

UNIVERSITY OF NAIROBI
INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES

STRENGTHENING EAC REGIONAL INTEGRATION THROUGH CITIZEN
ENGAGEMENT: INFORMATION DISSEMINATION STRATEGY

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R50/75086/2009

A RESEARCH PROJECT PRESENTED IN PARTIAL FULFILLMENT OF
MASTERS DEGREE IN INTERNATIONAL STUDIES

OCTOBER 2013

DECLARATION

I, the undersigned declare that, this project is original work accomplished through my research, input from the supervisor as well as personal experience and reflection. To the best of my knowledge, it has not been presented to any other College or University for academic credit. All the information obtained from other sources has been dully acknowledged.

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DEDICATION

To my dear wife Margaret Katunge, son Tumaini Nzioki, parents, brothers, sisters, Mr. Robert Kruser, Mr. Shanahan Peter, Mr. Masini Bonface, Fr. Rambau Leonce, and BBCEC form 4P candidates for their encouragement and support. Thank you, good people.

ACKNOWLEDGMENT

It is great delight to acknowledge my indebtedness to all whose love and support in the course of my studies, research and writing has facilitated the completion of this project. Whole-heartedly, I am grateful to Almighty God for bringing me this far with soul, mind, and body intact. My family members, UoN specifically IDIS academic fraternity, Ministry of East African affairs, Commerce and Tourism team, and true friends who have been a great source of courage and inspiration through their generous sharing of academically relevant information related to this study.

A few individuals though need to be mention in this space due to the resources they invested and sacrificed in order to ensure that this study is worthy academic approval.

In particular, I wish to express my profound gratitude to Prof. Maria Nzomo (director and my project supervisor), without whom, this project would not have seen completion. She tirelessly guided me through many drafts of this study.

I also wish to thank, Prof. Mwangi Makumi, Dr. Kithure Kindiki, Mr. Ikiara Gerrishon, Ms Ngoloma Waeni, Mr. Nguru Martin, Mr. Maluki Patrick, Ms Kiamba Anita, and Dr. Ochieng Kamudhayi. IDIS assistant registrars- Mrs. Ngunga and Mr. Mbali; record officers - Mr. Francis and Ms Moraa, secretaries Mina and Hellen. The 2009/2011 International Studies masters degree class too need a special mention for sticking together particularly when academic demands seemed overwhelming and unattainable.

ABSTRACT

The study seeks to assess how information dissemination as a strategy can be used to strengthen EAC region integration process through citizen-engagement. The study explores the past and present EAC regional integration process and analyzes the viability of enabling citizens to own it through effective information dissemination. The study further examines the underlying challenges facing EAC regional integration process. It assesses the efforts that have been made in addressing the challenges slowing EAC integration process and establishing the relationship between regional integration and information dissemination as a strategy of engaging citizens to own the process.

The study notes that a lot of research has been carried out concerning regional integration, its benefits, and challenges. However, little importance has been accorded to the role of information dissemination in sensitizing citizens on the stages of the regional integration process and its advantages with an aim of convincing them to shift their identity from their single states towards the region.

The findings showed that, information dissemination is not fully utilized as a strategy of regional integration; therefore, citizens do not yet own the process and therefore have not become part of its actualization. However, efforts at citizen engagement continue to be made to address the situation and strengthen EAC regional integration through effective information dissemination

ABBREVIATIONS AND ACRONYMS

BIEAC:	Building an Inclusive East African Community
BPS:	Board of Postgraduate Studies
CSO:	Civil Society Organization
CUTS:	Consumer Unity Trust Society
EAC:	East Africa Community
EACSO:	East African Community Civil Society Forum
EALA:	East African Legislative Assembly
GTZ:	German Technical Cooperation
IDIS:	Institute of Diplomacy and International Studies
PSO:	Private Sector Organization
S&DT:	Special and differential treatment
UoN:	University of Nairobi

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CHAPTER ONE

1.0 Introduction

1.1 Problem Context

This study seeks to establish information dissemination strategy as the practical remedy for success of EAC regional integration process in the context of the failed past attempts and current integration process bottlenecks.

1.2 Background of the Problem

In the past, Kenya, Tanzania, and Uganda have enjoyed a long history of co-operation under successive regional integration arrangements. These have included the Customs Union between Kenya and Uganda in 1917, which Tanganyika joined later in 1927; the East African High Commission (1948-1961); the East African Common Services Organization (1961-1967); the East African Community (1967-1977) and the East African Co-operation (1993-2000). Following the dissolution of the former East African Community in 1977, the Member States negotiated a Mediation Agreement for the Division of Assets and Liabilities, which they signed in 1984. However, as one of the provisions of the Mediation Agreement, the three States agreed to explore areas of future co-operation and to make concrete arrangements for such co-operation. Subsequent meetings of the three Heads of State led to the signing of the Agreement for the Establishment of the Permanent Tripartite Commission for East African Co-operation on November 30, 1993. Full East African Co-operation operations started on March 14, 1996 when the Secretariat of the Permanent Tripartite Commission was launched at the Headquarters of the EAC in Arusha, Tanzania.¹

¹ Baylis John, Smith Steve, and Owens Patricia. *The Globalization of the World Politics: An Introduction to International Relations*, Fifth Edition, Oxford University Press, Oxford: 2011, Chap. 26, p. 435.

The present East African Community (EAC) is the regional intergovernmental organization of the Republics of Kenya, Uganda, the United Republic of Tanzania, Republic of Rwanda, and Republic of Burundi with its headquarters in Arusha, Tanzania. The signing of the Treaty for Establishment of the East African Community was on 30 November 1999 and the Original three Partner States namely Kenya, Uganda, and Tanzania enforced it on 7 July 2000 following its ratification. The Republics of Rwanda and Burundi ascended to the EAC Treaty on 18 June 2007 and became full Members of the Community with effect from 1 July 2007.²

1.3 Statement of the Problem

The zeal of reestablishing a new East African Community is a reflection of the current wave in the modern global system to integrate for functional, economic, political, and foreign and security policy cooperation.³ However, just as the former attempts collapsed, the new enthusiasm is bound to face numerous challenges unless the bottlenecks that led to the dissolution of the first community are known and addressed.

While sovereignty (less binding and expeditiously implemented) decisions at the national level coupled with ideological differences of the member States were the core challenges experienced in establishment of the EAC, failure on the part of partner States to sensitize their citizens effectively about the integration process with its real and perceived benefits could have contributed to its collapse. The challenge of decision at national level and ideological differences touches on identity principle whereby citizens get to think of themselves as members of a particular area covering

² Ibid. 427

³ Ibid. 430.

different sovereign States whereby issues raised for international relations have some elements in common rather than of their single states.⁴

How then, has the current process of integration focused on the less tangible sense of community (*we feeling*) contrary to nationalist feelings? Have the respective organs of EAC been keen on taking citizens of member States aboard the integration process by involving them in policymaking and implementation? Which strategies have been put in place in order to achieve the objectives? The purpose of this study is to establish the extent to which the EAC policy maker's implementers have engaged the citizens in the integration process through information dissemination strategy.⁵

1.4 Objectives of the Study

1.4.1 Main Objective

To explore the past and present EAC regional integration process and establish the viability of enabling citizens to own it through effective information dissemination.

1.4.2 Specific Objectives

The following questions guided the research:

- To explore the underlying challenges facing EAC regional integration process and citizen participation in particular.
- To assess the efforts employed in addressing the challenges slowing EAC integration process in particular information dissemination to citizens.
- To establish the relationship between regional integration and information dissemination as a strategy of engaging citizens to own the process

⁴ Ibid. 57.

⁵ Ibid. 113.

1.5 Hypotheses/Assumptions of the Study

The hypothesis of this study is that information dissemination, as a strategy for civil engagement in regional integration, has not been utilized effectively. The outcome of this study is to establish the pivotal role of information dissemination in enhancing regional integration process through citizen engagement. If information were effectively disseminated, the citizens would own the process and be part of its actualization. This will translate to positive attitude on their part, making it easy for the leaders to make and implement relevant policies. As a result, all stakeholders will enjoy the benefits and ensure that the process does not collapse again.

This research is based on the following assumptions:

- Citizens' identity shift from their national identities and toward thinking of themselves as members of a region is the underlying principle of integration.
- Dissemination of information about the benefits of integration is necessary in shifting citizens' identity.
- The main challenge of EAC region integration process is low level of citizen awareness of the East African Community Member States.
- The use of various means of information dissemination by the EAC Ministry in sensitizing the citizens at the grassroots level facilitates integration process.

1.6 Justification of the Research Problem

A lot of research has been carried out concerning regional integration, its benefits, and challenges. However, little importance has been accorded to the role of information dissemination in sensitizing citizens on the integration process and its advantages with an aim of convincing them to shift their identity from their single states towards the region.

In this study, the researcher seeks to address the key question, “How can information dissemination be used to convince citizens of Member States of EAC on the importance and the benefits of the integration process so that they (citizens) can own the process. The current study is a platform for the EAC policy makers and implementers to identify and evaluate how best they can engage citizens in integration process. By so doing, the integration process will no longer be an up-down exercise (from government to people) but a down up (people owned). With citizens of EAC member States aware of their governments’ vision, it would be easy for them to engage in the implementation of the integration agenda by playing their respective roles effectively.

1.7 Literature Review

The sources used in this study include websites with relevant information, books, journals, newspapers, magazines among other material related to the topic. Given regional integration has been and shall remain a critical issue in contemporary world; these sources are adequate in establishing practical solutions to the challenges slowing down the process. Although regional integration process has been researched and volumes of literature written, the current EAC integration process presents a unique scenario given that not many writers have been able to explore the importance of the strategy of information dissemination in engaging citizens in the integration process.

1.7.1 European Union Case

In 2005, the European Commission (EC) adopted a new Action Plan for its communication with EU citizens. The Action Plan was used to propagate a new approach to communicate with Europe, as it was increasingly apparent that EU citizens hardly saw or recognized the benefits that EU had for them. For the reason that they were not involved in the process, became skeptical and acquired negative

attitude toward the notion of integrated Europe. The Commission blamed this, in part, on its previous communication strategies, which had several weaknesses among them its messages reflecting political but not necessarily linked to citizens' interests, needs, and preoccupations. The campaigns tended to focus on political elite and media and failed to portray the benefits and consequences for day-to-day life in a direct and understandable manner. The new approach was based on the premises that Communication is more than information. According to the Commission, “*communication establishes a relationship and initiates a dialogue with Europeans, listens carefully and connects to people as an essential part of the political process.*”⁶

1.7.2 Identity Shift

Are globalization and regional integration producing a post-national identity among a wide variety of publics? The persistence of national identity or identity transformation beyond national boundaries has been in debate over the past decades. On the one side, even before European integration had accelerated since the 1980s, the European public was expected to have favorable attitudes towards supranational institutions since a “European” identity seemed to be in formation by “cognitive mobilization” of young generations with increases in higher education and generational replacement. Not only for Europe but also for other continents, it was anticipated that as economically more developed countries penetrate deeply into one another, the boundaries of nation-states would wither away, and national loyalty might be more superseded by sub-, cross-, Trans- and supra-national identities. In the same vein, the globalization literature conjectures that economic globalization have been accompanied with the rapidly increasing global migration, a higher degree of mass

⁶ Belassa, *op. cit.*, p. 2. See also Kasaija Phillip Apuuli. The Challenges Facing the Establishment of the African Union: Reflections on the Organization of African Unity (OAU) and the Constitutive Act 2001 of the AU, in *African Historians and Globalization*, Issiaka Mande & Blandine Stefanson (eds.), Paris: Karthala, (2005): 108

cultural homogenization particularly among young generations, and some degree of value convergence toward universal appeals. These global tendencies in turn may lead to the attrition of cultural unity and citizens' territorial attachments within the boundaries of nation-states and even to the rise of "global citizenship."⁷

On the other hand, established cultures are posed as antithetical to the formation of a post-national identity. In this view, a collective cultural identity is essentially "a sense of shared continuity on the part of successive generations of a given unit of population and shared memories of earlier periods, events, and personages in the history of the unit" (Smith 1992: 58; see also Anderson 1983). This established national identification poses real barriers to the development of supranational attitudes of mass publics that could underpin political and economic integration. Therefore, the process of globalization is expected to accompany with a revival of nationalism or a more localized mobilization effort rather than the rise of a "global" identity. This skeptical perspective on the possibility of identity transformation beyond national boundaries is shared in much of international relations scholarship, which rejects that globalization or regional integration promotes the convergence of national institutions and thus leads to the retreat of nation-states.⁸

However, this debate about *shifting* identities in an age of globalization tends to pay little attention to the *multiple* natures of social identities. An identity shift toward greater levels of the world system does not need to presume a substitutive relationship between national and supranational identities. Individual citizens can indeed maintain their local or national identities while at the same time having a growing sense of supranational attachments. In this respect, supranational attachments can be better

⁷ Mengisteab, K. & Bereketeab, R. *Regional Integration, Identity & Citizenship in the greater Horn of Africa: Eastern Africa Series*. Boydell & Brewer Ltd, 2012

⁸ Ibid. 36.

understood as “citizens’ feeling of attachment to different territorial levels, from the local to the national to the continental or global. This multiple nature of supranational identities does not imply transcendence of the national state but a comfortable coexistence with local and national identities.⁹

Yet a plausible conceptualization is one thing, and empirical investigation is another. Most empirical work on shifting identities along the processes of regional integration and globalization has been confined to Western Europe. Relying heavily on the Euro barometer surveys, moreover, it has produced mixed results. Duchesne and Frogner (1995) found by analyzing a 17-year time span of the Euro barometers (1975-92) that supranational identities in Europe have increased without substituting national identities, Deflem and Pampel’s (1996) findings from a 10-year time span of the, same dataset (1982-92) suggested that it is a myth to posit a rise of supranational identities even in Europe.¹⁰

Using the WVS from its first wave collected in 1981-84 to the recent one in 1999-2001, it investigates whether younger generations in the world tend to have more supranational attachments than older generation and how regional integration and socioeconomic globalization contribute to such identity transformations among the youths. For this purpose, this research first focus on a common sociological factor, this in the analysis of cross-national public opinion data believed to have an obvious effect on the identity shift of very public age. Of few attempts that examined the rise of a “global” identity, Norris (2000) indeed highlighted the age effects. Her cohort analysis suggested that it is likely to see a rising tide of popular support for

⁹ Neumann, I. B. *Uses of the Other: The East in European Identity Formation*, University of Minnesota Press: Chicago, 1998.

¹⁰ Ibid. 127.

globalization in future decades through the gradual process of generational turnover, as global public opinion is currently moving in a supranational direction.¹¹

However, this age effect, if any, should be more specified by the distinction between a generational effect and a life-cycle effect. In the demographic literature, a cohort effect or generational effect refers to stable differences among birth cohorts due to the historical circumstances of their development. It attributes a rise of new attitudes or an identity to the differences of formative socialization between old and young generations. On the other hand, a life-cycle effect implies that attitudinal difference between the old and the young results from their different socioeconomic situations. Yet, even in cases that only life-cycle effects persist, generational replacement can contribute to sustaining those new values through the effects of “contributing” to a new trend of values and attitudes and “preventing” a trend of reinforcing old values and attitudes.¹²

The age effect either through life-cycle changes or through the formation of a distinct cohort, one question arises immediately: how such a sociological factor is interrelated with structural transformation resulting from globalization. The globalization literature generally entails many problems of causal inference (i.e., what causes globalization and what is caused by it). Some macro-structural correlations between globalization and other related aspects (e.g., the convergence of national income levels across different sectors and countries or the reduction of poverty in less developed countries) do not necessarily mean that there is a real causal relationship. Hence, an attempt to link macro-structural changes resulting from, or accompanying with, globalization to individual citizens’ attitudes is important on its own. Moreover,

¹¹ Michael, N. *Identity shift: A case of East Africa Countries*. University Press: Oxford University, 2008.

¹² *Ibid.*, 119

globalization can be better understood as a process of “structuration” in which, the spatial reach and density of transnational interconnectedness weave complex networks of relations between individuals, communities, states, NGOs, multinational corporations, and international institutions that may lead citizens to feel belonging to greater levels of the world system. The growth of globalizing tendencies in communications, education, the media, and popular cultures transcends national and even continental boundaries and brings a cosmopolitan lifestyle to society. If this is the case, the most exposed age group to those globalizing tendencies is the youth.¹³

In taking into account the heterogeneous aspect of globalization across countries, different degrees of regional integration should also be taken into consideration. In particular, if socioeconomic integration processes coupled with ambitious and cosmopolitan elites will construct larger community identities that supersede existing cultural divisions, it would have been taking place in Europe where integration has gone the furthest. That is, if there is any identity shift toward supranational entities, it is most likely to be in Europe.¹⁴

1.8 Theoretical Framework

Theories of integration have mainly been developed to explain European regional integration, which began in the early 1950s. The concept of spillover is the main theoretical contributor to the development of different integration process theories such as Information, Federalism, Neo-Federalism, Functionalism, Neofunctionalism, Hegemonic stability theory, Interdependence theory, Regime theory, and Neoliberal institutionalism. According to Rosamond (2000), Information theory explores how citizen attitudes are formed and changed through integration of the existing thoughts with new information. It was employed as the analytical tool for the study. Federalism

¹³ Timothy, H., et al. *Globalization, and identity shift*. Clarendon Press: Oxford, 1999: 21-27.

¹⁴ Ibid. 25.

theory argues that integration of various national actors takes place because of willful political decisions taken by politicians and nations based on common socio-economic and political objectives and norms. Functionalism theory, on the other hand, consider emergence and growth of international organization as a result of industrial societies autonomy characterized by the progress of forces of production and internationalization of socio-economic problem complexes, which can only be resolved through inter-state or supra-state cooperation. Neofunctionalism theory seeks to understand socio-economic problems of highly industrialized societies, due to border transgressing causes and consequences that cannot be solved by action of an individual state but needs a comprehensive solution incorporating all actors. Hegemonic stability theory argues that the free-rider problem, natural in the management of the global economy, needs a hegemonic power able to offer collective or public goods. Interdependence theory advocates for interdependence growth through integration, modernization, internationalization on exchange of goods and services increasing sensitivity development of actors within other actors.¹⁵

According to regime theory, empirical and factual problems lead to establishment of informal networks of principles, agreements, norms, rules, and decision making process that enhance the institutionalization of political management of interdependence and conflict problems and mitigating conflict through control and regulation. In reference to interdependence theory, neoliberal institutionalism tries to identify the trend towards normative and institutionalization regulation of conflict and cooperation¹⁶

¹⁵ Rosamond, B. *Theories of European Integration*. Basingstoke: Macmillan, 2000.

¹⁶ *Ibid.* 79.

1.8.1 Theories of Integration Process

In order to understand the rationale of a people driven regional integration process, it is important to explore what different thinkers have captured the integration phenomena through existing theories.

1.8.1.1 Neofunctionalism Theory

Among the several theories of integration is the theory of Neofunctionalism, which dominated European integration debate from 1950s to early 1990s. Liberal intergovernmentalism, particularly sociological institutionalism and public choice institutionalism, is the main contributor to the integration theory. These theories are normally known as neo-functional theories. In its argument on integration process, Liberal intergovernmentalism suggests the combination of liberal theory to explain formation of national preference and intergovernmental theory of interstate bargaining that explains substantive outcomes. On the other hand, Federalism is a political concept whereby members are bound together by an agreement with a governing representative head. According to federalism, integration of various national actors takes place due to willful political decision taken by politicians and nations based on a common political and socio-economic norms and objectives. At the start of the integration process, a common constitution for the newly integrated actor will be formulated. This actor normally takes the form of a federal state with vertical and horizontal power separation. The formerly autonomous units give up their claim to sovereignty and submit to a common will. Federalism has some distinctive characteristics in solving social and economic problems that fill the previously established framework and pooling of sovereignty of individual actors.

1.8.1.2 Functionalism Theory

According to Rosamond (2000), Functionalism is an international relations theory that emerged from inter-War period mainly from the strong concern on the obsolescence of State as a form of social organization. Functionalism advocates for emergence and growth of international organizations due to autonomy of industrial societies, characterized by the progress of production and internationalization of socio-economic problem complexes that can only be resolved by means of inter-state or supra-state cooperation. This theory focuses on common interests and shared needs by states in a global integration process triggered by state sovereignty erosion and increased weight on knowledge. According to functionalism, international integration that is a collective governance and material interdependence among states develops its internal dynamics. The distinctive characteristic of this theory is that social and economic problems give their own respective solutions. International cooperation is legitimized by the efficiency and usefulness of concrete, issue-specific cooperation and its results.¹⁷

1.8.1.3 Neofunctionalism Theory

Stone and Sandholtz (1998) argue that, Neofunctionalism theory dominated the European integration process. According to this theory, the socioeconomic problems of highly industrialized societies, because of their border transgressing cannot be determined any longer by individual state action but rather needs inclusive solutions involving all actors. From this argument then it is evident that integration of various actors arises from purely functional requirements. At the start of integration process, actors formally agree in form of a contractual agreement to solve problems within functional, technical, non-political, and small sectors-based issue areas, which is of

¹⁷ Rosamond, B. (2000). *Theories of European Integration*. Basingstoke: Macmillan.

low politics in a technocratic and non-ideological way. As cooperative management and problem-solving strategies prove to be effective, they extend the contract to include functional task-areas, and finally spill over into genuinely highly political issue areas, where they also initiate a gradual process of integration. This theory highlights that, political actors play a decisive role in combination process of problem solution requirements and enough institutional provisions. They move their benefits and loyalties in an ever-intensifying manner to the supra-national level, thus stimulating and legitimizing integration process.¹⁸

1.8.1.4. Hegemonic Stability Theory

Hegemonic stability theory argues that, the free-rider problem inherent in global economy management needs a hegemonic power able to offer public or collective goods. Motivated by its own self-interest, the most powerful state existing in the international system in a given period in time forms a certain international regime in order to pursue or safeguard its self-interests throughout the system. Though set up by a hegemonic power, these rules irregularly continue to exist even after the decline of hegemony, because nation state assumed to be rational, egoistic utility-maximizes thus develop an interest in the regime's persistence.¹⁹

1.8.1.5. Interdependence Theory

According to Interdependence theory, within the context of growing integration and interdependence, the internationalization of the exchange of commodities and services does increase actor's sensitivity to development within other actors. Mutual changes and interdependence in the interdependence arrangement involves often-unequal distribution of benefits and costs, whereas sensitivity describes the costs of the actors'

¹⁸ Stone, S. & Sandholtz, W. (1998). *European Integration and Supranational Governance*. Oxford University Press.

¹⁹ Ibid. 12.

reactions towards changes within the system. With complex interdependence, international relations are characterized by complex conglomerate system of international and transnational interrelationships between a wide range of governmental, nongovernmental, national and international actors. The traditionally given hierarchy of security issues over socio-economic issues is replaced by variable sets of themes and preferences depending on the specific policy area. As national actors are integrated into a complex network of mutual interdependencies, the importance of the resort to organize violence as an instrument of foreign policy is likely to be diminished.²⁰

1.8.1.6. Intergovernmentalism Theory

Intergovernmentalism is an alternative theory of political integration in which power in international organizations member states possess and decisions made by unanimity. This theory rejects the Neofunctionalists means of integration suggesting that, governments control the level and speed of regional integration. Intergovernmentalism argues that, the horizontal and vertical government policies coordination and supranational institutions characterizes regional integration as a cooperative communal project of nation state. Within a common institutional framework that enhances the conditions for cooperative actions, nation states are striving for reduced costs of transactions, for achievements of gains and avoidance of losses from cooperation, for increased efficiency of intergovernmental negotiation and bargaining processes, for effective governmental instruments and means of action. In multi-layered institutional structure, horizontal decision-making networks are dominating within such framework over hierarchically organized decision-making structures. They are often characterized by multi-level policy interlocking and possible

²⁰ Ibid., 12

suboptimal outcomes of problem solutions. With multi-level decision networks, there is generation of inadequate solutions or decisions while simultaneously being unable to change the institutional conditions underlying the decisional logic.²¹

1.8.1.7. Regime Theory

Regime theory advocates for empirical and factual problems leading to formation of informal networks of agreements, principles, norms, rules, and decision-making procedures that improves the institutionalization of political management of conflicts and interdependence problems and mitigate conflicts through means of control and regulation. Thus, they contribute to civilization of the relations among the actors and stabilize the predictability of the actors' decisions/actions. Regimes supplement, support, undercut or overarch the spheres of competence of the traditional society of states and integrate the cooperation of actors into a complex multi-level system of political or socio-economic decision-making process that do not account for actor's regulatory interests in each particular issue area.

1.8.1.8. Interdependence Theory

From Interdependence theory, Neoliberal Institutionalism identifies tendencies towards institutionalization and normative conflict cooperation and regulation. While accepting the nonrealistic image of the international system as regulated anarchy in which a central authority is absent, it rejects the idea that system structure exclusively determines state's politics and behavior. It relatively insists on the importance of regimes, institutions, IGOS/INGOS within the international system structure and their influence on behavior of several actors. Cooperative structures are able to persist on a multipolar system without a hegemonic power because they improve actor's knowledge and information on intentions of the actors. Their break-down or demise

²¹ Ibid. 12.

induces costs on those not willing to cooperate. They promote linkages across issue areas by negotiating package solutions. They facilitate arrangements and reduce the transaction costs for the negotiation of international agreements. They also affect actor's definition of its self-interest and fundamental preferences. The emergence of cooperative networks does either reflect a harmony of neither interests nor economic interdependence, but rather indicates the actors' national self-interest in easing processes of interstate negotiation and collaborative action.²²

1.8.1.9. Information Integration Theory

According to Anderson (2000), Information integration theory explores how citizen attitudes are formed and changed through integration of the existing thoughts with new information. It considers ideas in a persuasive message to be pieces of information and each relevant piece of information has two qualities: weight and value.

This theory was employed as the analytical tool for the study. It is a scientific field that clearly explains how regional integration has progressed. It has given the opportunity to study the social, political, and technological interaction that has helped in strengthening EAC regional integration through citizen engagement.²³

1.9 Methodology of the Research

The study employed descriptive survey design on a sample of 125 respondents from the five member states of the EAC. Among the respondents were officials from the respective ministries, journalists, businesspersons, engineers, casual laborers, lecturers, clerics, students, and development officers among others. While the researcher used face-to-face interviews with the EAC officials for purposive in-depth

²² Ibid., 12

²³ Anderson, N. (2011). *Information Integration Theory*. Retrieved March 25, 2013, from http://www.cios.org/encyclopedia/persuasion/Finformation_integration_1theory.html

information, simple sampling questionnaires were used for the civilians due to cost and time factors. According to Kerlinger (1973), descriptive survey research method is used in order to acquire accurate information for large numbers of people with a small sample to explore the relationship between variables because it allows generalizations across the population.²⁴ The design was therefore effective for this study describing effective dissemination of information to sensitize citizens on the process and benefits of regional integration.

This part discusses the research design, target population, sample and sampling procedure, methods of data collection, validity, and reliability of the data collection instruments, operational definition of variables and methods of data analysis.

1.9.1 Research Design

The study employed descriptive survey design. According to Kerlinger (1973), descriptive survey research method is used in order to acquire accurate information for large number of people with a small sample to explore the relationship between variables because it allows generalizations across the population.²⁵ Descriptive design describes the present status of a phenomenon, determining the nature of the prevailing conditions, practices, attitudes and seeking accurate descriptions. The design is therefore effective for the study describing effective dissemination of information to sensitize citizens on the benefits of integration process so as to enable them appreciate and own the process.

1.9.2 Target Population

The target population of the study was 125 respondents from the five member states of the EAC. Among the respondents were officials from the respective ministries, journalists, businesspersons, engineers, casual laborers, lecturers, clerics, students,

²⁴ Kerlinger, F. (1973). *Foundations of behavioral research*. New Delhi: Surjeet Publications.

²⁵ Kerlinger, F. (1973). *Foundations of behavioral research*. New Delhi: Surjeet Publications.

and development officers among others. The researcher conducted face-to-face interviews with the officials of the newly constituted ministry of EAC affairs in Kenya for purposive in-depth information, and emailed questionnaires to the rest of officers within other member states. Simple sampling questionnaires were issue/emailed to the respondents from different member states in different occupations. The officials from the respective ministries were strategically important in giving information as far as dissemination of information and citizen engagement in integration process are concerned because they are the facilitators and coordinators of all the sub-systems in the Ministries.

1.9.3 Sampling design and sample size

Purposive sampling which is researcher's own expert judgment to decide the persons to select in the sampling was used in selecting the integration department in the Ministries. Purposive sampling was useful due to the in-depth and specific information required in this study.²⁶ This included the integration officers and secretaries within the respective ministries of EAC. The researcher distributed questionnaires to citizen-representatives of the five member States residing in Nairobi, Kenya and emailed those in other member states.

1.9.4 Methods of Data Collection

In this study, two types of data were used. There were primary data and secondary data as discussed below.

1.9.4.1 Primary Data

The data was collected using interviews, and questionnaires.

²⁶ Kothari, C. (2004). Research Methodology: Methods and Techniques. New Delhi: New Age International Publisher.

a) The Questionnaire

Questionnaires were used to collect information from the officer in integration department in the ministries. The questionnaires were developed based on study objectives. The information provided by literature review was used to construct the questionnaire items. The designed questionnaires were given to officers within the integration department in the respective ministries with exception to senior officer who was interviewed in Nairobi, Kenya. This method was preferred because it saves time, is standardized, easy to administer, it ensures anonymity, helps in reaching many respondents; it can be filled by respondents in absence of the researcher and collected afterwards.²⁷

b) Interview Schedule

Interviews were conducted using the questions formulated in the questionnaires although challenging. The questionnaires administered to officers in the respective ministries of EAC, the officer in charge of integration department to acquire information directly were helpful. They responded to pre-determined set of questions asked by the researcher. The guide of structured interview was developed systematically and pre-tested on officer in charge of integration department to identify and correct any biases and ambiguities in the questions in advance. Since this was not a sensitive study area, there was hope that the interviewees would give reliable and accurate information willingly as they have the first hand knowledge on information dissemination to sensitize citizens on the benefits of integration process. According to

²⁷ Creswell, J. W. Research design: Qualitative, quantitative, and mixed methods approach. (2nd Ed). London: Sage, 2003.

Byrne, ambiguous areas were clarified and eye contact maintained during the interviews.²⁸

1.9.4.2 Secondary Data

These data was collected from past records in published ministry policies and records of information dissemination to sensitize citizens on the benefits of integration process. The researcher found secondary data readily available in the IDIS resource center, University of Nairobi Jomo Kenyatta library, Ministry of East Africa Community Affairs, Tourism and Commerce, Internet and other libraries.

1.9.5 Validity and Reliability

The researcher used the split-half method in line with Coolican and gave the research instruments to three experts in research department to ascertain their content and construct validity.²⁹ Their suggestions were included to improve the research instruments. Internal consistency for scaled items was tested using Cronchbach's alpha (α) where an alpha score of 0.6 or higher was considered adequate.

1.9.6 Methods of Data Analysis

The raw data collected from questionnaires was cleaned and edited before coding to eliminate errors and any omissions. This was then coded and keyed into Statistical Package for Social Sciences Software (SPSS) version 20 for analysis. The descriptive statistics used was standard deviation, means, frequencies, and percentages. This is to enable the reader examine the characteristics of an individual variable. The output was presented using descriptive statistics and the data summarized in form of frequency tables, graphs, and charts. Linear regression was conducted to establish the

²⁸ Byrne, M. (2001). Interviewing as a data collection method. *AORN Journal*, pp. 1-3.

²⁹ Coolican, H. (1996). *Introduction to research methods and statistics in psychology* (2nd Ed). London: Hodder & Stoughton.

relationship between dissemination of information on benefits of integration and shifting citizens' identity.

The qualitative data was recorded in a notebook and thematically analyzed in line with the research questions for content analysis to determine the adequacy of the information and presented in narration form.³⁰

1.9.7 Summary

The study of how information dissemination can be used to convince citizens of Member States of EAC on the importance and the benefits of the integration process so that they (citizens) can own the process. Targeting employees of the respective ministries of member states was ideal in bringing out the viability of information dissemination as a way of convincing citizens on importance and benefits of integration process. Using 125 respondents, the study employed questionnaires and interview guide in acquiring data from the respondents. The respondents were employees from respective ministries of member states. Simple random sampling was employed except where individuals who have directly engaged in information dissemination were used in selecting samples. The data was collected, analyzed using SPSS and resulting frequencies and percentages presented through descriptive statistics and correlated.

1.10 Scope and Limitation of the Study

The field of integration is wide. Indeed, there are available opportunities for research despite the massive body of literature written about the topic. The new East African Community region integration process at its early stage offers great chance for those willing to carry out scientific study both on its past and present situation to help shaping its future. Data collection too is labor-intensive and time consuming as the

³⁰Mugenda, O.M., and Mugenda A.G. (1999, 2003). *Research Methods: Quantitative and Qualitative Approaches Revised Ed.* Nairobi: Acts Press.

researcher may be forced to fit within the programmers of various respondents thereby spending more time and resources than the already estimated. To overcome these challenges, the researcher planned, familiarized himself with the Ministry of East Africa Affairs, Commerce, and Tourism, and obtained written permission from University of Nairobi and Research Permit from the Research Council. The researcher too set-aside more time and disposed himself by being flexible to fit within the program of his respondents.

Single study cannot exhaust the entire field. Because of time limitation and lack of adequate resources, this study was carried out mostly within the confines of Ministry of East Africa Affairs, Commerce, and Tourism with views of EAC member State civilians residing in Nairobi, Kenya. However, the researcher sought more views online through emails. Given the fact that a single study cannot exhaust all that need to be studied in such wide field of regional integration, this study focuses on how the EAC Member States have effectively disseminated information to sensitize their citizens on the benefits of integration process so as to enable them appreciate and own the process. By limiting this study, it is possible to provide in-depth information concerning the necessity of information dissemination to sensitize citizens on the importance of appreciating and owning the integration process. While the idea is not to generalize the findings of this study but to see the trends, there may not be a clear-cut of the generalization.

1.11 Organization of the Study

This study is organized in four chapters. The first chapter has addressed the foundation of the entire work through the background of the problem. The statement of the problem, objectives of the study, justification of the research problem, literature review, theoretical framework, hypothesis, and methodology of the research where

research design, target population, description of the sample and sampling procedure, method of data collection, reliability of the data collection instruments, operational definition of variables and methods of data analysis have been extensively discussed. In addition, scope and limitation of the study, chapter outline, definition of the significant terms employed in this study and summary of the chapter.

Chapter two deals with the review of literature related to the study. In doing so, the researcher sought to establish the gap in knowledge in other studies related to the topic hence has given basis to this particular study. In the third chapter, study presentation and analysis of the findings obtained from data collected, organized according to the research objectives. The last chapter is a summary of the findings of the entire study; give a general conclusion and recommendations with an aim of addressing the research problem.

1.12 Definition of Significant Terms

Citizens: These are persons or groups of people with interests in EAC integration process, are affected by it, have the power to influence and/or affect the implementation of its policies, or can bring important knowledge or information of the Ministry of East Africa Affairs, Commerce and Tourism vision, and mission.

Dissemination: This is an activity of broadcasting message to the public through advertisements, public announcements, and speeches. In this study, it is the sending information by the Ministry of East Africa Affairs, Commerce, and Tourism to the public concerning EAC integration process.

East African Community: A 1999 treaty established regional intergovernmental organization of the Republics of Kenya, Uganda, Tanzania, Rwanda, and Burundi with its headquarters in Arusha, Tanzania.

Engagement: This is the process of informing, consulting, involving, and collaborating, with an aim of empowering civilians to enable them appreciate, and own EAC integration process.

Information: Is knowledge of timely and specific events acquired through experience or study. In this study, it shall refer to messages about EAC regional integration process, designed and promulgated to citizens of member States.

Integration: Is the act or process of combining two or more things so that they work together. In this study, integration is used as the process of bringing together the EAC Member States, as political units, based on state decision and the impact of information dissemination on the process.

Process: It is a sequence of interdependent and linked procedures, which, at every stage, consume one or more resources to convert inputs into outputs, which in turn serve as inputs for the next stage until a known goal, or end-result is reached. In this study, dissemination of information by the ministry entrusted with EAC affairs is linked with the EAC regional integration in that citizens of member States have a role to play in the process. For them to perform this part, they should be adequately sensitized of the benefits and challenges involved.

Region: This is a formally defined political unit. In this study, the region for the research comprises the five East African sovereign states, Kenya, Tanzania, Uganda, Rwanda, and Burundi.

Strategy: This is a plan of action, the direction, and scope of an organization, designed to achieve a particular goal. In this study, it is used to establish the central role of information disseminated to civilians concerning the EAC integration process.

1.13 Chapter Summary

This chapter has discussed the background of the study, statement of the problem, purpose of the study, objectives of the study, justification of the study problem, literature review, theoretical framework, hypothesis, and methodology of the research and scope and limitation of the study. It has also laid down the outline what it contains, definition of significant terms employed in the study, and summary of the areas discussed.

CHAPTER TWO

2.0 CIVIC ENGAGEMENT IN EAC REGIONAL INTEGRATION

2.1 Introduction

Regional integration is not a new phenomenon in both ancient and contemporary world. EAC is a product of the same attitude of governments residing in adjacent geographical location. Regional integration is a process, which has always had a strong political motive. “Pan-Africanism, as an expression of continental identity and coherence, distinguishes regional integration in Africa from other regions in the developing world.” However, the economic arguments for regional co-operation are also particularly strong given the small size of many SSA countries in economic terms. In these circumstances, one would expect African regional integration schemes to be most focused on exploiting whatever synergies may exist to promote food security. Despite the force of these arguments, virtually all regional integration efforts in SSA to date have failed. This state of affairs calls for strategic approach to regional integration process. Such process has a critical role in enhancing productive interaction between neighboring states, which has often been a major cause of cross-border tensions. Attempts to establish and sustains a working relationship between EAC members States have been thwarted by suspicious interactions among other reasons. Such challenges call for in depth preview of the meaning of regional integration, its history, approaches, objectives, and challenges facing the process and information dissemination as a strategy of overcoming them.³¹

³¹ Mengisteab, K. & Bereketeab, R. *Regional Integration, Identity & Citizenship in the greater horn of Africa: Eastern Africa Series*. Boydell & Brewer Ltd, 2012.

2.2 Regional Integration

2.2.1 Definition

According to Lombaerde and Langenhove (2007), regional integration is a worldwide phenomenon of territorial systems that increase the interactions between their components and create new forms of organization, co-existence with traditional forms of state-led organization at the national level.³² This definition clearly presents states as the key actors in the integration process. Such approach has its basis on the 1648 Westphalian understanding whereby nation-state system dominated international relations. Global order, by then, depended entirely upon the sovereignty of states.³³

Ginkel and Langenhove (2003), considers regional integration to be the process by which states within a particular region increase their level of interaction with regard to economic, security, political, and also social and cultural issues.³⁴ We therefore define regional integration as an association of states based upon location in a given geographical area, for the safeguarding or promotion of the participants' interests, an association whose terms are fixed by a treaty or other arrangements. In this study, the geographical location is East Africa and participants are Republics of Kenya, Uganda, Tanzania, Rwanda, and Burundi.

2.2.2 Process of EAC Regional Integration

According to Nalo (2003), cooperation of the East African Community countries can be traced back to over century ago. Desire for integration led to establishment of East African community in 1967. This community collapsed in 1977 because of various reasons with the main one being economic and ideological differences. This was

³² De Lombaerde, P., and Van Langenhove, L. (2007). "Regional Integration, Poverty, and Social Policy." *Global Social Policy* 7 (3): 377-383.

³³ Ibid, 378.

³⁴ Van Ginkel, H., and Van Langenhove, L. (2003). "Introduction and Context" in Hans van Ginkel, Julius Court and Luk Van Langenhove (Eds.), *Integrating Africa : Perspectives on Regional Integration and Development*, UNU Press, 1-9.

followed by formal dissolution in 1983 with sharing of assets and liabilities that were guided by the Mediation Agreement signed in 1984. This dissolution was a sad and final option but the Mediation Agreement gave a window for future cooperation among the three countries Kenya, Uganda, and Tanzania. The leaders of East African countries later met and agreed on laying ground for revival of the community. Globalization of the world economy triggered the desire to revive the community. This is because globalization of the world economy meant that under a liberalized trade regime, countries had to team up together under the structure of regional integration. In the world trade, East African countries faced stiff competition from more advanced economies. After the initial meeting, various steps were taken. Later that year the three Heads of State of Kenya, Tanzania, and Uganda signed a communiqué in Nairobi and a Committee of Ministers for Foreign Affairs was set to work out on the modalities of reviving the cooperation. Leaders signed an East African Co-operation agreement in 1993 and institutionalized the process by establishing a Permanent Tripartite Commission to spearhead cooperation revival. This ended the 13 years separation among neighboring countries characterized by tensions and suspicion. In 1996 there was also setting up of Secretariat of the Permanent Tripartite Commission with its headquarters in Arusha, Tanzania. After consultation, it was agreed that, Kenya would appoint to the secretariat a team leader to spearhead the revival of integration process. The most critical one was signing of the Treaty for the Establishment of the East African “Community (EAC) on November 30, 1999. In July 2000, the treaty came into effect after ratification by the three Partner States.³⁵

³⁵ Nalo, D. *EAC Summit Key Driver of Regional Integration Process*. 2013 from <http://www.businessdailyafrica.com>. (accessed April 27, 2013)

The main aim of establishing EAC is underpinned by the desire of EAC partner states to attain equitable and sustainable development that in turn improved the standards of living of the people through increased competitiveness, value-added production, trade, and investment. As per the treaty, the main objective of EAC is to develop programmes and policies aimed at deepening cooperation in political, economic, social, and cultural integration for mutual benefits for all Partner States. This was predicted to be attained through establishment of a customs union that was to be an entry stage, then common market, monetary union and ultimately a political federation. Integration process is further spearheaded through 17 areas of cooperation within which many milestones and drivers are incorporated. This is attained through negotiated protocols, of which 13 have been concluded, and several more are being negotiated. The attainment of EAC objectives is based on sustainable growth and equitable development of the region. This includes rational utilization of the region's natural resources and environmental protection. The treaty offers fundamental standards of mutual trust, equal distribution of benefits, people centered, and private sector-led integration process. The long-standing political, social, economic, cultural, and traditional ties and associations between partner states in promoting people-centered development have been emphasized.³⁶

2.2.3 Rationale for Regional Integration

During the cold war period regional integration projects were build on the Westphalian state system whereby they were to serve economic growth as well as security motives in their assistance to state building goals. In 21st century, regional integration arrangements have become part of the present global economic order and the same trend will be continued through the future international scene. Such

³⁶ Ibid.

arrangements are because of felt necessity by nation-state to integrate their economies in order to achieve rapid economic development, decrease conflict, and build mutual trusts between the integrated units. Unlike the Westphalian notion of integration, the 21st century views integration as a desire for opening to the outside world rather than nation-state exercise.³⁷

In this new understanding, regional economic cooperation is being pursued as a means of promoting development through greater efficiency, rather than as a means of disadvantaging others. It is considered not as an end in itself, but a process to support economic growth strategies, greater social equality, and democratization. Much more, most of the members of these arrangements are genuinely hoping that they will succeed as building blocks for progress with the growing range of partners and towards a generally freer and open global environment for trade and investment.³⁸

2.2.4 Functions of Regional Integration

Regional integration initiatives, according to Van Langenhove, should fulfill at least the following functions:

- strengthening of trade integration in the region
- creation of an appropriate enabling environment for private sector development
- development of infrastructure programmes in support of economic growth and regional integration
- development of strong public sector institutions and good governance;
- reduction of social exclusion and the development of an inclusive civil society
- contribution to peace and security in the region
- building of environment programmes at the regional level

³⁷ Van Ginkel and Van , Introduction and Context, 5

³⁸ Ibid. 10.

These functions help in increasing the interactions between the integrating states with regard to economic, security, political as well as social and cultural issues. Economic interaction serves as the basis of the other levels of integration.³⁹

2.2.5 Phases of EAC Integration

According to the Treaty for the Establishment of the East African Community, there are four stages of the EAC integration process namely, the Customs Union as the entry point to the community, followed by a Common Market, then a Monetary Union and ultimately a Political Federation.⁴⁰

2.2.5.1 The Customs Union

The Customs Union is the first stage of the EAC integration process. It is characterized by same import tax on all goods from outside East Africa, removal of all taxes on goods between the countries of the Community, removal of nontariff barriers, common external tariff, common customs law, and establishment of a common regulatory body.

The East African Community Customs Union was launched in 2005 to:

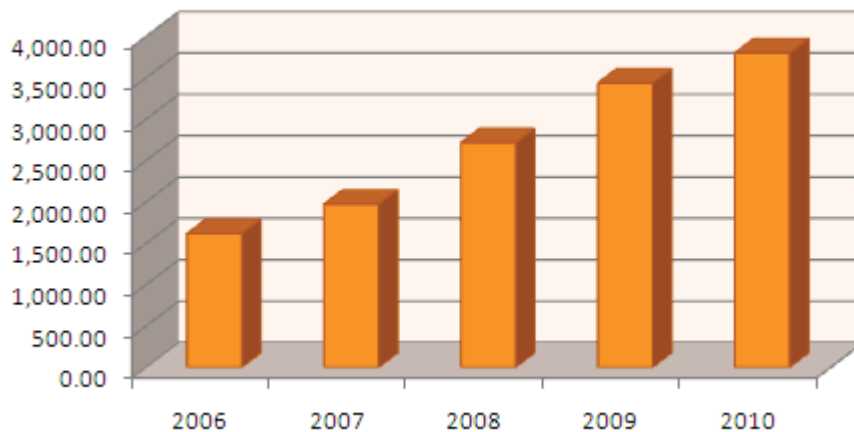
- Liberalize intra-regional trade in goods on the basis of mutually beneficial trade arrangements among the Partner States;
- Promote efficiency in production within the Community;
- Enhance domestic, cross-border and foreign investment in the Community;
- and
- Promote economic development and diversification in industrialization in the Community.⁴¹

³⁹ Ibid

⁴⁰ Holderegger, S. *Strengthening popular participation in the East African Community: An EAC guide to EAC structures and processes*. Cooperation, Unity and Development, June 2012.

⁴¹ Ibid., 29

Figure 1 the EAC Customs Union and Common Market Protocol



Articles 2 (2), 5 (2) & the EAC Customs Union Protocol; Article 75

Article 2 & the EAC Common Market Protocol; Article 76

Since then, the Customs Union has contributed to great stimulation of investments, trade, and consolidation of the East African market. It involves the establishment of a customs union in which besides the suppression of discrimination in the field of commodity movements within the union, there is the equalization of tariffs in trade with non-member states.

2.2.5.2 The Common Market

The Common Market is a second stage of the EAC integration process. It is a trading bloc composed of a Customs Union and possesses common policies on product regulation, free movement of goods, services, labor, and capital. The main characteristics of a Common Market are free mobility of labor and persons; free mobility of services; harmonization of legal framework for capital markets (common goals approach); free mobility of capital; strong institutions to monitor decisions; and harmonization of monetary and fiscal policies. The East African Community Common Market Protocol was signed on 1 July 2010 and is established to provide the following:

- the free movement of goods;
- the free movement of persons;
- the free movement of labor;
- the free movement of services; and
- the free movement of capital;
- the right of establishment;
- The right of residence

The overall objective of the Common Market is to widen and deepen cooperation among the Partner States in the economic and social fields for the benefit of the citizens of the region.⁴²

2.2.5.3 The Monetary Union

The Monetary Union is the third stage of the EAC integration process. It is characterized by the following:

- A common currency with a centralized monetary authority;
- Coordinated macro-economic policies;
- Strong central institutions and common policies for structural change and development

The envisaged EAC Monetary Union is expected to adhere to these characteristics in broadening and deepening the integration process, and smooth trading activities between and among the peoples of the region.⁴³

2.2.5.4 The Political Federation

The Political Federation is the final stage of the EAC integration process. This includes having a central political authority as well as common foreign and security

⁴² Ibid., 30

⁴³ Ibid., 31

policies. This is the highest form of integration involving unified structures and political institutions. At this level, parties to the union agree to surrender either all or part of their sovereignty to a central political unit

2.2.5.4.1 Establishment of the East African Political Federation

The ultimate aim of the EAC integration process is the attainment of the fourth pillar i.e. a Political Federation. The Treaty is not explicit on the period for the establishment of the various stages of integration with the exception of the Customs union, which was set at 4 years after signing the signing of the Treaty. However, in Article 123 (6) it is if “the Summit shall initiate the process towards the establishment of the Political Federation of the Partner States by directing the Council of Ministers to undertake the process.”

2.2.5.4.2 Justification for Political Federation

- The need for a central authority to coordinate and implement decisions made by various Organs of the East African Community and to ensure that they are done efficiently and effectively
- The Political Federation will enhance the consolidation of what has so far been achieved in the integration process.
- The Political federation will be used as a mechanism for channeling the benefits of economic integration more equitably among the Partner States.
- Political Integration quickens economic integration because it is easier to coordinate one planning unit than several sovereign ones.
- A central political authority will generate savings through consolidating rather than duplication of efforts.

- There will be higher revenues from the bigger unit. The higher revenues will be more equitably accessible to all citizens under a Political Federation.⁴⁴
- A Political federation will enable the people of East Africa to harness diversity for a common goal and re-unite erstwhile cross border communities.
- The Political Federation will minimize the occurrence of conflicts in the region as well as enhance and legitimize the participation of Partner States in conflict management in the region whenever they occur.
- The Political Federation will promote better management and utilization of shared natural resources, better environmental management, and the promotion of tourism and investment.
- The Political Federation will represent EAC as a bigger unit in the global economic arena with a united and stronger voice.⁴⁵

2.2.5.4.3 Status of the East African Political Federation

EAC is already implementing programmes or it has established Organs and Institutions such as the East African Legislative Assembly, East African Court of Justice, the Defense Liaison office, co-ordination of Foreign Policy, and co-ordination of monetary and fiscal policies, which relate more to the higher stage of integration. Political Federation than to the current stage reached in the integration process.

During the Special Summit held in Nairobi on 27-29 August 2004, the East African Heads of State made the declaration on fast tracking the Political Federation of East Africa and established the Committee on Fast Tracking East African Federation (the Wako Committee). The Committee submitted its report to the Summit in November

⁴⁴ Ibid. 32.

⁴⁵ Ibid. 34.

2004 recommending, among others, the establishment of the East African Federation by the year 2013.

During their Extraordinary Summit held in Dar es Salaam on 29-30 May 2005, the Heads of State considered the report of the Wako Committee and reaffirmed the vision of a Federation. The Heads of State established the post of Deputy Secretary General at the EAC Secretariat in charge of co-coordinating the fast track process towards Political Federation. The Heads of State also directed the establishment of national consultative mechanisms for wider consultations⁴⁶ with the East African people on the Federation. The National Consultations on the East African Federation were launched in October 2006 and concluded in June 2007.

Whereas the report of the National Consultations revealed the overwhelming support of the East African people for the Political Federation, it also recorded the expressions of the people for a phased and systematic build up to the Federation stage. During their Extraordinary Summit of August 2007 in Arusha, the Heads of State directed that more steps be taken to expedite the establishment of the Common Market by 2010 and Monetary Union by 2012 as the region moves on towards the establishment of Political Federation.

With the ultimate goal of a Political Federation, the EAC is keen in developing requisite regional policies, programmes, and strategies that lay a firm foundation and consolidate the pillars of political integration. This is premised on the understanding that attainment of a political federation is a process and not an event.

Based on the Summit Directive to mobilize and deepen sensitization on EAC integration, National consultations and studies on the EAC Political Federation do not only indicate overwhelming support for political federation but identifies Fears,

⁴⁶ Ibid., 34

Concerns and Challenges that need to be addressed. Efforts were made to consider these challenges through the establishment of the Team of Experts on Political Federation. The Summit upon consideration of the Report of the Teams of Experts further directed for review of the report and presentation of clear recommendations on the way forward on political federation by November 2011.

As the EAC embarks on holistic strategies to promote peace, stability, and development in the region, promotion of good governance as a pillar of political integration is obligatory. In this regard, negotiation of the EAC protocol on good governance is near completion, and hitherto, involved consultations with a wide range of stakeholders both and at national and regional levels, to ensure ownership. The Protocol once adopted will evolve a dispensation that cements the recognition of good governance as a prerequisite for successful regional integration, peace, and stability.⁴⁷

In the same vein, the EAC jointly with COMESA and IGAD have embarked on implementing a joint programme on promotion of good governance and human security in the Eastern and Southern Africa region - noting that political integration is an integral part of regional integration. The joint programme seeks to contribute to increased levels of good governance and human security in the region.

While electoral processes are a fundamental aspect of political integration and good governance, peaceful democratization processes stimulate a good environment for the deepening of the EAC integration. Thus, cooperation among National Electoral Commissions is being strengthened through development of a policy framework for the EAC Forum of Electoral Commission to guide their cooperation at the regional level. In addition, the development of the EAC Principles on Election Observation, Monitoring, and Evaluation is near completion. Once adopted, it will institutionalize a

⁴⁷ Ibid. 35.

structured way of observing elections in the region, in a manner that adds value and builds on democratic development.

EAC continues to engage and consult with all institutions and agencies that constitute pillars of the EAC Good Governance Programme. The national agencies responsible for preventing and combating corruption have a regional platform to articulate common challenges in fight against corruption through common strategies. In this regard, the EAC Protocol on Preventing and Combating corruption is in its final stages of completion. Once adopted, it will set in motion of regional mechanisms for sharing information, recovery of proceeds and assets from corruption and judicial and legal assistance.

Other institutions with which the EAC has sustained engagement include the Forum of Human Rights Commissions, the Forum of EAC Chief Justices and Rule of Law and Access to Justice Sector. The EAC Annual Conference on Good Governance has become a significant annual event that facilitates dialogue and debate on core issues of political governance in the Region. Its main objective is to enhance cross-sectoral political dialogue among institutions responsible for promoting good governance as well as create synergy between national, regional, and international organizations.⁴⁸

2.2.6 Challenges to Regional Integration

The EAC integration process follows the following steps towards a full integration, the customs union, the common market, the monetary union and ultimately the political federation. EAC is notified as a customs union at the WTO level. Notably, out of the five partner states, four members still maintained their membership in COMESA while one member is still a member of SADC and that although the EAC customs union protocol provides for export promotion schemes, special economic

⁴⁸ Ibid. 36.

zones and exemption regimes yet the member states still maintain their different schemes. At the heart of integration wave however, it is important to note that there does exist serious limits and setbacks related with national sovereignty concerns, low level of awareness among stakeholders, non-tariff barriers, unrecorded/informal cross-border trade, overlapping membership-EAC-COMESA-SADC Tripartite Process, implementation of full Customs Union and Institutional structure.⁴⁹

Integration can as well mean greater centralization at a time when individuals, local groups, and national populations demand more say over their own affairs. The centralization of political authority, information, and cultures because of integration can threaten both individual and group freedom. Ethnic groups want to safeguard their own cultures, language, and institutions against the bland homogeneity that a global or regional melting pot would create. This is a tension between nationalism and supranational loyalties (regionalism or globalism).⁵⁰

In implementing the Customs Management Act, the National focus is on maximizing revenue rather than trade facilitation, some provisions of CMA are not being implemented by member States and that there are human resource constraints at the regional and national level to effectively steer implementation as well as the lack of non-uniform application of relevant regulations and forms. Notably, in the implementation of the CU, there was the challenge of partner states applying parallel standards both at the national and regional levels and that the NTBs within the region were a great impediment as well as the lack of a drive to carry out sensitization and awareness programmes. He noted that the challenge of overlapping membership of

⁴⁹ Njangi, S. *Regional Workshop Report on: Strengthening the role of civil society in deepening EAC regional integration: Perspectives from the BIEAC project*, 2010.

⁵⁰ Ibid. 9.

the partner states in other regional economic communities was still affecting the EAC integration process.⁵¹

2.2.7 Solution to the Challenges

There are various opportunities within the EAC region. The five EAC partner states provide a large population size and a GDP, a large skilled and semi skilled labor force and is a place that is endowed with natural resources, well established and telecommunications and insurance institutions, vibrant and upcoming capital and securities market. There is also the opportunity through the duty free quota free market access under EPA and S&DT under WTO agreements as developing and LDC members. Learning from the EU, EU from the start had a common commercial policy and the negotiation of trade agreements at bi-lateral; regional, and multilateral level are done as a block. For the EAC integration process, EAC secretariat should be given a mandate with exclusive competence to implement a common trade policy for the region including negotiation with third parties at bilateral, regional, and multilateral levels. There is need to hasten the harmonization of trade and related policies and improve institutional coordination between national and regional bodies. Develop and apply a unified, simple regional trade policy tool. Establish dedicated research institution or department to benchmark and enforce best practices, promote and improve on awareness raising drives within the partner states, improve trade facilitation by eliminating NTB's, improving infrastructure and addressing the other supply side constraints faced in the region. Continually assess and evaluate the impact of applied policies with a view to improve and redress any shortcomings. EAC region has great potential for economic development, if the right policies are applied in a uniform manner, vast resources exploited, investment opportunities enhanced, and the

⁵¹ Ibid., 9

limited technical human resources better utilized at the national regional and multilateral levels by the pooling together of resources amongst the partner states.⁵²

2.2.9 East African Community Case

With EAC region integration process at a high pitch at interstate level (treaty), the leaders of Member State and the bodies charged with the responsibility of steering integration process are not underscoring the role of citizens in the process. At the regional level, Directorate of Cooperate Communications and Public Affairs headed by Mr. Magaga, a lot has been constituted.

At national level, efforts of every kind are being made to sensitize citizens of Member States of the benefits of integration. For example, here in Kenya, the Ministry of EAC affairs, Commerce and Tourism has been established with the vision of deepening and widening East African integration for improved livelihoods and sustainable development of Kenya. The ministry has mission of facilitating, co-coordinating and overseeing the development, monitoring and evaluating implementation of EAC policies, projects, and programmes for effective integration as well as promoting partnerships, liaison and maintaining linkages with all stakeholder on EAC matters in order to maximize the benefits.

In order to achieve the ministry's core value of "participatory approach," an effective organizational structure headed by the minister, with assistant minister, permanent secretary in charge of five departments among them public affairs has been constituted. In January 2010, the Government of Kenya through the then Ministry of the East African Community launched Communication Policy and Strategy document. According to the former MEAC Hon. Minister Kingi, this document was developed at

⁵² Ibid. 10.

a time of momentous and historical change within the greater East African Community.

He stressed that the major objective of the policy was to ensure that the EAC Ministry spearheads a relentless awareness campaign in order to bridge the knowledge gap between the ministry and its many stakeholders. Through vigorous campaigns and dissemination of information, the Minister hoped that Kenyans and East Africans at large were to begin appreciating the many ripple benefits that integration arrangements portend for the region.⁵³

According to the former Permanent Secretary of the then Ministry of EAC Nalo David, communication policy for the Ministry of EAC was prepared in response to a timely and felt need to provide the public with timely, accurate, clear, objective, and complete information about its policies, programs, services, and initiatives.⁵⁴ The PS recognized that without a focused and well-executed communication plan, the ministry could not effectively relate to its multiplicity of stakeholders, let alone deliver the onerous objective of realizing a fully-fledged regional integration in East Africa. According to the policy document in discussion, citizens of the EAC were the first in the former MEAC's linkage strategy with stakeholders.

⁵³ Government of Kenya Ministry of the East African Community. (January 2010). *Communications Policy and Strategy Handbook*, Kenya: Government of Kenya, Retrieved March 22, 2010, from http://www.meac.go.ke/index.php?option=com_docman&task=cat_view&gid=1&Itemid=2

⁵⁴ Ibid, 10

Both the Ministry and the citizens had the following expectations:

EAC Citizens Expectations	MEAC Expectations
Improving living standards	Participating in sensitization
Free movement within East Africa	Meetings
Peace and security	Participation in new trade opportunities in East Africa
Promotion of sustainable use of natural resources	Employment opportunities anywhere in East Africa
Single currency	Willing tax payers to the federal government
Federal State	Custody of natural and cultural resources of East Africa
Employability within East Africa	Strengthening of Kiswahili as a lingua-franca
Information	

According to Omondi (2010), this policy is made to help the ordinary citizens to understand the integration process and the related benefits. The policy sought to interpret legal instruments of the EAC. It promised to reach every segment of the country with information on opportunities and challenges at every stage of the integration process. The major concern of the ministry was that many Kenyans were missing the available opportunities to expand their horizons because of low level of awareness. The ministry intended to use mass media, professional forums, internet,

and educational platforms to reach out to citizens with simplified information about the integration process.⁵⁵

2.3 Engagement of Citizens in Regional Integration

It was expected that by engaging the Civil Society Organizations in policy dialogues and implementation processes in the EAC integration programmes, then the collective actions emanating from engaging them would be responding to the needs and aspirations of the EAC people generating local ownership needed for the integration process hence making it politically sustainable in the region. Article 127 of the EAC treaty specifies the need to engage with the CSOs in the integration processes and hence the East African Civil Society Forum (EACCSOF) was established to act as an umbrella body for all the CSOs and NGOS in the region. Although EACCSOF has not been actively supported and operational in the region, it is mandated to facilitate avenues for active engagement between Civil Society and the Community and its organs.⁵⁶

Through the Building, an Inclusive East African Community (BIEAC) project the research dialogues done indicated that there was limited capacity of CSOs in the region to comprehend most of the trade-related issues they enlisted themselves to do and hence needed capacity building to enable them perform better. Emanating from this, Consumer Unity Trust Society (CUTS) in collaboration with (German Technical Cooperation)GTZ therefore organized a two day workshop that was held on 27th - 28th May 2010 at La Mada Hotel, Nairobi to discuss “**Strengthening the Role of Civil Society in Deepening EAC Regional Integration: Perspectives from the**

⁵⁵ Omondi, G. (Wed 24 February 2010). *Ministry Launches EAC Integration Communication Policy*, Media house: Business Daily, pg 21, Retrieved March 22, 2010, from <http://www.marsgroupkenya.org/multimedia/?StoryID=282107&p=Ministry+of+Education>

⁵⁶ Sofia, N. *Regional Workshop Report on: Strengthening the role of civil society in deepening EAC regional integration: Perspectives from the BIEAC project*, 2010.

BIEAC Project. The Workshop aimed at discussing how the CSOs can strengthen the role they play to help elevate the position and contribution of Trade as a major driving factor of regional integration among the EAC Partner States and between the EAC region and other regional economic communities.⁵⁷

The EAC regional integration treaty recognizes the central role played by citizens during the process. For this reason, the entire process is meant to be people-centered though driven by the private sector. This means that interests of the citizens of partner States are at the heart of any integration process. To establish the importance of this argument and relate it with the current EAC, a review EU community shall be helpful. The framework of the EAC is guided by the principles of the Community including people centered cooperation where the main beneficiaries of the Community will be East African citizens. They would be the main players through the non-state actors. These groups are entitled to participate in the activities of the Community at all levels and can engage the various Organs of EAC such as EALA, EACJ, EAC Secretariat etc to input into the policy and decision making process. Under Art.127 of the EAC Treaty, Partner States are to promote, “an enabling environment for the participation of Civil Society in the development of activities within the Community.” However, the most salient point is that, for any stage of regional integration to be successful and sustainable, it must incorporate full ownership and participation by the people, especially through their institutions of choice, be they political parties, trade unions, membership organizations, civil society organizations, etc.⁵⁸

The CSOs in EAC should unite to form a strong voice within the region, starting with the national level and building up to the regional levels by intense mobilization to

⁵⁷ Ibid. 3.

⁵⁸ Stephan, H. *Strengthening popular participation in the East African Community: An EAC guide to EAC structures and processes*. Cooperation, Unity and Development, June 2012.

give the CSOs a strong voice at all levels. In addition to this, there is need to establish a well outlined procedure towards the financial and technical support of EACSOFF by the CSOs in the region to enable it to carry out its functions at the regional level. CSOs must engage in relevant research to enable them give factual and supported information that will be beneficial to the regional integration processes. There is need for CSO website that is interactive to enhance their internal communication as well as information sharing. There is an urgent need for EACSOFF to request for an observer status within EAC as well as ensure that the governments give EACSOFF recognition for their input. There is need to ensure that CSOs prioritize their challenges and divide amongst themselves areas of specialization for best results and input to the regional integration processes.⁵⁹

CSOs need to have a proactive approach to regional issues such as ensuring they have given inputs towards budgets before the budgets are finalized both at the regional and national levels. There is need to ensure CSOs have documented their research and that engaging in lobbying and advocacy activities will help build the profile of the CSOs within the regional integration processes. CSOs should communicate to all the relevant CSOs in the processes with the aim of building strong positions on issues. Public private partnership should be encouraged at all levels, as this would build up development within the region. Notably the importance of dissemination of information and in friendly and easy to read language for the EAC citizens will help citizens to understand the benefits accruing from the regional integration processes.⁶⁰

According to Stone Sweet and Sandholtz (1998), public opinion as a societal actor in the integration process is of great significance. Integration process started as an

⁵⁹ Sofia. N. *Regional Workshop Report on: Strengthening the role of civil society in deepening EAC regional integration: Perspectives from the BIEAC project*. 2010

⁶⁰ Ibid. 25.

intergovernmental bargaining and factors like international power, elite preferences, or actions of organized interest dominated the Neofunctionalism and realists framework. Citizen offer a permissive consensus giving political leaders considerable latitude in carrying out integration process. Citizen opinion is important in defining national preferences that guides elite bargaining during early stages of integration process (p. 250). Such opinion contributes in defining national preferences under the intergovernmental model. Although integration process evolved from intergovernmental bargaining to normal politics, it increased the role of citizen opinion. Union policy formation involves public debates on political choices facing each member nation. For example, public opinion on integration policy led to political vulnerability of Margaret Thatcher at the end of her administration. Public preferences inevitably condition the actions of interest groups, elites, political parties towards integration policies. A changing framework of integration policy making increases the potential ways in which citizen opinion influences integration process. Today, public opinion and position of other national and transnational actors is politically relevant in determining activities of integration politics of the member states to a degree that violates a simple intergovernmental model of the integration process (p. 251).⁶¹

Citizen (public) opinion also plays a role in moving the integration process along the continuum from intergovernmentalism to supranationalism. The public policy preferences can influence those areas that are susceptible to further integration efforts. When there is a lenient agreement or positive support by the public, national governments are more able to endorse the actions. When the public of member-states disagrees, this is likely to retard further integration. Moreover, discussion on democracy deficit within the union is important creating pressures to move away from

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intergovernmental modes of decision-making and towards institutional arrangements, which increases the input from the public and other societal actors. According to recent European history, public opinion wields real influence. Direct elected members of parliament gives the public a direct representation within the union. Institutionalization of integration process has increased the public potential points of access into the process (p. 251).⁶²

Stone Sweet and Sandholtz (1998) argued that, in the integration process public opinion has grown from a relatively minor role to a principal focus of political and scholarly attention. Public opinion has a diffuse and broad influence and the position of policy on specific societal actors like political parties and interests groups may be more important in explaining the immediate course of the integration process. Opinion from the citizen offers a broad context for the policy as it does to the domestic politics of the member-states. Public support on the union facilitates the process of further union, just as skepticism towards the union can slow integration process. As the Union moves towards further reform, it seems no exaggeration to talk of citizen engagement. Since public opinion, is a factor that influences movement along the continuum, public support on policy integration offers a medium for testing theories of integration process as measured in public sentiments?⁶³

2.4 Roles and Responsibilities of the Actors

2.4.1 East African Residents

The East African Residents can input into the EAC processes through the civil society organizations, private sector organizations, and other organized groups to ensure that they are part of the policy and decision-making processes and their concerns are taken

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⁶³ Ibid. 252.

into consideration.⁶⁴ This is in line with the very core principles of the community, to be citizen-centered process. The integration process is meant to benefit the residents of member States at all levels. It is, therefore, obvious that whatever is conceptualized and realized throughout the process should ensure citizens' involvement.

2.4.2 National Governments and EAC

Governments at national and regional levels have a duty to provide an enabling environment for active participation of the residents of East Africa. They also have a duty to provide avenues for dialogue such as laws, institutions, and democratic space in a manner that respects the principles of social justice, good governance and universally accepted human rights standards. There is positive development at regional level where non-state actors are working on collaboration amongst themselves and the EAC. The EAC PSO-CSO networks and thematic platforms, among others, aim at facilitating dialogue between the EAC and non-state actors. The citizenry could voice their concerns through these channels. The East African Civil Society Organizations Forum (EACCSOF), the East African Business Council (EABC), the East African Local Government Association (EALGA), and other regional bodies offer to provide platforms for active and structured engagement with the EAC and Member States towards an effective, efficient, and sustainable integration process. The principle of a people-centered Community remains a key factor in ensuring an inclusive and sustainable Political Federation. Therefore, the EAC is working towards the enhancement of popular participation to sustain the ideals and aspirations of the Community.⁶⁵

⁶⁴ Stephan, *Strengthening popular*, 39

⁶⁵ Ibid. 39.

2.5 Information Dissemination

The EAC through the Ministry maintains high standards of quality in the production of information disseminated outside through The East African Civil Society Organizations Forum (EACSO), the East African Business Council (EABC), the East African Local Government Association (EALGA), and other regional bodies. It is the policy of EAC to ensure and maximize the quality, objectivity, utility, and integrity of the information disseminated to the public. The EAC takes appropriate steps to incorporate information quality criteria into its information dissemination practices, and will ensure the quality of information the agency disseminates in accordance with the standards set forth in these guidelines. Through CSO and PSO, EAC is committed to integrating the principle of information quality into every step of its development of information, including creation, collection, maintenance, and dissemination. It will comply with all then-existing legal and policy rules, regulations, directives, and guidance at every step of the process.⁶⁶

In accordance to its guidelines, the level of quality assurance appropriate for information will vary according to the information's relative importance and the costs and benefits of requiring additional assurances for the particular information. The following guidelines describe the EAC quality standards and formalize a correction mechanism.⁶⁷

2.5.1 Basic Principles

2.5.1.1 Quality

The EAC takes pride in the quality of its information and is committed to disseminating information that meets its rigorous standards for objectivity, integrity,

⁶⁶ Othieno, O. R. Information dissemination: Role of local government. Corporate Communication, 2011.

⁶⁷ Ibid., 17

and utility. Before disseminating any information to the public, all aspects are thoroughly reviewed by staff and appropriate levels of management. The current internal review and approval policies and procedures ensure, to the best ability, that the information and data disseminated are accurate and timely, appropriate for external consumption, uncompromised and useful to the public.

2.5.1.2 Integrity

The information security program encompasses those measures necessary to protect the EAC information resources. These measures include providing, for each project: (i) the appropriate technical, physical, administrative, environmental and telecommunications safeguards; and (ii) continuity of operations through contingency or disaster recovery plans. The protective measures cover the following information resources: data, applications, software, hardware, physical facilities, and telecommunications. The information security program assures that each automated information system has a level of security that is commensurate with the risk and magnitude of the harm that could result from the loss, misuse, unauthorized disclosure, or improper modification of the information contained in the system.

2.5.1.3 Utility

EAC is committed to maximizing the utility of the information it disseminates to the public. To this end, information and the appropriate form and vehicle for its dissemination are evaluated and reviewed by the relevant subject matter experts on a given project, along with appropriate levels of management within the Community, and in some cases, the EAC's advisory committees before it is disseminated to ensure its usefulness to the intended audience. This includes ensuring that it is organized and written in a manner that facilitates its understanding and use by the intended audience.

The information also is reviewed to ensure its timeliness and continuing relevance for the intended audience.

2.5.1.4 Objectivity

The EAC is committed to disseminating information that is accurate, reliable, and unbiased both in its content and in its presentation. The relevant subject matter experts and appropriate levels of management review information before it is disseminated to, among other things, ensure that it is accurate, reliable and unbiased. As appropriate, this review includes an assessment of the collection, generation, and analysis of relevant information and data. The review also considers the information's presentation to ensure that it is put in the proper context and presented in a clear, complete, and unbiased manner. Where appropriate, the Community also identifies the sources of supporting data so that the public can assess for itself the objectivity of those sources.

2.5.1.5 Influential Information

Any information deemed “influential” as defined in these guidelines would be reviewed by subject matter experts within the EAC and appropriate levels of management to ensure adequate disclosure about underlying data and methods of analysis to facilitate reproducibility of the information by qualified third party.

2.6 Other Information Disseminated by EAC

From time to time, the EAC prepares information that displays or relies on statistics and other data gathered by EAC staff. Sometimes the staff gathers its own data and stores the data in databases that it controls and maintains. The staff may also rely on data gathered from The East African Civil Society Organizations Forum (EACSO), the East African Business Council (EABC), the East African Local Government Association (EALGA) and other regional bodies who supply data that the staff, and

when appropriate, the EAC, reviews, analyzes and disseminates. Both internally generated and externally obtained data are subjected to internal review and are reviewed by the appropriate levels of management in the originating office responsible for preparing the reports. When appropriate, the data or the reports are also submitted to the Summit, The Council of Ministers, or advisory committees such as The Coordination Committee, the Sectoral Committee, the Secretariat, or the East African Legislative Assembly (EALA), for review or approval.⁶⁸

2.7 Means of Information Dissemination by the EAC Ministry

The effectiveness of a given dissemination strategy depends on factors such as the characteristics of the innovation, the target audience, and the information channel. The strategy that works well for transmitting general information to the masses may be inappropriate for communicating specific issues to the EAC State members. The strategy that works well for diffusing technological innovations among countries may not be compatible with dissemination strategies linked to the development of EAC countries. Strategies designed for reaching one minority group may not fit well with another minority group. Getting the proper fit among the innovation, information channel, purpose, and target audience is important. While the presume approach will help facilitate the dissemination process in ways not possible under the old paradigm, understanding channels for communication and how these are changing is essential to effective utilization efforts under either paradigm. The information channels around which to strategize range from mass media to mass mailings, from print media to electronic media, from telephone contacts to face-to-face contacts. Purposes include informing, and educating. The ultimate purpose may be to change attitudes and

⁶⁸ Ibid. 29.

behaviors. The usefulness of each channel varies for differing innovations, for differing stages in the innovation process, and for soft vs. hard technology transfer.⁶⁹ EAC regional integration uses various channels in disseminating information. The channels used include mass media (e.g., radio, television, Teletext, videotext, newspapers, magazines, comics), personal contacts (e.g., change agent and consultants), information service systems (e.g., libraries, online databases), training and educational programs (e.g., professional preparation, workshops, computer-assisted), and others (e.g., billboards, posters). The communication channels worthy of note, are: message flow, source knowledge of the audience, segmentation, degree of interactivity, feedback, synchronicity, socio-emotional vs. task-related content, nonverbal, control of the communication flow, and privacy afforded.⁷⁰

2.7.1 Mass Media

Mass communication includes electronic and print media. Electronic media includes radio, television, Teletext, videotext, and satellite telecommunications. Print media encompasses books, newspapers, magazines, newsletters, and comics. Historically, as each new media enters the scene, EAC reassesses the futures of their respective media. The advantages and disadvantages of each form of mass communication provide them guidance for selecting the best medium to fit the intended audience and the dissemination purpose.⁷¹

2.7.1.1 Radio

Radios with their great flexibility and adaptability wake us up, inform us, and entertain us. Radio has become more individualized and personalized. Talk show

⁶⁹ Jeniffer, W. *Information channels and dissemination strategies*. 2009.
<http://codi.tamucc.edu>, May 20, 2013

⁷⁰ Ibid.

⁷¹ Knott, J. & Wildavsky, A. If dissemination is the solution, what is the problem? *Knowledge: creation, diffusion, utilization* 1, no. 4, 1999: 537-578.

hosts communicate directly to each listener and caller. No longer is radio the medium that unites many countries. Many people now listen to differing stations different locations and at different times of the day. Many people also can find a significant number of stations targeted to them. The content of radio stations revolve around music, news, and talk. EAC should ensure that their efforts to disseminate knowledge via radio are linked to the station's specific audience and structure.⁷²

2.7.1.2 Television

To reach the most numbers of people with general information, television is the logical, though most expensive, choice. Television is in more than 98 percent of the homes. It appeals to more than one of the five senses and has become the dominant leisure activity. Television "is society's mass entertainer, mass informer, mass persuader, and mass educator." Television-use patterns have not changed significantly and viewing has been negatively related to education, income, and occupational status. The differences between groups, however, have reduced over time on indexes such as educational level, income, occupational status, and gender. Those people who watch television regularly are more informed than those who do not. "The future of television rests on the ability of audiences to control and use it for their own purposes" and the community as knowledge utilization proponents can contribute to that shaping.⁷³

2.7.1.3 Teletext & Videotext

Teletext permits individuals to select textual and graphic information available through standard broadcasting signals. They access this information by using keypads or decoders connected to television sets. The information providers insert digital data into lines of television referred to as vertical blanking intervals. Users can select pages

⁷² Jeniffer, information channel, 5.

⁷³ Ibid. 10.

of information from potential frames of information. Because advertising supports Teletext, the service is virtually free to anyone who buys a decoder. Videotext, on the other hand, is a more highly interactive and speedier information service. Because videotext uses telephone lines or cable connectors between the data bank and television rather than on-air-broadcasting to transmit information, telephone charges, per frame charges, making videotext more expensive. EAC has tried to use Teletext & videotext but failed because of the expense of the technology, difficulty in use, and the lack of citizen understanding on how to use them. Some videotext service targets large number of people in the community making the service available to many. People now can access to news databases. It provides direct access to information and reduces the need for agents to visit citizens to demonstrate the latest information.⁷⁴

2.7.1.4 Videocassettes/Discs

Videocassette recorders (VCRs) have become integral to home entertainment. More than 40 percent of population in each member state uses it. Users average six hours a week for recording and more for playing. Videodiscs are also becoming more prominent and are marketed much like records or books. Corporate videos are emerging as a major communication medium. In the educational arena, interactive video has come more and more to the forefront. Interactive video provides a way to be with knowledge as well as provides knowledge itself. It encourages individual autonomy and shows respect for individual pacing of knowledge acquisition. This instructional mode of information gives further individualized information access and use to the community.⁷⁵

⁷⁴ Ibid. 14.

⁷⁵James et.al. Effective and efficiency of guideline dissemination and implementation strategies. *Health technology assessment*, 8, no.6: 2009:1-72.

2.7.1.5 Newspapers

Although newspapers are no longer the fastest medium for carrying the bulletins and headlines of the day, they still provide the best display and in depth coverage of events and news. There has been an increase in readers at the same time there has been a decrease in the number of newspapers. On the other hand, cite studies that indicate a decrease in readership especially among younger adults who do not have the newspaper-reading habit and are less likely to develop it, as they grow older. Chain newspaper companies “making the business more efficient and profitable” now own more newspapers. Small weekly newspapers and specialized weekly newspapers serve the local community or distinct ethnic, cultural, or professional groups. Many papers are financially strong and circulate to approximately 2 million. The newspaper audience are millions with whom 2 out of 3 read a newspaper daily, 9 out of 10 adults read at least 1 newspaper weekly and 2.2 people read each newspaper delivered to a household. This makes information dissemination with newspaper generally more effective than television or radio.⁷⁶

2.7.2. 6 Magazines and Journals

Unlike newspapers with daily deadlines, magazines have time to look more closely at issues for analysis and interpretation. They can follow the flow of events over time through a series on a given topic in subsequent editions of the magazine. “Surveys of magazine readers' actions suggest that readers tend to take more action as a result of their reading than is taken by consumers of other media.” More people buy magazines on a single-copy basis rather than subscriptions, partly due to the rising costs of postage. Magazine publishers are increasingly using computers and demographic data to segment audiences for their advertisements and content. Readers preselect

⁷⁶ Jeniffer, Information channels, 17.

categories of interest and the magazine publishers assure that each issue has at least one appealing article for each segment. Neighbors, therefore, may get one differing article in their copy of the same magazine in a given month.⁷⁷

Unlike past practices where editors waited for freelance contributions for their editorial content, they now most often use staff-developed and staff-written materials. “Schedules are too demanding and story development is too complicated to allow the editors to depend on volunteer contributions.” This means dissemination of information must whet the appetite of staff to write the story on selected topic. Magazine attempt to control the content of their periodicals by eliminating all advertisements and the content controls associated with those ads.⁷⁸

2.7.2.7 Newsletters

Newsletters, generally free of ads, provide a more personal mode of communication. These timelier, modest styled, vehicles of communication appeal to all strata of society and varied forms of literacy. There are more than 4,000 commercial newsletters and thousands of subsidized newsletters published. The latter may be used to promote or persuade, or provide communication within an organization or a group. EAC official members use newsletters to keep in touch with their citizens. Professional associations, church groups, factory workers, fraternal organizations, alumni, labor units, etc. also use newsletters to communicate with their members. While the newsletter is inexpensive and simple to produce, its longevity depends on its content appeal to its targeted audience. “Many newsletters have short lifetimes and make only a fleeting impression.”⁷⁹

⁷⁷ James et.al. Effective and efficiency, 43.

⁷⁸ Ibid

⁷⁹ Ibid.

2.7.2.8 Books

Books are more permanent but less timely than other print media. They are more personal and more respected. They have a higher rate of reusability. While books at one point in history were written for a more literate or elite audience, today's books, they appeal even the less literate. No longer does a person need to be a "reader" to appreciate and use a book's contents. As a tool for disseminating information about new research or technology, books contribute to the enlightenment models of utilization or the spread effect. Production schedules, display practices, and marketability factor into decisions on whether to communicate new information via books.⁸⁰

2.7.2.9 Comic

Comic strips and comic books are still other print vehicles for communicating. While not the typical information dissemination mode, their potential may have been under-assessed. While the amount of information that can be given in a comic strip is limited, people do read, cut out, display, and share comic strips. Many of the doors in the hallway by this author's office door have comic strips or scenes available for the citizens. This is an untapped mine for informing the public.⁸¹

2.7.2.10 Information Selection Process on Mass Media

Disseminating information by mass media is contingent upon having that information accepted by the selected audience. Factors influencing the information selection process include individual personalities or biases mediated by professionalism, organizations, government, and audience demand. Professionalism stimulates individuals in media settings to adhere to standards of objectivity and non-prejudicial

⁸⁰ Jeniffer, Information channels, 19.

⁸¹ Jeniffer, Information channels, 23.

practices. EAC has its policies and procedures, roles and cultures thus providing the framework and the expectancy levels for performance of reporters and editors. The government laws and regulations influence content. Audience demand also enters into the information content selection arena. People with disabilities can help influence content individually, collectively directly, and indirectly.⁸²

For effective and successful information dissemination, EAC should

- Use multiple media
- Combine media and interpersonal/community strategies
- Segment the intended audience
- Use celebrities to get attention and entertainment programs to sustain attention
- Provide simple, clear, and repeated messages
- Emphasize positive behavior more than negative consequences of current behavior
- Emphasize current rewards, not distant negative consequences
- Involve key power figures and organizations
- Take advantage of timing
- Use formative evaluation.⁸³

2.7.2.11 Potential effects of mass media in information dissemination

Mass media can help acculturate or polarize its audiences. Mass media helps speed the process of acculturation by making available to diverse audiences the opportunities for simultaneous exposure to a given event, story, or kind of information. It polarizes through its channels and emphases on cultural or specialty

⁸² Ibid.

⁸³ James et.al. Effective and efficiency, 47.

interests. Research on the effects of mass media has offered three models: direct effects, limited effects, and powerful effects under limiting conditions. Each model has been influenced by the theories prevalent in the social sciences for a given time period. For instance, the stimulus-response theory influenced the simplistic, direct cause and effect model. The limited effects model indicated that generally mass communication does not “serve as a necessary and sufficient cause of audience effects” but rather only a means of reinforcing existing values and attitudes. This model stemmed from assumptions and subsequent fears that the mass audience was at the mercy of the mass media. The third model built on new theories of social learning and advances in political science studies of the media. It posits powerful media effects conditioned by a variety of contingent and/or contributory third variables. Reading of newspapers often includes exposure and attention; television may be viewed without engaging the mind in any serious sense. Use of only exposure may account for findings that one media is more effective than another is.⁸⁴

In the EAC regional integration process, the use of mass media in disseminating information to the citizens of member states is very important. Using various means of mass media, EAC has not only reinforced existing values and attitudes, but also introduced new and useful information, thus engaging the civilians in the integration process. A number of electronic and publication media companies are already operating across the five-member states of the EAC region border thus publicizing the objectives of and opportunities brought about by the integration process.

⁸⁴ Ibid. 49.

2.7.3 Personal Contact

Where do citizens go for information? There are differences in the patterns of information seeking among the communities. Some prefer interpersonal networks of family and friends, as information sources.⁸⁵

2.7.3.1 Change Agents

Change agents link research sources with organizations and societies interested in change. Change agents are also known as research utilization specialists, organization developers, consultants, or integrators. They facilitate communication about research results and the needs and problems of a specific group. They provided information through media, via mail, and presentations in town meetings. They help in structure planning and implementation programs to bring about changes identified by communities. The success of change agents is positively related to: (1) the extent of change agent effort in contacting clients (2) a client orientation (3) the degree to which the diffusion program is compatible with clients' needs (4) empathy with clients (5) higher social status among clients (6) greater social participation among clients (7) higher education among clients (8) cosmopolitans among clients (9) homophily with clients (10) credibility in the clients' eyes (11) the extent that he or she works through opinion leaders (12) increasing clients' ability to evaluate innovations.⁸⁶

2.7.4 Information Service Systems

Information service systems include libraries, clearinghouses, online retrieval services, information and referral services, and centers whose primary role is information storage, retrieval, and dissemination or laboratories whose primary role is

⁸⁵ Ibid. 59.

⁸⁶ James et.al. Effective and efficiency, 53.

repackaging of information. Information service systems vary in how users access and use them (i.e., by phone, by mail, by computer modem, or in person) as well as in the nature of their collections of information. Some systems are highly specialized while others are general (e.g., public library). Some systems are accessed electronically representing collections from other smaller systems.⁸⁷

2.7.4.1 Libraries

Libraries are becoming more technologically sophisticated. Computers are replacing card catalogs. Now users touch computer screens to access reference information and touch one key to print out the selected references. Users access entire books, documents, or references on CD-ROM disks or microfiche/film. Users are borrowing videotapes, records, and works of art as well as print materials. Specialized libraries offer curriculum, audiovisual aids, assistive devices, and other teaching resources. Librarians are becoming not only specialized in information sources, classification, storage, and retrieval but also in one or more discipline.⁸⁸

2.7.4.2 Online databases

Four electronic databases lead the market in knowledge storage and retrieval systems. Online databases facilitate and deter access to knowledge. Such databases require access to telecommunications and finances to cover costs of use. Those who can afford it can gain a wealth of knowledge that can lead to more financial wealth. CD-ROM offers access to knowledge sources for less money and can enable Third World countries to gain more readily the knowledge they need for growth and renewal.⁸⁹

⁸⁷ Jeniffer, Information channels, 27.

⁸⁸ Ibid. 25.

⁸⁹ Ibid. 27.

2.7.4.3 Information and Referral Centers

While traditionally information and referral centers have been sources of information on community resources and governmental services, these could be expanded to information service systems that channel individuals to the desired research information.⁹⁰

2.7.5 Training and Educational Programs

Training and educational programs have been a significant dissemination strategy. These include pre-service and in-service. Pre-service educational programs are also referred to as professional preparation programs. In-service refers to education provided on the job in the form of induction training, apprenticeships, and short-term workshops or courses. Both offer vehicles for getting new knowledge into practice.⁹¹

2.7.5.1 Professional Preparation Programs

Professional preparation programs are a major vehicle over time for knowledge dissemination. Such programs include, but are not limited to, lectures, labs, discussions, and practicums. Speaking from an applied sociologist's perspective, suggests that the practicum experience can become a means for mutually satisfying information exchange and knowledge development for the public.⁹²

2.7.5.2 Workshops/Seminars/Conferences (Face-to-Face)

Conferences and conference proceedings are more timely means of information transfer than publications. Conferences generally precede the publication. They supplement pre-service and in-service educational efforts. Informal, as well as formal, information exchange marks this dissemination strategy. The decision seminar can serve as a conduit for information not readily and timely accessed by decision-

⁹⁰ Ibid. 35.

⁹¹ Ibid. 38.

⁹² Ibid. 47.

makers. The decision seminar is an ongoing nucleus of people who meet regularly for an extended period to explore problems and the social, technical, and political implications of alternative solutions. The seminar can be especially useful in disseminating information because it facilitates collective problem solving. It also can provide a more thorough analysis of issues. It gives problem-solving tactics such as goal clarification, trend description, analysis of conditions, projection of developments, and invention, evaluation, and selection of alternatives. The seminar itself can become a tool for teaching member states how to make better-informed decisions.⁹³

2.7.5.3 Computer Conferencing/Electronic Networking

Electronic networking to interconnect member states from their countries. It can be used to address a problem across the different locations and transfer solutions used in one country to another. A number of studies of computer-mediated communication, for example, have demonstrated that highly emotional and interpersonally involving applications such as conflict and negotiation are more frequent than would be expected in what is typically considered to be a low-social-presence medium.⁹⁴

2.7.6 Others

Other dissemination strategies like pre-taped telephone messages such as Tele-Med, billboards, signs in and outside of stores, yellow pages, directories, welcome wagons, direct mail strategies, technical assistance, self-ratings, surveys have been underutilized or understudied by researchers or change agents not in the fields of communication or marketing. All of the latter are outside of the daily experience

⁹³ Ibid. 57.

⁹⁴ Ibid. 63.

stream of most citizens. Some innovative individuals are sharing information about local services and resources on C-Span or cable.⁹⁵

⁹⁵ Ibid. 67.

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

3.0 Introduction

This chapter presents analyses and interpretations of the research findings in line with the study objectives. The findings have been analyzed, tabulated, and recorded as frequencies and percentages where appropriate. Data emanated from citizens of member states of the EAC. The characteristics of respondents and interview response rates are presented as well. The following is the sequence of data presentation, analysis, and interpretation:

- Regional integration process
- Challenges and solutions to EAC regional integration process
- Effects of EAC regional integration information dissemination
- Effectiveness of various information methods dissemination methods employed by EAC

3.1 Demographic Information

The researcher conducted 125 respondents from the five EAC member states, Kenya, Uganda, Tanzania, Rwanda, and Burundi. Out of the 125-target population, only 72 responded.

Table 3.1.1 Country of Origin of the Respondent

Country	Frequency	Percent
Burundi	3	4
Uganda	12	17
Tanzania	15	21
Rwanda	18	25
Kenya	24	33
Total	72	100

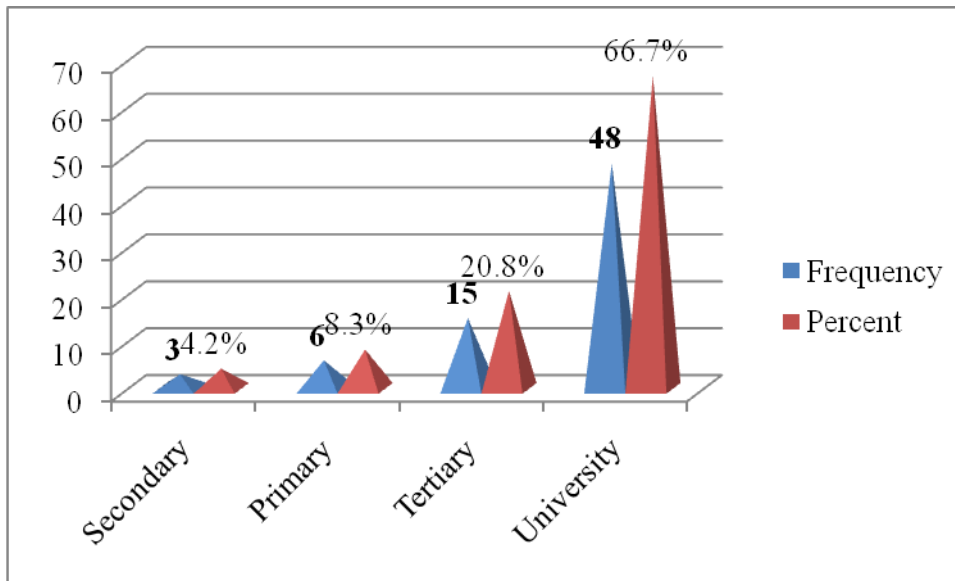
The study noted in the findings that, the country that highly cooperated in the study was Kenya, which was leading with 33%. This was followed by Rwanda, Tanzania, Uganda, and finally Burundi at 25%, 21%, 17%, and 4% respectively. This was due to difference in protocols, proximity, importance given to handing in and sending of filled questionnaires.

Table 3.1.2 Occupation of the Respondents

Occupation	Frequency	Percent
Civil servant	3	4.2
Journalist	3	4.2
Clerics	3	4.2
Businessman i.e. Energy sector	6	8.3
Mechanical/ Medical/ Telecommunication engineer	9	12.5
Casual i.e. Cleaner/ House wife/ Tailor	9	12.5
Lecture/ Teacher	12	16.7
Student	12	16.7
Development/ Relationship officer	15	20.8
Total	72	100.0

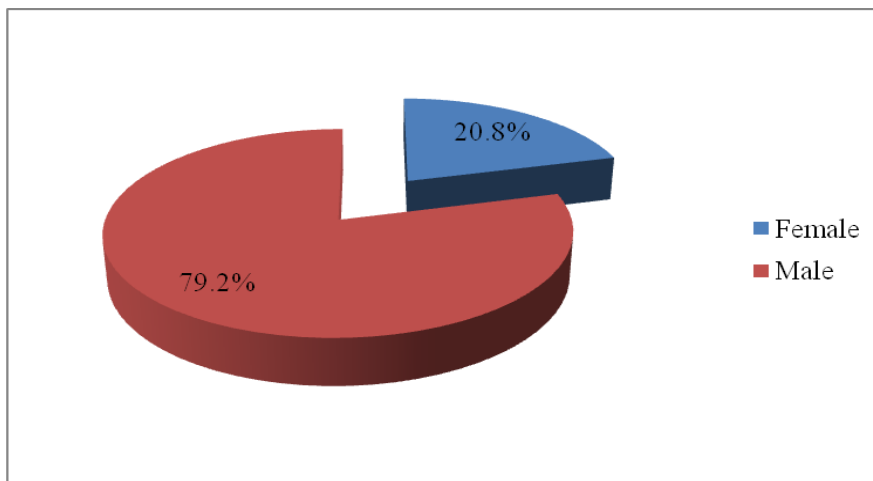
The researcher found that, majority of the respondents occupation was development and public relations officers with 20%, lecture, teacher and student tied with percentage of 16.7%, engineers and casual had also equal percentage of 12.5%. Businessperson's respondents had 8.3% percentage and finally, civil servants, journalist, and clerics respondents had a percentage of 4.2%.

Figure 3.1.1 Level of Education of the Respondents



The findings indicated that, majority of the respondents were well informed in references to the level of education. 66.7% of the respondents were graduates from recognized colleges/universities while 20.8% of the respondents indicated that they had tertiary education. Respondents with primary and secondary levels of education were the fewest with only 8.3% and 4.2% respectively.

Figure 3.1.2 Gender of the Respondents



79.2% of the respondents were male while 20.8% of the respondents were female.

3.2 Regional Integration Process

Table 3.2.1 if citizen identify shifting the underlying principle of integration

	Frequency	Percent
No	24	33.3
Yes	48	66.7
Total	72	100.0

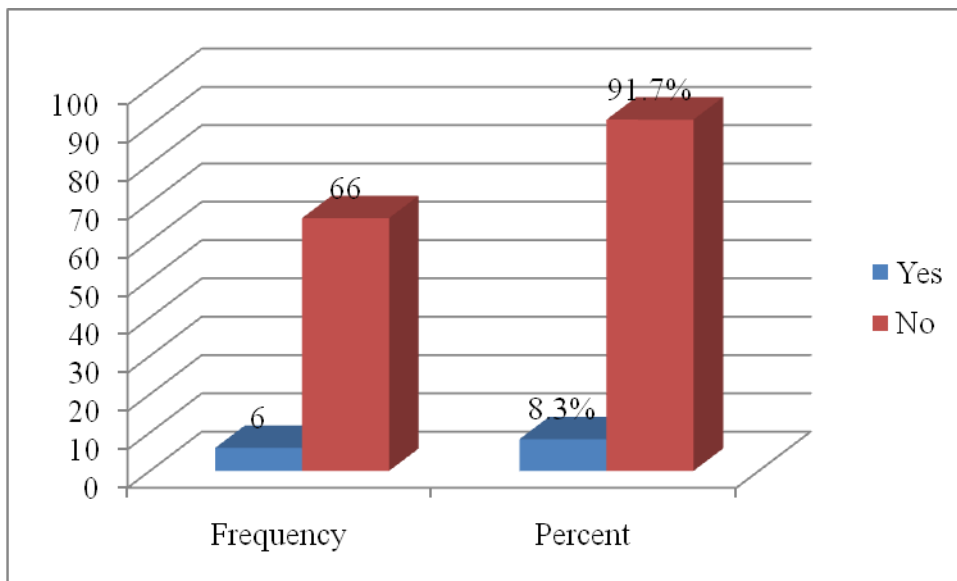
66.7% of the respondents stated that, citizen identity shift was the underlying principle of integration, while 33.3% stated it was not.

Table 3.2.2 If information dissemination on benefits of integration necessary for citizen identity shifting

	Frequency	Percent
No	15	20.8
Yes	57	79.2
Total	72	100.0

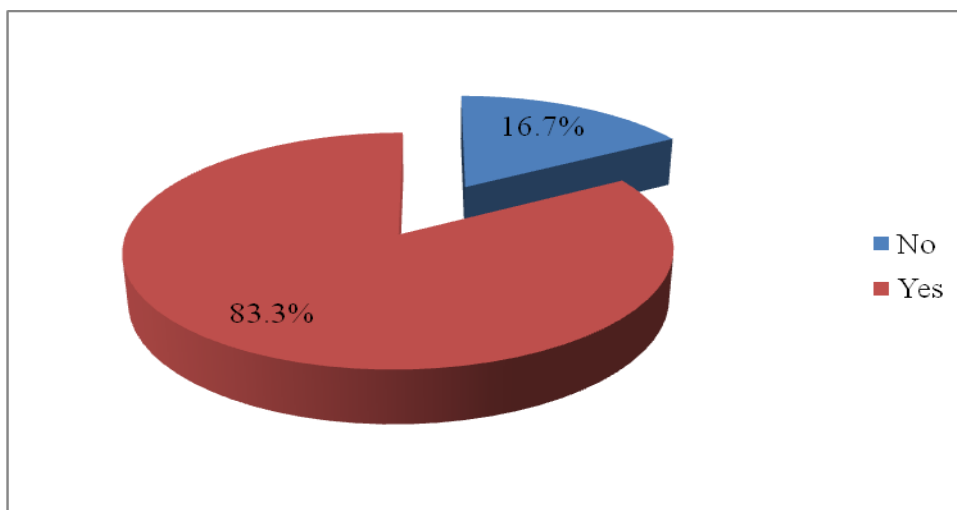
When asked if information dissemination on benefits of integration was necessary for identity shift 79.2% of the respondent stated yes while 20.8% of the respondent stated no.

Figure 3.2.1 is information dissemination as a strategy of regional integration fully utilized



The researcher found that, information dissemination, as a strategy of regional integration was not fully utilized since 91.7% of the respondents stated no while 8.3% of the respondents stated yes.

Figure 3.2.2 if information is effectively disseminated, will the citizens own the process and be part of its actualization.



The researcher established that effective dissemination of information will enhance citizens owning the process of regional integration and they are part of its

actualization since 83.3% of the respondents agreed while 16.7% of the respondent disagreed.

Table 3.2.3 Ways used to disseminate information about EAC integration process to the public (n=54)

Process Used	Frequency	Percent
Workshops, education, e communication, (IEC) Materials, Website and ministerial magazines	9	16.7
Social media e.g. TV, Radio, tweeter, face book, newspapers and magazines	45	83.3
Total	54	100.0

Multiple Responses

The researcher established that social media is the method mostly used to disseminate information about EAC integration process to the public. This includes television, radio, tweeter, face book, newspapers, and magazines. 83.3% of the respondent stated social media while 16.7% stated for workshops, education, e-communication, (IEC) materials, website, and ministerial magazines.

3.3 Challenges and Solutions to EAC Regional Integration Process

Table 3.3.1 Major underlying challenges facing EAC regional integration process

(n=33)

Challenges	Frequency	Percent
Different political systems/ structures e.g. Capitalism and Socialism	24	33.3
Unequal level of economies e.g. different resources, infrastructure and currency	33	45.8
Cultural differences, attitudes/ beliefs i.e. fear of loss of sovereignty, leadership/ jobs	27	37.5
Internal insecurity, conflicts and corruption	18	25.0
Financial challenges i.e. limited funds (60% externally funded)	12	16.7
Regional trade barriers i.e. taxation, duties and trans boarder regulations	15	20.8
Level of literacy i.e. language barriers/ slow decision making process of consensus	33	45.8
Lack of commitment in policy implementation	12	16.7

Multiple Responses

There were several challenges facing EAC regional integration process as indicated in the table 4.3.2. 45.8% of the respondents stated that, member states were faced with unequal level of economies e.g. different resources, infrastructure and currency and high level of literacy i.e. language barriers which facilitated to slow decision-making process of consensus. 37.5% of the respondents stated that, cultural differences,

attitudes, / beliefs i.e. fear of loss of sovereignty, leadership, / jobs to be the major challenges. 33.3% of the respondents from different political systems/ structures e.g. Capitalism and Socialism. 25.0% of the respondents stated internal insecurity among the member states, conflicts, and corruption. 20.8% of the respondents stated regional trade barriers i.e. taxation, duties and trans- boarder regulations and 16.7% of the respondents stated lack of commitment in policy implementation and financial challenges i.e. limited funds (60% externally funded).

Table 3.3.2 Efforts/ solutions employed in addressing the challenges showing EAC integration (n=36)

Solutions	Frequency	Percent
Involve members in negotiations, dissemination of information on integration through education / adverts	24	33.3
Sourcing of funds from donors and member state	6	8.3
Introducing enforcement mechanism and common markets i.e. removal of trade barriers	36	50.0
Easing of integration and cross boarder protocols i.e. common passport, currency and visa	27	37.5
Uniform culture and structures hence peace building	6	8.3
Enhance political stability i.e. unified parliamentary system/ democratization	18	25.0

Multiple Responses

The respondents suggested solutions to the challenges facing EAC regional integration process as indicated in the table above. 50.0% of the respondents stated introducing enforcement mechanism and common markets i.e. removal of trade

barriers. 37.5% of the respondents stated easing of integration and cross border protocols i.e. common passport, currency and visa. 33.3% of the respondents stated involving members in negotiations, dissemination of information on integration through education / adverts. 25.0% of the respondents stated enhancement of political stability i.e. unified parliamentary system/ democratization. 8.3% of the respondents stated uniform culture and structures hence peace building and sourcing of funds from donors and member state.

Table 3.3.3 how information dissemination is used to convince citizens of member state on the importance of EAC?

Methods that can be used to convince citizens of EAC on importance	Frequency	Percent
Education i.e. introducing in the school syllabus	27	37.5
Involving members of EAC at all stages of negotiations by availing the relevant information	27	37.5
Informing members of EAC the importance and benefits both politically/ economically	21	29.2
Increase media coverage through newspapers, films, television and radio	15	20.8

Multiple Responses

From the findings 37.5% of the respondents suggested solution of education i.e. introducing in the school syllabus and involving members of EAC at all stages of negotiations by availing the relevant information. 29.2% of the respondents stated informing members of EAC the importance and benefits both politically and

economically while 20.8% of the respondents stated increase of media coverage through newspapers, films, television, and radio.

Table 3.3.4 Benefits regional integration brought to the citizens of member states

Benefits brought by regional integration	Frequency	Percent
Intra EAC trade e.g. Kenya accounted for 26% of the exports in 2012	3	4.2
Ease of interregional trade, free movement and interaction- low prices of goods and services	45	62.5
Exchange program- enhancement of understanding social and cultural practices	15	20.8
Political stability, infrastructure development, and expounded markets thus creation of wealth, employment and specialization	54	75.0
Improvement of knowledge/ education skills. i.e. people are able to widen their ways of thinking	15	20.8
Improve communication, competition and peace	15	20.8

Multiple Responses

75% of the respondents stated that, political stability, infrastructure development, and expounded markets. Thus, creation of wealth, employment, and specialization as the major benefits brought about by EAC. 62.5% stated EAC integration has eased interregional trade, free movement, and interaction, which have contributed to the low prices of goods and services. 20.8% of the respondents rated equally that interregional integration improve communication, competition, and peace, helped in improvement of knowledge/ education skills. I.e. people are able to widen their ways of thinking

and lastly, exchange program- enhancement of understanding social and cultural practices also as benefits of EAC.

3.4 Effects of EAC regional integration information dissemination

Table 3.4.1 the extent at which effects of EAC regional integration dissemination

Extent	Not stated	Not at all	Very low	Low	Very high	High
Quickens economic integration	4.2%	4.2%	8.3%	8.3%	25.0%	50.0%
Minimizes the occurrence of conflicts in the regions	4.2%	4.2%	4.2%	16.7%	16.7%	54.2%
Promotes better management and utilization of shared natural resources	4.2%	12.5%	4.2%	16.7%	16.7%	45.8%
Revenue are more equitably accessible to all citizens	4.2%	20.8%	16.7%	12.5%	12.5%	33.3%
It promotes peace, stability and development	4.2%	16.7%	4.2%	12.5%	16.7%	45.8%

The table above shows, the extent of the effects of EAC regional integration information dissemination. Over 60% of the respondents stated high extend meaning that, EAC regional integration dissemination quickens economic integration, minimizes the occurrence of conflicts in the regions and it promotes peace, promotes better management and utilization of shared natural resources stability and development while only about 45.8% of the respondents stated that, revenue are being more equitably accessible to all citizens.

Table 3.5 Effectiveness of various information dissemination methods employed by EAC

Method	Not stated	Very in effective	Ineffective	Satisfactory	Effective	Very effective
Radio	4.2%	4.2%		12.5%	8.3%	70.8%
Television	4.2%		12.5%	20.8%	33.3%	29.2%
Tele text	20.8%	16.7%	33.3%	29.2%		
Video text	8.3%	8.3%	50.0%	20.8%	12.5%	
Newspaper	8.3%		8.3%	20.8%	41.7%	20.8%
Magazines	8.3%	4.2%	16.7%	41.7%	25.0%	4.2%
Comic	20.8%	8.3%	33.3%	25.0%	8.3%	4.2%
Change Agents	25.0%	8.3%	25.0%	37.5%	4.2%	
Consultants	20.8%	12.5%		45.8%	20.8%	
Libraries	20.8%	16.7%	20.8%	29.2%	12.5%	
Training	12.5%	4.2%	8.3%	33.3%	20.8%	20.8%
Education program	16.7%	4.2%	4.2%	29.2%	16.7%	29.2%

Table above indicated that, some methods are effective while others are not effective as employed by the EAC for information dissemination. Respondents stated that, radio, television, newspapers, and magazine as the most effective methods, while training and education program are much satisfactory and finally yet importantly comic, and change agents, consultants, and libraries are more ineffective.

CHAPTER FOUR
SUMMARY OF RESEARCH FINDINGS, CONCLUSION AND
RECOMMENDATIONS

4.0 Introduction

This chapter provides a summary of the study findings, which are linked to the research objectives. Conclusions and recommendations based on the study findings are also given. Finally, the study provides suggestions for further research.

4.1 Summary of Findings

The objective of the study was to explore the past and present EAC regional integration process and establish the viability of enabling citizens to own it through effective information dissemination by exploring the underlying challenges facing EAC regional integration process. This objective could be realized through assessment of the efforts that have been employed in addressing the challenges slowing EAC integration process, and establishment of the relationship between regional integration and information dissemination as a strategy of engaging citizens to own the process.

In line with the main objective, the study noted that, citizen identity shifting is the underlying principle of the success of the integration process and that information dissemination on benefits of integration is necessary for citizen identity shifting. From the findings of the study, it was noted that, information dissemination is not fully utilized as a strategy of regional integration and as a result, citizens of EAC member states continue to consider the process as an attempt to intrude into their national sovereignty and personal undertakings. The study established that if information were effectively disseminated, citizens would own the process and be part of its actualization of the integration. It was also noted that, information is disseminated

through social media like Television, radio, tweeter, face book, newspapers, and magazines. Other means are used such as workshops, education, e-communication, IEC materials, websites, and ministerial magazines.

In relation to specific objectives on exploring the underlying challenges facing EAC regional integration process, assessing the efforts that have been employed in addressing the challenges slowing EAC integration process and, establish the relationship between regional integration and information dissemination as a strategy of engaging citizens to own the process. It was found that, there are major underlying challenges facing the EAC regional integration process. Challenges such as different political systems/ structures e.g. capitalism and socialism, unequal level of economies e.g. different resources, infrastructure, and currency. Cultural differences, attitudes/ beliefs i.e. fear of loss of sovereignty, leadership/ jobs, internal insecurity, conflicts and corruption, financial challenges i.e. limited funds (60% externally funded). Regional trade barriers i.e. taxation, duties and Trans boarder regulations, level of literacy i.e. language barriers/ slow decision-making process of consensus, and lack of commitment in policy implementation are slowing the process of integration.

There are efforts that have been employed in addressing the challenges slowing EAC integration process. These include involving members of public and private sector in negotiations, dissemination of information on integration through education/adverts, sourcing for funds from donors and member states. Introducing enforcement mechanism and common markets i.e. removal of trade barriers, easing of integration and cross boarder protocols i.e. common passport, currency, and visa. Uniform culture and structures too was noted as a way of enhancing peace building, and political stability i.e. unified parliamentary system/ democratization.

In establishing the relationship between regional integration and information dissemination as a strategy of engaging citizens to own the process, information can be disseminated to convince citizens of member states on the importance. The respective organs and institutions of EAC can use different methods to convince citizens on its importance. Methods such as education i.e. introducing in the school syllabus, involving members of EAC at all stages of negotiations by availing the relevant information to inform members of EAC the importance and benefits both politically/ economically. Increasing media coverage through newspapers, films, television, and radio. By employing various methods to disseminate information, citizens will realize the many benefits brought about by the integration process. These benefits include, intra EAC trade e.g. Kenya accounted for 26% of the exports in 2012, ease of interregional trade, free movement and interaction- low prices of goods and services, exchange program- enhancement of understanding social and cultural practices, political stability, infrastructure development and expounded markets, thus, creation of wealth, employment and specialization. There is also improvement of knowledge/ education skills .i.e. people are able to widen their ways of thinking. Improve communication, competition, and peace.

Above all, citizens of EAC member states will be convinced that regional integration through information dissemination quickens economic integration, minimizes the occurrence of conflicts in the region, promotes better management and utilization of shared natural resources, revenue are more equitably accessible to all citizens, and it promotes peace, stability and development.

4.2 Conclusion

The research has deeply analyzed the past and present EAC regional integration process and established the viability of enabling citizens to own it through effective

information dissemination focusing on the five member states of EAC. Regional integration has been there for a while although the process has been slow. Citizen identity shifting is the underlying principle of the integration. For quick integration, information dissemination on benefits of integration is necessary for citizen identity shifting. From the study, information dissemination is not fully utilized as a strategy of regional integration and if information is effectively disseminated, the citizens will own the process and be part of its actualization. However, this is not the case; the citizens have not yet owned the process. By using effective and various means of disseminating information such as social media like Television, radio, tweeter, face book, newspapers, and magazines information will reach the indented audience. Challenges such as different political systems/ structures, unequal level of economies, infrastructure and currency, cultural differences, attitudes/ beliefs, leadership/ jobs, internal insecurity, conflicts and corruption, financial challenges, regional trade barriers, among others should be addressed by involving members in negotiations, and by dissemination of information on integration through education/adverts, sourcing of funds from donors and member state among others. To strengthen EAC regional integration through citizen engagement by effective information dissemination calls for concerted efforts from all member states to engage their citizen effectively.

4.3 Recommendations

Based on literature review and findings of the study, the researcher recommends that:

- Realization of regional integration process needs a very integrated approach of disseminating information to educate citizens on the importance of the integration.
- Ministries in member states should play a significant role in realization of strong EAC regional integration through citizen engagement by effective information dissemination.
- The challenges slowing regional integration should be speedily addressed before they cause adverse effects on the process, which will in turn affect the concerned countries.
- The ministries should ensure that efforts employed to address the challenges are effective to strengthen EAC regional integration through citizen engagement using a strategy of information dissemination.

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APPENDICES

Appendix I: Introduction Letter

University of Nairobi

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Dear Respondent,

RE: DATA COLLECTION FOR ACADEMIC RESEARCH

I am a student at the Nairobi University, pursuing a Master of Arts Degree in International Studies. I am required to submit a Research Project in partial fulfillment of the requirements of the degree and this is why I am in quest of your help in furnishing me with information regarding this area of study. I am conducting a study on “Strengthening EAC Regional Integration through Citizen Engagement: Information Dissemination Strategy.” This will be done with a view of citizens’ identity shift, toward thinking of themselves as members of a region rather than of their single states the underlying principle of integration. Dissemination of information on benefits of integration, challenges facing the process and the necessary in shifting citizens’ identity and the means of information dissemination applied to sensitize the citizens on the importance of EAC integration.

Kindly cooperate by filling in the attached questionnaire with the most suitable responses for all the questions and in the interviews to the best of your knowledge. The information you provide will be held confidential and only used for purely academic purpose. Names will not be disclosed unless you feel comfortable with that.

Thank you in advance and I am looking forward to your cooperation and assistance.

Yours sincerely,

Mr. Nzioki Stanislaus Nzomo

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International Studies Student

Appendix II: Questionnaire on Strengthening EAC Regional Integration through Citizen Engagement using a strategy of Information Dissemination

This questionnaire is to facilitate the researcher to collect data on the above-mentioned topic in partial fulfillment of his study. The information acquired here will be used for research purposes only and will be treated with utmost confidence. The researcher is requesting you to fill the questionnaire with honesty and objectivity.

Your participation in facilitating the study is highly appreciated.

N/B: Please tick appropriately

Section A: Demographic Information

1. Country of Origin:

Kenya () Tanzania () Uganda () Rwanda () Burundi ()

2. Occupation.....

3. Level of Education.....

4. Gender: Male () Female ()

Section B: Regional Integration Process

5. Is citizen identity shifting the underlying principle of integration? Yes () No ()

6. Is information dissemination on benefits of integration necessary for citizen identity shifting? Yes () No ()

7. Is information dissemination as a strategy of regional integration fully utilized? Yes () No ()

8. If information is effectively disseminated, will the citizens own the process and be part of its actualization? Yes () No ()

9. How is information about EAC integration process disseminated to the public?

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Section C: Challenges and solutions to EAC regional integration process.

10. What major underlying challenges facing EAC regional integration process?

- a)
- b)
- c)
- d)

11. What efforts/solutions employed in addressing the challenges slowing EAC integration process?

- a)
- b)
- c)
- d)

12. How can information dissemination be used to convince citizens of Member States of EAC on the importance and the benefits of the integration process so that they (citizens) can own the process?

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13. What benefits has regional integration brought to the citizens of member States?

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Section D: Effects of EAC regional integration information dissemination

Kindly tick appropriately in the cells (one at each row) to indicate the extent at which you agree with the following statements

	Effect	Very high extent (5)	High extent (4)	Not at all (3)	Low extent (2)	Very low extent (1)
14	Quickens economic integration					
15	Minimizes the occurrence of conflicts in the regions					
16	Promotes better management and utilization of shared natural resources					
17	Revenues are more equitably accessible to all citizens					
18	It promotes peace, stability, and development					

Section E: Effectiveness of various information dissemination methods employed by EAC.

In your own opinion, tick the level of effectiveness of various items listed in the table below.

	Information dissemination method	Very effective (5)	Effective (4)	Satisfactory (3)	Ineffective (2)	Very ineffective (1)
19	Radio					
20	Television					
21	Teletext					
22	VideoText					
23	Newspaper					
24	Magazines					
25	Comic					
26	Change Agents					
27	Consultants					
28	Libraries					
29	Training					
30	Educational Programs					

Thank you for your time and cooperation.