Communicating in the Congo

Projects by Congloaise Industrielle des Bois

Republic of the Congo

ATIBIT Think Tank 2020
Knowledge is power.

When imparted in the language that the listener understands, it can be life changing.

_The principal belief behind Project OKA_
To empower every individual on our UFA with:

• Information that is useful, comprehensible
• Through a medium that is easy to navigate

Challenges:

• A nomadic population spread on a huge area who are difficult to track
• Language changes in every district
• Frequency of visits by the social team when weather does not permit
• Lifestyle – carry things on their back, so devices cannot be bulky, or complicated to manipulate
• Electricity/ battery

Empowerment despite challenges
Information simplified. For everyone. All the time.
### Themes
- Indigenous population rights
- Safety
- Health including covid-19
- Family

### Area
- In our four concessions of kabo, loundoungou, enyelle and Pokola

### Languages
- Lingala
- Mbengele

### Content
- Around 500 responses in question answer format

### Device
- A handy mp3 player with limited controls

### Benefits
- Saves repetition of the same info by the social team repeatedly
- Leaves the information with the population, helping repetition and memorisation, listening at their convenience
- Helps create a base of information, over which dialogues and conversation can take place, thereby improving quality of conversations
Current status:

• Continually add content
• Expanding to the theme of Education – with a For Kids version that promotes literacy/education

Timelines:

• With the pandemic, difficulty in growing.
• 2020 – Have devices in each village of the UFA
• 2021 to 2025: Ensure each inhabitant in the region has a device

Expansion plans:

• Include translation in Aka
• In the process of developing songs based on the info
• Develop content by enhancing traditional culture (traditional songs, conversations with elders, etc.)
• Research scalable solutions - Better devices that can enable device/content management of 30,000 devices
• Keep it useful, cost effective, and relevant, SIMPLE.
• Robust system of managing and updating data and content with the given challenges

The future
Good things happen when we synergise. There is additional motivation when you are trying to create a structure and build something for posterity, with complete awareness that you might not even enjoy the benefits now, and your efforts would be for the larger good of someone else.

The principal belief behind Project Lisanga
• Idea born in March 2019.
• Lisanga means ‘together’ in Lingala, the national language of Congo
• A digital playbook, a reference compendium of every community and village on our concession.
• Not reinventing the wheel every-time we go out on the field.
• Knowledge, experience, expertise download into a tangible space
• Enabling us to build better in the region
• Have measurable targets based on verified information

The idea
Everything. All. Together.
The elements

• 5 concessions,
• Name of villages 135 villages and communities
• GPS location
• Baseline data from the state
• Weekly field reports from Social Communicators
• Important mobile numbers

Moving beyond data entry

• Multimedia: Audio interviews, pictures, videos
• Maps
• Observations, analytics and impressions
• Health & sanitary situation
• Telephone booth points
• Articles we write in that region

• No two villages are the same
• Who visited a village how many times on what theme or subject
• What are the recurrent challenges in a particular village, or conflict.
• What partners are present in that region, so that we spend our energy in a more synergised way
• What projects we are running there – water, healthcare, connectivity, economic activities
Phases:

• Phase I: We will keep updating the database on the villages that we have.
• Phase II: Adding new villages and communities to the database.

Timelines:

• 2020 to stabilise data
• First quarter of 2021 to make analysis and extraction
• Mid 2021 collaborating in expanding and bettering Lisanga to stakeholders, partners and researchers

• Use this database to support activities at the landscape level.
• The database is open for collaboration.
• We invite researchers, stakeholders to contribute to Lisanga
• Use this for the benefit of the livelihood, initiatives and understanding the region.
• Develop the database in such a way as to allow analyses and comparisons of the socio-economic and health evolution of villages according to their specificities and history (location, history of projects, means dedicated to education etc.)

The future
Thank you!

Your feedback welcome at:

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