio programmes or two articles per month	Local population are familiar with alternative income generating activities which do not pose threats to great ape conservation
Advocacy	Government departments	Produce two TV documentaries on the ecological role and economic value of apes, in English and in French	April to May: shooting of documentary	The target audience is sensitised on issues like: Model forests Community firms Great ape tourism
	Development actors		June to July: produce documentary	
	Civil society		August and September: broadcast documentary	
	Donor agencies Local councils			

Annex II – Newspaper article

N A T I O N A L E

Cdc's Extension Project a threat to Conservation

The Cameroon Development Corporation—Cdc the country's largest and most mature agribusiness which is second employer after the State is currently carrying out extension projects in Manyu Division South West Region and the Dunga and Mantung Division in the North West Region of Cameroon. Though the number of its employees has drastically reduced from 25000 workers in 2001 to about 15000 workforce currently, the agro-industrial activities of the Cdc continue to impact conservation and local livelihood in the South West Region of Cameroon.

According to a research study carried out in 2014 by Dr. Dinsi Stanley a consultant to the Network for Environment and Sustainable Development in Central Africa (Nesda-Ca) on the impact of Agro-Industry on conservation and livelihood in Cameroon: A case study of Cameroon Development Corporation—Cdc while highlighting some positive impact of the Cdc on conservation and local livelihood such as employment, land surrender scheme, land rental and offer, social development programs, infrastructure and markets, free donation of food for wildlife among others, concludes that the Cameroon Development Corporation—Cdc remains the major threat to Conservation and local



Dr Dinsi Stanley

livelihood of the Bakweri people, with more negative impacts including loss of land ownership rights, social cost, loss of alternative revenue, environmental and human risks, loss of permanent forest estates, land grab for agribusiness, threats to conservation, loss of biodiversity and contamination of water sources for wildlife.

Going by a Cdc worker Benedict who attended a one day Seminar on Great Apes Conservation and Poverty Reduction in Cameroon, the case of Campo man and Limbe organized by Nesda-Ca in partnership with Greg Forêts which took place at the Limbe wildlife Center last Friday 6 march 2015 said their standard of living is deplorable as their meager income from Cdc cannot cater for their families as prices has gone up in the local markets a situation which he said is due to the presence of other giant companies such as the lone National Oil Refinery Company—Sonara that pays its workers well. He added that living conditions in Cdc camps are even made worst as in the past years Cdc has barely carried out renovation works as

toilets facilities are nothing to rode home thus many at times they are compelled to make use of steams flowing around their camps which also is being used by other city dwellers within the same environment.

The stakeholders at the end of the restitution workshop proposed that the workers should first be conscious about environmental friendly activities because if the stream is contaminated, the biodiversity will also be affected. The review of salary Scale for Cdc workers and the re-evaluation of Cdc's environmental impact assessment especially in localities where jets are used to spray their banana plantations were also proposed. The Limbe wildlife Center was also urged to adopt an aggressive communication plan so that from the revenue it raises, social projects can be carried out in the Community so that the beneficiaries can be more conscious in protecting wildlife species that are endangered such as the Great Apes for the love of nature, education and posterity.

The government was also task to ensure continuous monitoring and control over the Cdc and other agro-industrial investors in the Swr and Cameroon as a whole.

*By Solomon Agborem
(Great Apes Ambassador)*

Ecole nationale supérieure des postes de Yaoundé

Annex III – Workshops’ programme

Workshops on the results of the studies on great ape conservation and poverty alleviation in Cameroon and the role of the media - Campo Ma’an (South region) 6th of March 2015 and Limbe (South West region) 13th March 2015.

Participant’s Guide

The one day seminar is aimed at presenting the results of the study on the links between private investment, great ape conservation and poverty alleviation in Cameroon, to representatives of local communities in Campo Ma’an and Limbe, where the study was conducted, some local officials, like mayors, and the media in order that these stakeholders will take a firm commitment for a continuous sensitisation that should guarantee the proper and sustainable management of great apes.

Since local officials, communities’ representatives and the media constitute a core groups that can influence behavioural change, it is expected they will take the recommendations from the researchers and integrate them in their work.

The workshop will include both a formal presentation and an open discussion, to ensure that all participants understand the results of the study and provide their observations and recommendations.

Agenda

- 08:30 Arrival and participants’ registration – Simeon Eyebe
- 09:00 Welcome by Cameroon and plus presentation of the objectives of the workshop - Madame Becky Bissong
- 9:15 Presentation of the results of the study (objectives, results and recommendations by Dr. Stanley Dinsi for Limbe, and Mr. Simeon Eyebe for Campo Ma’an).
- 10:15 Picture presentation of the impact of great ape on conservation and local livelihoods – Madame Becky Bissong
- 10:30 Discussion - Abe Simeon
- 11:00 Closing remarks - Dr. Stanley Dinsi
- 11:05 Group photo
- 11:10 Cocktail
- 12:00 End

Annex IV – Cameroon PCLG Radio Talk Shows

As part of the communication and sensitisation work of the Cameroon Poverty and Conservation Learning Group project (2013-15), four local radio stations were retained by Cameroon PCLG to produce radio programmes from March to August 2015. These were Beach FM and Kribi FM in the south region, and Ocean City Radio in Limbe and Radio Bonakanga in Buea, in the southwest region of Cameroon. The intention was to use media houses, which already had slots dedicated to addressing environmental issues, to incorporate the issue of great ape conservation in their shows.

Within a period of six months, each of the selected radio stations were expected to produce weekly programmes. A few excerpts from these radio programmes are available below.

- This is an excerpt from Beach FM (French). This station produced a total of eight radio talk shows on themes such as forest governance, the life of the local communities living in and around the Campo Ma'an National Park and the story of a baby gorilla (Moya).
<https://audioboom.com/boos/3651602-cameroon-pclg-project-beach-fm-french?t=0>
- The excerpt from Kribi FM (French) raises awareness of the activities of timber exploitation companies and petroleum industries that destroy great ape habitats, thereby contributing to the disappearance of these species.
<https://audioboom.com/boos/3651595-cameroon-pclg-project-kribi-fm-french?t=0>
- This is an excerpt from Radio Bonakanga Buea (English). The peculiarity of the phone-in talk show is that it is animated in Pidgin English or Linga franka or better still creole, a language which is understood by both literate and illiterate, by all age groups and by different ethnic groups. The micro programmes address recommendations from a sensitisation workshop carried out by NESDA-Cameroon. They feature the views of local people regarding their role in the conservation of great apes, and an explanation to the audience of the role of these endangered species in regulating ecosystems and forests services.
<https://audioboom.com/boos/3651593-cameroon-pclg-project-radio-bonakanga-buea-english?t=0>
- This excerpt from Ocean City Radio Limbe (English) focus on the life of primates that are rescued and taken to the Limbe Wildlife Centre, and on raising awareness of industries, companies and local populations on activities that contribute to the reduction of great ape populations.
<https://audioboom.com/boos/3651589-cameroon-pclg-project-ocean-city-radio-limb-english?t=0>

Annex V – Television documentary

A TV documentary (<https://www.youtube.com/watch?v=1AtW4Eh-8xs>) was produced to sensitise not only the populations of the study zone but the entire nation on the importance of conserving great apes. Images for the documentary were captured during a field visit in Campo Ma'an National Park, during which a number of interviews – now featured in the documentary – were carried out with key stakeholders.



Biodiversity, Poverty

Keywords:

Ape conservation, Global Learning Network

The Poverty and Conservation Learning Group (PCLG) is an international network of organisations and individuals that promotes learning on the linkages between biodiversity conservation and poverty reduction, in order to improve policy and practice.

The PCLG is coordinated by the International Institute for Environment and Development (IIED), one of the world's most influential policy research organisations working at the interface between development and environment.



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