

Exploring the bushmeat market in Brussels, Belgium: a clandestine luxury business

Sophie Gombeer*, Casimir Nebesse, Prescott Musaba, Steve Ngoy, Marc Peeters, Ann Vanderheyden, Kenny Meganck, Nathalie Smitz, Frank Geers, Sarah Van Den Heuvel, Thierry Backeljau, Marc De Meyer and Erik Verheyen

* Corresponding author: Sophie Gombeer

Royal Belgian Institute of Natural Sciences

sophie.gombeer@naturalsciences.be

ESM_2: Additional information on the focus group discussions

Pre-set guidelines for the focus groups discussions conducted in December 2017

Interview guide for two-hour focus groups discussions

1. Introduction (± 15 minutes)

Targets:

- ✓ Introduction, brief presentation of the participants
- ✓ Situation of research objectives and agenda
- ✓ Creation of a confidential setting
- ✓ Explaining the 'discussion rules'
 - o No wrong answers
 - o Everyone can and may have their own opinion
 - o Important to speak from the heart and gut feeling

Stimuli:

- ✓ None
- Situation of survey and research context:
 - o This is a research for Brussels Airport in collaboration with the Royal Belgian Institute of Natural Sciences.
 - o The main focus of this research is on Africa travel by air. The objective of this research is to gain a better insight into the needs, expectations and possible questions that passengers have with regard to procedures, baggage rules, etc. The research should result in better communication by Brussels Airport towards the African travellers.

2. Context: travel to Africa/home country (± 15 minutes)

Targets:

- ✓ Understand the importance of travelling to and from the home country
- ✓ Indirectly search for a framework in which to place the answers and reactions from the following blocks (e.g. bringing food, plants, souvenirs ...)
- ✓ Building a relationship with participants
- ✓ Opening up the attention of the participants
- Before going into detail on travel procedures, an introductory exercise: What are the main reasons for you to travel to Africa/the home country?
 - o NOTE: Let people give reasons/try to also bring to light emotional reasons
- Which are the most important reasons of all those mentioned? Could you just point out the two most important ones?
- Is travelling also related to homesickness?
- What do you miss most when in Belgium?
 - o NOTE: Being attentive to e.g. food and other articles
- Do you often travel back 'home'?
- When you do, are you staying with family, friends or in a hotel?
- When you return to Africa, is that also to do some shopping, to buy things that you can bring back to Belgium, things you can't find here? Can you give some examples?

3. Context: travel, the practical side (± 10 minutes)

Objectives:

- ✓ Understand what they feel are obstacles/difficulties in travelling to/from Africa
- ✓ Gaining insight into their spontaneous knowledge of regulations
- Now let's pack the suitcases
- Make a note for yourself first:
 - o What are the hardest things for you when travelling to Africa?
 - Certain restrictions, rules ...which are annoying, which you may not understand...
 - NOTE: Let participants briefly sum up and elaborate on why
 - o And what are the hardest things for you when travelling from Africa to Belgium?
 - Feel free to write down everything that comes to mind (based on experience, seen, heard ...).

- NOTE: Have participants enumerate and deepen the why. Feel free to stand still when it comes to rules, restrictions related to luggage. Try to understand exactly what they have problems with.

4. *Bringing along animal and/or plant products: Spontaneous (± 20 minutes)*

Objectives:

- ✓ Gain insight into what is brought and how they feel about bringing animal/vegetable products
- We're now going to focus on travelling from Africa to Belgium
- Let's zoom in on bringing animal/vegetable products from Africa
 - o I (moderator) am an outsider here, I know very little about your travel habits. (NOTE: moderator can sum up their own 'Western habits' to break the ice). Do you think a lot is being brought in from Africa? And what do you think are typical things being brought?
 - o What do they bring with them?
 - NOTE: Doesn't only have to be about the very last trip. Most people say they never bring anything, so try to keep it neutral, use 'they' or 'the people'. Don't speak to them directly.
 - o We can actually distinguish different types: clothing, souvenirs, jewellery, food ...
 - o What are the underlying motives, reasons to bring (if possible per type)?
 - NOTE: E.g. is it for himself/herself, family, friends...
 - Gift, product of use, healing/religious powers ...
 - Because it cannot be found in Belgium...
 - o When you travel to Africa, are you sometimes asked by family, friends... to bring something?
 - What type of products?
 - Have there been requests you had to answer with: "no I cannot bring this"?
 - o When friends, family... come back from Africa, do they sometimes bring something for you?
 - What type of products?

5. *Bringing animal and/or plant products: Helped (± 30 minutes)*

Objectives:

- ✓ To gain insight into the extent to which they know what is allowed and what is not.
- ✓ Gaining insight into the information channels they use/consult within this specific context

Stimuli:

- ✓ None
- We're going to go deeper into things. We are now going to work in 2 groups. Each group has the following assignment:
 - o STEP 1: Think about animal, vegetable, other products (clothing, jewellery, souvenirs ...)
from your home countries and make a ...
 - ...group that you think is NOT allowed to bring these products
 - ...group of products you think can CERTAINLY be brought into Belgium
 - ...group you're NOT SURE about
 - o STEP 2: Let's think about
 - Group CERTAINLY:
 - Why do you think these are allowed, what are the possible reasons?
 - o How do you know they're allowed?
 - o Read, heard... Where, via which information channels?
 - Group NOT:
 - Why do you think they're not allowed, what are the possible reasons?
 - How do you know they're not allowed?
 - o Read, heard... Where, via which information channels?
 - Group NOT SURE:
 - Why do you hesitate here?
- Do you know that meat and fish can be found legally here as well?
 - o Examples are crocodile, tilapia and ostrich, bred in specially equipped and licensed farms
 - o is this interesting to know, would you like to know more about it

6. Knowledge of provisions, legislation (\pm 10 minutes)

Objectives:

- ✓ To gain insight into the extent to which the provisions/legislation are known
- ✓ Gain insight into the extent to which they understand the current phrasing?

Stimuli:

- https://finances.belgium.be/fr/douanes_accises/particuliers/voyager/faune-et-flore-prot%C3%A9g%C3%A9es#q5
- Do you have any idea of rules, legislation... regarding the import of plant, animal products...
 - o If yes: via which channel

- This is an example, on the website of Brussels Airport, indicating what may and may not be imported (note, Moderator goes over the relevant sections)
 - o Have you ever visited this webpage in the past?

7. Sensitization campaign: suggestions (\pm 20 minutes)

Objectives:

- ✓ Working together on a better description that is relevant, credible and impactful

Stimuli:

- ✓ Possible communication concept(s) (checking which form (e.g. calendar, poster) could possibly be used for sensitisation)
 - o Pdf Mon espèce du mois (via PC)
 - o Pdf Ledoux_Calendrier-mushrooms-2012 (via PC)
 - o Pdf Fourmi de feu (via PC)
 - o JPG FR9: l'importation de végétaux (set for each participant)
 - o JPG FR8 : ne rappez pas de végétaux dans vos bagage (set for each participant)
 - o JPG FR5 : pour la santé (set for each participant)
 - o JPG FR1 : n'introduisez pas de maladies... (set for each participant)
 - o JPG not allowed on plane (set for each participant)

I've brought a few proposals of my own...

- How do you understand the different options
- Pro's and con's
 - o What forms speak to you
 - o Which forms do not appeal
- What do they think would work best: that would have the most effect
 - o Something informative
 - o Something with a ban
 - o Something about the punishment, the consequences
- If you had to make a communication yourself, how would you do it
 - o You may use the examples as input