

**UNIVERSITY OF NAIROBI**



**"THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN THE  
ACHIEVEMENT OF THE GENDER EQUALITY GOAL OF THE  
MILLENNIUM DEVELOPMENT GOALS (MDGS): A CRITICAL  
ANALYSIS"**

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**REG NO. N50/P/7514/03**

**A PROJECT PAPER SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE DEGREE OF MASTER OF ARTS IN GENDER AND DEVELOPMENT  
STUDIES, INSTITUTE OF AFRICAN STUDIES, UNIVERSITY OF NAIROBI**



**SEPTEMBER, 2006**

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## DECLARATION

I, Jane Onoka, student Registration Number N50/P/7514/03, do hereby declare that this project is my original work and has never been presented for any other award.

Signature Jane Onoka

Date 26.09.06

Jane Onoka

N50/P/7514/03

I, Charles Owuor Olungah, do hereby declare that I have supervised the candidates' project and the report obtained herein is the genuine work of the candidate.

Signature Charles Owuor Olungah Date 27.09.06

Mr. Charles Owuor Olungah  
Research Fellow  
Institute of African Studies  
University of Nairobi

## DEDICATION

To

My daughter **Nee** who gives me the reason to advocate for gender equality, my mama **Nziwa**, she brought me up, not treating me any different from my brothers, **Deo**, the love of my life for giving me a practical example of the equality of the sexes and my late sister **Ambasa**, my role model

## ACKNOWLEDGEMENT

While I am wholly accountable for this project work, I am most grateful to those who assisted me in various ways.

First, I thank the Almighty God for sustaining and upholding me from the beginning of this programme to its end.

Secondly, on a special note, I thank my supervisor, Mr. Charles Owuor Olungah, for his timely and precise critique of this work and for bearing with me when I took long breaks from the work.

Similarly, I thank the Director, the Coordinator, Lecturers and support staff of the Institute of African Studies, University of Nairobi for their dedication and support. I thank all my colleagues in the M.A. II Gender and Development Class.

Thirdly, I thank the major players I met in the course of my fieldwork notably all respondents: company CSR officers and the directors of the communities that I interacted with.

My deepest appreciation to Deo for being by my side always and making me feel that the whole academic world is at my feet, just waiting for me to conquer it.

My profound appreciation to my late father for giving me an education and to my mama for believing in me always.

## LIST OF ABBREVIATIONS

AMREF	-	Africa Medical Research Foundation
ASAL	-	Arid and Semi-arid Lands
CAHNET	-	Community Animal Health System
CEDAW	-	Convention on the Elimination of All Forms of Discrimination Against Women
CSR	-	Corporate Social Responsibility
CRADLE	-	Child Rights Advisory Documentation and Legal Centre
EQUIP	-	Education Quality Improvement Programme
GAIN	-	Global Alliance for Improved Nutrition
GAVI	-	Global Alliance for Vaccines and Immunization
GOK	-	Government of Kenya
IBLF	-	International Business Leaders Forum
ICT	-	Information Communication Technology
IFPMA	-	International Federation of Pharmaceutical Manufacturers Associations
IIED	-	International Institute for Environment and Development
ILO	-	International Labour Organisation
KEMRI	-	Kenya Medical Research Institute
KENWA	-	Kenya Network of Women Living with AIDS
KICC	-	Kenyatta International Conference Centre
KLM	-	Royal Dutch Airlines
KPMG	-	Klynveld Peat Marwick Goerdeler



MDGs	-	Millennium Development Goals
MOEST	-	Ministry of Education
MMV	-	Medicines for Malaria Venture
NCBDA	-	Nairobi Central Business District Association
NGOs	-	Non-Governmental Organisations
PWC	-	Price Waterhouse Coopers
UN	-	United Nations
UNDP	-	United Nations Development Programme
UNESCO	-	United Nation Educational Scientific and Cultural Organisation
UNFPA	-	United Nations Population Fund
UNICEF	-	United Nations Fund for Children
UNIFEM	-	United Nations Fund for Women
UPE	-	Universal Primary Education
WHO	-	World Health Organisation

## ABSTRACT

The achievement of gender equality is paramount to the achievement of development. However, according to the 2003, Millennium Development Goals progress report for Kenya, the achievement of the gender equality goal of the MDGs is still far from being realized. Gender inequality still persists. There is no region in Kenya where women are equal to men in legal, social and economic rights. Glaring gender gaps exist in access to and control of resources, in economic opportunities and in power and political voice. Overall, women continue to have less access to social services and productive resources than men.

This study aimed at describing the nature of CSR activities in Kenya and show how these activities contribute towards the achievement of the gender equality goal of the MDGs. It examined the various CSR activities of various organizations and sought to place these activities into each of the MDGs so as to bring out their contribution to the achievement of gender equality.

10 companies within a radius of 20 km from KICC were chosen for this study. The area was chosen due to the fact that it has representation of many companies that are engaged in CSR activities and also because of its proximity and accessibility. Companies were chosen based on their CSR record and willingness to provide information. Interviews were carried out for CSR officers of companies and representatives of communities that have benefited from CSR activities. Self administered questionnaires were also filled by some CSR officers. Both qualitative and quantitative techniques were used.

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Key findings indicate that companies are involved in various CSR activities including poverty eradication, education, health and environmental sustainability. However, these activities are not carried out with focus on the MDGS. Furthermore, there is little evidence that these activities are geared towards the achievement of the gender equality goal. What is evident is that companies are supporting certain activities for girls, women or women groups, the gender recovery centre specifically but not within the broader goal of achieving gender equality. The aims and goals of their CSR efforts are to enhance their profile and ultimately to improve profitability.

## CHAPTER ONE

### 1.0 INTRODUCTION

#### 1.1 Background to the Problem

Gender equality is essential to poverty elimination. A major obstacle faced by countries trying to escape the poverty trap is lack of the human skills and the abilities needed to make the transition out of poverty and gender inequality is one of the greatest contributions to this problem. Gender equality is a cross-cutting concern for all of the MDGs (UNIFEM 2003). This makes achieving gender equality fundamental to achieving all the MDGs.

The MDGs emanate from the Millennium Declaration adopted in September 2000 by 189 heads of state (UN Millennium Project 2005). They represent a global solidarity compact to end poverty in the 21<sup>st</sup> Century. In the Millennium Declaration, world leaders promised to eradicate poverty, promote human dignity and equality, achieve peace, democracy and environmental sustainability. In this context, the MDGs set time bound and measurable targets for achieving these goals by 2015.

A gender equality perspective will facilitate attaining the MDGs. The third goal among the eight seeks to achieve gender equality and the empowerment of women. The inclusion of this goal marks the culmination of many years of discussions and debates. In setting this goal, governments recognized the contributions that women make to economic development and the costs to societies of the multiple disadvantages that women face in nearly every country.

The target selected to represent the goal of gender equality and empowerment of women is eliminating gender disparity in primary and secondary education by 2005 and in all levels of education no later than 2015. Although the focus on education is justified in the light of evidence that investing in girls' education yields returns, education alone is insufficient for eliminating the range of gender inequalities or for empowering women to participate in all aspects of development in society. Gender equality and the empowerment of women can remain elusive without the opportunity to fully use education to obtain decent employment or to participate fully in decision making in the political arena.

Gender equality can be achieved by addressing education, health services, and lack of productive opportunities borne by women. Further, it is important to address gender inequalities within government to promote an active and visible policy of mainstreaming a gender perspective in all policies and programmes. This ensures that decisions are analyzed to ascertain their impact on both genders.

According to the current status report released by the Ministry of Planning and National Development in July 2005, Kenya's performance toward realizing the MDGs is still low. With the exception of education and possibly HIV/AIDs, Kenya is not likely to meet all the other goals at the current rate of investments and within the prevailing policy and project implementation environment (GOK 2005a). Among the factors contributing to this is the general sluggish economy. Despite significant improvement towards economic recovery, the growth of the economy is still far below the necessary growth rate of about 7% needed to support implementation of MDG-related activities within the remaining decade before 2015 (GOK, 2005 b).

Specific to the MDGs and their relation to gender equality, the poor performance on the poverty and hunger indicators has been happening against a mixed but generally declining performance of the agricultural sector as a whole. Incidentally, women comprise the majority of agricultural workers in Kenya and thus bear the brunt of the negative impact.

The introduction of Universal Primary Education impacted positively on the enrolment of both boys and girls. Access in primary school is almost reaching gender parity but the boys still have a slight edge over the girls. See table below.

**Table 1 Primary Enrolment rates, 1999 - 2004**

	1999	2000	2001	2002	2003	2004
Boys	94%	93%	93%	94%	106%	108%
Girls	93%	92%	92%	91%	104%	101.6%
Total	93%	92%	93%	93%	104%	104.8%

Source: MOEST<sup>1</sup>

Enrolments at this level however continue to experience sharp regional disparities being particularly low among girls in arid and semi-arid regions. In addition, output and quality assessment studies reflect problems of quality in teaching and learning (GOK 2005). Girls are less likely to attend school than boys. Even when there is gender parity at lower classes in primary school, girls are more likely to drop out often due to unwanted pregnancies, early marriages, poverty mainly occasioned by deaths of parents due to HIV/AIDS, and very often due to heavy domestic workload (ibid).

<sup>1</sup> This table is found in the draft report by the Ministry of Planning and National Development. Millennium Development Goals, Kenya Status Report 2005

Despite sustained campaigns, notable progress and gains on gender issues in Kenya, wide gender gaps still exist in access to and control of resources, economic opportunities and in power and political voice (ibid).

Overall, women continue to have less access to social services and productive resources than men. Women remain vastly under-represented in parliament and local authorities and account for only 8.3% of the seats in the National Assembly (GOK 2005). Approximately 53% of Kenyan males in rural areas and 49% of those in urban areas live below the poverty line. The corresponding statistics for females are higher, 54% of rural women and 63% of urban women respectively. Poverty has been identified as an area of concern for the whole country, but it has assumed a woman's face. By 1998, the number of female headed households had grown to 32%, out of which 80% are below the poverty line (Khasiani, 2004).

Women's participation in employment does not present a better picture either. The table below illustrates this.

**Table 2: Wage Employment in the Modern Sector by Sex, 1998-2003**

Year	Women	Men	Total	%Women
1998	487.1	1177.8	1664.9	<b>29.3</b>
1999	490.5	1183.1	1673.6	<b>29.3</b>
2000	500.6	1194.8	1695.4	<b>29.5</b>
2001	496.7	1180.4	1677.1	<b>29.6</b>
2002	503.4	1196.3	1699.7	<b>29.6</b>
2003	512.9	1208.3	1721.2	<b>29.8</b>

Source: Economic Survey, various issues<sup>2</sup>

<sup>2</sup> This table is found in the Prof. Shanyisa Khasiani's report on the Needs Assessment of Gender Equality and the Millennium Development Goals (MDGS): The Case of Kenya, page 14



Kenya still lags behind on the achievement of the rest of the goals. Kenya services a large foreign debt, a situation which has resulted into insufficient resources to implement the MDGs (GOK 2005). There is need for other players to assist the country in achieving these goals.

The private sector through its corporate responsibility (CSR) activities is a key factor in the worldwide effort to alleviate poverty and achieve the MDGs by 2015. Since the 1990s, increasing concern over the impacts of economic globalization has led to new demands for corporations to play a central role in efforts to eliminate poverty (Bigg et al 2003). Multinational corporations and large businesses in the developing world – given their economic weight – are looked upon to make a particular contribution. To strengthen corporate support for the MDGs and to prompt companies to monitor their effectiveness and assess their roles and opportunities, the UN Millennium Project 2005 commissioned by the UN Secretary-General has proposed very recently that large companies recount their contribution to the MDGs by means of a MDGs scorecard in their annual reports.

A critical agenda is needed because many policy-makers see business as important in meeting development challenges – not just those of economic growth, but also in areas such as combating HIV/AIDS, reducing poverty and building human capital (Blowfield et al. 2005).

*"If the private sector does not deliver economic growth and economic opportunity – equitable and sustainable – around the world, then peace will remain fragile and social justice a distant dream. That's why I call for a new partnership between governments, the private sector and the international community."* Kofi Annan, UN Secretary General (Un Millennium Project 2005)

*"Business can and must play a crucial role in reversing the trend of Africa's weak economic growth. By conducting business responsibly, companies can improve their own competitiveness and that of their country and the continent"* Dr. Yusuf Turundu <sup>3</sup>

Preliminary findings from research currently being conducted by the United Nations Research Institute for Social Development (UNRISD) suggest that an increasing number of large national and transnational corporations are indeed engaging with the CSR agenda, not simply in a reactive sense but more pro-actively, given a range of benefits that they derive from CSR. While many instances of 'green wash' have been identified, CSR amounts to more than window-dressing or slick public relations<sup>4</sup>.

There are many multi-nationals, regional and national corporations operating in Kenya and through their corporate social responsibility, they can enormously contribute to Kenya meeting the 2015 target of achieving gender equality and the rest of the MDGs.

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<sup>3</sup> Dr. Turundu is the Co-ordinator, Private Sector/NEPAD Business Group. This is an excerpt from his speech at the NEPAD Secretariat during the launch of African Corporate Sustainability Forum launched on 28 September 2004

<sup>4</sup> Excerpt from a modified version of an article by Peter Uting that appears in the Global Future (Third Quarter 2003, p. 11 – 13), the magazine of World Vision

## 1.2 Statement of the Problem

Gender equality is not given much attention in CSR activities yet it is at the core of the achievement of all the MDGs. Although there has been progress since 1990, a recent analysis conducted by the International Centre for Research on Women for the Millennium Project Task Force on Education and Gender Equality reveals that no country has achieved gender equality (The World Bank 2003). The July 2005 MDG status report for Kenya indicates that the country still has a long way to go in achieving gender equality. It is therefore, imperative that efforts towards the achievement of gender equality are increased.

Kenya is faced with lack of adequate resources to implement the MDGs of which gender equality is one of the goals. This brings to the fore the need for companies to organize their CSR activities in ways that will support the achievement of the MDGs. In Kenya, CSR activities appear to be haphazard and the aim seems to be for public relations. So far, CSR is largely a whimsical activity focused on charity and philanthropy. In the daily nation of Friday 20 January 2006, it is reported that several companies donated Ksh. 51 million to ease the prevailing famine situation. While this was appreciated, it did not solve the problem. There is a trend by companies to come out to assist needy people in times of crises and then disappear. CSR activities are also not regulated and therefore there are no standards that companies follow when implementing their CSR strategies. The excerpt below from an article by Mumo Kivuitu in the Daily Nation captures this scenario:

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*"It seems like what companies consider 'social' – as opposed to business oriented – fits the CSR tab. From oversized cheques, plastic smiles and cowed recipients to boisterous employees cradling vulnerable children, even the odd tree planting exercise and support for the National Body Building team. If its out there 'giving back to society' then it is CSR. Invariably, the frenzy is growing and full page advertisements highlighting company efforts are becoming the norm in Kenya" (Daily Nation, 25 October 2005: 8)*

There is need for more long-term solutions to such problems which adversely affect communities and especially women and children. CSR has the power to be much more.

This research set to find out how structured CSR activities are and if there was any gender equality concern in the implementation of those activities in contribution towards the achievement of the Millennium Development Goals.

## **1.3 Study Objectives**

### **1.3.1 Overall Objective**

This study's objective was to describe the nature of CSR activities in Kenya and show how these activities contribute towards the achievement of the gender equality goal of the MDGs. The study examined the various CSR activities of various organizations and sought to place these activities into each of the MDGs so as to bring out their contribution to the achievement of gender equality.

### **1.3.2 Specific Objectives:**

- i. To show the contribution of CSR in the achievement of gender equality goal of the MDGs
- ii. To identify the gaps in CSR activities of companies in Kenya
- iii. To document some best practice depicting CSR efforts in Kenya
- iv. To make some recommendations for CSR activities in Kenya towards the achievement of gender equality

## **1.4 Rationale of the Study**

Emanating from the Millennium Declaration, the eight Millennium Development Goals bind countries to do more and join forces in the fight against poverty, illiteracy, hunger, lack of education, gender inequality, child and maternal mortality, disease and environmental degradation. In the 2003 Millennium Development Goal progress monitoring report, Kenya is lagging behind in all the eight goals. The government needs support in working towards achieving the MDGs and the private sector is a key partner through CSR efforts.

It is therefore, important for CSR activities to be strategic and focused towards achieving certain goals and the MDGs present a perfect opportunity for the private sector to focus their CSR efforts.

Gender inequality is one of the most pervasive forms of inequality not just because it is present in most societies but also because it cuts across other forms of inequality (Kabeer, 2005). It tends to lower the productivity of labour and the efficiency of labour allocation in households and the economy, intensifying the unequal distribution of resources. It also contributes to non-monetary aspects of poverty – lack of security, opportunity and empowerment – that lower the quality of life for both men and women. While women and girls bear the largest and most direct costs of these inequalities, the cost cut broadly across society, ultimately hindering development and poverty reduction. It is therefore, important to double the efforts towards achieving gender equality and CSR activities of companies is one sure way of doing this.

A national strategy to achieve the MDGs needs to include a clear framework for the achievement of gender equality. Private enterprises can contribute directly to the MDGs through core pursuits such as increasing productivity and job creation or seeking opportunities for service delivery through public-private partnerships. However, companies and their leaders can also take action to support the goals more broadly, by contributing to MDG-based policy design, by advocating publicly for the goals, and by pursuing various models of corporate philanthropy. In these ways, businesses can 'engage as reliable and consistent partners in the development process', as called for in the Monterrey Consensus<sup>5</sup>.

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<sup>5</sup> Resolution no. 23 of the Report of the proceedings of the International Conference on Financing for Development UNDP, Monterrey, Mexico, 18 – 22 March 2002

The study sought to identify the gaps in the philanthropic CSR approach of companies and particularly in achieving gender equality through the MDGs. There is hardly any information available on CSR activities geared towards the achievement of the MDGs with gender equality being one of the goals. This research identifies the need to research and document these activities.

It is hoped that this research will enable companies to be conscious of development concerns and especially gender equality when designing their CSR strategies.

### **1.5. Study Questions**

The study sought to answer the broad question, "How have CSR efforts of companies contributed towards the achievement of the gender equality goal of the MDGs?"

Specific research questions were:

1. Are companies contributing towards the achievement of gender equality through their CSR efforts?
2. What are the current efforts of companies towards the achievement of gender equality?
3. How can companies make a conscious effort to include MDGs in their CSR policies and operations so as to enhance their contribution to the achievement of this goal?



## 1.6 Limitations to the Study

This research addressed the topics of CSR, MDGs and gender equality, which are relatively new concepts. There is not a lot of literature available on CSR and MDGs especially locally. The researcher relied largely on the internet to obtain materials on these subjects.

CSR generally includes community development and sometimes employee relations and some companies were therefore, uncomfortable at first to talk about their CSR activities as they were reluctant to have their employee relations scrutinized. The researcher had to assure them that only the community development aspect of CSR would be looked at.

MDGs are not clearly understood by many people hence a number of companies did not answer the MDGs question and some of the answers given were not very relevant because of lack of understanding.

The question of gender equality raises a lot of emotional reactions from people with a number of them associating it with women and activism. The evaluation of CSR activities was therefore difficult in terms of gender analysis and some respondents were quick to dismiss it and even not want their company to appear to be engaged in activism.

Some of the key informants were only willing to give information at a fee and the researcher was unable to raise the required amounts of money.

The exercise was also time consuming since many respondents interviewed seemed to be of the opinion that CSR is not a core company business and so they did not see the importance of giving it time.

Hence the researcher had to visit companies several times and even when she managed to get an appointment kept, very little time was given for the interview and therefore, some of the answers were not as comprehensive as would have been expected. In fact, having set the research instrument for the Company CSR officers --as a questionnaire, the researcher ended up having to interview most of the respondents as this was the only way to get the information. Sometimes, questionnaires were lost and the interviewer had to issue fresh ones.

## CHAPTER TWO

### LITERATURE REVIEW AND THEORETICAL ORIENTATION

#### 2.0 Introduction

This chapter reviews literature relevant to the specific objectives of the study. It also discusses the theoretical framework relevant to the study, provides an outline of the assumptions and definition of key terminologies.

#### 2.1 Literature Review

This section has several parts: Gender equality, MDGs and the state of CSR; CSR contribution to gender equality through specific MDGs and the gaps in the existing literature.

##### 2.1.1 Gender Equality, MDGs and the State of CSR

Gender inequality is not a problem that has no solution. If the global community is to make up for lost time and accelerate the pace of progress towards Goal number three which is achieving gender equality and empowering women, immediate attention must be paid to goals that will help fulfill the decades of promises to women. Achieving gender equality in education, health, labour markets, political life, and social opportunities is fundamental to achieving all MDGs, including reducing poverty, ensuring environmental sustainability and developing global partnerships for development (UNIFEM 2003). According to a recent World Bank paper, attempting to meet the MDGs without promoting gender equality will both increase the costs and reduce the likelihood of attaining the goals (The World Bank 2003).

*"There is no time lost if we are able to reach Millennium Development Goals by the target date of 2015. Only by investing in the world's women can we expect to get there."* Kofi Annan, Secretary General of the United Nations (UNDP 2003)

In the Millennium Declaration, the 189 nations together undertook to advance a global vision for improving the condition of humanity throughout the world in the areas of development and poverty eradication, peace and security, protection of the environment, human rights and democracy. The absolute necessity of advancing the human rights of all people in order to achieve this vision is underscored by the Declaration. In particular, the advancement of women's right to gender equality is recognized as critically necessary for progress. The Declaration pledges explicitly 'to combat all forms of violence against women to implement the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)' (UNIFEM 2003). It further recognizes the importance of promoting gender equality and women's empowerment as an effective pathway for combating poverty, hunger and disease and for stimulating truly sustainable development. At the same time, the Millennium Declaration reconfirms the central role of gender equality from the perspective of the UN Forth World Conference on Women in Beijing in 1995 and other major world conferences.<sup>6</sup>

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<sup>6</sup> These include: The Rio Conference on Environment and Development (1992), The Vienna Conference on Human Rights (1993), The Cairo Conference on Population and Development (1994), The Copenhagen World Summit for Social Development (1995), The Istanbul Conference on Human Settlements (1996), The Durban Conference Against Racism (2001) and the Monterrey Conference on Financing for Development (2002)

Of the many goods and services recommended for MDGs scale-up programmes, most will need to be publicly financed and managed, including for example, those for education, research and basic healthcare. However, in many cases, the private sector can partner with government for service delivery. In many instances, private firms have the expertise in delivery and logistics to provide these goods and services efficiently at scale.

There are many instances where private firms have offered creative solutions to challenging delivery needs. In Namibia, for example, a public-private partnership between the Ministry of Health and Social Services and the United Africa Group, a private company, has allowed for efficient, timely, and regular delivery of state pensions, disability allowances, and child maintenance grants to almost all beneficiaries in rural areas (UN Millennium Project 2005: 141). To these companies, helping to achieve the MDGs is not only a matter of corporate social responsibility, embedded in compliance, risk management and philanthropy, but also a matter of corporate social opportunity.

*"Not only can corporate and social needs be integrated, but the success of the developing world in improving prosperity is of fundamental strategic importance to almost every company"<sup>7</sup>*

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<sup>7</sup> Prof. Michael Potter, Harvard Business School in UNDPs Business and the Millennium Development Goals: A Framework for Action P. 4

In pursuing philanthropy as one of the CSR strategies, multinational corporations that operate across several countries have the ability to leverage their tremendous voices and resources to advocate and support specific development objectives. They can adopt specific goals and base their philanthropic endeavours on these goals in each country of operation.

The Merck Mectizian Donation Programme has since 1987 partnered with the World Bank and the World Health Organization and other agencies to reach more than 40 million people suffering from onchocerciasis (African river blindness) in more than 30 countries, providing Mectizan free of charge and combining treatment with prevention (UN Millennium Project 2005).

Philanthropy can also be in kind – for example, through community partnerships and education and training. Private firms can invest heavily in the development needs of their local host communities through such partnerships signaling a long-term commitment to the welfare of the host community. An example is the Bayer Integrated Crop Management Program for farmers in Guatemala and especially in Brazil, where the company trained more than 25,000 farm families in improved farming techniques (UN Millennium Project 2005). Corporations can also donate employee and management time to help public sector enterprises and governments design and implement projects. And they can contribute to developing local capacity by undertaking extensive training programs and contributing to the development of the local private sector.

In Kenya, corporations can make very large investments in their own future as well as the country's, by focusing resources on long-term capacity building. A number of such initiatives are bearing fruit in Kenya.

Examples include: the Aberdare Forest protection project coordinated by the Nation Media Group, for example; the Asian Foundation's setting up of the City Park hawkers' market and many projects that Safaricom has contributed towards (Daily Nation, 5 July 2005: 8 - 9). These projects go beyond mere charity; they protect future resources and allow poor people including women, to develop a stake in the economy.

The Commission for Africa calls for a change in the way the business community, both domestic and international, engages in the development process. It encourages businesses to sign up to leading codes of good social and environmental conduct, including on corruption and transparency, and focus their efforts on coordinated action to tackle poverty – working in partnership with each other, with donors, with national governments, and with civil society, including trade unions.

The report calls for donors and African governments to develop more effective partnerships with the private sector (Commission for Africa, 2005).

Within this context, there are three broad reasons why it makes sound business sense to contribute towards the achievement of gender equality through the achievement of the MDGs. Each of these is a crucial pillar for building successful and competitive private enterprises: First, investing in a sound environment in which to do business; managing the direct costs and risks of doing business and harnessing new business opportunities (UN Millennium Project 2005).

Most companies have some impact on development and can make a contribution in the following spheres of influence: Their core business activities – in the workplace, the marketplace and along the supply chain; their social investment and philanthropy activities, and their engagement in public policy dialogue and advocacy activities. Social investment and philanthropy activities that companies may contribute to communities include: People (employees volunteering their time, expertise and passion); profits (financial support for community organizations and NGOs); products (product donations); premises (offering office space, computers and other equipment); purchasing (buying from local businesses and social entrepreneurs); power (convening or influencing decision – makers) and promotions (undertaking cause-related marketing campaigns that also support a social cause of organization (UNDP, IBLF 2003)

### **2.1.2 CSR Contribution to Gender Equality through Specific MDGs**

Goal number three of the MDGs specifically calls for the promotion of gender equality and empowerment of women. However, gender equality is at the core of each of the eight goals. Pervasive gender inequality is viewed as lowering the productivity of labor and the efficiency of labour allocation in households and the economy, which further intensifies the unequal distribution of resources, and contributes to non-monetary aspects of poverty such as lack of security, opportunity and empowerment, and lowers the quality of life for both men and women. While women and girls bear the largest and most direct costs of these inequalities, the costs cut broadly across society, ultimately hindering development and poverty reduction (Khasiani, 2004).



It is therefore, necessary to identify the symbiotic relationship between the achievement of all the MDGs and the achievement of gender equality. Gender issues are highly relevant to achieving all the other MDGs which are also mutually reinforcing.

The gender equality goal mainly focuses on the target of eliminating gender disparities in education, but also incorporates indicators which address persistent gender differences in labor market opportunities, legal rights and the ability to participate in public life and decision making. When African countries design MDGs-focused investment packages, they need to pay special attention to gender equality – specifically to improving the social and economic status of Africa's women. Any MDG based investment program should pay particular attention to promoting gender equality both as a goal in itself and as a crucial input to achieving all the other MDGs (UN Millennium Project 2005).

CSR contributes to the reduction of the poverty of women, as well as men, through programs of social investment in the communities where companies operate, recognizing the differentiated impact of poverty on men and women, the sexual division of labor and the obstacles that limit the access of women to options for poverty reduction. It recognizes that women play a key role in the chain of production, but that their contribution of skills and knowledge in the use and management of natural resources – including food, water and energy production – often goes unrecognized, unrecorded and undervalued. It promotes energy initiatives focusing on poverty eradication and management of natural resources in developing countries.

This can help to improve the population's access to adequate, affordable and sustainable energy services, through a variety of ways: rural electrification, improved management and use of biomass, the increased use of renewable energy sources, enhanced energy efficiency, and other wide-reaching measures. Without proper energy services, women in developing countries will continue to experience insufficient opportunities to progress in society. CSR is essential if national development strategies, such as those for health, education, rural development and gender equality, are to be successful.<sup>8</sup>

This section examined CSR contribution to all the eight MDGs bearing in mind that they all have a symbiotic relationship with the achievement of gender equality.

#### **2.1.2.1 Goal 1: Eradicate Extreme Poverty and Hunger**

Two-thirds of the world's populations - some 4 billion people - live on an annual per capita income of less than \$1500, the majority of who are women (UNDP, IBLF 2003). This group of people represents a potential multimillion-dollar market for the companies with the necessary creativity, agility and innovation to serve them in a low cost but profitable manner. Conversely, failure on the part of governments and the private sector to help lift these people out of poverty is likely to exacerbate inequality and sources of conflict, which may undermine corporate reputations and long-term business success.

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<sup>8</sup> <http://congress.iucn.org/congress/women/Corpora%20Social.pdf> on 22 May 2006

Under social investment and philanthropy, companies can support NGOs or community leaders who are targeting some of the key causes of poverty by offering in-kind support through employee volunteering; and build local capacity instead of one-off donations; they can help build sustainability, skills and resilience of local NGOs and community groups over a long period of time.

Food and beverage companies can develop new products that combat nutritional deficiencies and are affordable to low-income families.

Procter and Gamble, Unilever and Nestlé are all working on such initiatives. Energy companies can support efforts to develop renewable energy sources, especially in rural communities, as BP, Shell and others are doing. Financial services companies can develop banking and insurance products, including micro credit, as Citigroup and Deutsche Bank are experimenting with (UNDP, IBLF 2003). Instead of one-off donations, companies can help build the sustainability, skills and resilience of local NGOs and community groups over a longer period of time.

All companies can offer in-kind support through employee volunteering. Consultants from McKinsey, PWC, KPMG and Accenture, for example, share their skills with social entrepreneurs in a number of countries. Some companies such as Alcoa, Rio Tinto, BP, Shell and Chevron Texaco are developing more integrated community investment initiatives that focus on local institution and capacity-building, as well as wider regional approaches. Instituto Ethos in Brazil is working with the government programme, Fome Zero, to engage businesses in the eradication of hunger. This has included a practical manual on the role that business can play and a business-supported media campaign to help raise public awareness of the hunger challenge (UNDP, IBLF 2003).

In Kenya, a number of companies participate in the Save a Life Fund. These companies include: The Nation Media Group, Celtel and the East African Breweries Foundation. The fund is established to donate foodstuffs to starving Kenyans due to the prolonged drought<sup>9</sup>

To help develop new Ghanaian businesses, the Unilever Foundation holds two workshops annually for small scale entrepreneurs. These are aimed at improving business skills that will allow them to generate further growth and increase employment opportunities within their businesses. To date, 75 small scale entrepreneurs have benefited from the workshops.<sup>10</sup>

The Safaricom Foundation provided funding for the food security project and training of the CAHNET workers at Kitui and Mwingi District by donating equipment, mobile handsets, and drug kits integral for the Community Animal Health Network.<sup>11</sup> CAHNET is an agricultural project for FARM-Africa that acts as informal communications network, providing the spread of agricultural information and encouraging farmer- to- farmer contact. The Safaricom Foundation has also donated over Kshs 10 million towards the Home Start scheme, which supports 485 families in rural Kenya to alleviate poverty and bring families together. The growth of Home Start Kenya has been very impressive and the Foundation has played a vital role in achieving the results of making families and communities stronger, healthier children, giving more confidence and greater independence for families in those communities. Below are pictures extracted of some of the poverty and hunger eradication projects that companies have been supported.

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<sup>9</sup> ([www.eabl/foundation.com](http://www.eabl/foundation.com)) on 23 May 2006

<sup>10</sup> ([www.unilever.com](http://www.unilever.com)) on 22 May 2006

<sup>11</sup> [www.safaricom.co.ke](http://www.safaricom.co.ke) on 23 May 2006



A Barclays employee joins in the relief food distribution exercise at Machakos. The bank purchased 297 metric tonnes of UNIMIX, for distribution to famine victims countrywide.

Source: Daily Nation, Tuesday 8 August 2006: 27

# Kshs 60m

## To water, the earth

**Commitment to provide water to over 750,000 families**

The Safaricom Foundation is making a major long-term investment in eradicating poverty in Kenya's arid areas by laying the infrastructure for water supplies for the people and their land. The impact of the Masai na Uhai projects will be long-lasting, bringing life and sustainable development to these otherwise drought-stricken communities.

**Investing in your community**

**Safaricom**  
www.safaricom.co.ke

Source: Daily Nation, Tuesday 7 July 2005: 7

Women comprise a majority of the poor and achieving this goal will ensure gender equality as the needs of both men and women will be met.

### 2.1.2.2 Goal 2: Achieve Universal Primary Education

A well-educated and skilled workforce is one of the most important factors in ensuring national and corporate competitiveness in an information based global economy. There is clear evidence that investment in education, especially girls' education, can lead to better healthcare and nutrition, declining birth rates, poverty reduction and improved economic performance at both the family level and beyond. Nearly 40% of the world's population is below the age of 20 (UNDP, IBLF 2003). These young people are not only the key to more stable and prosperous societies and economies, but for many companies, they are also the employees, customers and leaders of the future. In short, investment in education makes sound business sense, especially over the longer-term.

Companies that are major investors in developing countries can support the education of their employee's families at different levels, from supporting on-site or local community schools to providing scholarships for tertiary education. Companies can also invest in local schools or support the work of education NGOs through donations - financial contributions and product donations such as books, technology and equipment, either directly to schools or to NGOs other than intermediaries active in the education field (UNDP, IBLF 2003).

Companies also advocate for education access, quality and reform through business associations, such as Chambers of Commerce and Organisations of Employers, as well as individual business leaders, who can be important advocates for increased public spending on education at the national level and internationally.

The private sector can support the goals of increased access to education, improved quality and relevance of education, and better usage of information technology in education in a number of ways through core business activities, philanthropic programmes and advocacy. It can also play a role in eliminating child labour, defined by Save The Children as 'work that is harmful to children because it prevents them from getting an education, damages their health, subjects them to physical, sexual or emotional abuse, or exploits them in other ways (ibid).

Companies with global supply chains and contractors in developing countries are playing an increasing role in tackling child labour along these supply chains. Given the fact that children usually go to work because their families are poor and cannot afford to send them to school, such initiatives are often accompanied by efforts to support the education of these children. The local Chamber of Commerce in Sialkot Pakistan and the Bangladesh Garment Manufacturers Exporters Association has both worked in partnership with the ILO and Save the Children on eliminating child labour in the soccer ball and garment export sectors respectively. The Abrinq Foundation for Children's Rights is a non-profit organisation originally established by the Brazilian Toy Manufacturers Association, which works with the government, UNICEF, the ILO, national business associations, NGOs and private sector companies in a variety of innovative partnerships to promote children's rights. Its programmes include an initiative to eradicate child labour and a certification system for responsible 'Child Friendly Companies'. A total of over 1,500 companies in Brazil have been certified since the initiative was launched in 1995 (UNDP, IBLF 2003).

Companies support this goal through financial contributions and product donations, such as books, technology and equipment, either directly to schools or to NGOs and other intermediaries active in the education field. They also support employee engagement in schools, for example mentoring students, teaching young people about the world of work and sharing management skills with school administrators. The American Chamber of Commerce continues to provide financial support to Junior Achievement Kenya through programmes that help students form a practical understanding of the risks and rewards of free market enterprise in addition to acquiring personal success skills (The Chamber, January 2006: 9)

EQUIP in South Africa, was initiated by the National Business Initiative and its goal is to work with education authorities and other NGOs to improve the quality of education in government schools. Net Aid, a network of people and organizations committed to ending global poverty, was established by UNDP in partnership with Cisco Systems and others to raise awareness and mobilize resources to tackle development issues. It has been particularly effective in education and children's issues, through initiatives such as its 'Say Yes to Children' campaign and its 'Global Schoolhouse' initiative (UNDP, IBLF 2003).

In Kenya, the Safaricom Foundation supports Goal Kenya in financing a healthcare program aimed at teaching young street girls on reproductive health issues and in rehabilitating them into schools.<sup>12</sup> The Coca-Cola Company in partnership with its bottler network and Rotary Club of Muthaiga have initiated the Foundation of Hope project to address the plight of many children in Pumwani area of Nairobi missing out on education.



The project has upgraded the learning infrastructure in Pumwani Children's Education and Rehabilitation Center (The Chamber January 2006: 10). Mobil Oil Kenya Ltd launched the Mobil Community Programme as part of its integral social responsibility policy. This initiative is primarily aimed at improving education standards of children with disabilities in Kenya. Some 40 special schools have received support through this programme (The Chamber, January 2006: 10). The Safaricom Foundation prides itself for the role it has played in complementing the Government's decision to provide free primary education. As part of this initiative, the Foundation in conjunction with its partners has provided at least 5000 children with access to permanent class rooms, science laboratories and libraries by working with needy public and community schools all over Kenya, particularly in marginalized areas. Some of the beneficiaries include the Magadi Libraries in partnership with the World Corps, an international NGO with a branch in Nairobi, where the Foundation provided Library books for four Community Information Centers in the greater Magadi area; Ikombe Secondary School where the Foundation provided the funding for completion of a girls' dormitory, which will safely accommodate up to 145 girls.<sup>13</sup>

### **2.1.2.3 Goal 3: Promote Gender Equality and Empower Women**

Despite the enormous constraints that they face, millions of women already make a crucial contribution to household earnings, formal and informal economic enterprises, community development, education and healthcare, peace-making and conflict prevention.

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<sup>12</sup> [www.safaricom.co.ke](http://www.safaricom.co.ke) on 23 May 2006

<sup>13</sup> [www.safaricom.co.ke](http://www.safaricom.co.ke) on 23 May 2006

Some companies and industry sectors have a longstanding business interest in empowering women, but for most companies, the issue of equal opportunity and the recognition of women as valuable employees, customers, business partners and shareholders have only recently started to grow in importance (UNDP, IBLF 2003).

Business has less of a direct role to play in achieving gender equality in schooling, but there are a few examples of where business has attempted to support this goal.

The Safaricom Foundation has so far made a bursary and upkeep donation of Kshs. 346,000 towards the support of the girls' education through the CRADLE, a local NGO.<sup>14</sup> The Foundation has also supported the Holy Rosary College, an all-girls college set up in 1967 to teach secretarial skills and thus to improve the career prospects and earning potential of young ladies in Kenya.<sup>15</sup> Companies also advocate for equal access to education and economic assets by business associations calling for regulatory, legal and institutional reforms to give women the right to ownership and equal access to education and economic assets. The following areas are of particular importance in terms of promoting women's rights, opportunities and capacities:

Strengthening women's economic power, eliminating workplace violence against women who are their employees directly or along their global supply chain, investing in women's leadership development by supporting women's capacity building and networking programmes, raising public awareness of women's issues and promoting women's voices with the aim of changing government policies and stimulating shifts in public attitudes.

The media has an especially important role, but most companies that undertake advertising and other public communications activities can support efforts to ensure that women's voices and/or women's issues receive more of a public profile (UNDP, IBLF 2003).

They can support women's issues either directly or through NGOs that focus on these issues. Global Alliance for Workers and Communities is an initiative of the International Youth Foundation, the World Bank Group, Nike Inc. and Gap Inc., with additional support provided by foundations and universities. It aims to improve the lives and future prospects of workers involved in global production and service supply chains, the majority of whom are young women. L'Occitane has worked with UNIFEM on a partnership that has enabled hundreds of women to double their earnings while improving their sales, negotiations and technical skills. Youth Careers Initiative – started in South East Asia by the International Business Leaders Forum, UNICEF and several hotel chains, this programme aims to provide young women with training and safe jobs in the hotel industry (ibid).

Investing in women's leadership development beyond the company's own operations by supporting women's capacity building and networking programmes; awards and recognition initiatives; and targeted efforts to place women in specific leadership positions for example on government task forces and delegations, company boards, peace negotiation teams and in senior roles in international organisations. The Centre for International Private Enterprise, part of the US Chamber of Commerce, runs a 'Women in Business' programme which, as well as hosting international conferences, provides grants for projects that help to empower women in developing and transition economies (ibid).

Avon and Eli Lilly are two companies that have made women's issues a strategic focus of their global philanthropy efforts. L'Oréal/ Helena Rubinstein has supported UNESCO in developing an award and fellowship programme to support women leaders in science (UNDP, IBLF 2003). UNIFEM has initiated a Digital Diaspora Initiative in Uganda working with African IT executives and is successfully running IT companies abroad, as well as UN and government representatives, civil society organisations to support African women in the use of information technologies through an inclusive approach to IT-related training, employment, entrepreneurship and market access.

The Grameen Bank in India provides credit to poor women. The bank estimates that 51 per cent of its borrowers have crossed the poverty line through the income-generating activities made possible in part through these loans (The UN Millennium Project 2005). Koreenyo Women's Group, Kitale has commenced an exciting bee keeping project funded by the Safaricom Foundation that is designed to raise income for the women in the area who have joined together to better their lives and those of their families. Promoting equal access to quality education especially for the girl child and the disadvantaged youth remains one of the Safaricom Foundation's main activities.<sup>16</sup> The Safaricom Foundation has also funded the expansion of the current training facility for domestic workers at Touch Africa, a charitable organization set up in honour of the late Vice President Michael Kijana Wamalwa. With this help, vulnerable women from the slums of Kawangware, Riruta and most slum areas in Nairobi will benefit and it is hoped that they will be more respected and employers will have a sense of confidence in them (Msingi, 2006).

#### 2.1.2.4 Goal 4: Reduce Child Mortality

The achievement of this goal is also inextricably linked to the reduction of HIV/AIDS. According to UNICEF, between 2000 and 2005 over 50% of child mortality was due to HIV/AIDS in Southern Africa, and therefore one of the main ways that business can contribute in this area is to ensure that their HIV/AIDS programmes contain a component that relates to children (UNDP, IBLF 2003).

Two sectors that can have a significant impact on reducing child mortality are the pharmaceutical and food sectors, which between them manufacture the basic medical and nutritional products that are essential to reducing child mortality. Water companies can also contribute by increasing access to clean water supplies for children, thus reducing the incidence of water borne diseases, which represent the single largest cause of sickness and death in the world (ibid).

GAIN initiated in 2001 aims to foster and support food fortification and other sustainable strategies that will save lives and improve health, productivity and cognitive function. It works across sectors to eliminate vitamin and mineral deficiencies. Current partners include the World Bank, other UN agencies, USAID, CIDA, the Micronutrient Initiative, and companies such as Proctor and Gamble, Heinz, Unilever and Roche (UNDP, IBLF 2003).

Global Initiative for Public-Private Partnerships In Hand washing is a collaborative effort between the World Bank, UNICEF, the London School of Hygiene and Tropical Medicine, the private sector and others to tackle diarrhoeal diseases by encouraging hand washing with soap.

The programme aims to combine corporate marketing expertise and products, with major public health campaigns to make cheap one-hand wash soaps widely available. Pilot projects are underway in Ghana and India (UNDP, IBLF 2003).

GAVI initiative was established with support from the Bill and Melinda Gates Foundation, the Rockefeller Foundation, United Nations bodies such as WHO, UNICEF and the World Bank; governments, the IFPMA and technical and research institutes to leverage public and private sector resources aimed at developing and distributing vaccines to ensure that all children, however poor, have equal access to vaccines and immunization (UNDP, IBLF 2003).

On 9 December 2004, Unilever signed an agreement with UNICEF to work together towards making a measurable difference to childhood mortality by 2015. Unilever has made it a priority to make a long-term contribution to child health by improving nutrition and hygiene in a sustainable and affordable way. The partnership with UNICEF aims to tackle the MDG for children, to reduce mortality rates among children under five by two-thirds over the next decade. Unilever brings to the collaboration its long-standing expertise in nutrition, hygiene and health. The company already offers low-income consumers affordable products and has actively participated in development in many different regions of the world. The UNICEF team has a deep understanding of the impact of poverty on the development of young children. <sup>17</sup>

It also has strong advocacy experience and relationships with governments and health authorities. Unilever and UNICEF have already worked together on projects in West Africa.

This collaboration has now been extended from a regional to a global level. A series of action programmes are being developed with a clear timetable for delivery. Meanwhile, in India, half of the country's young children are either moderately or severely undernourished – representing 40% of the world's undernourished children. Here, Unilever launched a cross-sector multi-stakeholder initiative called the 'Partnership for Child Nutrition' with UNICEF and the Synergos Institute, a non-profit organisation tackling poverty.<sup>18</sup>

#### **2.1.2.5 Goal 5: Improve Maternal Health**

Women comprise a majority of the workforce in the labour-intensive manufacturing industries such as apparel, footwear, toys, electronics, food processing and house-wares. Women workers tend to be of a child-bearing age, with less education than their male counterparts, and with lower social status. Therefore business in these sectors, whose supply chains extend into developing countries, can have a major impact on improving the health of these women through health education, access and nutrition (UNDP, IBLF 2003). Companies can engage by providing affordable products and services, improving working conditions and occupational health for women, supporting women's NGOs and community health services and advocacy in combating stigmatization because in many developing countries, there can be a range of cultural and religious factors which hinder open discussion and proactive action on reproductive health issues, companies can look to external networks and civil society organizations which offer support to female workers on the issues (UNDP, IBLF 2003).

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<sup>17</sup> [www.unilever.com](http://www.unilever.com) on 23 May 2006  
<sup>18</sup> [www.unilever.com](http://www.unilever.com) on 23 May 2006

Achievement of this goal has clear linkages with combating HIV/AIDS and providing access to clean water, both of which would dramatically reduce the maternal mortality rate. Therefore companies with a significant stake in HIV/AIDS prevention or improving access to clean water, either by virtue of the nature of their products or the location of their operations, can indirectly contribute to the goal of reducing maternal mortality rates. Standard Chartered has developed an HIV/AIDS policy, which is to be adopted across all its countries of operation and will apply to all staff and their families (Standard Chartered, KEMRI October 2005).

In Kenya, GOAL Ireland works extensively with atleast 300,000 street children, half of who are in and around Nairobi. Safaricom in conjunction with the Vodafone Group Foundation agreed to fund a Healthcare project for two years at a total cost of \$155,000. The support accorded by the Foundation enables regular access to health care services for those who are unable to obtain traditional health care and this includes young street mothers who would otherwise not have access to these services.<sup>19</sup> The East African Breweries Foundation has initiated a Kshs. 2million Water Project in Nyatigo Village in Kombewa Division of Kisumu District. This has enabled the residents to access clean water to combat rising cases of diseases such as typhoid, amoebiosis, dysentery, cholera, epidemiological complications and many other water borne diseases that can affect maternal health.<sup>20</sup> Below is a picture showing staff of Barclays bank involved in community development.

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<sup>19</sup> [www.safaricom.co.ke](http://www.safaricom.co.ke) on 23 May 2006

<sup>20</sup> [www.eabl/foundation.com](http://www.eabl/foundation.com) on 23 May 2006





During the Women in Barclays Month, female members of staff took time off to visit with new mothers at public hospitals, and presented them with an assortment of infant wear.

Source: Daily Nation, Tuesday 8 August 2006: 27

#### **2.1.2.6 Goal 6: Combat HIV/AIDS, Malaria and Other Diseases**

There is growing evidence that improving healthcare, fighting disease and increasing life expectancy are all essential for supporting economic growth, which in turn is crucial to long-term business success. Closely linked to this, is evidence that the health of employees has direct impact on their productivity in all types of work. The HIV/AIDS epidemic, in particular, disproportionately affects the most economically productive group in most countries and women are the majority of those infected. Research by the Global Business Coalition on HIV/AIDS, the International Business Leaders Forum, UNAIDS and others has demonstrated, for example, that as a result of the epidemic, many businesses are experiencing lower productivity with increasing absenteeism and staff turnover, loss of skills and declining morale; increased costs including training and recruiting, insurance cover, retirement funds and funeral costs; and declining profits and investments as the epidemic adversely affects consumer and business confidence (UNDP, IBLF 2003).

Companies should implement workplace HIV/AIDS programmes focused on education, prevention, treatment and care. They should also provide product donations through corporate foundations, emergency relief and other social investment programmes, establish national business coalitions to advocate for healthcare reform and business engagement with HIV/AIDS issues and participate in global public policy networks focused on increasing awareness and investment in these health issues. The Accelerating Access Initiative is a cooperative initiative of UNAIDS, WHO, the World Bank, UNICEF, UNFPA and six research-based pharmaceutical companies (Abbott Laboratories, Boehringer-Ingelheim, Bristol Myers Squibb, GlaxoSmithKline, erck, and Roche). Its aim is to improve access to HIV/AIDS drugs in developing countries, while ensuring rational, affordable, safe and effective use of these drugs (ibid).

MMV was established as a not-for-profit entity to support a collaborative effort to develop new accessible and affordable anti-malarial drugs. Partners include WHO; IFPMA; Rockefeller Foundation; the World Bank; research-based pharmaceutical companies and academia. The Global Fund to Fight AIDS, Tuberculosis and Malaria is a major effort to mobilize public and private funds and expertise to support national programmes tackling HIV/AIDS, tuberculosis and malaria. The Fund has attracted contributions from Governments, foundations, the private sector and individuals (UNDP, IBLF 2003).

The Thai Business Coalition for HIV/AIDS has worked with UNICEF and the government to encourage workplace action. Other business coalitions dedicated to tackling HIV/AIDS have been established in countries such as South Africa, Brazil and Zambia.

In other countries, existing business associations or employers' organizations have taken a lead role, for example the Confederation of Indian Industries in India. The International Organisation of Employers (IOE) is working with its national affiliates to play a major role in advocating for and supporting greater workplace action and public policy support on HIV/AIDS (UNDP, IBLF 2003).

The Global Business Coalition on HIV/AIDS is also supporting policy dialogue and advocacy at national and international levels. Mining companies such as Anglo-American and Rio Tinto, which operate in countries with the highest incidence of HIV/AIDS, have been leaders here. Anglo American was the first company to announce that it would provide anti-retroviral drugs free to all its employees who needed them. The Roll Back Malaria and Stop TB Partnership are both global, multi-stakeholder movements, each composed of over 70 partners and aimed at influencing health policy frameworks, Research and Development and delivery mechanisms (ibid).

In partnership with local health ministries, *Pfizer* is distributing its *Diflucan* drug for free throughout Southern Africa. *GlaxoSmithKline* has been working with the World Health Organisation (WHO) for over three years on a lymphatic filariasis elimination programme, which has so far distributed over 140million albendazole tablets and *Merck* has supported the long-standing donation programme to tackle river blindness in Africa. *Johnson & Johnson*, *Abbott Laboratories* and many other companies operate product donation initiatives. The World Economic Forum has established a Global Health Initiative with the support of a range of companies including *Accenture*, *Ford*, *Volkswagen* and *Unilever* and other organisations such as the UN Foundation, to fight against HIV/AIDS, TB and malaria (ibid).

General Motors East Africa manages a diverse corporate social responsibility agenda. The company has a team of 'HIV/AIDS peer educators' who volunteer to sensitize their colleagues and the community about HIV and AIDS. They also get directly involved with the community, donating food, clothing and lighting, providing free ARVs to HIV positive employees and their dependants (The Chamber January 2006: 11). The company also supports Alive & Kicking – a non-profit organization backed by the National Aids Control Council to help young people take part in sports and at the same time address their vulnerability to preventable diseases such as HIV/AIDS and malaria. Standard Chartered Bank in partnership with the Kenya Medical Research Institute publishes a newsletter 'HIV/AIDS...knowledge is power' aimed at giving their employees and the community vital information on HIV/AIDS (Standard Chartered, KEMRI 2005). The bank also has an HIV/AIDS policy that takes care of its staff and their families.

The Safaricom Foundation supports a community based initiative of providing medical camps. The main objectives of the initiative are to raise awareness on and treat various conditions and prevalent ailments. These included diabetes and blood pressure screening and education, dental, skin ailments, breast health education, reproductive health education and general ailments including malaria and various infections. The Foundation also donated a VCT centre to the residents of Likii village of Nanyuki town to assist in the fight against the spread of HIV/AIDS.<sup>21</sup>

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<sup>21</sup> [www.safaricom.co.ke](http://www.safaricom.co.ke) on 23 May 2006

### 2.1.2.7 Goal 7: Ensure Environmental Sustainability

It is in the interest of most companies and industry sectors to be part of the world's ongoing efforts to ensure environmental sustainability. This is especially the case for those that either rely on natural resources and a healthy environment and/or have a major impact on the environment, due to the nature of their production activities or the products and services that they produce. There are sound business arguments for companies to be proactively engaged in debate and action on environmental management and protection. These include the potential for saving costs, more efficient production processes, product and service innovation, access to new markets, improved risk management, better stakeholder relations and having a 'seat at the table' in policy dialogues on the appropriate mix of regulatory frameworks, market-based mechanisms and incentives and voluntary, industry-led initiatives.

Philippine Business for Social Progress, for example, works in an integrated way with local communities to regenerate the environment, develop small and micro-enterprises, and build capacity of local institutions. Guinness Nigeria is working with the Voluntary Services Organisation to ensure that communities are actively involved in the planning, construction and maintenance of their own projects (UNDP, IBLF 2003).

Companies can support school-level environmental curriculum development, endow university chairs, fund courses and research projects, and invest in executive education programmes on the environment. Many companies are starting to fund environmental awards or cause-related marketing campaigns that raise public awareness on a wide variety of environmental issues (UNDP, IBLF 2003).

As part of its initiatives to engage in the protection of Kenya's biodiversity and to assist in the management of human/wildlife conflict, the Safaricom Foundation supported two major projects in the Aberdares and Ngare Ndare forests. Environmental conservation and the protection of Kenya's natural habitats is an area that the Foundation has invested greatly in. Having identified issues such as the human-wildlife conflict, the indiscriminate destruction of the Mau Forest and other vital water catchments areas the Foundation has nurtured synergies with re-known conservationists and environmental organisations to channel its support to combating these problems.<sup>22</sup>

Cleaning of cities and neighbourhoods is another way that companies have engaged in promoting environmental sustainability. The picture below is an example of such activity.



Source: Daily Nation, Tuesday 8 August 2006: 27

Women tend to rely on the environment more for sustenance and therefore ensuring environmental sustainability will empower women and eventually bring about gender equality.

### **2.1.2.8 Goal 8: Develop a Global Partnership for Development**

This goal calls for a new global partnerships, especially between governments, but also with the private sector and others playing a role, to address some of the crucial macro-economic and governance challenges needed for more effective and equitable globalization. It draws attention to the three challenges that are critical to sharing the benefits of the progress more widely: Economic opportunities for young people and the need to widen access to affordable drugs and new technologies. Through their philanthropic and social investment programmes, companies can support NGOs focused on youth development, by providing mentoring and business advice for young people as well as money. There is also potential for business associations to advocate for governments to give greater attention to youth issues, and even call for the creation of Ministers for Youth Development in certain countries. Nurturing students plays a major role in General Motors East Africa's corporate social responsibility. The company supports the Junior Achievement Program, through student attachments and the sponsorship for excellence awards (The Chamber January 2006: 11). Barclays bank is also involved in mentoring students as shown in the picture below.



A Barclays employee counsels students from Lenana School during a mentorship programme.

Source: Daily Nation, Tuesday 8 August 2006: 27

A growing number of companies are looking at commercially viable ways to make ICT solutions available for poor people in order to bridge the 'digital divide'. Three of many examples include Hewlett Packard's E-Inclusion initiative, Vodacom developing community access centres in southern Africa, and Netcore Solutions in India, which has developed low-cost computers and information centres in rural areas (UNDP, IBLF 2003).

The Safaricom Foundation has been involved in bridging the digital divide by enhancing access to basic computing facilities in needy communities and institutions, over the last twelve months the Foundation has given hundreds of youth from diverse backgrounds the opportunity to experience first hand the advantages of acquiring basic IT skills. Some of the beneficiaries include:<sup>7</sup> Mangu High School who received 5 computers and a printer to equip the school's computer lab; Ananda Marga Children's Home received 8 PC's and 1 printer for use by the home's children.<sup>23</sup>



## 2.2 THEORETICAL FRAMEWORK

The liberal feminism theory was used as the theoretical framework for this study. It was used to explain the concept of gender equality in relation to the MDGs and the importance of CSR.

### 2.2.1 Feminism and Liberal Feminist Theory

Feminism theory from which liberal feminism stems, states that men and women should be equal politically. In the most general sense, feminism is a way of thinking critically about gender and its place in social life, but from here it ranges in many directions (Johnson, 1997). These include: liberal feminism, Marxist feminism, socialist feminism, radical feminism and black feminism among others. Liberal feminism was chosen for this study as it deals with gender equality.

The basic idea behind liberal feminism, and liberal thinking in general, is that humans are rational beings who, with enough knowledge and opportunity, will realize their potential as individuals to the benefit of themselves and society as a whole (Johnson 1997). Equality of opportunity and freedom of choice are seen as the bedrock of individual well-being, which in turn makes possible an enlightened society and progressive social change. From the liberal feminist perspective, the main gender problem is that prejudice, values and norms deny women equal access to the opportunities, resources and rewards that society has to offer. The liberal feminist solution is to remove the barriers to women's freedom of choice and equal participation by persuading people to change by challenging sexist stereotypes and demanding equal access and treatment. CSR therefore, provides the necessary resources to support the provision of equal opportunities to both men and women.

The first western liberal feminist theorist, Mary Wollstonecraft, in *A Vindication of the Rights of Women with Strictures on Political and Moral Subjects*, argued that women's capacity to reason was equal to that of men and that biological sex differences were irrelevant to the granting of political rights (Parpart et al 2000: 49). She argued that the reason women appeared to be intellectually inferior was due to their inferior education and, therefore, was a result of inequality, rather than a justification for it. She sees women's subordination as resulting from gendered norms, rather than from biological sex, and aim to change these norms.

Liberal feminists including Betty Friedan and John Stuart Mill (Lorber, 2005) argue that the inequality of women and men cannot be justified on rational terms and trust that rational men can be convinced of the folly of perpetuating that inequality. Liberal feminists focus on equal opportunities for women and men. Their concern that women should receive equal opportunities in education and before the law has motivated worldwide campaigns for women's voting and property rights. These feminists are also concerned that job opportunities be equally open to women so that women can achieve positions of power in government and business. Liberal feminist activists are concerned with ensuring that laws and policies do not discriminate against women and that women have equal opportunities in all aspects of life. They believe that discrimination is unjust because it deprives women of equal rights to pursue their own self-interest. They also believe that justice requires equal opportunities and equal consideration for every individual regardless of sex (ibid).

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The general idea is that women and men have their own different but equally valid and valuable potentials, abilities to excel and roles to play.

This equality of value needs to be recognized and affirmed and people need to feel and to be equally empowered each to play their own different roles. If they are equally enabled to develop their divergent capacities, they will perform differently, but their performance will be mutually complementary and have comparable value, and in so far as, or to the extent that they are complementary, we will all be better off leading to the achievement of the MDGs.

The emphasis here then is not on individual equality irrespective of sex but equality of the genders with which individuals are endowed, requiring not similar treatment, but rather different and yet equally empowering treatment for people of different genders.

### **2.2.2 Weakness of the Theory**

Critics of liberal feminism argue that a basic problem with liberal feminism is that its intense focus on the individual blinds it to the power of social systems. For example, liberal feminism does not recognize patriarchy as something to be reckoned with. It never looks at the underlying structures that produce women's oppression and that shape the individual men and women that liberal feminism aims to change. Liberal feminism is also limited by its ahistorical character. It offers no way to explain the origins of the social arrangements it's trying to change, nor does it identify a social engine powerful enough to keep oppression going. A deeper problem is liberal feminism's single-minded focus on the right of women to be men's equals – to do what men do in the way that men do it.

As a result, when women demand access to positions of power, they also affirm the basic patriarchal character of social life. Liberal feminism also ignores other factors of inequality such as race and class. It only focuses on gender (Johnson, 1997).

In the above sense, critics of liberal feminism would take feminism well beyond issues of gender equality. A broader and deeper feminism is about the very terms on which equality is figured.

It's about women's right to participate as men's equals in society, but also the power to shape the alternatives from which both men and women may choose. This goes well past the limits of liberal feminism to the roots, the radical, of the patriarchal tree, which leads us into the kinds of questions that so often provoke a backlash of resistance and denial. This is a major reason why liberal feminism is so widely viewed as the only legitimate and socially acceptable form that feminism can take, because it's the most palatable, the least threatening, and the most compatible with status quo (Johnson, 1997).

The goal of liberal feminism in the United States was embodied in the Equal Rights Amendment to the U.S. Constitution, which was never ratified. It said "*Equality of rights under the law shall not be denied or abridged by the United States or any other state on account of state*" (Lorber, 2005)<sup>24</sup>

The Platform for Action adopted at the Fourth World Congress on Women, in Beijing in 1995 underscored the fact that the advancement of women and the achievement of equality between women and men are a matter of human rights and a condition for social justice and should not be seen in isolation as a 'women's issue' (UNIFEM 2003).

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<sup>24</sup> <http://docserver.bis.uni-oldenburg.de/publikationen/bisverlag/unireden/ur97/kap1.pdf> on 12 July 2005

Liberal feminist theory has been the dominant guide for setting up special women's departments and machinery in government. These departments promote the interest of women within the context of existing socioeconomic systems. Policies are proposed to remove discriminatory practices in institutions, or actions are taken to create alternative institutions that support women.

For example if women have unequal access to credit, then bank policy can be changed or special programmes can be set up for women's credit.

Liberal feminists are also interested in increasing the proportion of women in elected and appointed government positions. They are also interested in reforms that will improve the condition of women (UNIFEM 2003).

### **2.2.2 Relevance of Liberal Feminism Theory to the Study**

Gender equality, which is borne from the liberal feminism theory, is about giving women and men equal opportunities to participate in development activities and equally share the benefits. The liberal feminist theory is about achieving gender equality, which is one of the MDGs as well as a cross-cutting issue in all the 8 goals. The MDGs present a platform for both men and women to obtain the opportunity to participate in development.

For societies to move from a situation of no development to that of social change, and thus development, there is need for adequate resources to be made available to both women and men. Women, due to various factors have not had equal opportunities with men.

The factors that over time have contributed to this scenario constitute a catalogue ranging from historical, socio-cultural, economic, and legal to political dynamics.

A deeper analysis of these factors reveals that lack of finance and other material resources is a big challenge to the provision of equal opportunities to both men and women. These resources can be provided for by companies through their CSR activities if the activities sought to take gender concerns into consideration.

Furthermore, as gender equality is at the core of each of the MDGS, its achievement will contribute towards community development, which is a concern of company CSR efforts. The research addressed the links between the promotion of gender equality advocated for by liberal feminism as a form of development associated with social change through corporate social responsibility.

### **2.3 Working Assumptions**

1. That CSR activities of companies are not structured
2. That CSR activity of companies work towards the achievement of development with the achievement of the gender equality goal of MDGs being a key focus.
3. Corporate social responsibility by companies is sustainable

## 2.4 Operational Definitions

**2.4.1 Development:** The original definition of human development was given in the 1990 by the Global UNDP Human Development Report, as follows:

"Human development is a process of enlarging people's choices. In principle, these choices can be infinite and change over time. But at all levels of development, the three essential ones are for people to lead a long and healthy life, to acquire knowledge and to have access to resources needed for a decent standard of living. If these essential choices are not available, many other opportunities remain inaccessible."

However, human development does not end there. Additional choices, highly valued by many people, range from political, economic and social freedom to opportunities for being creative and productive and enjoying personal self-respect and guaranteed human rights.

**2.4.2 Corporate Social Responsibility (CSR):** The World Business Council for Sustainable Development in its publication "*Making Good Business Sense*" by Lord Holme and Richard Watts, used the following definition. "Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large."<sup>25</sup>



**2.4.3 Gender:** The term gender refers to the rules, norms, customs and practices by which biological differences between males and females are translated into socially constructed differences between men and women and boys and girls. This results in the two genders being valued differently and in their having unequal opportunities and life chances (Kabeer, 2005).

**2.4.4 Gender Equality:** This means giving men and women equal opportunity to participate in development and to equally benefit from development. It means that women and men have equal conditions for realizing their full human rights and potential to contribute to national politics, economic, social and cultural development and benefit equally from the results. Equality is essential for human development (Kabeer, 2005).

Gender equality requires equal enjoyment by women and men of socially valued goods, opportunities, resources and rewards. Gender equality does not mean that men and women become the same, but that their opportunities and life chances become equal. Attaining gender equality demands recognition that current social, economic, cultural and political systems are gendered; that women's unequal status is systemic; that this pattern is further affected by race, ethnicity and disability; and that it is necessary to incorporate women's specificity, priorities and values into all major social institutions. In the context of this study therefore, gender equality will mean both equality of treatment under the law and equality of opportunity.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 Introduction

This chapter describes and discusses the study site, the sample and sampling procedure, data collection techniques, research instruments used and the framework of analysis.

#### 3.1 Site Description

The study site was Nairobi, the capital city of Kenya. The research was conducted in companies that fall within a radius of 20 km from the city centre (Kenyatta International Conference Centre) as companies are spread over the city and this radius provided a cross-section of companies involved in various CSR activities. The various research sites produced a consistent and accessible population for sampling to cater for the heterogeneous nature of CSR activities.

#### 3.2 Sampling

Purposive sampling was used to pick out 10 companies from the various sectors. The five representatives of the communities that have benefited from company CSR efforts were picked from a list provided by the company CSR officers.

Babbie (1995) defines purposive sampling as a form of non-probability sampling method in which the researcher uses his or her judgment in the selection of sample members. The subjects selected must meet the study's needs.

This method was preferred in this study because CSR activities of companies are diverse and vary in the nature of business focus and scope, composition, core values and the activities that they engage in particularly in relation to the community development aspect of CSR.

### **3.3 Data Collection Methods**

Different types of data were required to make this project a success. The data used was derived from both primary and secondary sources.

#### **3.3.1 Primary data**

This was generated from field research carried out in the various companies and beneficiary communities within 10 km from the city centre of Nairobi. It involved collection of both qualitative and quantitative data using semi-structured questionnaires for some company CSR officers, interviews for the rest of the company CSR officers and an interview guide for the representatives of the various communities that have benefited from company CSR activities.

##### **3.3.1.1 Questionnaires**

The researcher was responsible for administering the questionnaire to CSR officers. Information was sought on the aims of their company's CSR activities, the company's understanding of MDGs and whether the MDGs are taken into consideration when implementing CSR activities, whether their company incorporates the achievement of gender equality in its CSR concerns, any future priorities towards the achievement of gender equality and other efforts towards the achievement of the rest of the MDGs.

Additional information was sought on how the companies implement CSR activities, who they give support to and how, the nature and kind of support given to communities, whether sustainability of the target communities was important and recording of the achievements in CSR activities in terms of the MDGs. There was also a question regarding partnering with other organisations in CSR activities. The CSR officers were also asked to identify some of the communities that have been supported by their company CSR activities.

### **3.3.1.2 Interviews**

An interview guide was similarly prepared to guide the interviews with the representatives of the various communities that have benefited from company CSR efforts. These were essentially the various CBOS, NGOs, schools and communities identified by the representatives of the companies that were interviewed. The questionnaire for the Company CSR officers was in some instances used as an interview guide for those who preferred this method.

Information was sought on the areas of focus by these communities, whether they receive any support towards the achievement of gender equality and how they started receiving the support.

They were also asked to give any further comments on company CSR activities in general.

### **3.3.1.3 Observation**

CSR efforts of companies and especially those that focus on community development are increasingly receiving mention in the electronic media, especially on television. The researcher included some information that was observed on television on various programmes for example the Barclays Bank's 'Enterprise' programme that is aired on KTN on Tuesdays evenings. Information was also obtained from observing CSR activities in the communities with which the researcher interacted. These included companies sponsoring individual students to go to school, tree planting, street and neighbourhood cleaning, donations to children's homes, supporting certain courses like the fight against breast cancer among others.

### **3.3.2 Secondary Data**

Secondary data was obtained through perusal of literature in books, journals, magazines, newspapers and the Internet. This literature was assessed from libraries at the University of Nairobi, DFID, The World Bank, magazines and newsletters of various organizations. Library research went on throughout the period of the research. Information contained in the literature review (chapter two) was initially collected before the study began and was reviewed continuously and enhanced throughout the research.

### **3. 4 Methods of Data Processing and Analysis**

As we will see in chapter four, the study used both numerical and non-numerical data to describe, explain, report and document results. Responses were entered in a codebook; thereafter percentages, tables, pie charts, venn diagrams and graphs summarized some of the obtained information while the rest of the information was presented in prose form. Thematic content analysis for the qualitative information was used.

### **3.5 Ethical Considerations**

Ethical principles, rules, and conventions distinguish socially acceptable behaviour from that which is considered socially unacceptable (Burns, 1990)

Ethical considerations were carefully observed throughout the study. Permission was similarly sought from both the companies and the communities before interviews. Respondents were informed about the nature and purpose of the research and they participated out of their consent without coercion. They were assured that their responses would be confidential and anonymous in that the reader of the research would be unable to deduce the identity of the company. Participants in this research had the right to discontinue or withdraw from the research at will.

## CHAPTER FOUR

### DATA PRESENTATION AND DISCUSSION

#### 4.1 Information collected from questionnaires/Interviews of company CSR officers

##### 4.1.1 Aims of CSR Activities of Companies

The respondents cited the following as being some of the aims of the CSR activities of their companies:

- to create and build a corporate image; to improve livelihoods and to allow for living, learning and thriving;
- to make a difference in communities by ploughing back profits and therefore, investing for the future of the company
- to be the best in the region by caring for the community and to improve corporate image;
- to give back to the community in which they work; to work together with communities to make life better;
- to contribute to the well-being of the communities by supporting social, environmental and economic imperatives, to create and nurture greater understanding between the company and the people with whom they work and to build brand value to foster customer loyalty;
- to change the lives of the people that the company works with – healthy and educated people mean business and this is essential for sustainability;
- to have an impact on society; adding vitality to life by meeting everyday needs

The responses given indicate that company CSR activities are aimed at working with communities.

An article by Judy Muthuri appearing in the Daily Nation newspaper illustrates this further. "We are too familiar with proclamations by companies like, 'we are committed to enriching and improving the lives and livelihoods of the disadvantaged in our society' or 'as a corporate citizen, we play a significant role in supporting the local community'" (Daily Nation, 25 October 2005: 8). Also coming out strongly is the need for company to increase their profit making through CSR activities. It is apparent from the findings that the underlying aims of CSR activities is to further the companies' interest by improving the corporate image and ultimately the profits. Another article in the same paper by Mumo Kivuitu further indicates that "this only highlights a far reaching dilemma that casts doubt on company CSR activities, making them seem as purely Public Relations efforts, rather than a meaningful strategy' (Daily Nation, 25 October 2005: 8). Most companies appear to engage in CSR activities for public relations.

#### **4.1.2 Understanding of MDGs by Companies**

There were various answers given to this question as well as some instances where there was no response. The various ways in which the respondents understand the MDGs include:

- A UN initiative to improve lives in key areas including health, education and sanitation and the company tries to assist in addressing needs in these areas for example by constructing boreholes and providing sanitation in slum areas
- Just MDGs
- MDGs are facts that need to be addressed and community programmes are designed to address them



- MDGs are much bigger problems that the government needs to address
- MDGs are to do with poverty, health, gender, education and the company tries to address those needs
- The Company believes that the MDGs were a bold and honest attempt to create a better world for all in the 21<sup>st</sup> century by promoting poverty reduction and creating opportunities for better health and education for the world's poorest people
- Giving equal opportunity for employment

The fact that some respondents did not give any response to the question on their companies understanding of MDGs is of notable concern. Responses like 'just MDGs' are disturbing to say the least. Looking at the responses generally, there appears to be a limited understanding of the MDGs. While a few of the respondents gave responses that indicate some comprehension, the majority of the answers indicate a clear lack of knowledge about the goals. It would appear that companies are not paying attention to development trends in the country and globally. They are carrying out their community development projects as if they were operating in a vacuum without regard to what is happening in the development sector.

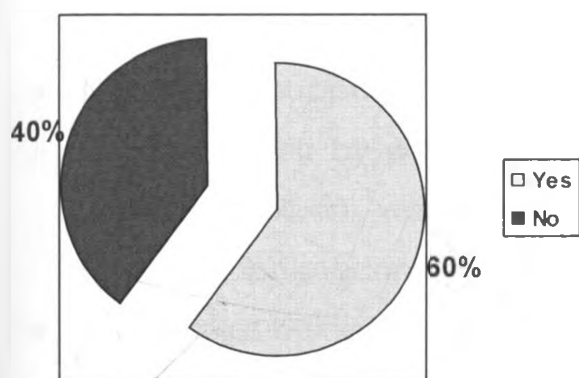
70% of the companies that we interacted with have the achievement of MDGs at the core of their CSR strategy while 20% do not have the MDGs at the core of their strategy.

10% are not clear but indicate that they do have goals set for CSR that are achievable over a long period of time but these do not have anything to do with MDGs.

### 4.1.3 MDGs, CSR and Gender Equality

#### Gender Equality and CSR

60% of the respondents indicated that their companies incorporate the achievement of the gender equality goal of the MDGs in their CSR activities. 40% out rightly indicated that they do not with one respondent indicating that gender equality was not a priority area in their company's CSR strategy. The figure below illustrates this.



Source: Primary data

The various ways given in which the companies that incorporate the achievement of the gender equality goal do it include:

- Clear CSR policy that incorporates all minorities including women. One company has supported this goal by building a dormitory and providing beds, mattresses and lockers for girls at the Thika school for the blind and this has increased the intake of girls by 95%
- Support to the gender recovery centre at the Nairobi women's hospital
- Diversity is part of human resources policy for example female employees who have infant children are allowed to travel with them when working away from home

- Support to Starehe Girl's Centre
- Designing CSR programmes that help to nurture strong, healthy and socially conscious families and communities which are sensitive to the health and educational needs of both the boy and girl child for example by being aware of the challenges and experiences of the girl child and helping break the cultural myths that put the girl child at a disadvantage
- Providing education for all by launching a scholarship scheme for girls and boys. Sponsoring 5 best performing girls at Alliance Girls High School and 5 boys at Starehe boys centre
- Not directly supporting women but ensuring that the impact of CSR activities is felt by women. For example through the provision of water in Makueni, women benefit because they now have time to spend on socio-economic activities.
- Companies being internally conscious about women's issues. During the women's month, female employees are given time off to spend time with institutions of their choice for example the Pumwani maternity hospital
- Supporting girl-child education through provision of sanitary towels and general support to UPE through gender mainstreamed support where more of the support given to schools goes to girls.

There is some effort shown towards the achievement of gender equality with 60% of the respondents indicating that their companies incorporate the achievement of this goal in their activities. However, the effort is concentrated on very few areas. Once a company is engaged in some project "for women or girls" then it is perceived to be working towards the achievement of gender equality.

While the target for goal number three of the MDGs was to eliminate gender disparity in primary and secondary education preferably by 2005 and in all levels of education no later than 2015 with the indicators being the ratio of girls to boys in primary, secondary and tertiary education; ratio of literate females to males of 15-24 year olds; share of women in wage employment in non-agricultural sector and proportion of seats held by women in parliament, clearly apart from the support to Starehe Girls' Centre, the Gender recovery centre, general support to UPE, the sanitary towels campaign, giving scholarships to a few female students and one company that has an equal opportunities employment policy, the real gender imbalances that affect gender equality are not addressed. The examples given by the respondents hardly match the target and indicators of the achievement of gender equality. This indicates that even for those companies that seem to be doing something in this area, the MDGs are far from their consideration. It appears that their activities seem to be by chance rather than consciously addressing this goal.

### **Ways in which companies can ensure the achievement of the Gender Equality Goal of the MDGs**

A number of companies are consciously attempting to address this need. Some of the ways in which they go about it include:

- Nurturing women employees and trying to ensure diversity and inclusion in employment policies
- Equal opportunity employment policy that tries to encourage women to senior positions
- Support for women specific projects
- Supporting communities in projects aimed at providing essential services

- Three companies are providing sanitary towels to girls to ensure that they do not miss out on education and a media company is going further by using the media platform to mobilize resources and legislative support.
- Designing programmes aimed at lower levels of education that will encourage both boys and girls to go to school

There were responses from two companies that indicated that they have no activities in this area at the moment and have no immediate future plans.

The responses to this question indicate a need for companies to understand what gender equality is about and why it should be achieved. They need to view its achievement as a major goal and a contributor towards development. The need to understand that addressing gender equality does not mean tokenism towards women.

### **Future company priorities with regard to the achievement of gender equality**

- Continued provision of sanitary towels to girls to enable them to continue with schooling and continued sponsorship of Starehe Girls School
- Create a balance in human resource at all levels, lobbying for effective legal framework that will narrow the gender imbalances and creating media products that motivate the girl child
- Supporting women in the KENWA network to have income generating activities
- Embedding gender equality in the long term CSR strategy

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Three respondents could not identify any company priorities in this area while the responses given by two of the respondents were: focusing on the eradication of malaria and encouraging staff to participate in community development. This section further reinforces the need for companies to understand that achieving gender equality in the Kenyan society is as important to both genders as it is to the companies themselves. If they are to meaningfully contribute to development, then this goal, which is are the core of each of the MDGs has to be prioritized.

#### **4.1.4 CSR Contribution towards the Achievement of each of the eight MDGs**

##### **Goal 1: Eradicate Extreme Poverty and Hunger**

Some of the ways that companies are contributing towards the achievement of this goal include:

- Provision of posho mills to schools and children's homes to generate income
- Contributing to the save a life fund
- Building boreholes in institutions and example given of having built six in Machakos boys, Thika school for the blind, Maseno, Nyagoko and Ngong
- Supporting habitat for humanity
- One of the respondents, a bank, makes loans available to everyone by coming up with special schemes to enable people access credit for example the Mavuno credit scheme for tea and coffee farmer where farmers use their receipts for deliveries to get loans
- Provision of water to ASAL areas through 'maji na uhai' project

- Donation of food items to famine stricken areas
- Supporting tourism
- Supporting the freedom from hunger walk and supporting the famine relief campaign
- Scholarship scheme for girls and boys at Alliance Girls and Alliance Boys schools respectively
- Supporting KENWA's income generating activities
- Supporting the Aberdare Forest fund so as to protect a water catchment area

One respondent had no answer for this part

The responses given in this section indicate that many companies are striving to have an input in this area. What is notable is that each company is trying to make a mark in this area in their own different ways. This approach lacks a sustainable co-ordination and is likely to be seen as tokens driven by the company bureaucracies at any given time (the whims and the likings of the bosses).

## **Goal 2: Achieve Universal Primary Education**

Some of the ways in which the other companies support this goal include:

- Sponsoring needy but bright students
- Supporting the junior achievement Kenya activities that promote entrepreneurship among pupils
- Supporting the computer for schools Kenya project that helps to create greater computer literacy among students



- Sponsoring students on individual but merit based basis and those from Mukuru slums
- Building schools. One company has spent 16m on putting up a school in Mukuru kwa Njenga.
- Complementing the ministry of Education's school feeding programme
- Encouraging staff to take time off to fundraise in order to support schools with the bank matching the funds. The bank has money set aside to for this purpose
- Building facilities in needy schools
- Provision of boreholes in schools
- Supporting various schools for example Meru Mentally handicapped school with provision of a dormitory, beds and mattresses.
- Putting up a posho mill for a school in Kayole.
- Organising walks to support 16 primary schools in the provision of classrooms, renovation and library

One respondent did not answer this section

A number of companies are putting substantial effort in giving support to the achievement of this goal. However, some of the activities given do not actually support UPE but education in general. These include supply of computers and the Junior Achievement programme.

### **Goal 3: Promote Gender Equality and Empower Women**

50% of the respondents indicated that their companies give no support in this area. The other 50% cited support in the following areas:

- Providing water in arid communities so that girls do not spend time looking for water and go to school instead
- Internally, trying to balance representation of men and women in top management positions
- Making education accessible to girls
- Employment without discrimination
- Developing products that help to educate and hence empower women for example the True Love magazine, Saturday magazine and living life among others
- Supporting programmes that deal with women's health issues like the Kenya Breast Health Programme
- Supporting girls rescue centres e.g. Mukuru and Rescue Dada centre by providing sanitary towels to help keep girls in school.
- Supporting the KENWA
- Providing scholarships to needy and bright girls
- Supporting the gender recovery centre
- Sanitary towels provision

One of the respondents indicated that their company tries to engender its human resource policies and practices but the external programmes are not focused on women.

These findings indicate a general concern by companies towards the welfare of women and girls. However, what is lacking is the focused support where activities are designed with a major goal in mind. There is also no support towards increasing the number of women in parliament which is one of the indicators of the achievement of this goal.

#### **Goal 4: Reduce Child Mortality**

Some of the initiatives that support this goal include:

- Provision of water purification to provide safe drinking water for children
- Working with UNICEF to eradicate malaria in North Eastern province by providing 60,000 long lasting treated mosquito nets
- Provision of mosquito nets
- Provision of incubators to Pumwani maternity hospital
- Provision of clean water to communities by providing water purifiers
- Fighting malaria through provision of mosquito nets
- Construction of health facilities that cater for a safe and healthy environment to deliver babies and for the post-natal services

The findings indicate concerted effort to support this goal.

#### **Goal 5: Improve Maternal Health**

Out of all the respondents, only 40% have specific programmes in this area. These include:

- Construction of several maternity facilities across the country to provide safe and hygienic environment for child delivery
- Supporting public hospitals to deliver services by providing staff time
- Support to Pumwani maternity hospital
- Fighting malaria through provision of mosquito nets for mothers and children

Evidently, not much support is given in this area.

## **Goal 6: Combat HIV/AIDS, Malaria and other Diseases**

One respondent indicated that their company is working with the objective of providing water purifiers that will help in combating waterborne diseases. Another company is supporting NGOs working towards supporting HIV/AIDS programmes e.g. KENWA, Mukuru Promotion Centre and Neighbours against AIDs. Other ways given in which companies are supporting this goal through their CSR activities include:

- Creating awareness through the media on these diseases.
- Working with AMREF to raise Ksh. 10m to eradicate trachoma in Kajiado
- Working towards malaria eradication
- Participating in the kick malaria out of Kenya campaign in partnership with World Vision
- Working with Pathfinder international and supporting HIV orphaned children's homes
- Encouraging and supporting internally (company) appointed peer educators to teach colleagues about HIV/AIDS.
- Working with WOFAK in outreach programmes to communities
- Working with campaigns such as the Alive and Kicking Road Show that was aimed at educating the public about HIV/AIDS
- HIV/AIDS awareness seminars for staff with guest speakers
- Sponsoring OI-malo trust in Laikipia to provide surgery to trachoma patients
- Strong support to staff with a dedicated resource to deal with HIV/AIDS with champions who educate colleagues on HIV issues as well as having a well defined HIV policy

- Taking part in national HIV/AIDS day by taking a stand to educate the public.
- Donation to International Women's Aids run
- Working with KEMRI to produce a magazine that educates the public. The magazine is distributed freely to the public

It is quite commendable that companies are engaged in various efforts to help address the HIV/AIDS pandemic and eradication of other diseases. This is quite significant bearing in mind that women comprise the majority of those infected and affected by the HIV/AIDS pandemic.

### **Goal 7: Ensure Environmental Sustainability**

- Restoring water catchment areas e.g. the Ngare Ndare forest
- Tree planting activities e.g. at Karura forest
- Not dealing with companies that pollute the environment
- Garbage collection and disposal
- Clean up campaign of the Nairobi river
- Working with NEMA for impact assessment of sites to hoist telephone masts
- Internally recycling paper and shredding
- Fencing of the Aberdare National Park
- Treating waste from printing plant before it is disposed off
- Have an environmental policy for waste disposal

This is one of the goals that receive some attention in terms of company CSR efforts. However most of the support is 'one-off'.

## **Goal 8: Develop a Global Partnership for Development**

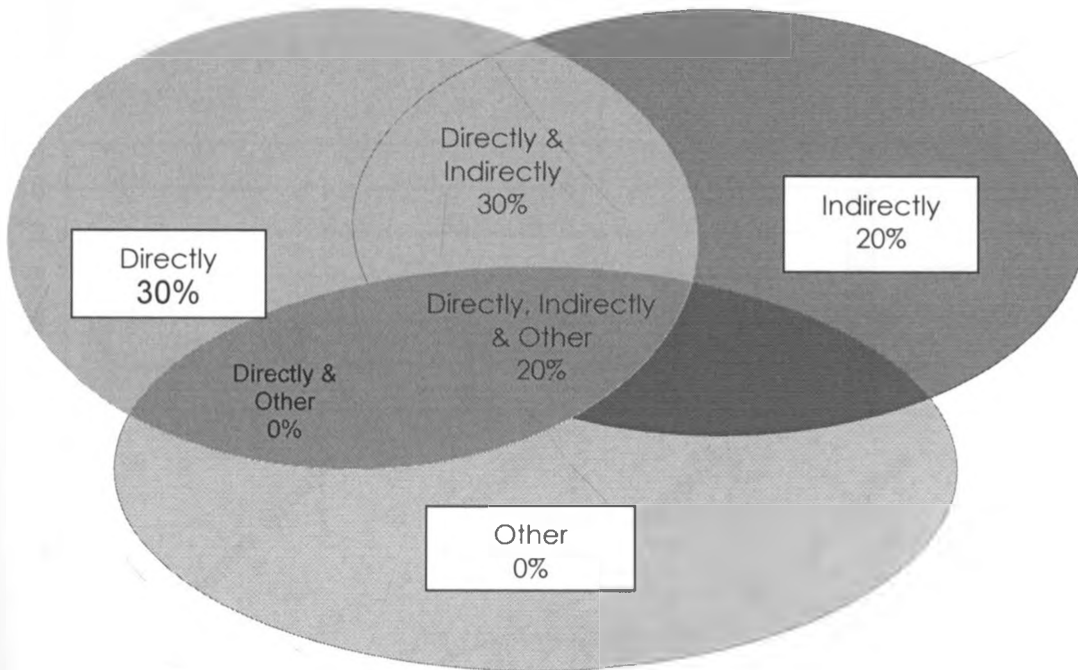
There was no response on any activities to support this goal. This could be attributed to lack of understanding for the goal. Another reason could be the fact that this goal focuses more on cooperation amongst governments.

There is indication that each of the goals except goal eight is receiving some kind of support from companies. Some of the goals are receiving more support than others. However, the responses given to the CSR activities to support each of the goals indicate that the focus on MDGs is not as strong as would have been expected. The fact that a company happens to support an activity that falls within a certain MDG is more by chance than by conscious decision.

### **4.1.5 Implementation of CSR**

#### **CSR Implementation by Companies**

The diagram overleaf illustrates the various ways in which the companies that we interacted with implement their CSR activities.

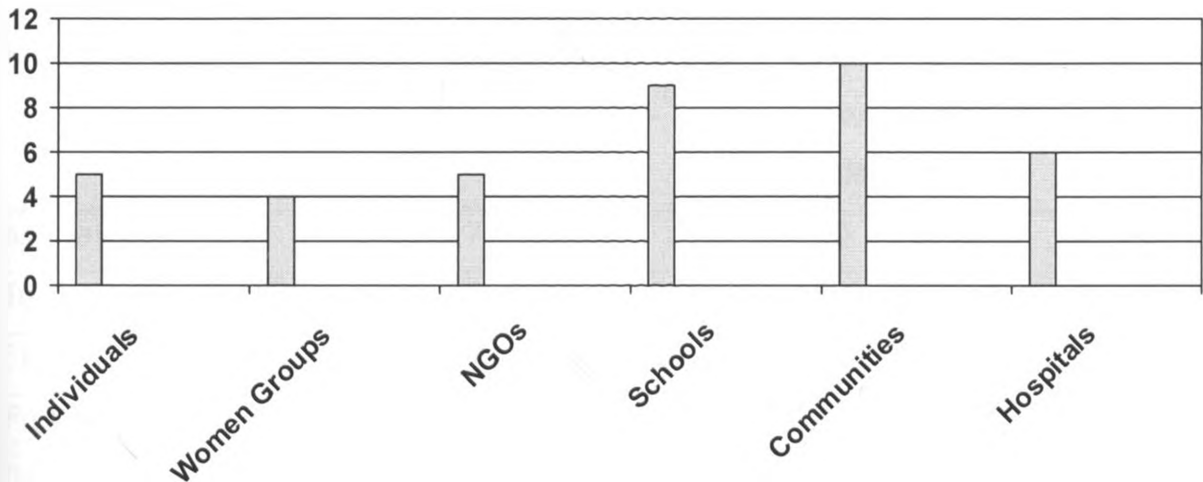


Source: Primary Data

As figure above suggests 30% of the companies implement CSR activities directly, 30% both directly and indirectly, 20% indirectly through relevant bodies. 20% combine their implementation in three ways: direct, indirect, and other (through partnerships with other relevant organizations). No organization implements entirely through partnerships with relevant organizations.

## Beneficiaries of Company CSR Efforts

The chart below shows the various groups benefiting from company CSR efforts.



Source: Primary Data

Multiple groups were identified by various companies for this question.

Schools and communities receive most of support from company CSR activities. Much as women and girls are represented in all the other groups that are supported, it is not possible to estimate exactly how much of the support goes towards them and how this impacts on the achievement of gender equality.



## The kind of support given

The table below shows the various forms in which companies give support to the various communities as part of their CSR activities.

Kind of support	No of companies	As a % of companies interviewed
Money	7	70
Technical expertise	8	80
Staff time	9	90
Products	5	50
Premises	3	30
Purchasing products	6	60
Power (by virtue of association)	1	10
Promotions to social causes	5	50
Others	4	40

Source: Primary Data

Multiple responses were given in some instances.

The response indicates that companies combine the various options above depending on their policy. Much as most of the communities require financial support, there are many other ways in which CSR support can be channeled. It is worth noting that most companies indicated to giving support in the various ways other than just giving money. The fact that companies are devoting staff time and technical expertise to community development is commendable. However there are other forms of support that are not keenly used.

One of them is giving power by virtue of associating with certain activities/courses. This enables communities of interest to gain the necessary clout to pursue their interests. Other less used modes of support are promotions to support social causes and provision of premises for use which are actually cheaper ways of giving support.

### **Nature CSR support to communities**

80% of the respondents indicated that their companies support to communities is aimed at long term support and for sustenance. 20% indicated that their company sometimes does give one-off donation. There are other forms of support that are given depending on the situation e.g. during emergencies or national campaigns.

The feedback in this section is encouraging since most of the companies understand the need for sustainability of the programmes that they support.

### **Building of sustainability, skills and resilience of the communities**

All the respondents indicated that building sustainability, resilience and skills of the communities is a priority in their companies CSR efforts. However, there was little evidence to support this from the examples given. Clearly coming out of the findings is evidence that most of the community development efforts of companies are 'one off' activities.

In the rare cases where the projects are long-term for example the drilling of boreholes, there was no evidence of the communities' capacities being built to maintain these projects.

#### **4.1.6 Reporting CSR Activities**

##### **MDGs Scorecard in Annual Reports**

All the companies represented in this research do not have a Millennium Development Goals score card in their annual reporting. Only two of the respondents indicated that their companies report CSR activities as part of the annual report. Another respondent indicated that their company reports CSR activities in internal magazines.

Reporting on CSR activities therefore appears very weak with only 30% having some form of reporting mechanism. This scenario seems to indicate that some companies do not consider CSR activities as important as other company activities that are reported about.

#### **4.1.7 CSR and working with other Organisations**

80% of the companies, whose respondents were interviewed, implement CSR activities through partnerships in view of partners having relevant skills, expertise and experience in the relevant areas and also having networks. Some of the partnerships have been in building boreholes, in eradicating Malaria, eradicating trachoma. Partnerships also thrive during national campaigns and emergency situations as exemplified by the Save a Life Fund with a number of companies coming together to donate towards the famine situation. The sanitary towels campaign also attracted partnerships.

## **4.2 Findings from Interviews with Communities that have Benefited from CSR Activities of Companies**

### **Areas of focus by the various beneficiaries**

The areas of focus by five of these communities that were interviewed include: working with youth and children under difficult circumstances, the youth in schools, supporting schools in general, disabled children and girls in schools.

### **CSR Support Received**

All of these communities of interest have received support from companies through their CSR activities.

This clearly shows that companies are supporting community development efforts.

### **Support specifically geared towards the achievement of the Gender Equality Goal of the MDGs**

70% indicated that they had received support specifically geared towards the achievement of this goal while 30% indicated that they had not.

Some of the examples given for the activities that have been supported towards the achievement of this goal include: provision of computers to schools, provision of sanitary towels to girls in various primary schools particularly in the slum and ASAL areas, taking care of needy children and the youth, supporting students to develop business management skills ,sponsoring of girls who have performed well in primary schools to join secondary schools, the provision of primary health care services to street girls in slum areas, orphans, domestic child workers, prostitutes and out of school children and rescuing these children from abuse and neglect. 80% of the rescued children are girls.

Two of the examples given above, show evidence of support towards the achievement of the gender equality goal. The first one is the sanitary towels campaign that has been well supported by companies. It is aimed at keeping girls in school and therefore contributing towards the achievement of gender parity in education by 2015. The second one is the support given to girls who have performed well in primary schools. However, these examples are too few to support the strong response (70%), that CSR support has been specifically geared towards the achievement of the gender equality goal. The provision of primary health care services or the provision of computers to schools does not specifically support this goal.

### **Initial support by companies through CSR activities**

80% of the respondents sent proposals to companies while 20% were approached by companies as asked to send proposals. One courier company got to know of the activities of a certain NGO during its normal business operations and was impressed by what the NGO was doing and therefore decided to give them support.

One of the communities was given a reference by an NGO while some of the support has been part of a campaign strategy and this is exemplified by the sanitary towels campaign where a number of organizations came together to support the course.

This response indicates that it is up to the communities to familiarize themselves with what areas companies are willing to support and make the initial step to approach them. It is also clear that if a community is doing good work, its work will sell itself and attract more support. The response also shows that campaign as a strategy is also very useful as it can attract funding from more than one company.

### **What the beneficiaries thought of the support that they receive and the way forward**

- Companies CSR activities should be encouraged as they are helping meet community needs
- If a company is giving a one-off donation, they should ensure that they give out useful items and not just dump products that might not be beneficial. An example was given of a company that donated computers that were so old that they were of no use and the NGO had problems disposing them off
- Companies should emulate their counterparts who guide the communities of interest in designing the projects. This ensures inclusion of an exit strategy and avoids dependency
- Companies should encourage their staff to participate in activities and NGOs should come together with common courses and approach companies to support them
- Support should be long-term and for sustainability

- Companies need to engage with communities as partners in a mutually beneficial relationship NGOs should come together with strategic goals that can be supported by many companies
- Companies should work together so as to achieve greater impact

### **Some best CSR practices of companies as identified from the research**

- A number of organizations have set up foundations and information on their CSR activities is posted on their websites. These include the Safaricom Foundation, the Co-ca Cola Foundation and the EABL foundation
- Some companies provide details of how to apply for support on their websites.
- A company newsletter dedicated to CSR activities for example the Msingi newsletter of the Safaricom foundation

## CHAPTER FIVE

### 5.0 CONCLUSION AND RECOMMENDATIONS

#### 5.1 Conclusion

There is growing interest by companies to engage in CSR activities. CSR is seen as a must do by increasingly many companies. They are beginning to realize the importance of supporting communities as this eventually enhances their profile and ultimately their profitability. Additionally, companies are realizing the need to compliment Government efforts in fostering the development of its citizens. If companies are to meaningfully contribute towards development, there is need for taking note of the global development paradigm shifts.

Achievement of MDGs is the current focus for many development organizations. Gender equality as one of the goals requires attention as it is at the core of the achievement of the other goals. However, the MDGs including the goal on gender equality do not provide indicators for participation by companies in the achievement of the same. Hence the assumption that the majority of companies work towards development and particularly the achievement of the gender equality goal of the MDGs is insignificantly validated. From the companies interacted with during the study, it is evident that these companies have varied goals, activities and approach to achieve their objectives. Very few of them stated specifically having projects geared towards the achievement of gender equality even though they may have a project here and there to support women and girls.



Some of the staff that we interviewed appeared to have limited understanding of development issues and yet they are in charge of this very important docket. CSR in most of these companies is handled by marketing managers, communications managers, and corporate affairs managers. While these managers are competent in their specific professions they may not have the necessary skills of identifying development projects to be supported. Only one company amongst the ten has a community affairs manager dedicated to this work.

Even though most companies indicated that their CSR support to communities is long-term and for sustainability, some of the communities of interest were disappointed by the impact of 'one-off' donations which were sometimes of not very useful items like old computers that would not work. The examples of activities given by the respondents do not also strongly support the structured nature of CSR activities. The assumption that company CSR activities are not structured is therefore, significantly validated.

Finally, within a business environment, each company sets goals, which influence all its choice decisions on enterprises and their production techniques and practices. These goals are largely dynamic dependent on the business environment while the constructs influencing decision making also change. These may account for the past, present and future spatial variations in the business activities among the companies interviewed. One of the things that might change is the company's approach to corporate social responsibility, which this study found to be mostly a one-off affair to the needy people. In all the companies that we interacted with, none had a clear monitoring mechanism to evaluate the usefulness and impact of their support.

For example a company donating sanitary towels to girls in primary schools should want to know if it is contributing to their improved status or enhancing their school attendance and/or performance. Hence the assumption that corporate social responsibility by companies is sustainable can only be insignificantly validated.

## **5.2 Recommendations**

The gender equality issues under the different goals cannot be effectively addressed unless action is taken on multiple fronts. For example, efforts to improve women's incomes cannot focus exclusively on laws and policies regarding the work place and markets. They also have to address the underlying problems of gender inequality in women's education, legal capacity, and exposure to gender-based violence, cultural stereotypes, and gendered divisions of labour within the family as well as broader issues of macro-economic policy and the global distribution of resources.

- For companies to address development, it is imperative that they take note of prevailing development paradigms so as to make meaningful contribution. There is need for companies to familiarize themselves with the MDGs and with the other development issues.
- Companies should put more effort in supporting the achievement of the gender equality goal of the MDGs as it has a major impact on the achievement of the other goals as well as development in general. It is important for companies to help address the gender imbalances that affect the equality of men and women.

- It would be important for companies to structure and focus their activities on the MDGs which provide them with a perfect mechanism to monitor and evaluate their activities.
- For greater impact on development, companies should work together with like minded organizations to pursue greater strategic development goals. This will ensure that the impact is greater. Co-operation amongst corporate organizations should be encouraged throughout and not only during emergency situations.
- Companies should either invest in employing staff with expertise in development or use of consultants so as to develop meaningful programmes that are in line with global development trends
- Companies should explore cheaper ways of engaging with communities that will still yield impact without necessarily costing too much. This way, they will be able to extend their support to others that need it
- East Africa's Most Respected Companies recognition of CSR activities of companies is a great step towards accountability and reporting. This should be emulated by other awards to encourage companies to double their CSR efforts. These awards should also include categories of the various MDGs in order to raise awareness on the same and the need to support their achievement
- Companies should adopt Millennium Development Scorecards in their annual reporting as called for by the UN Millennium Project 2005

- There should be consultations with communities of interest so that relevant and appropriate projects are initiated and with clear exit strategies to avoid dependency
- CSR efforts should focus on mutually beneficial activities for both the communities and the companies. This will enhance the sustainability of the community development projects
- Companies should have open ways of letting communities know what areas they support. The companies that have foundations have exemplified this as they clearly show the areas in which they give support.
- Foundations should identify NGOs, CBOs, schools or other communities of interest that are working in certain areas that are contributing towards the achievement of MDGs and support them
- Communities need to be proactive in seeking for support from organisations
- The Government should create a central forum where all companies can interact and collaborate in CSR efforts. There is need for CSR activities to conform to certain standards.
- While a 'one off' donation is appropriate in certain situations, companies should aim for sustainable support of communities. Support that may promote dependency should be avoided. Companies should avoid giving donations of old items or items that the communities cannot find use for

- Similarly, much as CSR may not be the bottom line for many companies, CSR activities need to be responsive to communities needs
- There is need for collection and documentation of information on CSR. Most companies that we interacted with, could not provide documented information on their past CSR initiatives
- There is need for gathering more information on how to make community development profitable for companies. This will ensure more strategic engagement and hence address cross-cutting issues such as the achievement of gender equality
- There is need for research on the possibility of corporate organizations supporting women to attain more seats in parliament while maintaining their apolitical status

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**Introduction**

Good morning/afternoon, my names are Jane Onoka, a postgraduate student at the University of Nairobi. I am doing a research on the Role of Corporate Social Responsibility (CSR) in achieving gender equality goal of the Millennium Development Goals (MDGs). This will help me write a project, which is a requirement for a Masters degree. Your company has been chosen because of its record in community development. With your permission, I would like to ask some questions as pertains to this research. Your responses will be confidential.

Thank you in advance

**Section 1**

1. What are the aims of your company's CSR?

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2. What is your company's understanding of the MDGs?

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3. Is the achievement of MDGs at the core of your CSR strategy?

Yes                       No

4. Is your company incorporating the achievement of the gender equality goal of the MDGs in your CSR activities?

Yes                       No

5. If yes, how?

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6. How else do you think your company can ensure the achievement of the gender equality goals of the MDGs through its CSR activities?

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7. What are your company's future priorities in regard to the achievement of gender equality?

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8. Please name some of the projects that your company has supported that are geared towards the achievement of each of the 8 MDGs.

Goal 1: Eradicate Poverty and Hunger

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Goal 2: Achieve Universal Primary Education

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Goal 3: Promote Gender Equality and Empower Women

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Goal 4: Reduce Child Mortality

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Goal 5: Improve Maternal Health

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Goal 6: Combat HIV/AIDS, Malaria and other Diseases

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Goal 7: Ensure Environmental Sustainability

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Goal 8: Develop a Global Partnership for Development

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9. How does your company implement your CSR activities?

Directly  Indirectly (through NGOs)

Others (specify) \_\_\_\_\_

10. Who do you support?

Individuals  Women groups  NGOs

Schools  Communities   
Hospitals

Others (specify) \_\_\_\_\_

11. What kind of support do you give?

- Money time       Technical expertise       Staff  
 Products       Premises       Purchasing products  
 Power       Promotions to support social causes  
 Others (specify) \_\_\_\_\_

12. What is the nature of your company's CSR support to communities?

- One off Donation       Long term support       For sustenance  
 Others (specify) \_\_\_\_\_

3. Is the building of sustainability, skills and resilience of the communities a priority in your CSR activities?

- Yes       No

4. Do you have a Millennium Development Scorecard in your annual report?

- Yes       No

5. Have you partnered with other organizations in your CSR endeavours?

- Yes       No

Any examples?

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6. Please give the contact details of some of the communities/NGOs or CBOs that you have supported. I would like to contact them for further information. (please recommend one in Nairobi)

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## Appendix 2: Beneficiary Community Interview Guide

Good morning/afternoon, my names are Jane Onoka, a postgraduate student at the University of Nairobi. I am doing a research on the Role of CSR in achieving Gender Equality in Kenya through the support towards achieving the Millennium Development Goals. This will help me write a project, which is a requirement for a Masters degree. Your company has been chosen identified as having benefited from CSR in the implementation of your activities. With your permission, I would like to ask some questions as pertains to this research. Your responses will be confidential.

Thank you in advance

1. What is your area of focus?

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2. Do you know of any company support towards the achievement of gender equality?

Yes                       No

3. If yes, name some of the activities that have been supported towards the achievement of this goal?

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4. What kind of support have you received from companies?

Long-term  one off  support for sustenance

5. How did you first start receiving support from this company?

We sent a proposal  the company approached us

6. How did you first learn of these companies' CSR activities?

Recommendation by other NGO/CBO  From the press

Other (specify) \_\_\_\_\_

7. Any further comments on the support that you have received?

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### **Appendix 3: List of the Millennium Development Goals**

Goal 1: Eradicate Poverty and Hunger

Goal 2: Achieve Universal Primary Education

Goal 3: Promote Gender Equality and Empower Women

Goal 4: Reduce Child Mortality

Goal 5: Improve Maternal Health

Goal 6: Combat HIV/AIDS, Malaria and other Diseases

Goal 7: Ensure Environmental Sustainability

Goal 8: Develop a Global Partnership for Development



## Appendix 4

A number of organizations were mentioned as having partnered with the companies that were interviewed in various projects. Some of the beneficiary communities were actually partners in these projects. These include:

AMREF in a water project in Makueni

KLM in a Mukuru school project

Computer for schools in provision of computers to schools

UNICEF

AMREF

NCBDA

Kenya Red Cross

East African Breweries Limited

Standard Chartered Bank

Rhino Charitable Trust

Goal Kenya

Ngare Ndare Forest Trust

Save the Elephants

Safaricom

Nation Media Group

Total Kenya

United Against Hunger

Operation Smile

UN Habitat

Dettol Heart Run Foundation

The Girl Child Network

Population Services International

KISS FM

Nakumatt

## **Appendix 5:**

### **Communities/NGOs/CBOs/Courses that have been supported by the various companies that were interviewed**

Junior Achievement

Pathfinder

UNICEF

World Vision

Christian Children's Fund

Computer for Schools

Girl Child Network

KENWA

The Gender Recovery Centre at the Nairobi Women's Hospital

Nairobi Hospice

Starehe Girls Centre

Kikuyu Eye Hospital

Thika School for the Blind

Operation Smile

Forestry Department at the Department of Environment

The Spinal Injury Hospital

Carolina for Kibera

Mukuru Kwa Njenga Children's Home

Habitat for Humanity Runyenjes

Alive and Kicking Charity Organisation

Goal Kenya, Rhino Ark Charitable trust

Kenya Red Cross Society

AMREF