

A SOCIO-ECONOMIC AND COMMUNICATION APPROACH TO THE LIVES OF POPULATIONS IMPACTED BY THE RECONSTRUCTION OF THE EXCHANGER DU NORD IN THE CITY OF OUAGADOUGOU IN BURKINA FASO***Dr. COMPAORE Jérôme**

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Abstract

Projects to install superstructures are systematically exposed to risks of opinion. Among other discursive resources to legitimize them, communication principles of acceptability have been identified. However, they remain insufficiently demonstrated, which limits their scope. This case study contributes to the knowledge of the discursive resources of legitimation, by establishing a link between these practical principles and the conceptual mechanisms that govern the communicational fabric of legitimacy. Also, five (05) years after the completion of this work, we deemed it necessary to revisit the initiatives taken in favor of the people affected by the construction of the interchange have kept their word in the direction of improving and changing conditions. of their standard of living from the angle of communication. This research provides a robust theoretical anchoring to these principles of communication, which will become a real tool for thinking about communication. Among other things, it emerges that oral communication tools are suitable in a context of raising awareness for acceptability and that the participatory approach should not be on the sidelines of a project with a strong social impact for the benefit and in the interest of all. Displaced people around the North interchange.

Keywords: Communication, Urban mobility, Improvement, Living conditions, Resettlement acceptability, Market gardeners, Behavior change, Ouagadougou.

INTRODUCTION

The city of Ouagadougou has undergone in recent years an extraordinary demographic growth with its corollary of congestion of urban traffic, especially in the most important crossroads. According to the figures obtained from the town hall of Ouagadougou, the evolution of the population of Ouagadougou has been done in a galloping way. Indeed, estimated at 384,707 inhabitants in 1996, the population of Ouagadougou increased to 1,475,839 in 2006 and to 2,584,063 inhabitants in 2019, i.e. 1,281,750 women (49.6%) and 1,302,313 men (50.4 %) (Ouagadougou Town Hall). The population has therefore multiplied by 06 in just 23 years. The other contrast of the city of Ouagadougou is that this population is spread over a very spread out city making Ouagadougou one of the low density capitals in the sub-region with a density of 50.4 inhabitants/ha. The population is unevenly distributed in the city. To alleviate this problem of urban traffic congestion, the Burkinabe government has implemented an urban mobility policy. One of the projects directly in line with this urban mobility policy is the "Nord exchanger construction project". Feasibility studies, Environmental Impact Studies (EIA), the Resettlement Action Plan (RAP) for Persons Affected by the Project (PAP) were carried out in 2012. The operationalization of the construction of the interchange of the North could not be done during the period (2011-2015) following the political unrest experienced by the country during this period. The work to launch the construction of the North interchange took place on December 4, 2015 and its opening on November 15, 2018. This development aims, on the one hand, to relieve traffic congestion on the roads concerned, in particular the North exit

of the city of Ouagadougou and more precisely at the level of the Baskuy bridge and on the other hand, to allow a good structuring of the urban road network of the city. The exchanger has the following characteristics:

- a central crossroads at 04 knots with handle;
- a crossroads at the intersection with the RN22 (in the direction of Kongoussi) in a "trumpet" type interchange
- two overpasses on the Ouaga-Kaya railway line;
- relief routes to bypass the North interchange through the districts of Tampouy, Nonsin and Hamdalaye;

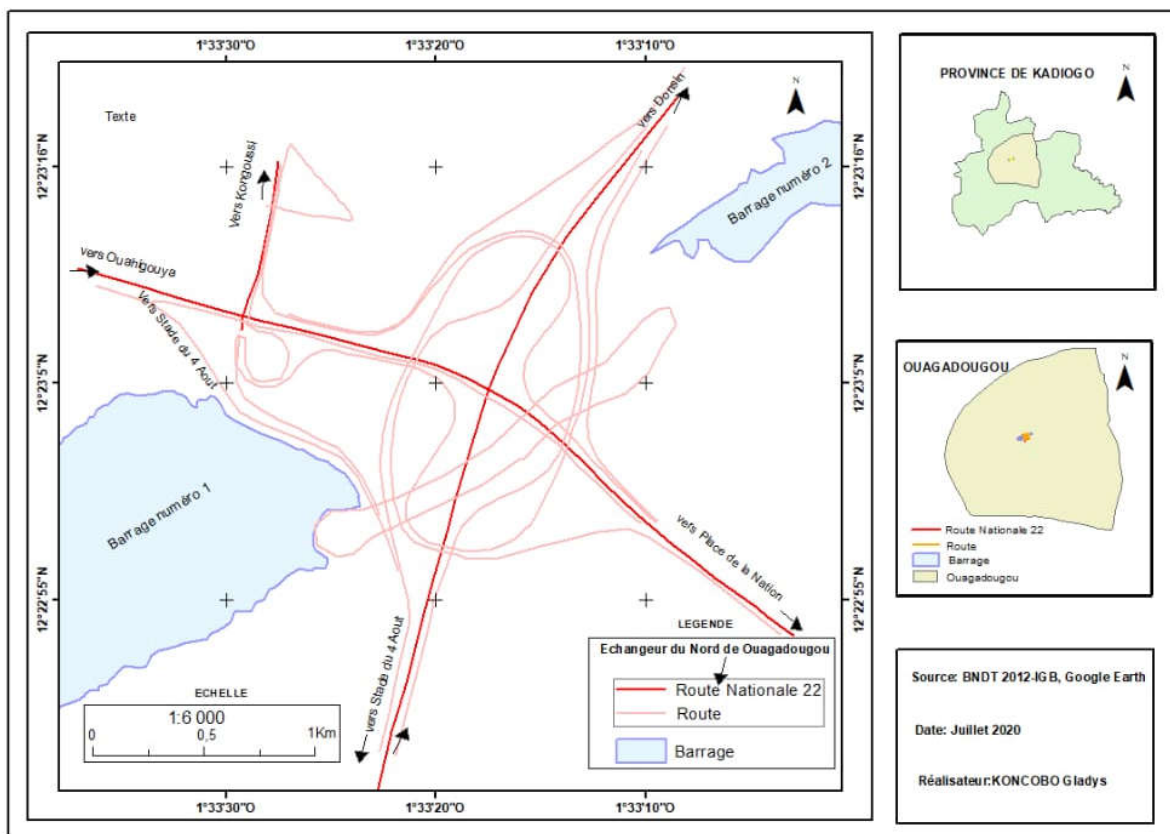
Urban development, the construction of public infrastructure creates feelings of satisfaction or dissatisfaction among local populations. Among them we can quote the traders, the market gardeners, the households living near the Ouagadougou North interchange. We are interested in the socio-economic impact of the construction of the North of Ouagadougou interchange on the populations and the impact of communication in the construction of infrastructures of national scope. 05 years ago, we worked on the actual realization of the exchanger with all the social unrest on the evictions, the resettlements in other uncomfortable places. The general objective of this study is to highlight the role of communication in the field of public infrastructure and in particular highlight the social and economic aspects generated for the benefit of the populations five (05) years after the completion of the work.

METHODOLOGY

The study took place in the Tampouy district, located in district 3 of the city of Ouagadougou from February 12 to 20, 2022. To achieve the objectives we have set ourselves, we have adopted a method mixed data collection (of primary types for an inventory, and those of secondary types for a collection of data on the field of study through the qualitative survey).

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Production: Survey, March 2022

Map 1. North interchange in the Geographical universe of Ouagadougou

We had to establish a documentary review to know the existing one. Indeed, basic and embryonic studies have been done before on the economic impact of the North interchange by not taking into account the situation of the decamped in the following their overall devolution. To carry out our study, we used a questionnaire addressed to market gardeners. are formerly installed in the shallows of dam n°2; merchants who are close to the North interchange; households living near the North interchange. Our sample made up of around thirty (30) people with ten (10) market gardeners. es, ten (10) merchants and ten (10) households. The quota of ten (10) people for market gardeners is justified by the fact that market gardeners. They remained in a group despite the construction of the interchange and therefore they are able to give us reliable information on its impact, witnesses before and after the interchange. As for the traders, we proceeded by the "snowball" method and gradually asked the person interviewed where we could meet the other People Affected by the Project. Ten (10) households also affected by the construction of the Ouagadougou North interchange. We used Kobo toolbox software for data collection and Excel for data processing.

RESULTS AND ANALYSIS

A previous study had been made on the effects of the construction of the North Ouagadougou interchange on the economic activities of local residents. From this study we can conclude that:

One of the activities that has been affected is market gardening, which is practiced on the edge of dam No. 2. Market gardeners. es were affected in two ways. Some have been cleared out and their sites expropriated. We did not have enough information concerning them but we note that the

expropriation concerned 382 market gardening perimeters. On the other hand, among those who remained there, we were able to question some of them. It emerges after analysis that 52.5% of market gardeners surveyed note a deterioration in their living conditions since the construction of the North interchange. This is explained by the fact that many of them have experienced a decrease in their cultivable areas. According to the latter, their gains are a function of cultivated areas, yet the North interchange currently occupies a large part of the space that was once used for market gardening. 30% found that there is no improvement. On the other hand, 17.5% think that there is an improvement because they can practice market gardening all year round because SOGEA SATOM has channeled the water retention so that the water is kept longer, confer table 1 below.

Table 1. Level of appreciation of market gardeners

Appreciation	Impact on your business
Improvement	17.5%
Deterioration	52.5%
No improvement	30%

Source : Field survey March 2022

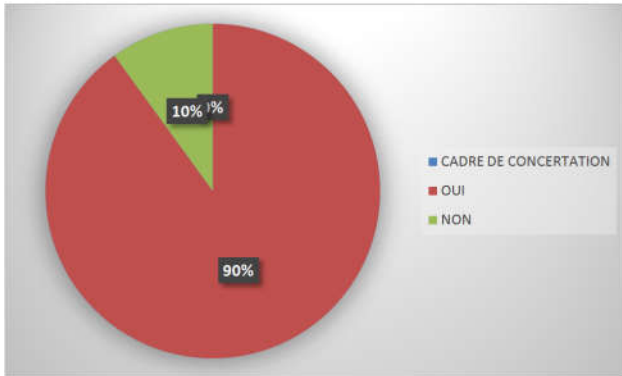
The effects of an impacted communication

Communication is a means of facilitating the implementation of projects. It is important to have an effective and efficient communication approach that can enable projects to contribute to real behavior change. Also, communication at the service of projects consists of the planned and organized use of techniques and means of communication (media and non-media) to support the implementation of development initiatives, through a change in attitudes and /or behaviors, by disseminating the necessary information and by encouraging

the active and conscious participation of all actors, including end users, in the process.

As shown in the figure below, 27 or 90% of our target population say that there have been consultation frameworks aimed at informing them about the work. The coordination of the Committee for the Defense of the Gains of the Popular Insurrection (CDAIP) held the consultation frameworks with the town hall of arrondissement 03, SOGEA SATOM

Figure 1. Existence of consultation framework¹



Source: Field survey March 2022

Also addressing the issue of expropriations, it appears that:

Table 2. Indicative table of responses provided by our field sample

Communication before expropriation or destruction of property	Households		Market Gardeners		Traders	
	Yes	Nope	Yes	Nope	Yes	Nope
	10	00	06	04	10	00

Source: Field survey March 2022

Starting from there, 87% of the target population say that before the start of the work, the delegated contracting authority had to discuss the subject with them. To this end, an assessment of the affected property was made and the Persons Affected by the Project (PAP) compensated.

First of all, the project to build the North Ouagadougou interchange is a development project. Within the meaning of Decree No. 2018-0092/ PRES/ PM/ MINEFID, of February 15, 2018 on the general regulation of projects and programs in Burkina Faso, are considered as development projects or programs, all public investment or technical cooperation actions, executed during a fixed period, with the aim of solving a development problem through:

- The production of goods and/or services;
- The construction of socio-economic infrastructure
- The institutional capacities of the central, decentralized and local administration, of civil society
- The capacity and skills of human resources

Consequently, development projects aim to improve the socio-economic level of populations and these first pass through communication through a change in attitude and/or behavior, by disseminating the necessary information and by

¹KOANARI, Youmali Ferdinand. 2017a. "Construction of the North Interchange: The CDAIP Takes Public Opinion to Witness the Threats and Intimidations Orchestrated by the Customary Chiefs of Tampouy ." News. Lefaso.net. 2017. <http://lefaso.net/spip.php?article75856>

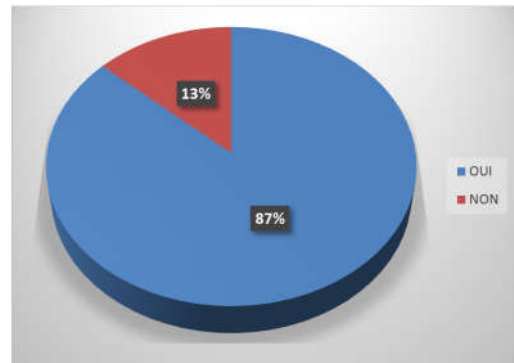
encouraging the active and conscious participation of all actors, including end users, in the process.

We will strive to show the impact of communication from the following 05 steps.

Step 1: Informed audience

87% of our sample said they had been informed before the start of demolition, eviction, etc. work. Therefore we can say that there have been prior communications.

Figure 2. Information before work begins



Source : Field survey March 2022

Step 2: Audience aware, concerned and informed,

This step consists of identifying the assets that will be affected by the work with the Persons Affected by the Project. The construction of the Ouagadougou North interchange has led to the relocation of certain shops, activities, etc. due to space for the installation of the infrastructure. Several goods and equipment were affected. These are among others: 74 houses in banco of 2021 m², 96 houses in breeze blocks including a building (R+1) of 7281, 6425m² of total area, 24 plots of 17952.17 m², 06 places of worship, 474 sheds, 107 kiosks, 143 wells, 55 billboards, 01 water tower, 01 borehole, 267 terraces, 01 grave (that of a former chief of Tampouy near RN2), 43 fences, the expropriation of around 382 market gardening sites . (Source SOGEA SATOM), see photos 1 and 2 below.

Photo 1. Property affected by the project



Source: Field survey March 2022

Thus, photos 1 and 2 above and below show the buildings affected by the interchange construction project and therefore have been compensated by the project for the benefit of the owners concerned.

Photo 2. Warehouse on the ground floor of a building



Source: Field survey March 2022

Step 3: The audience motivated to change

After the compensation of the PAPs, the observation is that many of the PAPs have left their old locations. Take the case of market gardeners. are formerly installed at the edge of the dam n 2 of Ouagadougou . Market gardeners have been affected in two ways. Some have been cleared out and their sites expropriated. We did not have enough information about them but we note that the expropriation concerned 382 market gardening perimeters. (Source: field survey, District 03 of Ouagadougou). On the other hand, among those who remained there, we were able to question some of them. It emerges after analysis that 52.5% of market gardeners surveyed note a deterioration in their living conditions since the construction of the North interchange. This is explained by the fact that many of them have experienced a decrease in their cultivable areas. According to the latter, their gains are a function of cultivated areas, yet the North interchange currently occupies a large part of the space that was once used for market gardening. 30% found that there is no improvement. On the other hand, 17.5% think that there is an improvement because they can practice market gardening all year round because SOGEA SATOM has channeled the water retention so that the water is kept longer.

Evidenced by the words of Robin TESTOT Head of SOGEA SATOM agency I quote The spillway was calculated in such a way that it has the same water level in dam 01 and 02 so that there is no risk of additional floods²

Table 3. Perception of market gardeners. es on the change made

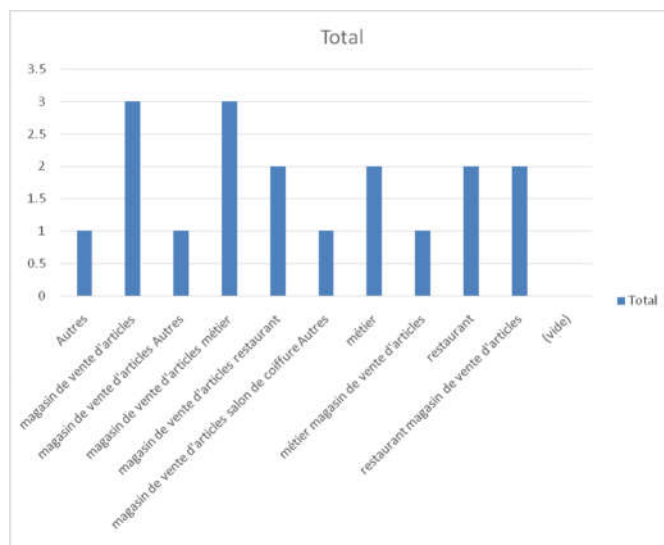
Appreciation	Impact on your business
Improvement	17.5%
Deterioration	52.5%
no improvement	30%

Source : Field survey March 2022

Step 4: The audience tries out the new behavior

Since 2018, Ouagadougou has had an interchange in its northern part, we observe the opening of new points of commerce. The construction of the North of Ouagadougou interchange has led to servicing, a revaluation of the area bordering the interchange, thereby improving the economic activity of some of these actors. For the entire sample, about 90% of traders say that there are new Income Generating Activities on both sides of the Ouagadougou North interchange. With the construction of the interchange, new

activities have been created in the surrounding area. First, the shopkeepers interviewed say they see new shops around the interchange after its construction. According to them, those who have their shops in front of the main road have new business opportunities. Location and geographical position are important factors.



Source : Field survey March 2022

Figure 3. Debriefing of new activities carried out on both sides of the Ouagadougou North interchange

Step 5: The audience supports the new behavior

In this part, the answers of the semi-structured interviews show in general that the populations are satisfied with the road infrastructure. Traffic has become more fluid, and the number of accidents on the track has decreased considerably. However, the economic actors are still speechless because it is now very difficult to continue to exercise their profession on the sections of the track. They struggle to rise from their ashes. Many hope that for other future development projects (case of road infrastructure) that support measures be taken to relieve economic actors by offering them new jobs for a better reintegration of all the evicted from 2015.

In the OMEGA TV report, one of the speakers said: “ *In some places there are no traffic lights which could reduce the risk of accidents* ”. Also according to the latter Amadou DEME, “ *the absence of traffic lights strongly handicaps their businesses because potential customers cannot stop in traffic .* ³»

Conclusion

The objective of this study, which is to show the contribution of communication to the issue of improving the socio-economic conditions of men and women affected by the eviction around the interchange site five years ago (05) years . Indeed, in this scientific article, we observe the importance of the communication of acceptability and behavior change around the new realization of the North interchange. Also, as indicated in our previous article, the process that guided the compensation and their resettlement around their sovereign activities did not respect the initial commitments. We analyzed the importance of the communication of social acceptability and change of behavior in the participation of the inhabitants in

²North RTB interchange report

³<https://youtu.be/FSe3X6RPZmA> The North Ouagadougou interchange is in a fairly degraded state

the vicinity of the urban project and especially the process of change in the standard of living on their new installation sites. The results of the studies indicate that most of these resettled people find themselves in cramped and vulnerable places that do not provide a better atmosphere for their activities. Also, socio-economic development is at a crossroads, these reasons are explained by the nature and status of the said communication. Analyzes were made on the insufficiencies of the communication of acceptability in this project during its design phase and on the tools adapted for a communication of acceptability of similar projects. Thus the tools of oral communication emerged as suitable for raising awareness among populations working in the informal sector such as market gardeners. However, with the aim of limiting the negative impacts, we propose to facilitate dialogue and the exchange of ideas within different groups (individual contacts then groups), to encourage reflection on the problems of reintegration of populations and on the possible solutions or even on the common objectives to be achieved for sustainable development and to Support the process of delimiting the problem and the identification of a series of concrete actions aimed at experimenting or implementing the chosen solutions by supporting the efforts of learning awareness and implementing development initiative. Also, a better and efficient flow of information to the populations is necessary to support the decision by ensuring good collaboration at the local level by establishing partnerships; It would also be necessary to establish the follow-up of the development initiative by ensuring that the actions undertaken are implemented and evaluated and Ensure that the authorities or resource organizations are in a position to support local efforts and understand community needs and perspectives.

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