

## News

### Understanding urban wildlife meat consumer profiles through human-centred design

Illegal commercial hunting is the greatest immediate threat to wildlife in Cambodia. With an increase in disposable incomes, escalating recreational consumption of wildlife meat has become a significant driver of hunting. Most wildlife meat is hunted using wire snares which indiscriminately kill a wide range of species. Despite the significant threat to Cambodia's endangered species, there have been few actions to reduce the demand for wildlife products. As a consequence, Fauna & Flora International has undertaken research to understand the behaviours of urban wildlife meat consumers with support from the US Fish and Wildlife Service. This will be used to create a behaviour change campaign that aims to reduce demand for wildlife meat and by extension the practice of wildlife snaring.

In partnership with iDE Cambodia, the research used a human-centred design methodology and ethnographic and anthropological tools to acquire an understanding of consumers and their environments and routines. Two consumer groups (across six profiles) were revealed: occasional consumers and regular consumers. Within the occasional group, consumption exclusively takes place in rural provinces. Among regular consumers, consumption takes place in rural areas and Phnom Penh. Major triggers prompting individuals to eat wildlife meat across all six profiles included 'curiosity', 'breaking the routine' and 'social pressure'. Drivers contributing to increases in wildlife meat consumption were also identified. For occasional consumers, these included 'lack of knowledge' and 'cognitive dissonance', whereas all drivers for regular consumers were related to the social act of consumption.

Forthcoming phases of the initiative will employ these findings to design and deliver a behaviour change campaign to reduce wildlife meat consumption in Cambodia. For a copy of the research or should you wish to collaborate on the project, please contact Dr Jackson Frechette ([jackson.frechette@fauna-flora.org](mailto:jackson.frechette@fauna-flora.org)).

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### Organic honey as a social business product in northeastern Cambodia

Save Cambodia's Wildlife (SCW) has identified a need to transform mindsets and work practices in the development sector. It also believes that social entrepreneurship can promote community ownership and sustainability of environmental initiatives. This forms an important part of the SCW organizational strategy (2017–2021) and social business strategy, which alongside promotion of natural products includes a focus on sustainable ecotourism, creation of a youth development curriculum and an environmental membership programme.

With funding secured, field and market research to identify suitable products for social entrepreneur schemes began in 2017. Bamboo, malvat nut and rice wine were initially considered, although pure honey was later selected due to high demand for its use in medicine in northeastern Cambodia. A partnership with a local beehive supplier was subsequently secured and 30 farmers in Kratie Province were trained in beekeeping and honey production. Following the development of a value chain and retail partnerships, the honey was launched as an environmentally and socially sustainable product in early 2018 in the Kratie and Ratanakiri provinces and Phnom Penh.

The organic honey is produced using ecologically friendly practices and its sale ensures fair prices for local communities. As response to the product has been very positive to date, SCW plans to train another 30 farmers from Kratie Province in honey production this year. Save Cambodia's Wildlife takes an intermediate role to build the capacity of people in rural areas and help them to create efficient marketing platforms and sustainable value chains. This supports sustainable livelihoods and contributes to environmental protection. Further information on SCW's work and social products can be found at <https://www.cambodiaswildlife.org/honey>

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