

**THE ROLE OF PARTICIPATORY COMMUNICATION IN  
RESETTLEMENT FOR DEVELOPMENT: A CASE STUDY OF  
RESETTLEMENT BY KENGEN IN OLKARIA**

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## DECLARATION

This research project report is my original work and has not been presented for academic credit in any other institution.

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This research project report has been submitted for examination with my approval as the university supervisor.

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14/11 2022

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## **DEDICATION**

In would like to dedicate this work to my father, Jeremiah ole Karusia, and all my family members for supporting me during the period of time I was undertaking my Postgraduate work.

## **ACKNOWLEDGEMENTS**

I wish to sincerely thank my supervisor, Dr Tom Odhiambo, for providing his guidance comments and encouragement. His insightful supervision reinforced the writing of this research project report.

## **ABSTRACT**

This research sought to assess the part that participatory communication had on KenGen's relocation in Olkaria. The study's goals were to: 1. ascertain the degree to which participatory communication was utilized throughout the project cycle; 2. determine the degree to which the local community participated during the whole project cycle; in addition, 3. to identify the challenges that impeded the practical usage of participatory communication in the resettlement process. The study targeted a population of 1200 people relocated by KenGen in Olkaria. Data was collected from a selected sample size. Key informants from like community liaison staff from the company and local administrators were engaged in the study. On methodology, the work employed an assorted research strategy method, using qualitative and quantitative research approaches. The data collection instruments were questionnaires and interviews. Simple random sampling and purposive census sampling methods helped to get the participants for the study. While qualitative data was presented in narrative form, quantitative data was analyzed using descriptive indicators. This study concluded that participatory communication played a key role in the successful relocation and resettlement project by KenGen in Olkaria. This study recommends capacity building for the local communities through civic education to enhance their participation in future projects. It also recommends mentorship and investment in education through scholarships and adult literacy learning programs to improve literacy levels in the community because illiteracy impedes effective participation.

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## **ABBREVIATIONS AND ACRONYMS**

MW	Megawatts
RAPIC	Resettlement Action Plan Implementation Committee
PCF	Pastoralist Child Foundation
BCC	Behavior Change Communication
IDRC	International Development Research Centre
KENGEN	Kenya Electricity Generating Company
PC	Participatory Communication
RAP	Resettlement Action Plan
PAP	Project Affected Persons
WB	World Bank
BCC	Behavior Change Communication
IMF	International Monetary Fund
EIB	European Investment Bank
KPC	Kenya Power Company
IFC	International Finance Corporation
FGM	Female Genital Mutilation
BBI	Building Bridges Initiative
RAPIC	Resettlement Action Implementation Committee

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# CHAPTER ONE: INTRODUCTION

## 1.0. Introduction

This section outlines the background, statement of the problem, research objectives, and questions of the study. It also includes the significance, justification, scope and limitation of the study, as well as the operational definition of key terms.

### 1.1 Background to the Study

Participatory communication is a construct and idea that emphasizes the use of communication and participation of people in making decision at every stage of development. The concept has evolved over time with concerns by various researchers that the early communication models were not as efficient and often led to project failure. This concept was thus developed to recognize local communities in the decision-makings of projects that directly or indirectly affect their lives.

The term participation refers to a dialogue-based strategy that promotes information, perspectives, and opinion sharing among various stakeholders. This means that they are able to share ideas and come up with common solutions. This, thus, empowers especially those considered marginalized and vulnerable (Tufté & Mefalopoulos, 2009). This means that participatory communication is a practice that lets all stakeholders of a project to be involved in all activities of development interventions that they have an interest in. Those who would traditionally be on the edge of development programmes are given a chance to contribute to the process of development at all stages.

Traditionally communication was only employed at the point of passing information to recipients of a project after a project had already commenced. Many earlier communication models have informed the concept of participatory communication. The early models like Laswell's (1948) communication theory explained communication as a linear process that involved the transferal of data leading to a foreseeable stepwise transformation process. Influence theory was employed in the early days to realize information transmission. Deliberate communication techniques to support transformation in individual behaviours advanced and became known as Behavior Change Communication during the 1970s and 1980s. In the early models of communication the

element of participation was missing. The assumption those early models made was that the power to enhance development was in the correct design of the message and in the adequate targeting of audiences (Mefalopulos, 2009).

Over time these linear communication methods for development were challenged as they often did not result in the success of projects. The concept of participatory communication was first known when Brazilian adult educator Paulo Freire introduced adult literacy material that empowered landless peasants to develop their own ideas for a improved life and loose themselves from repression (Mefalopulos, 2009).

Crucial to Freire's line of thought was the emphasis on participants getting involved in the change course in addition to determining the aftermath of the process by themselves. This means, therefore, that participatory communication (PC) in development is focused on stakeholders developing ideas, and with the help of donors or change agents, collaborating to come up with solutions. This is to say that, participants do not only become consumers of ideas and projects developed by external actors but are themselves involved in the crafting of solutions and projects that suit their needs.

In research on PC for local administration in South Africa, Penzhorn and Msibi (2010) concluded that participatory communication in all levels of development is vital for maintainable development. Africa, being a developing continent has, therefore, had to embrace the concept of participatory communication as important in project success and sustainability.

In Gujarat, India, during the 1980s, an average of 18,000 forest offenses were recorded annually. There was a common trend where forest officers were killed in encounters with communities and criminal. Attacks on the officers were also frequent. Conservator R.S Pathan initiated a program of joint management and conservation between local communities and forest officials. Community meetings were held, more consultation and collaboration were encouraged. Local communities were given a chance to voice their issues and this interaction greatly reduced the animosity that existed. Forest protection committees were set up that included locals for representation and, a mode of sharing profits from timber returns was agreed on. This arrangement in turn reduced conflict, community groups assumed patrols of forests, planting of trees, and the forestland returned to productivity. This is a case of successful community-led

initiatives as a result of giving voice and importance to the community (Tewari & Isemonger, 1998).

Participation has also been coined in the Kenyan constitution of 2010. In legislation, for example, Parliament is expected as in the constitution to ensure public participation in all legislative processes and that sessions should be conducted in an open manner. Article 118(1) (b) of the Constitution calls for Parliament to enable public participation and contribution in lawmaking and other agendas of the house. ([www.parliament.go.ke](http://www.parliament.go.ke)).

According to the parliament of Kenya procedures as recorded in the website, when a bill is introduced in parliament through the committees or through individual members, the law provides that notices should be placed in the media inviting public views and submissions. For a bill introduced through a committee, the relevant committee is required to facilitate public participation and involvement of all relevant stakeholders. The views and submissions are thus taken into account when preparing the final report to be discussed in parliament ([www.parliament.go.ke](http://www.parliament.go.ke)).

The engraftment of the concept of participation in the constitution clearly demonstrates its importance in Kenya. Many bills have been contested even in courts for lack of effective participation explaining how significant participation has become in the current world. Citizens in Kenya have also become empowered to recognize that the constitution has ensured that they are entitled to being involved in the decision making process on matters development in the country. The Building Bridges Initiative (BBI) is an example of a bill that again brought to the limelight the importance of public participation in legislation in Kenya. The bill has been challenged in court and currently awaits determination by the courts. Activist Okiya Omtatah who first challenged the process based his argument on among other issues, the lack of public participation. Many citizens have also expressed their concern on the process saying it is a bill developed by a few and that the ordinary mwananchi did not get sufficient time and the necessary awareness to interrogate the bill.

Projects that have given importance and priority to participation have often succeeded. A case of Female Genital Mutilation (FGM) in Kenya where Samburu Morans have been involved in the discourse to encourage `eradicating the harmful practice in the community is a good example.

Anti FGM campaigns that involved including men in the discussion realized a high level of change compared to when the conversation did not include them. Young Samburu Moran's founded Pastoralist Child Foundation (PCF) in coordination with UK aid via UN joint Program. The Pastoralist Child Foundation has the goal of eradicating FGM and early marriages in Kenya through community action and education ([www.globalcitizen.org](http://www.globalcitizen.org)). As a consequence of the involvement of all stakeholders in the process including men, the practice is slowly fading and the community is embracing education and empowerment of the girl child.

On the other hand, lack of participation and proper communication and engagement of stakeholders often leads to project failure. In 1971, the Norwegian Government funded The Lake Turkana Fish Processing plant, a project that has been seen to have largely failed. This has mainly been contributed to by the minimal contribution of the local Turkana people in the conception of the project idea. The project failed to consider the nomadic lifestyle of the Turkana people and how a transition into fishing would be a slow process of change and acceptance. Years on, the factory stands idle. Participatory communication involves engagement that will enable change agents identify leanings and put into consideration cultural norms in the development process. For the nomadic Turkana people, a project that would improve their livestock rearing and target their nomadic way of life would be more acceptable as that is their cultural way of life ([www.africabib.org](http://www.africabib.org)).

As noted by Mansuri and Rao (2004), community involvement in projects results in more cost-effective projects, better designed projects, good distribution of benefits to project recipients, and less corruption. Chambers, Glasgow and Stange (2013) saw participatory development as a way of overpowering the inadequacies of vertical communication and development model and challenging external agents as the sole decision-makers in development projects.

Participation may be taken to be an expensive process by change agents but one that cannot be ignored as could lead to losses in the long run. In the case of the Lake Turkana Fish Processing Plant, millions were invested in the project and in the end it was a failure as locals did not embrace the new change. This research seeks to emphasize the importance of communication and participation which as two terms create the concept of participatory communication. That for a

project to succeed and gain a level of community ownership and sustainability, all stakeholders must be involved fully at all stages of a development project.

Cornish and Dunn (2009) noted that the significance of the model of participatory communication (PC) may be perceived from the increased interest in donor agencies and research institutions in paying more attention to the concept. Donor agencies such as European Investment Bank (EIB), The World Bank as well as International Monetary Fund, (IMF) are increasingly paying keen attention to how organizations and institutions seeking donor funds are engaging stakeholders in their projects. They pay particular attention to the concerns raised by project-affected persons against the organizations and institutions.

## **1.2 Background of Kenya Electricity Generating Company**

The major electricity producer in Kenya, Kenya Electricity Generating Company (KenGen), is a government institution that supplies more than 60% of the nation's electricity needs. The Kenya Power Company, the predecessor to KenGen, was established in 1954 and given the job of building a transmission line from Nairobi to Tororo in Uganda. Kenya was to get the electricity produced by the Owen Falls Dam through this. KPC was also given the assignment of developing the nation's electricity generating infrastructure.

Under a management agreement, the Kenya Power and Lighting Company oversaw KPC. The administration of KPC officially split from Kenya Power in January 1997 as a straight consequence of restructurings being implemented throughout the entire economy and the energy industry. The company then renamed to KenGen on January 19, 1998. At this stage, KenGen PLC's trading name was also chosen. After the Government of Kenya successfully sold 30% of its stake in the company through a successful initial public offering that attracted over 280,000 applications, KenGen was listed on the Nairobi Securities Exchange in 2006 (Gai, 2020).

KenGen uses a variety of energy sources, including “hydropower, geothermal, thermal, and wind,” to produce electricity. The largest source is hydropower, with around half of the firm's installed capacity. The firm generates 818 MW from hydropower plants, 706 MW from geothermal power, 256 MW from thermal and 26 MW from wind power. This makes a total of 1,803 MW in total generating capacity



Olkaria geothermal power plants, which was the focus of the study are positioned in the Great Rift Valley's Hell's Gate National Park in Nakuru County, near Lake Naivasha.

### **1.3 Background of Resettlement Action Plan by KenGen in Olkaria (RAP)**

The demand for more power in Kenya has been on a steady rise. This has necessitated the need for additional power plants to enhance the stability of the power supply in the country. The vision 2030 published in 2008 aimed to have Kenya as a global competitor in international markets and attain economic growth as the overall goal. Power has been recognized as a major drive in economic growth. During the scheduled extension of Olkaria IV and Olkaria 1 unit 1 and 2, it was recognized that the current and intended Geothermal amenities in the area will have a negative impact on the communities living nearby. This background is what compelled the relocation of Project Affected Persons (PAPs) in Olkaria in 2014. The Resettlement included resettling four villages, namely: Oloonongot, Oloosinyat, Olomayiana Ndogo, and Cultural Centre.

The lifestyle of the residents in the villages was majorly traditional Maasai. They lived in manyattas according to families and mainly practiced livestock rearing as a way of living. They also engaged in traditional Maasai bead work activities and targeted the tourists and visitors to Hell's Gate National Park neighbouring them.

Cultural centre was a business centre with the members mainly depending on tourism as their main source of livelihood. The other three communities were mainly Pastoralists and still practice livestock rearing after relocation. Most of the community members also depended on unskilled employment opportunities from KenGen and other sub-contractors in the area. A total of 1200 members were identified to be resettled as noted by Gibb Africa in their updated census report of 2009. (Gibb Africa, 2009)

Until resettlement, cultural centre, founded more than 30 years ago existed as a place of traditional and religious connotation to the Maasai in the area. The place had manyattas conjoined in a circle, in a way so as to have a place at the centre where members entertained tourists with local dances. The other communities had manyattas in close proximity to one another according to

families while Oloosinyat had households situated far away from each other mainly due to the terrain of the area that had gullies.

The relocation parcel was 1700 acres was situated in the greater Olkaria geothermal region. The resettlement included building a new modern stone houses for each PAP. Social amenities such as churches,a community social hall,a modern school,a cattle dip and a dispensary were also built.The community hence had a total lifestyle change from the traditional manyatta lifestyle.

After relocation,the names of the villages were maintained as Oloonongot,Oloosinyat,Olomayiana Ndogo and Cultural Centre.The area was however,renamed Rapland,A name derived from the Resettlement Action Plan project in Olkaria.

The project was implemented after years of consultation with the local community, community representatives, KenGen, and other affected stakeholders. According to Gibb Africa updated report of 2012, (Gibb Africa 2012), A total of 155 households were resettled. Later, through the World Bank Mediation panel, and from complains /grievances raised of exclusion of some persons in the RAP, an additional 5 houses were constructed (World Bank Inspection Panel Report, July 2,2015)

This study, focused on the Resettlement of Project Affected Persons (PAPs) by Kenya Electricity Generating Company in Olkaria, Naivasha Sub County, Nakuru County, and how participatory communication facilitated the success of the project.

#### **1.4 Statement of the Problem**

A great deal of effort and resources have been put towards achieving sustainable change in various sectors in developing countries but often, very little success has been realized. Failure to involve local communities at the design, implementation, monitoring and evaluation stages of development projects that touch on their lives has been realized as the keyreason that has dragged the rate of development.Participatory communication emphasizes a two-way form of engagement where change agents or external actors actively involve recipient communities.

One of the primary causes of some programs' failures is the absence of engagement by target populations or members of the community in the planning, execution, or decision-making courses of development projects (Chambers, 1997; Mefalopulos, 2003). This is supported by

Smith (2000) who poses that the lack of involvement of the beneficiaries at all stages of development often leads to poor needs assessment, implementation, monitoring and evaluation.

Where project implementers give minimal attention to participatory communication as an important instrument, often the interventions lack the ownership of the target communities thus failure of the project. On the other hand, Projects that prioritize community participation often realize great success and consequently, project sustainability.

The new World bank Environmental and Social Standards include improving the living conditions of Project Affected Persons as one of its goals. This can only be achieved through informed dialogue where the affected communities are involved for collective decisions and actions to be taken on issues that affect them. (World Bank, 2016)

The resettlement process by KenGen in Olkaria has been largely successful actual relocation of PAPs took place in August 2014. However, a number of issues has been raised following relocation such as exclusion of other PAPs as recorded by World Bank Mediation Panel Report in Olkaria.

Various studies have been done on the Resettlement project by KenGen in Olkaria, However, none of the studies focused specifically on the role of PC in the resettlement project. It is for this reason that this research sought to focus on a case study on the relationship between resettlement and participatory communication in the case of the resettlement by KenGen in Olkaria.

## **Research Objectives**

### **1.4.1 General objective of the study**

The general objective of the study is to examine the role of participatory communication in the Resettlement by KenGen in Olkaria.

### **1.4.2 Specific objectives**

- i.** To determine the degree to which participatory communication was used in the project cycle
- ii.** Determine the level of involvement of the local community in the project cycle;

- iii. To evaluate the challenges that impeded the practical application of participatory communication in the Resettlement by KenGen in Olkaria.

#### **1.4.3 Research questions**

- i. What was the degree to which participatory communication was used in the project cycle?
- ii. What was the level of involvement of the local community in the entire project cycle?
- iii. What were the challenges that hindered the practical application of participatory communication in the Resettlement by KenGen in Olkaria?

#### **1.5 Significance of the Study**

The researcher anticipates that the report will be important in giving guidance and valuable information on successful project implementation by employing a participatory communication approach. It will help in addressing issues that arise from projects due to the lack of involvement of the target groups.

Many projects that have ignored the input of locals or target groups have yielded poor results and often lack ownership and acceptance from the target groups. This study will influence a model change from in the approach taken by project implementers from a top-down approach in introducing change to a horizontal approach where there is consultation through participatory communication. Change agents' (outsiders') view is frequently hazy, as they view change starting from them as highlighted by Chambers , (1983) This study aimed to transform that top-down, biased view of the outsider into one that includes the beneficiaries. The study will thus inform all project stakeholders.

The study will be very significant to the local community of Olkaria, more specific to the PAPS as they will be able to learn the significance of participation in projects. This will inform their decisions in future projects. Additionally, since the process of resettlement is still ongoing at the livelihood restoration and monitoring stage, the community will be able to know the need to actively participate in engagements with the company and other relevant stakeholders thus defining their issues.

The report will moreover be key for KenGen as it will bring to the fore lessons that can be learnt from the Olkaria Resettlement Action Plan (RAP) and advice the management on future projects that involve communities so that they attain better results, recipient ownership and sustainability. Furthermore, the work will as well add to the field of PC. This study will generate more empirical information that is envisioned will be useful to the world of academia.

### **1.6 Scope, Limitations and Delimitation of the Study**

The research will center only on the part played by participatory communication in the Resettlement Action Plan, (RAP) a case study of KenGen Olkaria. The study will narrow to the Olkaria area in Naivasha Sub County, Nakuru County where the PAPS were resettled. The area residents are largely Maasai and a few other indigenous community people and will be the people under focus in the study. The work targeted to get responses from the local communities that were resettled by KenGen, KenGen staff, and other key stakeholders actively involved in the project. Another limitation to this study is the language barrier. This limitation will be addressed by getting someone to translate information and questions to the uneducated respondents. Another perceived limitation is the likelihood that some participants in the study might ask for money in exchange for information. The researcher, however, banked on being a local from the area to get information from participants explaining that the study is purely academia

### **1.7 Definition of Key Terms**

**Participatory communication** can be referred to as an method centered on exchange of ideas which allows sharing of data, insights plus thoughts in so doing enabling empowerment of the vulnerable and marginalized members of society.

**Resettlement** according to this study is the displacement of people from their original land or place to pave way for a development project.

**Livelihood** denotes all the many ways that persons, communities and families employ to earn income.

**Resettlement Action Plan (RAP)** is a document that contains records and details of a project, including schedule and budget, timelines, participatory planning process, consultations and negotiations.

**Community Participation** in the background of this report is the interaction of the target community in all processes of the project which involves decision making for problems affecting them and also in the process of coming up with agreeable solutions to issues they face.

**Communication** as defined by Servaes (2007) is the transfer of message from sender to receiver. In this study, communication can be referred to as a process of generating and inspiring a common understanding as the foundation for change.

## **CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

### **2.1 Introduction**

This chapter includes the literature review, theory and conceptual framework that is related participatory communication and related studies.

### **2.2 Participation**

Conferring to the World Bank (2009), the concept of participation grew notably in the 1990s as a result of the democratic wind blowing over the world especially in developing countries. From the large UN summits, in the 1990s, as well as on the onset of the millennium coupled with the civil society clamor for participation, many countries have embraced participation as a key component of development.

Different scholars have defined participation differently. No consensus exists around the definition and with different scholars, defining the term differently, it mainly depends on the context applied. Though it is difficult to describe participation in a unanimous context, all definitions or meanings of the term include in some degree the concepts of interaction of project recipients with all the processes of interventions directed to them. (World Bank, 1995).

Mansuri and Rao (2004) saw participation as citizen involvement in making decision in equally dependent and deliberate ways. It was considered as a method of decision making and a process of including the marginalized. This means participation gives a chance to all including those in the society considered 'voiceless'. This may include vulnerable members of society such as widows, disabled, the youth in communities where only elders are allowed to make decisions and such like

Ndekha et al. (2003) defined participation as a social process where specific groups of people with shared needs living in a defined geographical area actively pursue identification of their need, take decisions and establish mechanisms to meet the needs. This means participation must target a particular group of people affected by an intervention.

The World Bank Learning Group coined participation a process through which stakeholders influence and share control over development initiatives, and the decisions and resources which affect them. (World Bank, 1995)

For the purpose of this study, we shall define participation as the involvement of all project stakeholders in the exchange of views, information, and ideas at all project stages to arrive at a mutual decision.

Participation is the key component of empowerment, according to Deepa Narayan. He describes empowerment as the enhancement of impoverished people's means and capacities to engage in discussions with, influence, control, and put to account processes that involve them (Narayan, 2005). His perspective was from an institutional point of view where people's capacities are built to be able to demand good governance. To this point, the goal of those advancing the concept was that communities no longer take a back seat on matters of development and simply become consumers of external interventions.

Whether development partners have embraced the concept genuinely is still a subject of discussion. It has been argued that projects are incorporating participation only because it has become a requirement in law in many countries, especially developing countries. Financiers are also increasingly paying keen attention to how projects involve their stakeholders even before funding. This thus has resulted in some projects carrying out partial participation as opposed to informed participation

**Table 2. 1: Typology of Participation**

Type of participation	Characteristics
Nominal participation	Being simply group members.
Passive participation	Members simply being conversant of decisions already made and there is no room for response. Members are informed of what is going to happen or what has happened already.
Participation in	Information is sought from participants through surveys,



information giving	interviews among other methods. The information is not shared with participants thus they cannot influence the results.
Participation by consultation	Participants view are noted. External actors still make the ultimate decisions.
Participation by material incentives	Participation is by providing resources say labour in exchange for material benefits. There is no assurance of continued contribution to the project after offering the resources.
Functional participation	People tend to be engaged partially since major decisions tend to have already been made by external actors.
Interactive participation	Individuals partake in decision making. There is joint analysis of issues, design, planning and implementation. Most decision are made by communities.
Empowerment	People are empowered to take initiatives themselves to solve their issues and seek help from external financiers and actors but retain control of their issues and developments.

Source: Agarwal (2001)

From the table above, participation in the first three levels is not genuine participation from the part of external actors; rather it is a way of merely showing that they have included it as part of their processes. The next level indicates an attempt to engage and involve people in projects and empower them to have the capacity to contribute constructively in decision making .

### **2.2.1 Informed participation**

Informed participation happens when stakeholders have information about a project or initiative and are thus able to make decisions from an informed point. International Finance Corporation (IFC) in their stakeholder engagement handbook explains informed participation as a process that should be deliberate if development projects want to attain a level of ownership support and sustainability. Participation in this case involves a crucial discussion to arrive at a joint analysis

and solution among stakeholders. The level of impact on stakeholders of a project as in their categories of fence line and secondary stakeholders should inform the level of involvement.

Some stakeholders deliberately shy away or simply do not get the interest to engage and they should be approached, informed and encouraged to also contribute and participate. Capacity building of stakeholder groups is important as they are made aware of the necessity to stand actively involved in processes of projects directed to them. Informed participation leads to better outcomes. (IFC, 2007)

### **2.2.2 Stages of participatory project**

Development projects are classified into different stages, Participation at each stage is crucial.

The research stage is the first stage. At this level, the problem to be addressed is defined. Participation at this stage involves using community knowledge to come up with a problem to be addressed rather than external actors introducing an idea that may not be acceptable or sustainable.

The design stage is the second stage. At this stage, the actual activities are defined. Participation at this stage helps to create a level of commitment of the recipient communities to the project. At this stage also, participation enhances the quality of the suggested interventions.

The implementation stage then follows where the actual implementation of the project or intervention happens. Participation at this stage enhances sustainability of the intervention.

The last stage is the evaluation stage. This is where any significant changes to an intervention are voiced and assessed. Good monitoring and evaluation process is defined at the initial stage by all relevant stakeholders.

### **2.3 Communication**

Wilkins (2000: 197) writes that “communication in development is the strategic application of communication technologies and processes to facilitate social change. This implies therefore that to achieve meaningful participation, communication is an important element.” Communication in development as explained by the Food and Agriculture Organization of the United Nations

(FAO) is a social process aimed at establishing a sincere permanent dialogue among stakeholders to attain joint success. (FAO, 1994)

Communication in development is a process that facilitates social change and development. It is an essential part of social life that enables collaboration of people. Communication is becoming a necessary component in development projects worldwide. The importance of communication has been openly acknowledged. Though highly praised, as a concept, most development projects apply communication at a later stage in the project cycle rather than at the initial or rather at the design stage. This therefore means that communication loses its true relevance and effectiveness.

Communication is essential to this undertaking in various ways because it enables change proponents to engage with people when coming up with interventions so as to put into consideration their local realities. Only when knowledge is effectively shared can development programs reach their full potential. The primary participants in development initiatives will only emerge through communication with the project recipients.

Helping individuals communicate at all levels gives them the ability to identify crucial issues, discover points of agreement for action, and develop a feeling of identity and participation needed to carry out their decisions. Communication approaches are also helpful for better collaboration and coordination in projects. Communication also creates teamwork (Mefalopoulos 2003).

It is worth noting that several factors contribute to communication breakdown. One such factor in projects is the use of non-prevalent language. In this case, interpreters may be used but it is important for project implementers to employ locals to help communicate better to the local community. Communication can also be said to be the cord that binds together the structure of a project or cause. It leads to greater participation of people which is the cardinal requisite for sustainable development.

#### **2.4 Participatory Communication**

Participatory communication (PC) is a concept that has been has many definitions as defined by a number of researchers. The general agreement by development practitioners and scholars is

that participatory communication as a concept applies the principle of Freire's dialogical pedagogy and UNESCO's idea of access, participation, and self-management (Mosonik, 2015).

The idea of participatory communication, empowerment, and social transformation all center on Freire's notion of conversation. To end inequality and injustice, the downtrodden must be involved (Freire, 2005). Freire argues that with dialogue, the poor become critically aware of their situation which in turn inspires them to liberate themselves from social, political, and economic injustices. For Freire (2005), central to participatory communication is a free and open dialogue that enables communities to identify their problems and develop solutions for them. A consciousness of the power dynamics present in every human relationship is essential to dialogic dialogue. Concerned about a change in power that might give voices to underrepresented groups, Freire.

All parties involved must communicate for the intervention to be genuinely participatory and effective, and each must have an equal chance to affect the outcome. In an ideal world, participatory communication would begin from the very beginning of the project. Since this approach promotes active involvement of all stakeholders, it promotes empowerment as in the study by Tufte and Mefalopulos (2009).

Mefalopulos (2003) noted that power is central to participatory communication since participation without the power to make decisions is meaningless (Wilkins, 2000). On the other hand, empowerment is a more relevant concept than power because it has the ability to liberate and redeem individuals as coined by Freire (1997) and others.

The Constitution of Kenya offers a robust legal foundation for citizen involvement. Participation has been integrated into the Kenya Constitution of 2010 from article one which states that the sovereign power belongs to the people of Kenya. This power is exercised by the people directly through processes such public participation or indirectly through elected leaders.

Participatory communication can therefore be said to be important for successful projects from the design stage. It should be applied not as a tool but as a recipe.

## **2.5 Resettlement**

Resettlement can be explained as the displacement of persons from their original way of life. In the context of this study, resettlement is the displacement of persons to pave way for a development project and in this case, energy development and expansion.

Displacement may be either physical or economic. Physical displacement is the actual physical relocation of people resulting in a loss of shelter, productive assets or access to productive assets (such as land, water, and forests). Economic displacement results from an action that interrupts or eliminates people's access to productive assets without physically relocating the people themselves (IFC resettlement handbook, 2012).

### **2.2.2 Involuntary Resettlement**

Resettlement can be involuntary when the displaced persons do not give consent or if they agree to relocate without having the power to refuse resettlement. By informed consent as indicated in the International Finance Corporation (IFC resettlement handbook, 2012), the recipients should be given all the information they need to make an informed decision. At this stage, communication and participation are necessary aspects of the activity. The government of Kenya recognizes the right to property in the Constitution 2010 and just like international laws and stipulations by most international lending institutions such as the World Bank, IFC among others encourage voluntary resettlement. Resettlement should be such that it does not leave resettled persons worse off than before.

### **2.2.3 Resettlement and livelihood restoration**

The term "livelihood" denotes all the different ways that people, circles, and societies can support themselves (IFC, 2012). It consists of the local expertise, skills, assets, and capitals, as well as the material and human resources and livelihood-supporting activities (Scoones, 2009). People engage in a variety of livelihood activities, such as farming, fishing, and wage-based jobs, to sustain themselves and their family. The access to a social support network is a major component in people's livelihoods. Such networks can be access to healthcare, access to education among others. These networks can be damaged by resettlement, especially when the community is not resettled as a whole community (Vanclay, 2016).

The emphasis has shifted away from livelihood restoration, which was once a stated objective of resettlement practice, and more toward livelihood development and helping people adjust their lives and livelihoods to new circumstances (Cernea, 1999). Therefore, modern thinking has shifted away from simply returning persons to contexts correlated to their previous ones and possibly dooming them to continual lack, toward improving their livelihoods and facilitating their transition to new contexts, either by enhancing current livelihood activities or by identifying alternative activities that are compatible with their new context. The new World Bank Environmental and Social Standards include improving the living conditions of those who are most vulnerable as one of its goals (World Bank, 2016). Therefore, the discussion has been around whether the livelihood activities such as farming, livestock keeping, hunter and gathering among others will be sustainable in their new environment where project Affected Persons (PAPs) have been settled.

### **2.2.2 Resettlement Action Plan (RAP)**

A project's schedule, budget, time frames, participatory planning process, discussions, and negotiations are all documented in a RAP, an official document. Additionally, all risk management concerns, project impacts, resettlement impacts, proposed compensation arrangements, valuation methodologies, site selection concerns, criteria, and decisions, design of proposed resettlement housing, planned livelihood restoration activities, anticipate arrangement for vulnerable people, and monitoring and evaluation arrangements are covered.

Involuntary resettlement under development projects can result in dangers to the economy, society, and environment if the project's effects are not mitigated. The RAP is intended to address any instances of forced relocation that may occur and to make clear any organizational arrangements that may be required at various project planning and implementation phases. A good RAP document should also have provisions on how grievances should be addressed should they arise. The process of coming up with a RAP should therefore be participatory.

## **2.6 Theoretical Framework**

### **2.2.2 The Participatory Paradigm**

A framework for communication focused on empowerment and dialogue is provided by The participatory Paradigm. This idea was advanced by the United Nations and other development

institutions in the 1990s. This theory proposes that dialogue leads to balanced sharing of information and knowledge resulting in creation of novelty knowledge and discovery of the best options for change (Mefalopulos, 2008: 48). That the person who is facilitating ensures that discussion is applied in a manner so as to come up with collective solutions and actions. It is critical also to put into consideration the abilities and aspirations of the marginalized in society (Servaes, 2007).

The Participatory Paradigm is largely influenced by Paulo Freire's concept of empowerment and recognizes the importance of dialogue in the course of societal transformation. The theory also emphasizes the empowerment of the marginalized and their involvement in decision making (Freire, 1997). The theory also proposes that development partners need to deliberately apply a selection of media and schedule that fits the aspirations and needs of the marginalized. This is capable of addressing poverty and social exclusion (Mefalopulos, 2008).

Conferring to the idea, the participatory process of any project needs genuine community involvement and contextualization of interventions, into local realities, cultures and settings. (Servaes, 2007). The importance of applying this model in this report is due to the advocacy and emphasis of participation and dialogue for societal transformation which is the focus of this study.

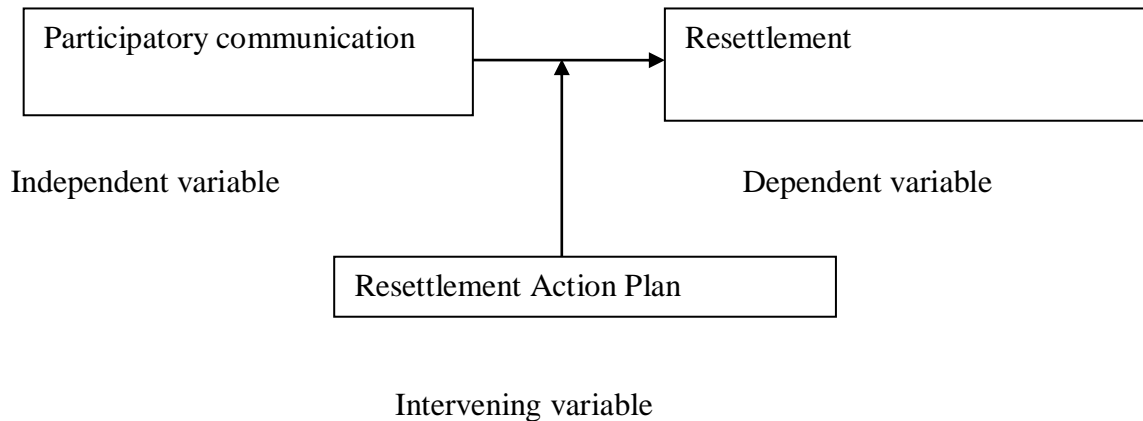
### **2.6.2 Stakeholder Theory**

Stakeholder theory was first defined by F. Edward Freeman; the stakeholder theory puts forward the idea that stakeholders are all those affected by the activities of a company. This theory was developed as criticism of the shareholder theory, proposed by economist Milton Friedman. Friedman advanced the shareholder theory that recognizes shareholders as the only important group to an organization. For Friedman, the basis was for companies to only focus on making profits to satisfy their shareholders (Freeman & Kunreuther, 2003).

Freeman's Stakeholder theory theorizes that all stakeholders are equal and a company that ignores either of them risks failure. This model identifies that there is a straight connection between a company's accomplishment and a positive relation with its stakeholders. That the good handling of stakeholder relationships by an organization is more of a moral endeavor (Phillips, 2003).

This theory applies to this study in the sense for successful resettlement to take place, the process involves taking into consideration all stakeholders and their views. This in turn requires a participatory approach which is the core of this study.

## 2.7 Conceptual Framework



**Fig 2.1: Conceptual framework.**

From the above conceptual framework, participatory communication is the key ingredient to successful resettlement, with the Resettlement Action Plan, being the moderating variable

## 2.8 Summary and Research Gaps.

From the reviewed literature, Participatory Communication is an essential factor in the idea to ensure sustainability and genuine ownership of projects by target groups. However, it is important to note that proper application of participatory communication methods and tools are not enough to ensure project success.

Broader related issues should also be checked, such as a flexible project framework, a good political environment, open communication and a positive attitude by main stakeholders. A careful observance to these issues leads to high level of participation. Lack of such preconditions on the other hand, lowers participation levels (Mefalopulos, 2008).

Participatory communication also faces the challenge of the tendency of local community members concerning themselves with their own selfish interests. For instance, community leaders can fail to concern themselves with the wellbeing of the community they lead and focus



more on personal benefits. There is also the challenge of the process of participation being 'hijacked' by powerful groups within the community thereby disadvantaging others, for example, men at the expense of women. (Mefalopulos, 2008).

From reviewed literature, it is evident that participatory communication and its proper application is an ingredient for successful development projects. The researcher, by carrying out this study aims to take a keen analysis of participatory communication under resettlement in Kenya.

Various researchers have conducted studies on resettlement and participatory communication mainly on the international platform. There is very little literature on the relationship between resettlement and participatory communication in Kenya. That was noted as a research gap by the researcher.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Overview**

The part below explains the approach employed to answer the study questions posed in chapter one by the scholar. It as well explained the general strategy applied to assess the part played of PC in the resettlement in Olkaria by KenGen. It further described the research instruments, data analysis, data presentation and research ethics to be used for the study.

### **3.2 Research Design**

Asenahabi (2019) described research design as the format a research worker employs to gather and evaluate data to realize objectives set. The concept was further explained as a blue print that basically shows how a researcher collects, measures and analyses data to attain set objectives through accurate data.

The research worker used a mixed design to check the part played by participatory communication in the resettlement by KenGen in Olkaria. Mixed methods involve both quantitative and qualitative data collection instruments. It is a method that involves gathering, scrutinizing and inferring qualitative as well as quantitative data (Leech & Onwuegbuzie, 2009). The researcher utilized interviews for the qualitative approach and questionnaires for the quantitative approach.

### **3.3 Research Approach**

A mixed research method was used in the course of data collection. The mixed research method comprises of both qualitative and quantitative methods. Therefore, in qualitative research approach in-depth interviews were used to gather more information (Creswell, 2009). In the quantitative approach, questionnaires were used to obtain quantitative data. A mixed research approach helped the researcher collect comprehensive data by adding more insights that one may miss when using one approach.

### **3.4 Study Population and Sampling**

The population under investigation was 1200 PAPs at Rapland area that were resettled by KenGen in Olkaria. This is the total population of the area, according to the area chief. In the

area, the study focused on 4 villages namely, Oloosinyat, Oloonongot, Olomayiana Ndogo and Cultural Centre.

Members of staff of KenGen, actively involved in the resettlement process from the initial community engagement processes to resettlement were targeted by the study. The researcher purposely targeted community liaison officers since they worked directly with both the PAPs and the company. Representatives of the government also actively engaged in the process were sought for interviews by the researcher. The area chief was preferably selected by the researcher being one who better understands the locals and the transition to the new location.

As highlighted by Mugenda (2003) , a sample size of 10 - 30 % of the targeted population is viewed as suitable for descriptive study when the study population is less than 10, 000. Therefore, the researcher took 10 % of the PAPs at Rapland and applied simple random sampling to obtain a representative sample from the four villages of Rapland namely, Olomayiana Ndogo, Oloosinyat, Oloonongot and Cultural Centre. Interviews were held to get research information from identified KenGen staff as well as Government officials.

Simple random sampling helped to get respondents from the local community representing the various groups among the PAPs, that is, youth, women, and men, Persons with Disability (PWD), the vulnerable and the elderly.

Purposive sampling was further used to obtain respondents from Kenya Electricity Generating Company and local administration representatives. key informant interviews were done at agreed locations most convenient to the informants.

Questionnaires on the other hand were given to respondents and collected after they have filled. They were given one on one to the participants by the researcher worker and research assistants engaged. Questionnaires were administered to participants at locations convenient to identified respondents. Hence, a sample of 122 respondents, proportionately distributed across the four villages of the study area will be used.

**Table 3. 1: The distribution of the sample size for the study**

Respondents	Study Population	Sample Size	Sampling procedure
-------------	------------------	-------------	--------------------

Community members	1200	120	Simple Random sampling
KenGen staff	3	1	Purposive sampling
Government officials	3	1	Purposive sampling
Total	1206	122	

### 3.5 Data Collection Procedure

Interviews and surveys were the research methods used in this study. Data was collected using a questionnaire (Appendix 2) for community members and interview guide (Appendix 3) for the key informants.

The researcher used simple language in the structure of interview and questionnaire questions. The researcher being aware of the local culture and language translated the questions for the respondents who were not literate to get easy responses.

The questionnaires were administered to the respondents through hand delivery. The scholar, sought to translate questions to respondents in the local Maasai language for easy understanding and response. In-depth interviews were also carried out by the researcher to acquire additional information from maininformers who include KenGen staff sampled and representatives of government selected by the researcher through purposive sampling. In-depth interviews schedules were used since they increase the likelihood of gathering or collecting accurate information. They also allow the researcher to get more and relevant information.

The interviews were conducted by the researcher. The researcher sought consent from interviewees to record the conversations to facilitate analysis and easy recall.

Before, real data collection, a test study was done on ten of the PAPS respondents at Rapland for pretesting. Pretesting is key as it aids the investigator to gauge whether the data collection method chosen is suitable and also helps ascertain if it can yield data suitable to answer research questions posed by the researcher (Babbie, 2021). This helped the researcher to measure whether the questionnaire is understandable and easy to respond to.

### **3.6 Data Analysis and Presentation**

Qualitative information was manually examined using deductive approach by identifying, organizing and grouping themes in statements, explanations and comments from the interview transcripts and observations. Further, qualitative data was presented in narratives. Quantitative data and variables were assigned into SPSS to run statistical tests hence generating frequency tables, standard deviation, mean and percentages.

The function of analyzing data was to obtain valuable information to answer the research questions modeled. Analysis may describe as well as summarize the statistics, compare variables, categorize differences and relationships between variables, and predict outcomes. Data analysis involves exhausting acquired data to a handy form and summarizing it. (Cooper and Schindler, 2006)

### **3.7 Validity and Reliability**

Validity can be expounded as the level to which the result attained from analysis of data, answers the research problem identified. A test study was conducted to measure validity and reliability. Questionnaires were administered and re-administered. The purpose was to see whether the questions are easy to understand and whether the information obtained will be relevant in attaining the set objectives of the research. The sample questionnaire was also subject to a review by the supervisor to ensure validity.

### **3.8 Ethical Consideration**

In the course of the research, the investigator was careful to ensure that the respondents' rights were respected. The researcher was given consent by the supervisor to proceed to the field for data collection. Driscoll (2011) explains that a researcher needs to have approval and authority from the supervisors to conduct any research.

The researcher kept respondents information private and only used the information for the purpose of the research. The researcher further was keen to avoid biasness in the course of the research and finally, the researcher ensured all data was analyzed without manipulation.

## CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSION

### 4.1 Introduction

This chapter will analyze the data, interpret the findings and discussion.

### 4.2 Response Rate

The researcher collected data from 122 whereby they were from 3 groups; community members, KenGen staff and government officials. 63 questionnaires were successfully answered and returned for use. The response rate for community members was 51%, KenGen staff and government officials were both 100%. The average response rate is 52%. This response rate was considered acceptable. As posed by Mugenda and Mugenda (2013), 70% response rate is very good, 60% is good and 50% is acceptable. The summary is presented in Table 4.1.

**Table 4. 1: Response Rate**

<b>Respondents Group</b>	<b>Population</b>	<b>Sample Size</b>	<b>Frequency</b>	<b>Percentage</b>
Community members	1200	120	61	51%
KenGen staff	1	1	1	100%
Government officials	1	1	1	100%
<b>Total</b>	<b>1202</b>	<b>122</b>	<b>63</b>	<b>52%</b>

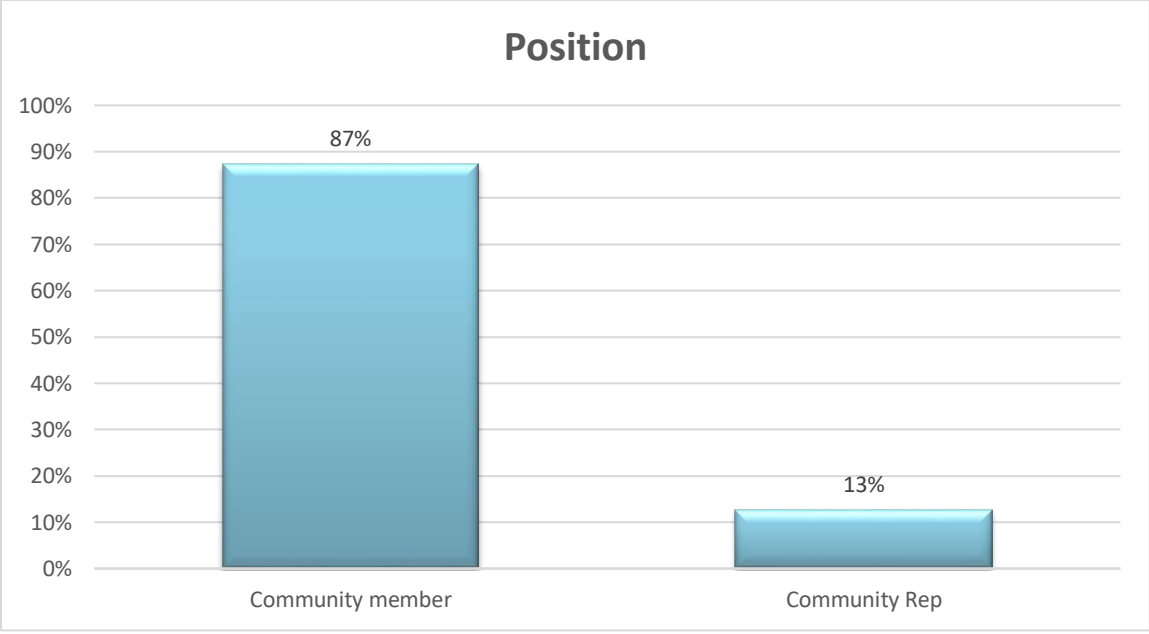
**Source: Research Data (2022)**

### 4.3 Background Information

The research assembled the background data of the respondents based on gender, group representation, and education. The relevance of this information is to relate the profile of respondents and the information provided.

#### 4.3.1 Position

The research collected the information of the respondents as per their positions they hold in the community as summarized in Figure 4.1.

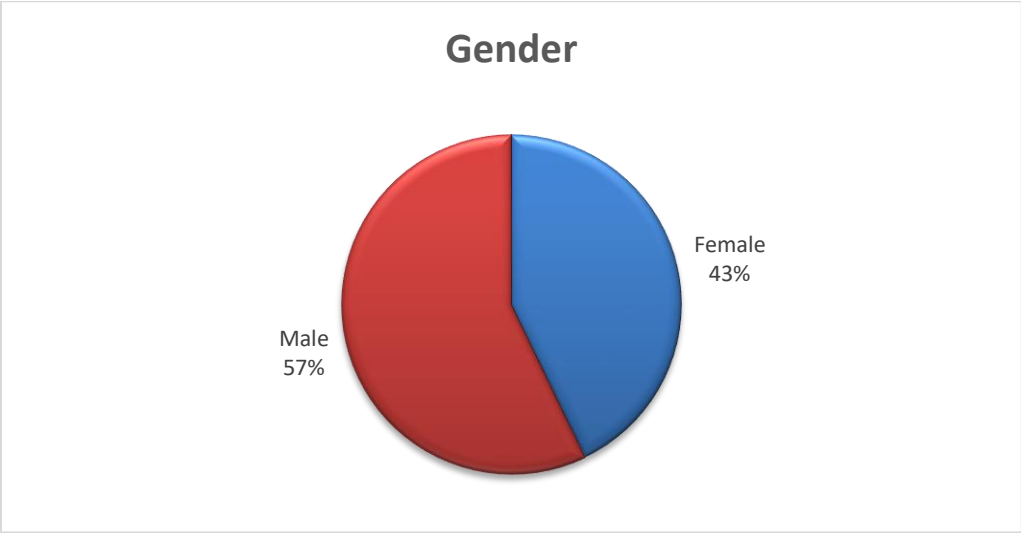


**Figure 4. 1: Position**

From Figure 4.1, a majority of the respondents were the community members with a percentage rate of 87% and those respondents who indicated as community representatives in the area who had a role in the area was 13%.

**4.3.2 Gender**

The research collected the gender data of the respondents as summarized in Figure 4.2.

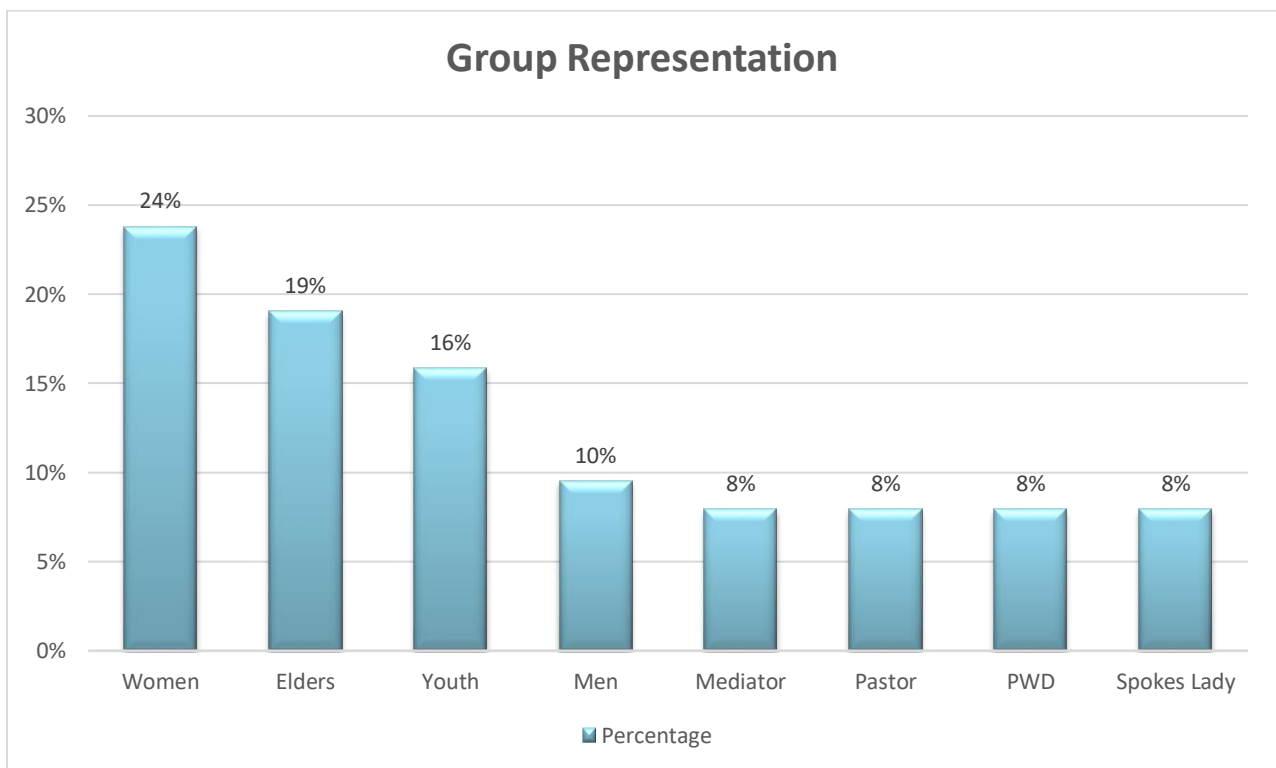


**Figure 4. 2: Gender**

The findings from Figure 4.2 show that the ratio of male to female have close range. However, the majority of the respondents were male with a rate of 57% and female with a percentage rate of 43%. This shows that men are dominant in the area than women. The key informants were also predominantly male. This indicates that leadership positions and roles in the area were mainly occupied by the male gender.

### 4.3.3 Group Representation

The researcher also collected the information of the respondents based on the group in which they represent. The results are summarized in Figure 4.3.



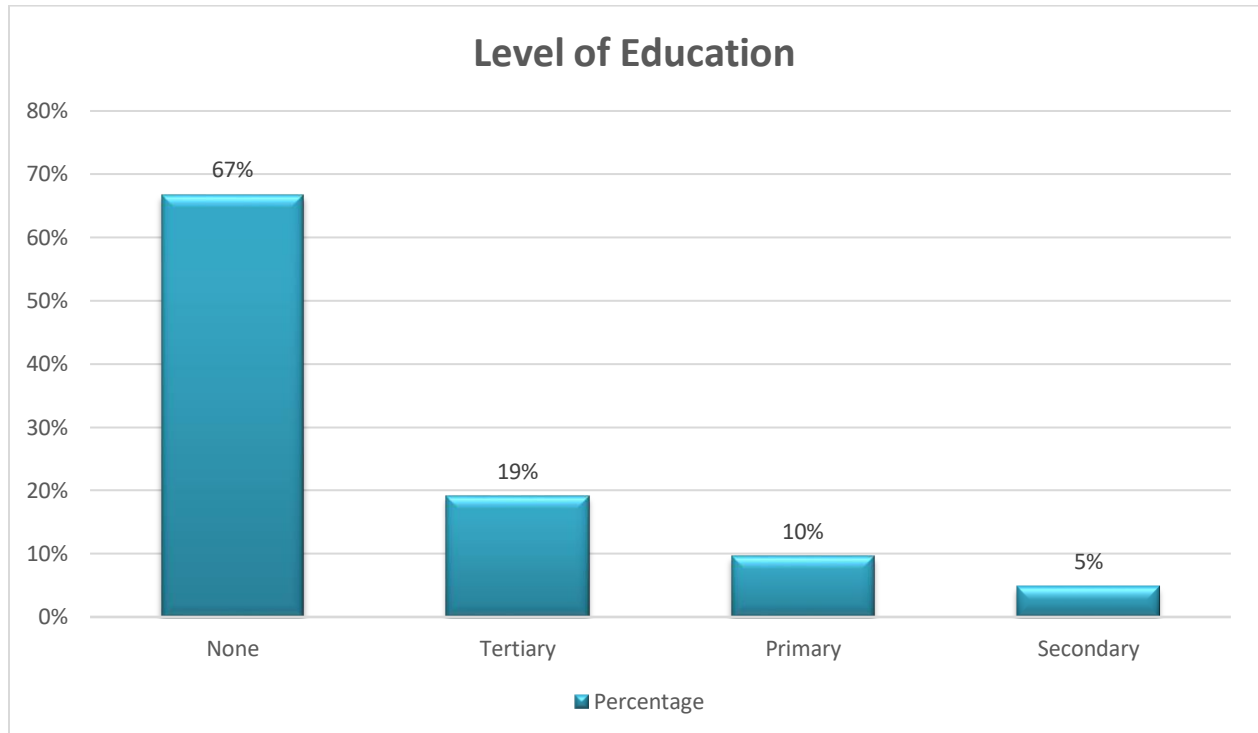
**Figure 4. 3: Group Representation**

From the results, the majority represented group among the respondents is women with a percentage rate of 24% followed by elders in the society with a percentage rate of 19%. The least represented group are mediators, pastors, persons with disability and spokes lady with a percentage rate of 8%.



#### 4.3.4 Education

The researcher required the respondents to indicate their level of education. Figure 4.4 summarized the information.

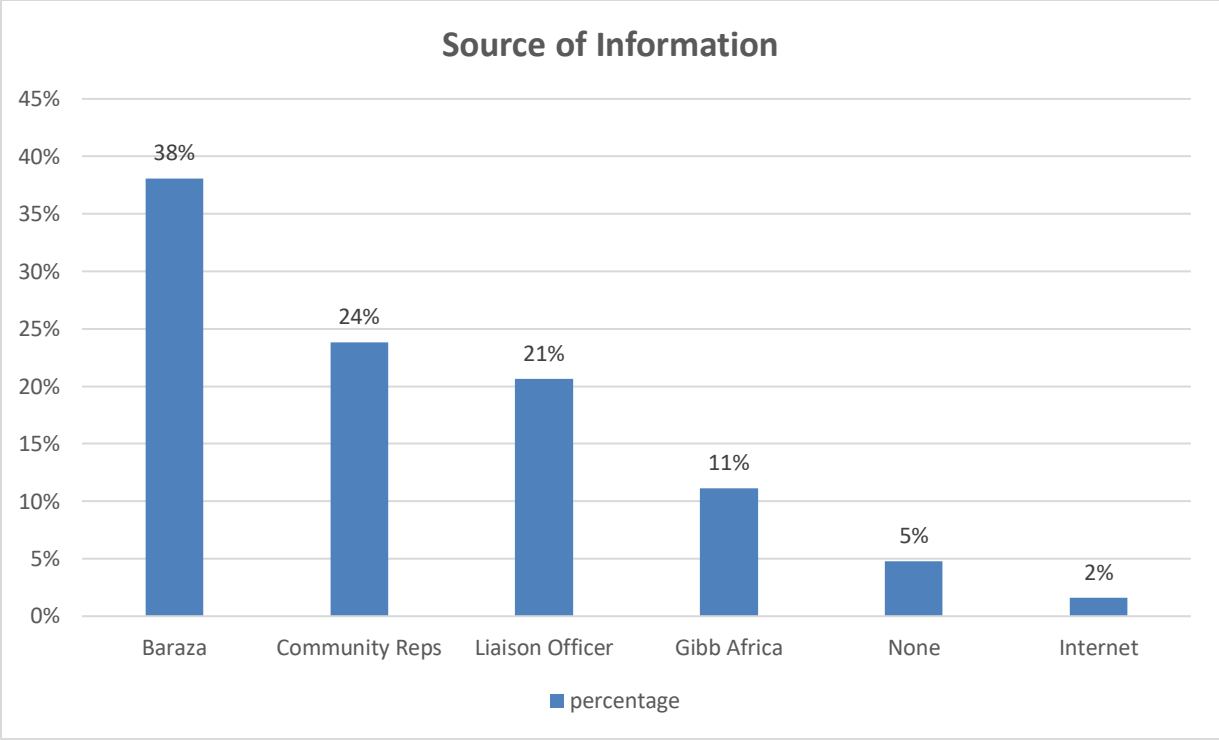


**Figure 4. 4: Education**

As per the data in Figure 4.4, it is evident that the majority of the population is comprised of uneducated individuals with a percentage rate of 66%. Those who studied up to tertiary level were 19%, primary level was 10% and secondary level was 5%. Hence, the respondents had inadequate education level to competently respond to the topic concerning the need of participatory communication in the development. However, the respondents were given clear explanation of what the researcher intended to perform in the study and translation in the local language was done to the respondents.

#### 4.4 Channels of Communication

The respondents were asked to show the most used method of communication between the company and the community. The results are presented in Figure 4.5.



**Figure 4. 5: Source of Information**

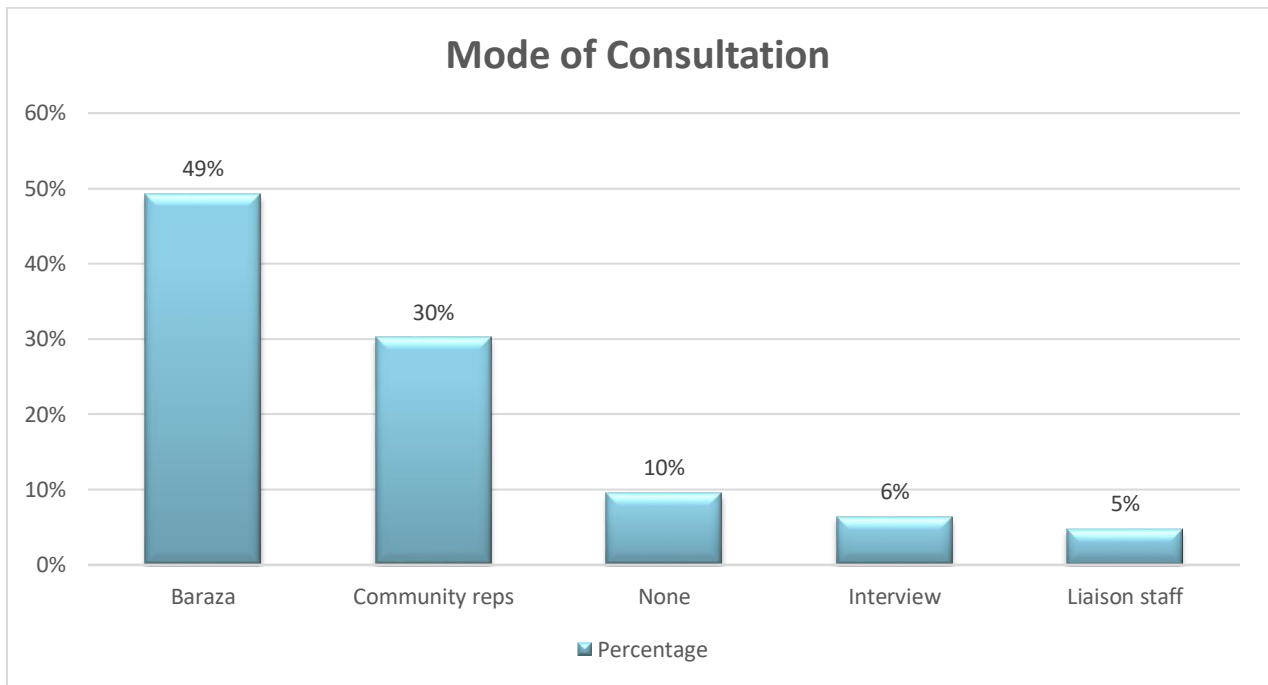
From the results, the bulk of the participants informed the researcher that the major source of information that the community and KenGen is through Barazas or community meetings with a rate of 38%. Community representatives are also used (24%) to deliver message to community after conducting meeting with the staff at KenGen. Moreover, liaison officers are utilized to pass the message to community members with a percentage of 21%. Gibb Africa and internet were also modes of information as respondents indicated though, not regularly used with a percentage of 11% and 2% respectively. However, those who indicated that there is no channel of communication are 5%. Since most people are not educated, internet is ineffective due to lack of knowledge on the application of technology. Therefore, it implies that majority of people get information since it is the minority of the respondents indicated that there is no channel of communication between the KenGen and community on resettlement process and development with a percentage of 5%. Key informants agreed on the use of community barazas and community representatives as the main mode of information to the local community. Company liaison staffs were also mentioned by key informants as a main source of information since they were hired from the local community.

#### 4.5 Application of Participatory Communication to the Resettlement

Objective one of this research investigated the degree to which participatory communication was applied in the resettlement process. The researcher applied quantitative and qualitative analysis to determine the extent to which participatory communication had been used in the project cycle in KenGen in relation to the resettlement action plan of the community members.

##### 4.5.1 Application of Participatory Communication through Consultation

The researcher told the participants to indicate the mode of consultation that was applied by Project Affected Persons (PAPs) in the entire project cycle. The results are summarized in Figure 4.6.



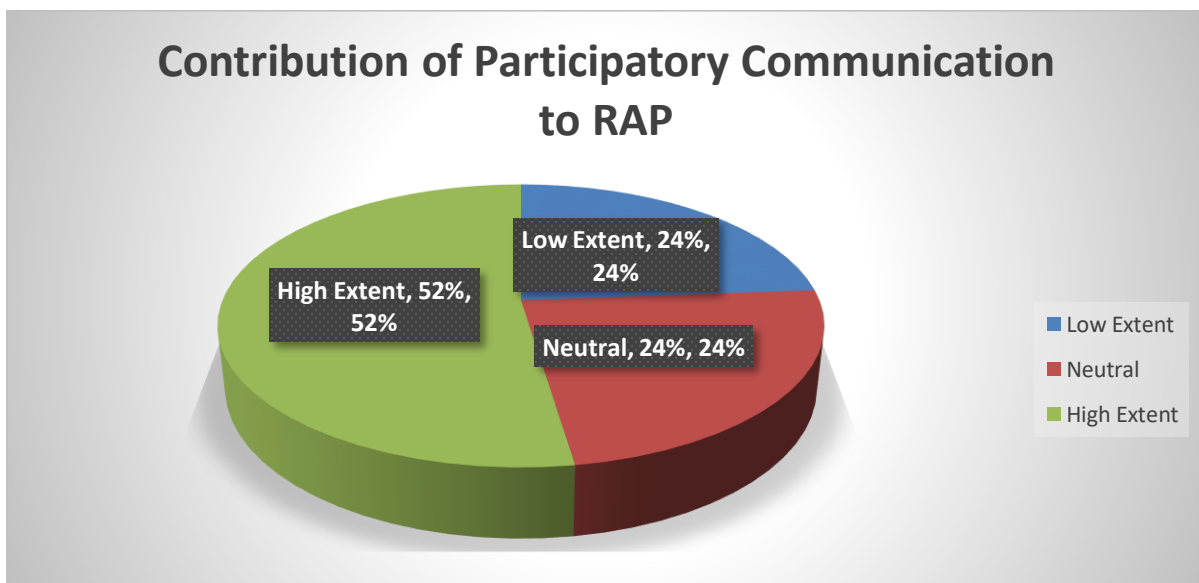
**Figure 4. 6: Mode of Consultation**

From the results, it can be noted that the respondents indicated that the major mode of consultation applied by PAPs among the community members is barazas with a frequency rate of 49%. Community representatives were also used to consult the community members with a response rate of 30% from the participants which was followed by those who claimed that there was no any mode of consultation used with a frequency rate of 10%. Those who claimed that interviews and liaison staff were used were 6% and 5% of the respondents respectively. The results therefore inform the researcher that there was consultation with the community on the

action plans that were taken by KenGen, majorly through barazas as indicated by a total positive response of 90%. This was reiterated by key informants who agreed that the company consulted by conducting community meetings to collect views from the community.

#### 4.5.2 Contribution of Participatory Communication to RAP

Another method that the researcher used to determine the degree to which participatory communication was applied in the project cycle was to ask the respondents to indicate if participatory communication has contributed to the Resettlement Action Plan process. The outcomes are represented in Figure 4.7.

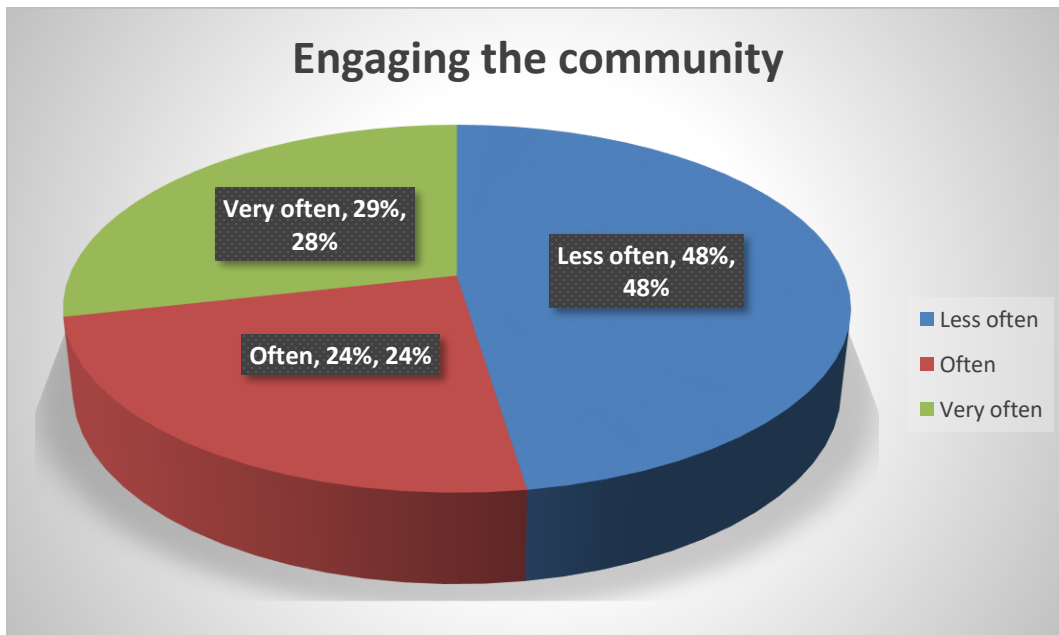


**Figure 4. 7: Contribution of Participatory Communication to RAP**

From the results, it shows that majority of respondents agree that the use of participatory communication has been possible and has contributed to the success of RAP in the region. Those who agreed to a high extent were 52% while those who claimed that it has contributed to low extent and moderate extent were 24% each. Therefore, the extent to which participatory communication contributed to the successes of the resettlement process was rated highly by respondents.

### Application of Participatory Communication by engaging the community

The respondents of the research were asked to show the frequency of community engagement. The outcomes are presented in Figure 4.8.



**Figure 4. 8: Frequency of Engaging Stakeholders**

From the figure, the majority of the participants indicated that the level of engaging the frequency of community engagements was less often with a rate of 48%. Those who indicated that engagement with the community was very often were 29% and the least were those who said it was often at (24%). Thus, low rate of engagement with the community was noted. This in turn limits the participation levels of the community leading to inefficiencies in the process. However, According to the Community Liaison key informant, the company engaged the local community sufficiently in the lead up to the relocation.

At an interview session held in Pyramid Hotel in Naivasha, on 28<sup>th</sup> July 2022 between 3.00pm and 4.00pm, the company respondent made the comment below;

*“KenGen conducted several community meetings in the lead up-to the relocation. Consultations began way back in 2009 when Gibb Africa conducted the first census. Several public barazas*

*were held at Oloonongot, Oloosinyat, Olomayiana Ndogo and cultural centre villages. Community leaders consultations and meetings were held in KenGen 's Olkaria offices and in agreed venues in Naivasha town. This was to ensure the community is aware of the process, the transition and also to try and capture the expectations of the community. Therefore, before the eventual relocation in August 2014, several consultation meetings had been held with the community and their leaders.” (KenGen Community liaison officer)*

**Discussion**

The first objective was to find out the degree to which participatory communication was applied in the project cycle, which is from the initial stage to monitoring and evaluation stage. This was attained using three modes. The first was consultations which indicated that there was existence of consultation from the members especially use of baraza. Only 10% of the respondents indicated that there was no consultation. The next determinant was contribution of participatory communication to resettlement action plan which indicated that it existent having a rate of 52% from the respondents agreeing that there was a link between participatory communication and success of resettlement process.

Final mode of determining this objective was by use of level of engagement with the community which showed that the meetings between KenGen and community were less often. The results of the work show that participatory communication was applied in the project to foster the success of the process of resettlement. This is in line with the study done by Mefalopulos (2008) who argued that dialogue leads to balanced sharing of information and knowledge resulting in creation of novel knowledge and discovery of the best options for change.

**4.6 Level of Participation of the Local Community in the Entire Project Cycle**

Objective two of the research was to determine the participation level of local community in the entire project cycle. Descriptive statistics was carried out on all the areas of participation of local community in the project on a Likert scale of 1-5 using SPSS software where 1 indicated very small extent and 5 indicate very large extent. Table 4.9 displays the results.

**Table 4. 2: Descriptive Statistics**

Areas of Participation	Mean	Std Deviation
------------------------	------	---------------

Drafting of the RAP document	3.4590	1.29838
Selection of land site	3.6885	1.17673
Selection of house sites on social amenities	3.0000	1.42595
Employment opportunities during the implementation of the RAP	3.7705	1.16037
Livelihood restoration dialogue	2.8033	1.36406
Preservation of culture in the RAP process	2.6066	1.24202
Total	<b>3.2213</b>	<b>1.2779</b>

**Source: Research Data (2022)**

From the results, it indicated that the major applied area of participation to a large extent was the statement “employment of opportunities during the implementation of the RAP” (M=3.7705, Std=1.16037) followed by the statement “selection of land site” (M=3.6885, std=1.17673). The statement “drafting of RAP document” had a mean of 3.4590 (STD=1.29838) which is a moderate extent then “livelihood restoration dialogue” and “preservation of culture in the RAP process” had a mean of 2.8033 and 2.6066 respectively which was applied to a small extent. On average, level of participation to local community was to a moderate extent (M=3.2213, STD=1.2779) in the entire project cycle.

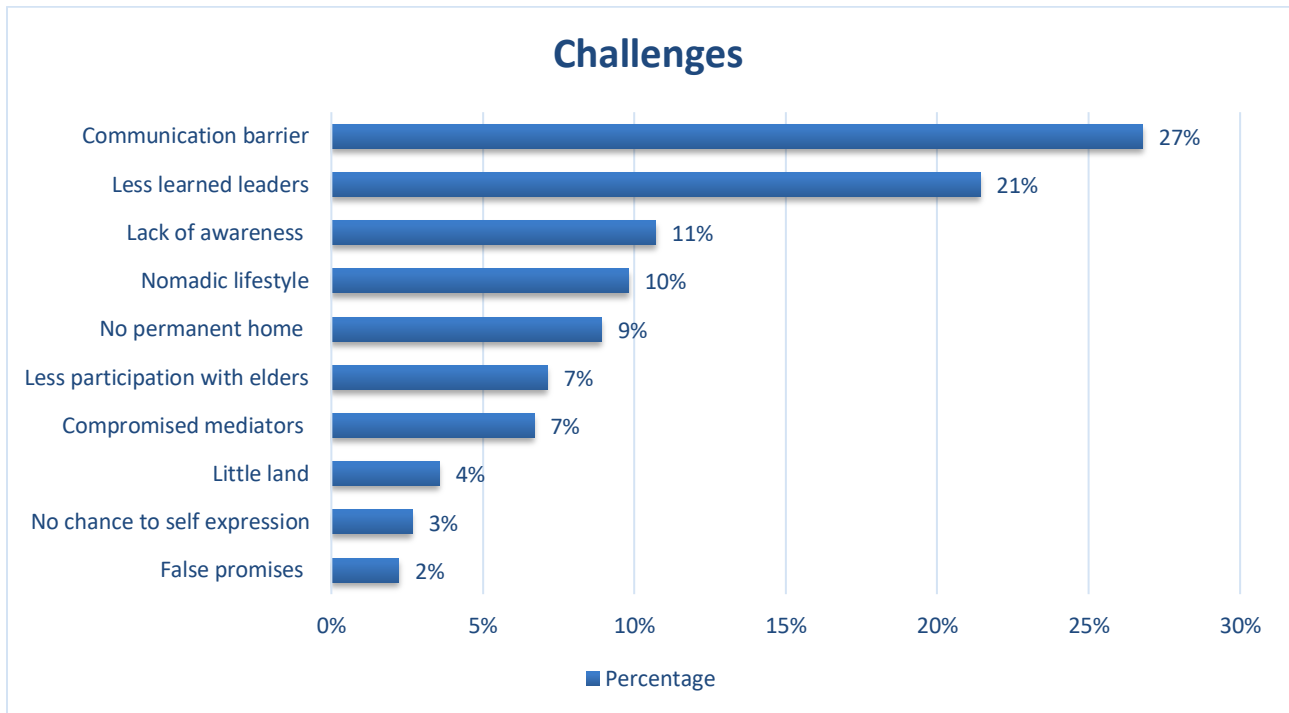
#### **4.7 Discussion**

The second objective of the research was to determine the participation level of local community in the entire project cycle in Olkaria. The study used descriptive statistics to analyze the level of participation of local community in the project to enhance their resettlement action plan process. The results indicated that the level of participation was to a moderate extent with a mean of 3.22. This is an indication that though participation by local community in the project was to a moderate extent, the process is yet to influence the livelihoods of the community members. When there is a link between the participatory communication with the resettlement, people will be in a better position to get the clear info concerning the relocation. The findings are consistent with the study of Phillips (2003) who argued that the effective management of stakeholder relationships by an organization is more of a moral endeavor.

#### **4.8 Challenges to the Practical Application of Participatory Communication in the Resettlement by KenGen in Olkaria**

Objective three of this study was to find out the challenges that impeded the practical application of participatory communication in the Resettlement by KenGen in Olkaria. The researcher

applied qualitative method of collecting data from the respondents about the challenges they face. There were various challenges collected from the respondents and were summarized into major challenges and categorized per number of frequencies in which they were pointed out by the respondents. Figure 4.9 summarizes the challenges from the respondents.



**Figure 4. 9: Challenges**

The researcher found out that challenges were diverse to the practical application of participatory communication in process of resettlement. The most faced challenge was communication barrier (27%), followed by the leaders who were less educated (21%) and many cases of lack of awareness to the community on what was going on in the region with 11%. Also, nomadic lifestyle was another challenge with a response rate of 10% followed. No permanent home, less participation with elders, and compromised mediators were 9%, 7%, and 7% respectively. The challenges that were mentioned by the respondents with a frequency rate of less than 5% were little land for members; people were not given the opportunity to express themselves, unfulfilled promises. These were just a summary of many duplicate challenges that affected the community from realizing full fruits of the project in their region.



#### 4.9 Discussion

The third aim of this research was to determine the challenges to the practical application of participatory communication in the Resettlement by KenGen in Olkaria. The findings show that the process was faced with a number of challenges such as communication barrier whereby the majority of community members had no education background which makes most of them to lack the ability to communicate well with most company staff..

Lack of awareness by community members and leaders was also stated as a challenge which made them not proactive enough in representing the community in a better way. Little or no education among the leaders and a majority of the community members also posed a challenge. They were in turn not able to interact with the very critical documents such as the Memorandum of Understanding with KenGen. Hence, they were not in a position to make informed decisions. IFC standards explain that, informed participation happens when stakeholders have information about a project or initiative and are thus able to make decisions from a knowledgeable point (IFC, 2007).

According to the area chief remarks at an interview held in his office at Karagita Centre on 7<sup>th</sup> July 2022 between 9 00am-10.00 am ,the high illiteracy levels affected the participation level of the community in the process of resettlement.

*“You see the high illiteracy levels among the community members made it hard for them to understand certain aspects of the process,like the draft Memorandum of Understanding between the company and the community to be agreed on before relocation. Therefore, they were not in a position to negotiate well for a better relocation package.A good example is issue of the land where the PAPs agreed to move to.The 1700 acre parcel had no title and the community was supposed to pay for lease.The issue was discovered after the relocation in 2014 and the community had to acquire lawyers to re negotiate and have a title for the land. Most of the community members and leaders did not have basic education.”*

*“The other major challenge noted was community leaders who were only interested in advancing their own interests such as searching for tenders and job opportunities from KenGen for themselves. Thereby, deviating from their representation role. The construction of houses and amenities that began in 2012 had a lot of opportunities such construction jobs,supply tenders*

*for building materials for constructing houses and social amenities for PAPs among many other socio- economic opportunities.” (Area chief)*

Moreover, most people did not have permanent homes which made them to be unsettled and cannot be in better situation to interact with the project. In addition, the nomadic lifestyle affected the members of the community since they keep livestock and move from one region to another looking for green pasture for their livestock. This makes community members to have limited time to even attend community meetings thus, generally limited interaction with the process of resettlement to be in a position to make informed decisions and contributions.

As put by the KenGen respondent at an interview session held in Pyramid Hotel in Naivasha, on 28<sup>th</sup> July 2022 between 3.00pm and 4.00pm, the nomadic culture of the community affected their participation.

*“We could organize public barazas at the village level in Oloonongot, Oloosinyat, Olomayiana Ndogo and Cultural Centre before relocation and only a small number of community members attend. A good number of members were involved in searching pasture for their livestock and could not attend. Gibb Africa, sub contracted by KenGen to carry out census and conduct a socio -economic survey of the households in Olomayiana Ndogo, Cultural Centre, Oloonongot and Oloosinyat, had to conduct several census reports since the nomadic lifestyle of most community members affected their study.” (KenGen Community liaison )*

The mediators who are compromised will not represent the members of the community well which in turn becomes a disadvantage to the whole community. Also, elders were not fully engaged as noted from the research results which may have made the project more acceptable to the community. Elders are an integral part of the society and culturally among the Maasai and other indigenous community members who were also resettled. Therefore, not involving them fully denies the project, champions. This is consistent with the study done by Kalekye (2016) which stated that hindrance to proper communication will prevent most operations in any institution.

The lack of enough chance for expression was also highlighted as a challenge to the process of participation by the community. This, from respondents who were mainly female, indicated that

the forums of engagement provided, did not factor in the cultural differences between women and men in the Maasai community. Being a patriarchal society, most men dominate conversations thereby disadvantaging women and their participation. There was a woman (she pleaded that we should not disclose her name in the study) who was not allowed to express her grief when she lost her shop without appropriate procedure. She said in her comments, during a one on one administration of questionnaire on 15<sup>th</sup> July 2022 at the Hells gate gorge;

*“I had shop in Cultural Centre before relocation and I was not paid, yet I had documents that showed that I rightly owned the shop. It was agreed that I will be paid but later, another person was paid for my shop.” (Community respondent.)*

The KenGen respondent agreed with the respondents citing culture as a major challenge to the participation of women, most of whom were the majority of respondents who cited that there was not enough chance for expression.

During a one on one interview with the respondent from KenGen on 28<sup>th</sup> July 2022 at Pyramid Hotel in Naivasha, the respondent had this to say;

*“In the Maasai culture, being a largely patriarchal society, women shy away from speaking in forums where they are together with men. Men tend to dominate conversations and sometimes try to shut the few women who try to speak out. In the RAPIC, though there were women representatives, as a gender balance requirement, only a few would contribute in meetings as the rest were unconfident to speak. It would have been important to consider having different forums for women so that we allow them the space for self-expression. In similar projects in future, this is something to consider.” (KenGen respondent)*

False promises was also another challenge from respondents who indicated that promises such as employment opportunities, payment of disturbance allowance, among others that were unfulfilled made some of the community members reluctant in engaging in company processes thereby disadvantaging their level of participation in the resettlement process. From the respondent's information, some respondent noted that some promises were not fulfilled as agreed in the process.

*“There were people who owned shops in Cultural Centre as it was a business Centre before relocation.They were promised that they will be compensated for their shops but later told they were not among the PAPs.They were later not paid as earlier agreed.” (Community respondent during one on one questionnaire administration at the community social hall on 12<sup>th</sup> July 2022 .)*

Another respondent cited they had been promised employment, a promise that later did not come to pass.The community largely agreed to the resettlement with the hope that the project will present socio- economic opportunities to improve their livelihoods.

## **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

### **5.1 Introduction**

This chapter provides a summary of research findings of the study. It also provides conclusions made by the researcher, based on the findings. Besides, it outlines some of the recommendations to be considered in order to fully emphasize the importance of participatory communication in resettlement projects as well as other development. Further, the chapter provides suggestions for further research as no single study can fully exhaust and provide answer to the problems of a particular field of study.

### **5.2 Summary**

The research endeavored to analyse the impact of participatory communication in the Resettlement by KenGen in Olkaria, Naivasha sub-county, Nakuru County. The respondents were given enough information that enabled the study to be robust and collect substantial results. Translators engaged in the study explained to the respondents, the questions for easy understanding and response.

The respondents agreed that there were consultations which indicated the use of participatory communication. The interview results indicated that public barazas were a major mode of consultation on various issues during the resettlement process. Community leaders, liaison staff was also among the mentioned ways in which consultations took place in the process of the project. This was consistent with information obtained from key informants who informed the researcher that barazas or community meetings were often held with the community and that community leaders were also constantly engaged in the process.

The interview results also noted a similar response to the question on the source of the source of information to community members during the project cycle. Most respondents noted that community meetings held between them and KenGen provided them information on the project. That, community leaders were also a source of information as they were regularly engaged by the company.

The community members largely indicated that there existed communication mode which boosted resettlement process from initial stage to final. From the study findings, it indicates that high portion of respondents agree that the application of participatory communication has been possible and has contributed to the RAP in the area. Therefore, the possibility of members understanding the need to send the feedback on their issues in Olkaria was eminent from the results posted by the respondents.

Moreover, the results indicated that the level of participation was to a moderate extent. This is an indication that though there was participation the local community in the resettlement process, the extent was not to a satisfactory level as respondents indicated. When there is a link between the participatory communication with the resettlement, people will be in a better position to get clear information concerning the project thus, able to make informed contributions and hence support to the project. It was a positive aspect to note that from the interview results, community members agree that participatory communication contributes to project success.

The study noted that there were major challenges that were stated by the community members that impeded the practical application of participatory communication in the process. The findings indicated that the process was faced with a number of challenges such as communication barrier whereby a majority of community members had no education which made most of them lack the ability to understand some aspects of the process. This also challenged their ability to communicate effectively.

The illiteracy level among community leaders and representatives was another major challenge noted from the responses. The leaders were the ones who interacted mainly with the process and with the company on behalf of the community. Their lack of education impeded the process of communication and participation.

The interview results also noted that the nomadic lifestyle of the indigenous Maasai affected their interaction with the process. That they were on most occasions engaged in moving from location to location in search of pasture for their livestock, thus, were not able to sufficiently participate in the process. This was reiterated by key informants who noted that community meetings were not well attended by members as a number of them were occupied with their livestock which is their main source of livelihood. Also, lack of permanent homes affected their

relation with each other since they felt stressed with their personal problems that originated from an external source, that is, according to respondents, the introduction of Olkaria project.

Finally, key informants in the study played a key role in counter-checking on the information provided by the respondents to be able to make a scientific conclusion. The study results from key informants showed that they agree with most of the responses. They acknowledged that the participatory communication was indeed applied in the process of resettlement, but, more improvements can be done in the future to attain better results. That challenges such as high illiteracy levels in the community among others affected the practical application of participatory communication.

### **5.3 Conclusion**

The research concluded that participatory communication was applied in the project. This resulted in the successful relocation of the community from their original homes to the allocated area. However, from the research findings, the level of engagement was low as interview results indicated that the company held meetings with the PAPs less often. The outcomes of the research thus concluded that participatory communication was applied in the project to foster resettlement action plan though with minimal meetings.

The study also noted that there were several challenges to the practical application of Participatory communication. Some of the challenges were such as communication barrier since most of the community members were illiterate, leaders who were not proactive in representation, the nomadic lifestyle that did not allow most people to attend community meetings or take keen interest in the process among other challenges.

The response that the company did not fulfill promises made to the community also contributed to the reluctance of the community in engaging the company as they felt short changed. A number cited that disturbance allowance was not paid as promised. The research noted that some of those issues challenged the effectiveness of participatory communication in the process.

The study thus noted that participatory communication played a key role in the successful relocation even though, more could have been done as noted from the respondents to ensure that the community felt truly consulted and included in the process.

## **5.4 Recommendations**

The research recommends that the KenGen staff should engage the community members more regularly to understand their concerns in future projects. That the company needs to make participatory communication a deliberate effort to attain better results in future.

The researcher also recommends capacity building for the community. High illiteracy levels in the community affect informed communication and participation. Thus investing in education by offering scholarships to the locals to study and also conducting mentorship forums in the community will encourage them to embrace education thus reducing illiteracy levels. Adult literacy programs are also recommended to equip majority of the adult population with basic literacy skills.

Training of community leaders and also the community members on the importance of participating fully in projects will encourage a culture of participation and interaction from the community on projects. This will in turn encourage community members to make time for community meeting when invited and take keen interest in projects around them. Success will in turn be achieved as communication and participation promotes project success as noted from the study.

In addition, the nomadic lifestyle of the community noted as having challenged their participation in the project, the researcher recommends further training to the community on alternative livelihoods and also training on zero grazing with productive livestock .This can be done by facilitating training and benchmarking trips to successful similar initiatives.

The mediators and community leaders who are compromised will not represent the members of the community well which is a disadvantage to the whole community. This can be avoided by selected leaders with integrity through the process of interviewing. Also, elders should be engaged which will enable them to pass the given information to the next generation in an honorable way.

Culture is a key aspect in the lives of the Maasai community as is in most indigenous communities, some of whom were also part of the relocation. It is important for project



implementers, to be sensitive to cultural aspects and how they affect the application of communication and participation.

### **5.5 Areas for Further Research**

This research was restricted to resettlement by KenGen in Olkaria and the purpose of participatory communication in the process. Other researchers can do similar research in other parts of the country. This will enable the body of knowledge get a wider view of effects on participatory communication in the resettlement process. Also, the results were restricted to participatory communication. Other factors can influence resettlement process which can be studied by future researchers.

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## APPENDICES

### APPENDIX I: INTRODUCTION LETTER

Dear Sir/Madam,

#### RE: RESEARCH INFORMATION

At the University of Nairobi's Department of Journalism and Mass Communication, I am a postgraduate research candidate. I am conducting a research study to ascertain the function of participatory communication in the Resettlement Action Plan by KenGen in Olkaria in 2014 as part of the course requirements for my Master of Arts degree.

For this reason, I want to use a questionnaire to get first-hand information from you. The information asked is required only for academic research and must be kept strictly confidential. It will not be used for any other purposes outside those associated with this research.

Please complete the enclosed questionnaire as completely as you can. You are welcome to provide any extra information you deem useful for this study. If you have any questions or comments on this study, please don't hesitate to contact me at [topotiresian7@gmail.com](mailto:topotiresian7@gmail.com) or by phone at 0726091 680.

Thank you for your cooperation.

Yours sincerely



## APPENDIX II: QUESTIONNAIRE

Please provide the most accurate response you can to the following questions. Your response will be kept private and used exclusively for academic purposes.

### Section I: Background Information

**1. Name**

(Optional).....

**2. Executive Committee /Management / Non-management Stakeholder group (e.g. Community member, community Representative, NGO, Local Admin, please give specification).....**

**3. Gender**

a) Male [  ]                      b) Female [  ]

**4. Group representation**

Youth            [  ]

Women        [  ]

Men            [  ]

PWD            [  ]

Vulnerable, e.g. widows, widowers    [  ]

Elders            [  ]

**5. Level of Education**

Tertiary        [  ]

Secondary      [  ]

Primary         [  ]

None [ ]

**Section II: communication channels used**

6. Were you aware of the planned resettlement? If so, what was your source of information? (Tick as appropriate)

- a) Community meeting/Baraza [ ]
- b) Community representative [ ]
- c) Liaison Officer [ ]
- d) Internet [ ]
- e) None [ ]

**Section III: Relationship between participatory communication and resettlement process**

7. How did KenGen consult with the Project Affected Persons (PAPs) in the entire project cycle? E.g. through Community Meetings or Baraza, Workshops, through Liaison staff/ community Reps, interviews, FGDs .....

8. How often does the company engage with different stakeholders? (Tick appropriate option)

Very often [ ]

Often [ ]

Less often [ ]

9. Do you think that Participatory communication contributed to the success of the RAP project by KenGen in

Olkaria?.....

.....

..

10. What do you think was the level of participation of the community at the implementation stage, on the following areas during the RAP? Please rate on a scale of 1-5 where 5=Very High, 4=High 3=Moderate 2=Low 1=Very Low

Level of participation	1	2	3	4	5
Drafting of the RAP document					
Selection of the land site					
Selection of house sites a social amenity					
Employment opportunities during the implementation of the RAP					
Livelihood restoration dialogue					
Preservation of culture in the RAP process					

**Section IV: Challenges to the practical application of participatory communication in the RAP process.**

11. What in your view were the challenges that impeded the application of Participatory communication in the RAP process?

- i. ....
- ii. ....
- iii. ....
- iv. ....

**THANK YOU**

