

## **Co-creating and evaluating behavioral change interventions for reducing the zoonotic risk associated with wildlife consumption (Behavior Change)**

Initiative: Globale Herausforderungen

Ausschreibung: Pandemieprävention: die Rolle von Mensch-Umwelt-Beziehungen

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Laufzeit: 4 Jahre

Human activities and land-use change are causing major impacts on ecosystems. As a result, human-wildlife interactions reorganize dynamically, with fundamental consequences for zoonotic disease emergence. The processes at the human-wildlife interface are part of a complex social-ecological system whose transformation towards increased sustainability requires disciplinary integration. The project addresses (1.) how wildlife consumer behavior and associated risk, along a social-ecological gradient from rural areas to agroforestry landscapes and (peri)-urban areas in West Africa, is motivated by a mix of ecological and socio-economic factors, cultural norms, and personality traits; and (2.) how in turn this can be altered by targeted behavioral change interventions (BCI) and alternative supply chains. It works with formal and informal restaurants ('maquis') as field laboratories to assess drivers of motivation for wildlife consumption and to conduct BCI for a wide range of people and contexts. This work will be integrated with assessments of wildlife communities and prevalence of pathogen families along the social-ecological gradient to provide essential context. The work will highlight effectiveness of innovative, scalable and low-cost BCI, demonstrate the potential for altering wildlife consumption and thus offering concrete solutions towards increased sustainability taking into account pressing social, ecological, and economic needs of stakeholders.

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