A graphic of a scroll with a central rectangular text box. The scroll is unrolled at the top and bottom, with the ends of the scroll visible on the left and right sides. The text box is centered within the scroll.

The world we
have is a
creation of our
own thinking. It
can only change
if we change
our way of
thinking.

Albert Einstein (1879 – 1955)

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THE ROLE OF PRIVATE SECTOR IN EMPOWERING WOMEN'S PARTICIPATION IN ACHIEVING ENVIRONMENTAL SUSTAINABILITY (MDG 7) IN KENYA: A CRITICAL ANALYSIS.

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REG. NO. N/50/P/8116/03

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

2005



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DECLARATION

I, Mabel Imali Isolio, student Registration Number N/50/P/8116/03, do hereby declare, that this project is my original work and has not been presented for a degree in any other University.

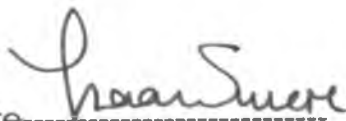
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DATE 16th/NOV/2005

This Project has been submitted for examination with my approval as the University Supervisor

Signature -----

Date 17th Nov. 2005.

Isaac Amboseli Were
Institute of African Studies
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DEDICATION

For my late mother, Mama Jenifface Mugehera, who opened up the world of education and empowerment to me and to my daughters, Brenda M'mbaitsa and Leah Khasoha, who kept me company while I worked on this Project.

ACKNOWLEDGEMENT

I am indebted to all those who assisted me in various ways during this period of study.

First, I wish to express my sincere appreciation to Mr. Isaac Amboseli Were, my Supervisor, for his advice, guidance, suggestions and constructive criticism of this Project. I wish to thank him, also, for his lectures and lively discussions during my coursework which stimulated my interest in this study; and for his untiring commitment to making suggestions, criticisms and offering guidance to the series of manuscripts that evolved into this Project.

My colleague in the Master of Arts in Gender and Development Studies Class (2003-2005), Ms. Betty Ng'endo Mugo, deserves special mention for her editorial support.

Finally, I wish to thank the Director, the Coordinator, Lecturers and support staff of the Institute of African Studies, University of Nairobi for their support. A special thank you to all key players I met in the course of my fieldwork notably all respondents from NEMA, Nairobi Central Business District Association, Nairobi Water and Sewerage Company, KenGen, Magadi Soda and all the 'village women' for agreeing to be part of this Project.

My heartfelt appreciation to the entire Isolio family: children Kennedy, Lilian, Godfrey, Leah and Brenda; and to my husband, Dr Solomon Isolio, for their encouragement and moral support for allowing me to move on.

LIST OF ABBREVIATIONS

BPFA	Beijing Platform For Action
CEDAW	Convention on the Elimination of Discrimination Against Women
CKRC	Constitution of Kenya Review Commission
CSR	Corporate Social Responsibility
EMS	Environmental Management Systems
FGD	Focused Group Discussions
GRI	Global Reporting Initiative
ICPD	International Conference on Population and Development
KEPSA	Kenya Private Sector Alliance
MDGs	Millennium Development Goals
NEMA	National Environmental Management Authority
SRI	Socially Responsible Investing
WSSD	World Summit for Social development

WEEF	Women Equality and Empowerment Framework
UNCED	United Nations Conference on Environment and Development
EIA	Environmental Impact Assessment/Audit
IFC	International Finance Corporation
NWSC	Nairobi Water Sewerage Company
NCBDA	Nairobi Central Business District Association
NCC	Nairobi City Council
NGO	Non Governmental Organization
CBD	Central Business District
WSP-AF	Water and Sanitation Program-Africa
PT	Public Toilets
EMCA	Environmental Management Coordination Act
SOE	State of Environment

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ABSTRACT

This study critically analyzes the extent to which efforts by private sector interventions empower women's participation to achieve environmental sustainability (MDG 7). The researcher interviewed directors and staff working in companies under investigation, staff and directors of National Environmental Management Authority and women leaders and women groups in the communities where the sampled companies operate.

The researcher interviewed women as a special constituency to determine their collective thinking of the extent to which they feel they have been empowered by private sector to participate in environmental sustainability efforts.

The researcher used the analytical technique in this study to refer to the approaches /process used to involve women, the stages of participation and level of equality/empowerment realized during the business intervention. The approaches explored include Corporate Social Responsibility; sponsorships and awards.

The companies under investigation were selected based on their business focus and scope, composition, impact of their activities on the environment, and the gender dynamics that they introduce. The staff/directors interviewed depended on relevance to subject of study, while community members were women leaders /groups drawn purposively from selected sites of respective company operations. Nairobi was selected for centrality in business while Murang'a and Kajiado were selected for comparison and proximity. Qualitative techniques were used focusing in depth interviews and focused group discussions.

Turning to the findings, there is a general indication that businesses that ignore the needs of society, especially that of women, cannot be sustainable. Ultimately, development that ignores the role of business, will fail. Specifically, the study found out that efforts being made by some companies towards environmental sustainability have been influenced by the stringent measures adopted by NEMA. The status quo is backed by the fact that the Millennium Development Goal on Environmental sustainability does not provide indicators for private sector participation in the achievement of the same. In addition, the participation of women in majority of business interventions under study remains invisible while the level of recognition of women's issues and empowerment is low (either at welfare level, which is zero level of empowerment or at most, access level) – a consequence of non-involvement of women at all levels of the intervention.

In this study, only Nairobi Central Business District Association (NCBDA) was identified as the possible best practice business initiative. It has built confidence and high self-esteem among women and girls through provision of services that are unique to women, for example, inbuilt latrines and disposal tins.

Finally, the study suggested that private sector must strengthen its institutional policies; strategies, objectives and service delivery by ensuring that their business plans are pro - poor and pro - women. Information on environmental sustainability must be packaged in a simple way as to be understood by women. The study also suggested that since MDG 7 is a crosscutting issue and its achievement depends largely on achievement of other MDGs, further studies must focus on these MDGs and how they influence the achievement of MDG 7.

CHAPTER ONE

INTRODUCTION

1.0 Background of the Problem

Privatization is sweeping the world with governments relinquishing major sectors of the economy to the private sector. Generally stated, privatization has to do with the reduction of government activity or ownership within a given service or industry. However, the private sector has a number of choices to make in terms of the products they produce, the technology, the process and the inputs they use, the location where they establish their businesses, their employment and labour practices with the major impetus for the private sector being profit making.

Private sector also provides an opportunity to improve environmental performance of privately owned or government - run operations through efficient resource use, expanded access to capital, increased investments in cleaner technologies, exposure to foreign environmental management and markets requirements alongside greater regulatory freedom.

The private sector in both industrial and developing countries has become more aware of the environment as a business concern affecting products, markets, technologies and long-term sustainability. Hence all forward thinking businesses, anticipate environmental trends and adjust their product mix and operations in order to capitalize on them. The private sector is becoming a decisive factor in influencing environmental performance and long-term environmental sustainability. The private

sector can contribute its knowledge and relevant technology in organizing and managing environmental sustainability.

Welford & Gouldson, (1993), suggests three key external factors that influence industrial response to the environmental challenge. These include the need for efficiency including cost minimization through waste reduction, recycling and utilization of waste; government regulation including environmental legislation, standards, policies and instruments; as well as stakeholders pressure notably consumers, business, development partners, investors, insurers, local communities and advocacy groups which are largely responsible for shaping the private sector's ethical behavior. But this has to contextualize private sector, which dictates that it has a shorter planning and implementing horizon than government hence the environmental implications of their activities are heavier.

On the other hand, sustainable human development does not merely mean generating growth but also distributing the benefits of growth equitably between women and men. Sustainable human development is development that gives priority to the poor, that empowers women as a special constituency rather than marginalizing them; that regenerates the environment rather than destroying it. Natural resource depletion and environmental degradation is emerging as a critical stumbling block for any meaningful socioeconomic and cultural growth as prerequisites for sustainable human development. Environmental degradation leads to the fragmentation of societies and livelihoods. Increasing number of people and their communities are facing environmental crises due to desertification, drought, deforestation and the pollution of water, air and soil. Sustainable human development calls for intergenerational equity –

the need to conserve and manage resources on which current and future generations depend.

As a declaration of the World Summit for Social Development (WSSD) in Copenhagen in 1995, achieving equity requires an enabling environment: an environment that supports growth, gives priority and jobs to the poor, especially women, while encouraging participation, tolerance and respect for human diversity and the rule of law. This enabling environment must promote justice and fundamental fairness between men and women (Speth 1995).

A fundamental building block in environmental sustainability is the creation of a framework in which all the stakeholders can have resources, rights, obligations and responsibilities. A key goal of partnerships in environmental sustainability will require tradeoffs for all stakeholders.

This means that governments must open up to all stakeholders in environmental sustainability for meaningful economic growth. It means that the private sector must begin to be felt and not only seen in its efforts towards environmental sustainability. It requires that the private sector not only dedicate its resources but also its commitments towards meeting the Millennium Development Goals (MDGs), especially MDG 7.

In a nutshell, Millennium Development Goal (MDG) 7 seeks to ensure environmental sustainability and has its targets as the integration of the principles of sustainable development into country policies and programmes; reverse the loss of environmental resources. Similarly, it seeks to halve by 2015, the proportion of people without sustainable access to safe drinking water and to have achieved, by 2020, significant improvement in the lives of at least 100 million slum dwellers.

According to the MDGs progress report for Kenya (2003), the indicators therein include; the proportion of land area covered by forest cover; the land area protected to maintain biological diversity; the GDP per unit of energy use (as proxy for energy efficiency); carbon dioxide emissions (per capita); access to an improved water source, sanitation, secure tenure, durability of housing and sufficient living area.

The major challenges facing MDG 7 include population pressure; widespread poverty especially in rural areas leading to overexploitation of natural resources, harmful practices such as large-scale logging, wildlife poaching and trade that continue to endanger biodiversity; health complications due to lack of and/or poor sanitation and the ever present gender inequality in the access to and utilization and management of natural resources and the benefits accruing thereof. However, a number of infrastructural services such as water supply, sanitation and waste management confer strong environmental risk relating to health, with special emphasis on women and children.

1.2 Statement of the Problem

The study critically analyzed the level of empowerment of women's participation in efforts made by private sector to achieve environmental sustainability. This topic was investigated because there are many companies in Kenya using different approaches such as corporate social responsibility and giving scholarships and awards, expecting that such approaches empower community's participation in the achievement of MDGs. Additionally, since the declaration of the Millennium Development Goals, no single study has been done to find out the extent to which private sector in Kenya has specifically involved and empowered women to participate in the achievement of the MDGs. The problem is that women in the study sites have the knowledge on how to protect and conserve their environment, but private sector does not motivate or empower them to engage in the process. It is on this basis that this study was carried out.

The CSR approach used by majority of companies under the study is a problem. It is pertinent to find out if this approach allows for empowerment of women's participation and if it has any impact on their perceptions and practices towards environmental sustainability.

The other problem is information dissemination and outreach. An attempt was made by this study to find out the extent to which NEMA uses appropriate channels of communication to disseminate messages on environmental sustainability to its key stakeholders and publics.

1.3 Rationale for the Study

The study sought to fill the information gap as to the extent to which private sector in Kenya has specifically involved and empowered women to participate in the achievement of the MDGs. Currently, much of the available information on private sector initiatives towards environmental sustainability is done with 'communities', and little has been documented from a gender perspective.

The topic of this study could also be of relevance to research institutions, public and private sectors as well as civil society organizations concerned with dissemination of information on environmental sustainability and natural resources management in general. Analyzing the quality of women's participation could enable the study recommend appropriate strategies to be undertaken by private sector to ensure realization of the same.

Another reason for researching on this subject is that very little work has been done on the effectiveness of approaches used by private sector on empowerment of women's participation in environmental sustainability. Hence, there is a dearth in data on exactly what private sector is doing. Thus, there is need for research and documentation of the efforts of the private sector with regards to this goal, not just for academic purposes but also to celebrate the difference they are making. The information derived from the study could also be used by future scholars for reference, as well as being a springboard towards mobilizing more concerted efforts by the sector in ensuring Kenya achieves the goal of environmental sustainability.

The study will enable private sector to start making conscious decisions on environmental sustainability on the basis of sound, accurate and up to date information. The findings of this study will be presented to all stakeholders: NEMA, KEPSA and the specific companies under investigation. Hopefully, the recommendations will be implemented to benefit women in the study sites.

1.4 Scope of the Study

This study seeks to complement Kenya's Annual status report on the MDGs. In chronological order, the MDGs are: Eradicate extreme poverty and Hunger; Achieve Universal Primary Education; Promote Gender Equality and Empower Women; Reduce Child Mortality; Improve Maternal Health; Combat HIV/AIDS and Other Diseases; Ensure Environmental Sustainability and Develop a Global Partnership For development. In order to critically analyze private sector empowerment of women's participation in achievement of environmental sustainability, it was necessary that the study provide an overview of MDG 7. The study looked at MDG 7, its targets and recommended ways in which private sector efforts can be made more strategic and sustainable.

1.5 Objectives of the Study

The overall objective of the study was to determine the extent of women's empowerment, by private sector, to participate in the achievement of environmental sustainability. It focused on NEMA as the regulatory institution for MDG 7 and four businesses namely KenGen, NWSC, NCBDA and Magadi Soda and made recommendations for private sector and

policy makers on empowerment of women's participation in relation to achievement of environmental sustainability.

Specifically, the study attempted to:

1. Identify the contribution of private sector in empowering women's participation in the achievement of MDG 7 in Kenya
2. Document some best practice case study/ studies depicting private sector efforts at ensuring environmental sustainability in Kenya with a special focus on empowerment of women's participation in achieving the same.
3. Suggest strategies/ make recommendations to private sector in promoting the role of women in ensuring the achievement of environmental sustainability (MDG 7) in Kenya.

1.6 Research Questions

The study sought to answer the broad question, "How has private sector empowered women's participation in achieving environmental sustainability?"

The specific research questions were:

1. How is the private sector mainstreaming women in environmental sustainability in Kenya today?

2. What are the current efforts by the private sector in Kenya towards environmental sustainability?
3. How can the private sector make conscious MDG 7 in their policies and operations to enhance their contribution to achieving this goal?

1.7 Limitations of the Study

The study had four major limitations. The first one is that the researcher only interviewed the respondents concerned with the MDG 7. It was not possible to interview other respondents that dealt with other MDGs due to the nature of the subject.

The second one is that the life span of MDG 7 up to 2015 constraints its sustainability, especially in the event of a paradigm shift. The real challenge lies in the extent to which private sector might be compelled to sustain MGD 7 beyond 2015.

The third one is that the study was limited to companies whose operations may not be easily replicated in other parts of the country.

The fourth one is that the researcher was self-sponsored, hence the study concentrated on business initiatives and study sites that were within reasonable proximity to Nairobi.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

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

2.1 Literature Review

This section has several parts: the origin of MDGs; origin of MDG 7; private sector intervention in MDG7; gender equality and MDG 7; environment and types of private sector businesses.

2.1.1 The Origin of Millennium Development Goals

At the UN Millennium Summit held from 6-8 September 2000, in New York, World leaders in 189 states of the United Nations reaffirmed their commitment to work towards a world in which eliminating poverty and sustaining development would have the highest priority. This was in realization that previous efforts were ad hoc, scattered and originating from different stakeholders. As a strategy to consolidate these efforts, the Millennium Declaration was signed by 147 heads of state and passed unanimously by the members of the General Assembly (World Bank 2003).

They agreed on a far-reaching plan to support global development objectives for the new century. They reaffirmed their commitment to work

towards a world of peace and security for all, giving sustainable development and poverty eradication the highest priority.

The Millennium Declaration, which was agreed at the Summit, outlined a clear set of responses to these challenges, and established concrete measures for judging performance through a set of interrelated commitments, goals and targets on development, governance, peace, security and human rights. The Declaration addressed issues relating to: fundamental values and principles; peace, security and disarmament; development and poverty eradication; the protection of the environment; human rights, democracy and good governance; the needs of the most vulnerable; the special needs of Africa; and the strengthening of the UN. The Declaration also made a strong commitment to eradicating poverty and securing sustainable development, and reaffirmed the UN as the accepted multilateral body for realizing the world's aspirations for peace and development. The Millennium Declaration goals were elaborated and developed into the Millennium Development Goals (MDGs).

The MDGs comprise eight goals, 18 targets and 48 indicators. The eight goals are: eradicate extreme poverty and hunger; achieve universal primary education; promote gender equality and empower women; reduce child mortality by two thirds for children under five; improve maternal health; combat HIV/AIDS, malaria and other diseases; ensure environmental sustainability; and develop a global partnership for development. The first seven goals, directed at reducing poverty in all its forms, are mutually reinforcing. The eighth goal – global partnership for development – is about the means to achieve the first seven goals.

In a presentation on integrating environment and development, Mohan Munasinghe, Chairman, Munasinghe Institute for Development, and Vice-Chair, Intergovernmental Panel on Climate Change, emphasized that environmental issues influence all MDGs and vice-versa, hence suggested linking environment and development through the application of "sustainomics", a framework for making development more sustainable, and the action impact matrix method that identifies and prioritizes links between environmental vulnerabilities and development goals.

2. 1. 2 The Origin of MDG 7

The Rio Declaration on Environment and Development, a statement consisting of twenty-seven basic principles designed to guide national and international policies, acknowledged that poor countries have a "right to development" and that rich countries bear a special responsibility "in view of the pressures their societies place on the global environment." The principles cover a broad range of issues, including the link between environment and development, the sovereign right of states to exploit their own resources (without damage to others), international cooperation in eradicating poverty, the role of women in sustainable development, and the use of economic instruments in environmental and development policy.

Agenda 21, the main operational product of UNCED, offers a voluminous blueprint for future environmental action and covers all the main sustainable development issues discussed at the Earth Summit. The Agenda addressed more than 100 program areas, including climate change, marine pollution, deforestation, desertification, human resources, and sustainable agriculture. The Agenda aimed at integrating

environment and development. It was to be supported by new and additional financial resources, improved access to environmentally sound technologies, and strengthened institutional capacity in developing countries. States were called upon to prepare sustainable development plans outlining their own environmental problems, as well as their strategies, programs, and priorities for implementing Agenda 21.

In addition, UNCED agreed to request the General Assembly of the United Nations, at its next session in September 1992, to establish an intergovernmental committee to negotiate an international convention to combat desertification, particularly in Africa. Finally, a Sustainable Development Commission was established under the auspices of the United Nations Economic and Social Council (Ecosoc) to coordinate the results of UNCED.

The Government of Kenya has attempted to domesticate this by integrating environment and poverty into national policies, strategies and planning process. The establishment of organizations such as NEMA is one step towards fulfilling this cause.

2. 1. 3 Private Sector Intervention in MDG 7

The greatest threat to our environment is posed by poverty. Deprived people are a major threat to the environment when the basic needs of adequate food, shelter, clothing and health services are not met. High levels of poverty negatively impact on the environment through agricultural land degradation leading to reduced productivity and hunger, and the pollution of the ground water table by both industry and chemical fertilizers. Pollution of drinking water sources is also responsible for leukemia in children

and increased incidence of malaria, typhoid, cholera and other environmental diseases.

Wood fuel is categorized as the main source of household energy. The high and increasing demand for wood-fuel poses a major threat to existing forest and other terrestrial ecosystem resources. For example, since 1930, Kenya has lost about 65% of its original standing wood volume (NEMA, 2004). The area under industrial plantations too, has continued to decline from 165,000 ha in 1988 to less than 80,000 ha in 2003. On the other hand, the total area under protection (gazetted) currently stands at 1.7 million ha (1.7%) against the recommended level of 10%.

The challenge is how to reduce over-reliance on wood-fuel among the rural poor with limited access to alternative sources of energy. Hence the need to put in place a mechanism that facilitates communities to become self-sufficient in household wood fuel energy - a big contribution to reduction of poverty.

Based on the above, the following challenges persist:

- The threat of human activities that includes: illegal encroachment, excision, charcoal burning and illegal cultivation, poaching of timber and frequent fire outbreaks among others.
- The task of repossessing land irregularly allocated to private investors has proved a big challenge to the government.
- The degradation of natural resources resulting from pollution and poor waste management, water catchment destruction, desertification and poverty.

- Ensuring that environmental considerations are integrated in all major national and sectoral policies, plans and decision-making processes. This calls for development of the necessary capacities and tools to assess and anticipate the impact of development activities on the environment.

Despite all the above, private sector has been able to intervene in environmental sustainability concerns as hereunder:

- All companies are required to comply with NEMA regulations including annual Environmental Impact Audits.
- Private stakeholders have established a total of 3,273ha of forestland.
- Company sponsorship of environmental work, including research as well as scholarships and awards.

2.1.4 Gender Equality and MDG 7

Women have a vital role in environmental management and development, hence their participation is essential to achieve sustainable development. Yet, current efforts by private sector generally do not focus on women as being critical in the conduct of their business. This is partly because of the discrepancy between women's vital role and their economic status and partly because of a gender bias inherent in private sector initiatives. Consequently, private sector activities are not gender sensitive in the way they impact on women and the livelihoods of communities that women manage.

Strategies to make the environment sustainable often overlook women's critical roles, rights and responsibilities and end up marginalizing them further. Women possess invaluable knowledge about the environment and how to manage and conserve it, yet this knowledge remains largely unexploited and untapped by the private sector. Women's perspectives, significantly different from men's, remain invisible in the processes of economic growth (Wee 1995).

To achieve good business, the real task for the private sector is that of finding new and innovative ways to mobilize resources for women's empowerment and social development. Meanwhile, this will work towards changing the very nature of economic growth process so as to generate more equitable and sustainable patterns of production and consumption.

This means making concrete investments in the future stability and equity of the global marketplace as much as in the local communities in which they conduct business.

2.1.5 Environment and Types of Private Sector Businesses

Business entities are critical actors in the economic, social and cultural development of all countries. Besides providing goods and services, they are a source of livelihood for many; pay taxes effectively enabling government to operate; and have an impact on the physical and social environment. Indeed, it is increasingly evident that our continued prosperity as a nation, communities, and ultimately as individuals is closely linked to our ability to create and maintain profitable, competitive and sustainable enterprises.

Private sector businesses are motivated principally by profitability but to sustain this business competitiveness, they should strive towards environmental sustainability. There exist alternative approaches in understanding how businesses mix environmental and social issues. This is exhibited in the following types of businesses (IFC 2002).

- **Proactive Businesses**

These businesses adopt technologies and processes that are clean/ green and profitable. They add value to environment, operating margins and corporate reputation. These are the most successful and sustainable ventures.

- **Minimalist Business**

These businesses use technologies and processes that maximize profitability subject to compliance with legal requirements. They win the environmental and social trap by paying token regard for environmental issues to manage reputation and liability risks.

- **Unsustainable Businesses**

These businesses use technologies and processes that are not cost effective or environmentally sound. They further subtract value through higher operating costs, compliance costs, cleanup costs, reputation damage and future liabilities. These are not profitable businesses and lose both on profitability and environmental sustainability.

- **Reactive Businesses**

This type of business operates on mitigation factors i.e. on existing production techniques and processes. They "do no harm" but also miss the opportunity "to do good". Such businesses are costly and time consuming.

2.2 Theoretical Framework

Women's Empowerment (Longwe) Framework

The study utilized the Women's Equality and Empowerment (Longwe) Framework developed by Sara Hlupekile Longwe, a consultant on gender and development based in Lusaka, Zambia (Candida March et al, 2000). The Longwe framework is intended to help planners question what women's empowerment and equality means in practice, and from this point, to assess critically to what extent a development intervention is supporting this empowerment. Longwe defines women's empowerment as enabling women to take an equal place with men, and to participate equally in the development process in order to achieve control over the factors of production on an equal basis with men.

Sara Longwe argues that much of the development literature examines to what extent equality between women and men has been achieved according to the conventional sectors of economy and society for example equality in employment. This system of analyzing equality by sectors concentrates on separate areas of social life, rather than on women's equality in the development process. In the Longwe framework, development means enabling people to take charge of their own lives,

and escape from poverty; poverty is seen as arising not from lack of productivity, but from oppression and exploitation (especially of women).

Longwe's framework is based on the notion of five different 'levels of equality'. The extent to which these are present in any area of social or economic life determines the level of women's empowerment. The Longwe Framework also enables private sector players to analyze enterprises' degree of commitment to women's equality and empowerment. They should do this first by identifying which 'levels of equality' are addressed by a particular intervention, and second by assessing which 'levels of recognition' of women's issues exist in the company objectives. It is also possible to produce a profile of an entire company, categorizing its activities in terms of the levels of equality that they address, and their level of recognition of women's issues. This might be part of an exercise undertaken by a large company which wishes to assess its entire corporate mission from a gender perspective.

The Longwe Framework is discussed in 'Gender awareness: the missing element in the Third World development project' by Sara Hlupekile Longwe in *Changing Perceptions: writings on gender and development*, edited by Tina Wallace with Candida March, Oxfam, 1994. It also appears in the form of training materials in the Oxfam Gender Training Manual edited by Suzanne Williams, Oxfam, 1994. The information on the framework in this section is adapted from both these sources.

2.2.1 Relevance of Theory to the Study

The Longwe Framework centres on the concept of five 'levels of equality', which indicate the extent to which women are equal with men, and have achieved empowerment. The levels of equality can be used to assess the likelihood of particular business interventions promoting equality and women's empowerment.

The levels of equality are Control; Participation; Conscientization; Access; and Welfare. These levels of equality are hierarchical. If a private sector intervention focuses on the higher levels, there is a greater likelihood that women's empowerment will be increased by the intervention than if the project focuses on the lower levels. If the intervention concentrates only on welfare, it is very unlikely that women will find the intervention empowering. Equal participation in the decision-making process about certain resources is more important for achieving women's empowerment than equal access to resources; however, neither participation nor access is as important as equal control.

When the levels of equality are used to analyze the impact of private sector interventions on women's equality and empowerment, it is important to understand that an ideal intervention does not necessarily show activities on every level. However, an intervention that is empowering for women will have many components, which fit into the higher categories, but none in the lower ones. The 'Welfare' level restricts its focus to access to material resources. An intervention that addresses control of resources would be classified at a higher level - under 'Control' and would be seen as concerned with a higher degree of women's equality and empowerment.

Longwe' defines the levels of equality as hereunder:

Welfare: This is the level of women's material welfare, relative to men. It questions if women have equal access to resources such as food supply, income and medical care.

Access: This refers to women's access to the factors of production on an equal basis with men; equal access to land, labour, credit, training, marketing facilities, and all public services and benefits. Longwe points out that equality of access is obtained by applying the principle of equality of opportunity, which typically entails the reform of the law and administrative practice to remove all forms of discrimination against women.

Conscientization: This is understood as a conscious understanding of the difference between sex and gender, and an awareness that gender roles are cultural and can be changed. 'Conscientization' also involves a belief that the sexual division of labour should be fair and agreeable to both sides, and not involve the economic or political domination of one sex by the other. A belief in sexual equality is the basis of gender awareness, and of collective participation in the process of women's empowerment.

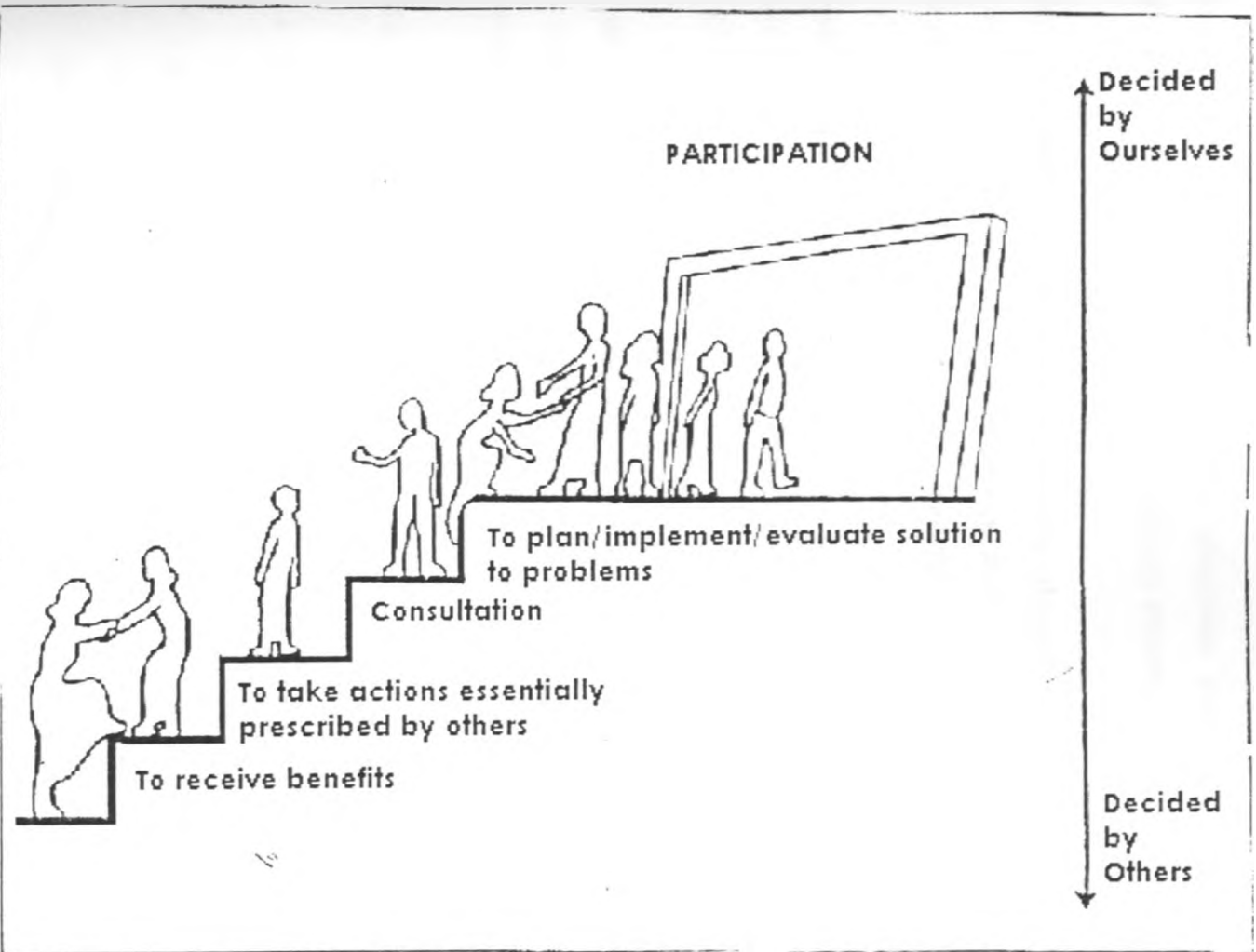
Participation: This refers to women's equal participation in the decision-making process, in policy-making, planning, and administration. It is a particularly important aspect of business intervention, where participation means involvement in needs and risk assessment, business plans, and execution of business activities and performance appraisals. Equality of participation means involving women in making the decisions by which

their community will be affected, in a proportion, which matches their proportion in the wider community.

Carolyn Moser has applied this concept of 'participation' by linking it to 'empowerment' which, according to her, cannot take place unless one participates effectively. In effective participation, she recognizes women as beneficiaries or agents of change. In the short term, women have access to practical needs. Long-term benefits are greater, for women and communities, if women's decision-making capacity and status are increased. As agents of change, women participate as managers, planners, organizers, advisers, committee members and educators within various levels of an intervention. Moser's conceptualization of women's participation is illustrated in the diagram on page 23:

Control: Equality of control means a balance of control between men and women, so that neither side dominates. It includes women's control over the decision-making to achieve equality of control over the factors of production and the distribution of benefits.

Longwe asserts that it is not only important to assess the levels of women's empowerment that a business/development intervention seeks to address. It is equally important to identify the extent to which company objectives are concerned with women's development, to establish whether women's issues are ignored or recognized. Longwe uses a very specific definition of 'women's issues', meaning all issues concerned with women's equality in any social or economic role, and involving any of the levels of equality (welfare, access, conscientization, participation, control). In other words, an issue becomes a 'women's issue' when it looks at the relationship between men and women, rather than simply at



Stages of participation

Adapted from a drawing by Nancy Bergau for the Sulawesi Development Project and reproduce in Coady International Institute (1989)

women's traditional and subordinate sex-stereotyped gender roles.

Applied to private sector, Longwe identifies three different levels of recognition of women's issues for a business intervention.

Negative level: At this level, company objectives make no mention of women's issues. Experience has shown that women are very likely to be left worse off by such a business intervention.

Neutral level: This is also equated to a conservative level. Business objectives might recognize women's issues, but concerns remain at that level.

Positive level: At this level, the business objectives are positively concerned with women's issues, and with improving the position of women relative to men.

2.2.2 Strengths of the Theory

- Applied to private sector, it shows business interventions as containing both 'practical' and 'strategic' elements (**see section 2.4 on Definition of Key Terms**). The progression from practical to strategic depends on the extent to which the intervention has potential to 'empower women'.
- The method Longwe uses is particularly useful in explaining why 'empowerment' is intrinsic to the process of business and development.

- The framework has a very strong political perspective. It emphasizes that business and development means overcoming women's inequality compared to men in every respect.
- The Longwe Framework is a particularly valuable method of appraisal. It permits an assessment of where women already have equality, and what still remains to be done.

2.2.3 Limitations of the Theory

- The Longwe Framework does not specify whether business and development interventions should target women-only, men-only, or mixed groups. Women's empowerment must be the concern of both women and men, and the degree to which the intervention is defined as potentially empowering women is determined by the extent to which it addresses women's issues
- It does not examine the macro-environment

2.3 Working Assumptions

1. Private sector initiatives mainstream women in the achievement of environmental sustainability
2. Most private sector initiatives work towards environmental sustainability

3. Women's personal and group socioeconomic characteristics influence their perception and knowledge of environmental sustainability
4. Corporate Social Responsibility is women friendly

2.4 Definition of Key Terms

Practical Gender Needs – this is a response to an immediate perceived necessity. Interventions that do this are typically concerned with inadequacies in living conditions such as water provision, health care and employment.

Strategic Gender Needs

These interests/needs relate to gender division of labor, power and control. Those identified by women may include issues such as equal wages, domestic violence, control over their bodies and legal rights. If these are met, the existing unequal power relations between women and men would be transformed.

Stakeholder (s)

Any individual or group with an interest or concern in something and who can affect or be affected by the achievement of a corporation's purpose.

Corporate Social Responsibility

According to Gatamah (2005), corporate social responsibility has been variously defined. The Commonwealth Association for Corporate Governance defines it as the distinctive contribution a company makes to the advancement of society or alleviation of social concerns, usually through some form of investment in partnership with the community, which may include government. The US-based network 'Business for Social Responsibility' adds that it is operating in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business.

Many corporate leaders now recognize that social development, environmental sustainability and growth are not always in conflict. For a variety of reasons such as reducing costs, creating new markets, development opportunities, protecting and gaining consumers and managing risks, social responsibility is inalienable to the core functions of business. Hence companies are adopting sustainable development as a management framework to build long-term value in line with shareholder and society expectations.

Commitment to Corporate Social Responsibility (CSR) moves companies to a triple bottom line of financial excellence, social justice and environmental superiority. Public information and comparative benchmarking influence consumers, investors, public interest groups and government to put pressure on company performance to meet environmental and social standards (World Bank).

Socially Responsible Investing (SRI)

Institutions and individual investors are increasingly selecting investments that meet the minimum standards for environmental and social criteria.

The Global Reporting Initiative (GRI)

Sponsored by the coalition for environmentally responsible economies and UNEP, this initiative seeks to make sustainable reporting as routine and credible as financial reporting worldwide in terms of comparability, rigor and verifiability.

Product Certification

Aims to create standards and use public information to harness consumer awareness and preferences in support of products produced in accordance with environmental and social standards.

2

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

Different kinds of information and methods were required to facilitate this study. Qualitative methods of data collection were used. The researcher administered questionnaires to key informants alongside focus group discussions. The researcher investigated the role of various key informants (private sector initiatives/businesses) in creating awareness to the various stakeholders, particularly women, in ensuring environmental sustainability. The study went further to investigate the level of empowerment and recognition of women issues in formulation of business interventions.

3.1 Ethical Considerations

Ethical considerations were carefully observed throughout the study. Permission to carry out the interviews was sought from the Chief Executives of the companies under study as well as religious organizations to which the women groups are affiliated.

The researcher, who assured them that all findings would purely be for academic purposes, securely kept all data collected.

3.2. Site Description

The research sites comprised Nairobi, Kajiado and Murang'a Districts. The three research sites produced a consistent and accessible sample to cater for the heterogeneous private sector population.

Nairobi is the capital city of Kenya. Nairobi was selected for centrality in business, economic and government activity. The city also serves as the headquarters of major businesses in the country as are key players in water and sanitation provision. These are Nairobi Water and Sewerage Company and The Nairobi Central Business District Association. Magadi Soda, in Kajiado district, is located in a semi - arid, sparsely populated area with poor road network and lies about 120 km southwest of Nairobi. The nearest KenGen plant is Mini Hydros plant in Wanjii, Murang'a

3.3 Unit of Analysis

According to Baker (1994), the social entities whose social characteristics are the focus of this study will be the unit of analysis. These are collections of things to be studied. The units of analysis for this study were four selected private sector institutions drawn purposively. Two were in Nairobi (Nairobi Water and Sewerage Company and Nairobi Central District Business Association), one in Murang'a (Mini Hydros in Wanjii) and another in Kajiado (Magadi Soda).

3.4 Sample selection

The sampling technique was purposive. Babbie (1995) defines purposive sampling as a form of non-probability sampling method in which the researcher uses his or her judgment in the selection of sample members. The subjects selected must meet the study's needs. This method is preferred in this study because private sector initiatives are diverse and vary in the nature of business focus and scope, composition, core values, social responsibility, the impact of their activities on the environment particularly MDG 7 and the gender dynamics that they introduce.

3.5 Population Universe

The study selected from a list of various private sector initiatives/companies staff/directors in the respective companies; community including (women) members from around the private sector initiative; and National Environmental Management Authority.

3.6 Study Sample

The sample size was 4 private sector businesses and one regulatory institution. This sample size was selected from a sampling frame of the various private companies in fast moving commercial goods (FMCG) sector. In addition, forty women were selected from various community groups to participate in four focus group discussions. The primary determinants that guided the researcher in selecting these respondents were accessibility, availability, co-operation and the targets for MDG 7.

These targets are:

- Integrating the principles of sustainable development and country policies and programmes to reverse the loss of environmental resources.
- Halve by 2015, the proportion of people without sustainable access to safe drinking water.
- Have achieved by 2020, significant improvement in the lives of at least 100 million slum dwellers

3.7 Data Collection Methods

Different types of data were required to make this project a success. The data used was derived from both primary and secondary sources. Primary data was generated from field research carried out in the various private companies. It involved collection of both qualitative and quantitative data using semi-structured questionnaires for the staff/directors and an interview guide for the focus group discussion.

Secondary data was obtained through perusal of literature in books, journals, magazines, newspapers and the Internet. This literature was accessed from libraries at the University of Nairobi, the World Bank and local non-governmental organizations (NGOs).

3.7.1 Interviews

Interviews for this study were conducted on the basis of themes. Two semi-structured questionnaires were designed each targeting the companies and the regulatory body. An interview guide was similarly prepared to guide the focus group discussions.

The researcher engaged two research assistants and together they were responsible for administering the questionnaires.

3.7.2 Focus Group Discussions

To obtain more detailed and relevant answers to various questions on women's participation in company's activities to ensure environmental sustainability, the study held four focus group discussions with women from

various community and faith - based organizations within the localities of those business enterprises. The focus group discussion used open-ended questions to solicit information on women's knowledge on private sector activities regarding environmental sustainability; roles of companies in ensuring environmental sustainability; women's perceptions on private sector operations; Women's capacity to contribute to environmental sustainability and private sector achievements and failures.

3.7.3 Case Study

One case study was identified as a best practice in upholding the principles of environmental sustainability and women's empowerment. The researcher documented its contribution as an example of private sector effort in achieving MDG 7 and the extent of women's involvement in the process to enable them access empowering benefits.

3.7.4 Library Research

Library research went on throughout the period of the research. Information contained in the literature review (chapter two) was initially collected before the study began and was reviewed continuously and enhanced throughout the research.

CHAPTER FOUR

RESEARCH FINDINGS: DATA PRESENTATION AND DISCUSSION

4.0 Introduction

This chapter discusses the major findings of this study particularly the empowerment levels of women in the achievement of environmental sustainability. The levels of empowerment that were critiqued are welfare, access, conscientization, participation and control.

4.1 Kenya Electricity Generating Company Limited (KenGen)

Kenya Electricity Generating Company Limited, KenGen, is the leading electric company generation power in Kenya, producing about 80% electricity consumed in the country. The company uses various sources to generate electricity, ranging from hydro, geothermal, thermal and wind. Hydro is the leading source with an installed capacity of 677.3MW, which is 72.3% of the company-installed capacity.

KenGen is in direct competition with four Independent Power Producers who between them produce about 18% of the country's power. KenGen has a workforce of 1500 staff located at different power plants in the country. With its wealth of experience, established corporate base and a clear vision, the company intends to maintain leadership in the liberalized electric energy sub sector in Kenya and the East African region.

KenGen is committed to establishing, implementing and maintaining a sound environmental management system to ensure that its activities are environmentally acceptable and sustainable.

Specifically the company seeks to:

- Prevent or minimize adverse environmental impacts resulting from its operations
- Comply with relevant environmental regulations
- Educate train and motivate its employees on all environmental issues while encouraging open communication with its stakeholders
- Promote the use of eco-friendly and efficient technologies in its present and future capacity expansion activities
- Audit and review its environmental performance for continued improvement

The company runs an extensive forestation programme and donates over 200,000 tree seedlings, free of charge to neighboring communities. It also actively participates in the annual tree planting season across the country.

The company also believes in the right to health and healthy environment and has sponsored medical charities such as the Heart to Heart foundation. Since 2001 the company has been sponsoring the foundation at a cost of Kshs. 100,000 annually.

The company has joined in the effort to conserve the Aberdare forest. A cash donation of one million was made to Aberdare forest fund. In addition, a committee has coordinated the company efforts towards conservation efforts in the area.

KenGen networks with Kenya Wildlife services in ensuring its operations within the Hell's Gate National Park do not destabilize the wildlife or

degrade the environment. KenGen is also part of the Riparian association whose mandate is to oversee the conservation of Lake Naivasha.

Name of company – KenGen

Level of equality \ Level of recognition	Negative	Neutral	Positive
Control	✓	-	-
Participation	✓	-	-
Concretization	✓	-	-
Access	-	-	✓
Welfare	-	-	-

Table 1: Major activities: Forestation and school sponsorship

While KenGen gives bursaries to students, it does not have an empowerment strategy for girls and women. Instead, it gives scholarship to whoever performs well.

A Critique

In spite of KenGen donating tree seedlings to neighboring communities, the organization does not indicate what measures they have in place to address issues of access and control to resources and benefits with regard to women and men, girls and boys. It is not clear who specifically are the beneficiaries in the community. Even if their target were school children, the company does not explain whether it is schoolgirls or schoolboys that are involved. Further, it is similarly not clear how the organization liaises with relevant school authorities on the allocation of responsibilities for the continuous upkeep of the tree beds. If the tree

seedlings were to be watered for instance, it would be the schoolgirls who would have additional workload for fetching water for that purpose. This undermines the education of the girl child and hence promoting inequality between girls and boys.

The company is non-committal on who benefits from the tree products; neither does it say anything about follow-up mechanisms on the performance of the trees.

KenGen is similarly silent on the types of tree seedlings that they distribute, they do not disclose whether they are tree crops, cash crops or multipurpose. The period these seedlings might take to mature or harvest remains unknown, hence too long for the beneficiaries to feel the impact of the initiative.

As a committee member of the Aberdare forest fund, KenGen has not made an effort to sensitize the communities around the forest on the value/importance of the fencing to ensure community does not interfere with/undo the gains made.

2

4.2 Nairobi Water and Sewerage Company (NSWC)

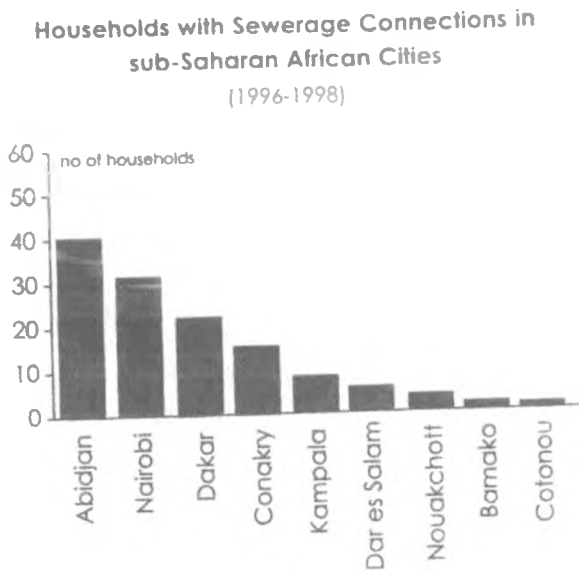
The Nairobi Water and Sewerage Company (NSWC) was established as a limited liability company with the prime objective of providing services within the city of Nairobi, pursuant to the provisions of the Water Act (2002). According to the said act, the company operates as an agent of the Nairobi Water Services Board. It is the board that holds the license for the provision of water within the city of Nairobi. Though NCC holds the shares in NSWC directly through the mayor as a trustee, NSWC operates autonomously from the NCC. It is run by a board of 12 directors drawn from private sector organizations, professional bodies in addition to the NCC.

NSWC took over the functions of the water and sewerage services department of the NCC in May 2004. This assignment of functions was also accompanied by the inheritance of a staff establishment of about 2200, and operational structures of the water department. In August 2005, NSWC recruited a team of professionals to lead the reform of the water services provision, with a view to improve accessibility, availability and affordability. The professionals were mandated to run NSWC efficiently and profitably, and in this way, ameliorate the shortcomings of the Water department.

About 94% of the inhabitants of Nairobi lack access to adequate sanitation because only a minority of dwellings has toilets (see chart on page 39). In Kibera, the capital City's largest informal settlement covering 225 hectares, for example, traditional pit latrines are the only excreta disposal system available. High proportions of households have no toilets within or close to their homes forcing many to use the so-called

'flying toilets' (a practice of wrapping excreta in plastic bags or waste paper and throwing it away).

In Kibera, there are often up to 200 persons per pit latrine. The pits fill up quickly and emptying is a problem due to difficult access (to the houses, which are crammed together). Space to dig new pits is often not available.

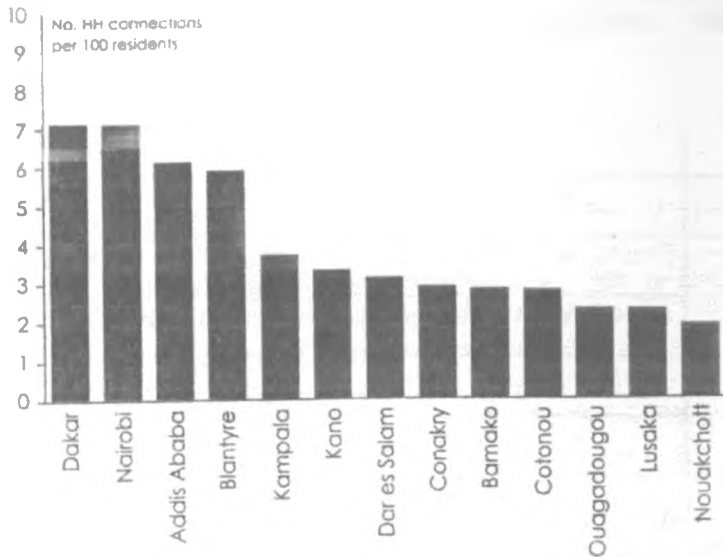


Source: Nairobi Water Board (1996-1998)

A recent survey revealed that more than half of Nairobi's 3 million inhabitants live in informal settlements, which are squeezed into less than 6% of the city's more than 350 square kilometer area.

Only 12 % of plots in these Nairobi settlements have piped supplies, with most people having to obtain water from water vendors and stand pipe kiosks.

Household Connection Rates in Urban sub-Saharan Africa



Source: Nairobi Water Board (1998-1999)

However, the recent commercialization of the water sector, formerly under City and town authorities has brought hope that some light will shine on the water sector, and that supply will be convenient and accurate billing system put in place.

Name of Company: Nairobi Water and Sewerage Company

Level of equality (Empowerment)	Negative	Neutral	Positive
Level of recognition			
Control	✓	-	-
Participation	✓	-	-
Concretization	✓	-	-
Access	-	✓	✓
Welfare	-	✓	-

Table 2: Major activities: Solid waste management, water provision

Access to water has reduced women's workload as well as facilitating a clean and safe environment through solid waste management services. However inadequate public awareness on maintenance of these services /facilities has not changed the status of the women due to the lack of involvement in the transition.

A Critique

It is important to note that the problem of frequent blockages on the sewer line(s) in the affected areas is a result of interference with the main sewer line and the trunk sewers by members of the public through:

- Deliberate vandalism of manhole covers
- Deliberate dumping of solid waste into open sewer manholes
- Blockage of the sewer lines with stones, boulders and sand bags to catch sewage for irrigation
- Encroachment of sewer way leaves and structures built on the sewer lines thereby inhibiting accessibility to the sewer lines and manholes by the maintenance teams.

To ensure efficient collection and conveyance of sewage to the sewage treatment works, the company has put in place deliberate measures and programmes to:

- Address the constraints listed above that hinder effective maintenance of the sewer network.
- Strengthen the capacity of the company to undertake routine and periodic maintenance programmes.
- Rehabilitate problematic sections of the sewer network under immediate, short and long-term programmes.

4.3 Nairobi Central Business District Association (NCBDA)

Nairobi Central Business District Association (NCBDA) is an association of business people concerned with halting the declining standards of the central business district (CBD). The association was founded in 1997 to mobilize private sector resources to improve the CBD. NCBDA's reputation as a results - oriented organization has continued to grow over time with measurable progress achieved across its different initiatives areas, which include:

- Security measures
- Public toilets rehabilitation and use

Most of Nairobi's 138 public toilets (PTs) were built during the colonial era or soon afterwards. They are now owned by the Nairobi City Council (NCC), but for a variety of reasons, have received little maintenance or management attention for the last twenty years and many are in a very unhygienic, barely functioning state. A number of different NGOs and individuals (including street children) have tried to fill this void in

management. The toilets were found wanting in a number of respects, including hygiene and long overdue refurbishment.



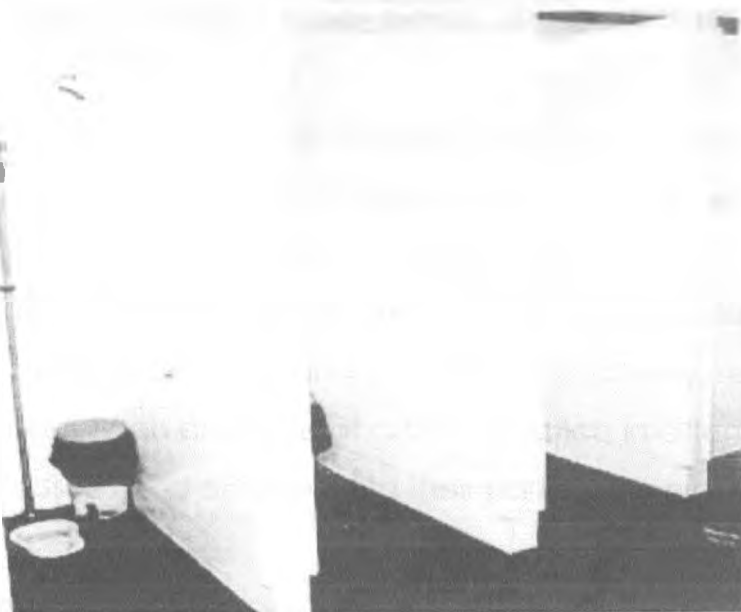
The dilapidated state of Nairobi's public toilets before rehabilitation

2

Source: Water and Sanitation program- Africa (2004)

To assist the NCC in addressing this situation, the Water and Sanitation Program-Africa (WSP-AF) undertook a study of the refurbishment, management and operation in Ghana, Burkina Faso, Uganda and India, and concluded that there was considerable potential for private sector participation (PSP) in PT management in Nairobi. Benefits include efficiency gains, improved quality of service and the ability to raise funds for refurbishment. Different options were considered and two variants of

a concession contract (build, finance and operate) were selected: A fully private sector commercial operation for the toilets within the Central Business District (CBD) and the other involving community based organizations from the surrounding residential neighborhoods. The NCC accepted this recommendation and plans were put in place (September 2003) for the competitive procurement of operators for a small number of PTs in a pilot phase, starting with five-year contracts.



An example of the new-look public toilets after rehabilitation.

2

Source: *Water and Sanitation program- Africa (2004)*

The local Authority Act allows the NCC to permeate the private sector management of some of its activities. However NCC by laws on PT management do not allow PSP and therefore require amendment to permit PSP in an area that has hither to been the sole responsibility of the NCC.

Name of company: Nairobi Central Business District Association

Level of equality \ Level of recognition	Negative	Neutral	Positive
Control	✓	-	-
Participation	-	✓	-
Concretization	-	-	✓
Access	-	-	✓
Welfare	-	-	✓

Table 3: Major activities – Public toilets rehabilitation and use, security

Access to PTs with inbuilt facilities such tap water, showers, sanitary disposal buckets; mirrors, toiletries such as soap have improved the status of women through confidence building and self-esteem. However, their participation remains neutral since women's consultation and decisions relating to the project life and user fees respectively, remain largely silent. This is probably an example of a best practice in attempting to recognize women's issues and empowering their participation at the same time.

A Critique

The Refurbishment of PTs by the NCBDA has provided finance needed through user fees for sustaining PTs operations. The user fees levied and the installation of inbuilt facilities such tap water, showers, sanitary disposal buckets; mirrors, toiletries such as soap meet the unique needs of women and girls. The general security around the PTs is sensitive to women, for example, before the project, women risked molestation, mugging, theft and demands for money under threat from street boys and other individuals while they attempted to use the unrehabilitated PTs. Secondly most PTs were poorly lit, making them both difficult and

unsafe to use them. The accessibility of some toilets was poor, with approach paths in substandard condition and overgrown with weeds and other shrubs. There was lack of privacy due to broken doors and windows in the PTs. Human waste and excreta, within and around many toilets rendered them unhygienic and unpleasant to use.

This project can also support the development of additional PTs in the city. It has also set the stage for increased productivity of employees, speeded up decision making. With firm monitoring mechanisms in place, it has consistently maintained clean and hygienic toilets while paving way for quality of contracts, monitoring, tariff setting and building capacity of contractors.

NCBDA has however not created adequate awareness of the benefits of improved sanitation, proper care and use of public facilities. Therefore, sections of the public are not aware of their existence, do not use the PTs and relieve themselves in public. This whole process undermines the efforts of achieving a clean and safe environment.

4.4 Magadi Soda

Magadi Soda Company is in a remote location. Located in the Great Rift Valley, 120km south west of Nairobi, the company is in an area with harsh climatic conditions. The annual rainfall registered is scanty to support scanty vegetation; hardy acacia trees and pasture for the roaming livestock herds. Generally Magadi division is sparsely populated except for the agricultural zones of Nkurumanni escarpment. The predominant ethnic group is the Maasai whose economic mainstay is livestock rearing. This has often posed numerous challenges especially during periods of drought. It's within these severe conditions that Magadi Soda exists besides the Maasai community. The company's CSR approach targets to help the local community cope and develop socially. On going interventions include provision of health services, water, promotion of education, business and employment opportunities and working with partners to compliment company involvement.

Lake Magadi consists of a deep crystalline bed of trona, which is a mixture of sodium sesquicarbonate, sodium chloride, other sodium salts and clays, together with a small amount of organic matter. The trona deposit is up to 30 metres thick and the surface of the lake covers about 80sq.km. It is the sodium sesquicarbonate, which is processed into soda ash (commercial name for pure chemical sodium bicarbonate). Quite often some parts of the lake, especially the salt making ponds acquire a pronounced red colour. This is due to the presence of highly specialized bacteria, which have adapted to the extremerey harsh conditions and can thrive in the high temperatures and alkaline chemical concentrations found in the lake.

Magadi Soda has specialists dedicated assessing every aspect of its products and production processes to ensure any negative effects on the environment are kept to minimum. Projects, both large and small, to improve its environmental effectiveness are a common feature of its capital and revenue programmes and it works closely with all external regulatory bodies to monitor and improve its performance standards.

Being arid, water is extremely scarce in the region. The company has provided nine watering points along the 35km pipeline from Nkurummani escarpment to Magadi. There is piped water to Ilparakui primary school 12km from Magadi Township. Both the school pupils and the neighboring community and their livestock enjoy clean water.

In total the company supplies at least 10,000gallons everyday. In addition it runs a rail tank supply three times a week along the Kajiado/Magadi route and a road supply extending to the Oldonyonyokie along the Magadi/Nairobi road daily. This has helped meet the domestic and livestock needs along the company's geographical location.

Magadi Soda has standing commitment to the social development of the community that lives around it and its efforts are geared towards making a difference in these people's lives. Some of the community programmes the company is involved with are:

- Literacy programmes;
- Scholarships/bursaries awards to local students;
- Environmental awareness programmes in Magadi and Kajiado townships;

- Providing the services of rotary doctors who offer medical services to the community free of charge;
- Subsidized medical treatment at the company hospital;
- Provision of passenger trains services three times a week from Magadi to Kajjado;
- Formation of a committee of local leaders and company representatives as a forum for dialogue for community concerns;
- Provision of water for the community; and
- Employment creation for the community.

Name of company: Magadi Soda

Level of equality \ Level of recognition	Negative	Neutral	Positive
Control	✓	-	-
Participation	-	✓	-
Conscientization	✓	-	-
Access	-	-	✓
Welfare	-	-	✓

Table 4: Major activities- Water provision, school sponsorship

While women's access to water might have reduced their workload, this position is still questionable in the context of pastoralist communities. Hence this business intervention has not changed the status of the women.

A Critique

Magadi Soda does not tell us about the ownership of the water points even though they tell us about the proximity. Owing to the nature of the

company business, the water provided to the community might be saline leading to health complication such as goiter, mineral imbalances (electrolyte imbalances) and aplastic anaemia. In extreme cases they suffer from skin diseases. This becomes costly to women's reproductive work, which includes growing food and feeding the family.

During drought the local community invades any pastured land where there is available water. While Magadi Soda has a continuous supply of water throughout the year, the local community does not utilize it even for irrigation purposes. If they did, it would reduce their migration and offer them more sustainable livelihoods.

4.5 National Environmental Management Authority (NEMA)

The National Environment Management Authority (NEMA) was established by an act of parliament notably the Environmental Management Coordination Act (EMCA) of 1999. EMCA became operational in 2002 and was implemented in 2003 when NEMA began its operations. NEMA as regulatory body is mandated to ensure a clean and healthy environment for all.

To realize the above mandate, NEMA ensures the participation of private and public sectors in ensuring a safe and clean environment through:

- Collaboration with stakeholders in developing regulatory instruments and control measures and to promote awareness creation and advocacy towards their compliance;
- Preparation of regulation and standards relating to environmental sustainability; and
- Liaising with key bodies in public and private sector such as Government institutions and private sector operators like Kenya Association of Manufacturers (KAM) and Federation of Kenya employers (FKE) to form task teams.

NEMA faces various challenges in regulating private sector towards ensuring environmental sustainability. These include:

- Inadequate awareness creation for effective mobilization of the various stakeholders.
- Poor coordination of various stakeholders owing to their diversity, through networking and collaboration.
- Inadequate capacity to produce state of the environment (SoE) reports, National Environment Assessment Plans (NEAP) to facilitate mainstreaming of environment in their operations.
- Lack of political will and commitment to critique the above plans.
- Lack of commitment and sensitivity to mainstream environmental concerns.
- Limited resources to address environmental concerns.
- Harmonization of priority environmental concerns.
- NEMA uses umbrella legislation that conflicts with sectoral issues.
- Domestication of international conventions and treaties for integration into key components.
- NEMA's novelty in relation to established stakeholders.
- Unpredictable political climate.
- Public and community apathy.

Similarly NEMA faces other challenges while dealing with lead government bodies such as the local authorities in realizing its mandate. These include:

- Local authorities often exhibiting a polarized and shaky leadership characterized by political acrimony and vested interests hence hampering implementation of laws, policies and programmes;
- Local authorities lacking collaboration between their various departments primarily due to collapse of systems and procedures;

On the roles/responsibilities to be played by various stakeholders in ensuring environmental sustainability, NEMA felt that private sector is already organized and should bring its members to address their concerns, which will include:

- Bringing NEMA on board in order to be at par with their requirements and demands;
- Private sector engagement in good governance issues/concerns
- Private sector contribution of some of their resources as part of CSR in a sustainable manner;
- Promotion of partnerships and linkages among themselves and other stakeholders; and
- Support environmental research.

In order that NEMA can be able to carry out its mandate, it must ensure that its channels of information dissemination are reliable and extensive in terms of coverage and reach. Currently, the most widely used means has been the newspaper, the Kenya Gazette and its own quarterly newsletter. Notably, NEMA has not made any deliberate effort to take advantage of the electronic media notably the television and radio, neither has it relied on civil societies with grassroots networks for a wider reach.

NEMA's channels of information dissemination are not women friendly, because newspapers are too costly for women to afford and are found irregularly and only within town centers. Further more only a few women can read these newspapers not withstanding their multiple roles that do not allow them time to read.

While NEMA has only been operational since July 2002, it has made commendable inroads towards achieving their mandate. Their achievements are varied and include:

- Gazetting and development of environmental audits (EA) and environmental impact assessments (EIA);
- Awareness creation among both local and foreign investors allowing for more engagement and compliance from stakeholders;
- Collaboration with key investors through bodies such as Investment Promotion Council and the Export Processing Zones;
- Registration of over a thousand individual and corporate EIA experts;
- 500 regional applications for new licenses and hit a goal of 5000 reports since its inception from a target of 6000;
- Development of draft regulations and standards on water management, water quality, chemical and ozone layer depleting and conserving biodiversity;
- Production of the state of environment (SoE) reports; and
- Development of a strategic plan to guide operations, chart way forward and ensure efficiency and effectiveness.

NEMA nevertheless has encountered problems especially due to its umbrella role making its mandate overwhelming. Similarly it has been difficult to create a committee with all stakeholders being brought on board.

Turning to networking with local authorities, NEMA can reduce duplication of effort and costs to private sector by:

- Inculcating principles of good stewardship and citizenship to its stakeholders to encourage compliance;
- Creation of awareness on legal seeking behavior among the citizenry; and
- Encouraging top government officials to be knowledgeable on environmental procedures, policies and programs.

Name of organization: NEMA

Level of equality \ Level of recognition	Negative	Neutral	Positive
Control	✓	-	-
Participation	✓	-	-
Conscientization	-	✓	-
Access	-	✓	-
Welfare	✓	-	-

Table 5: Major activities: Regulation, EIA/As,

A Critique

NEMA creates public awareness that women can have access to, but its coverage and reach is limited mainly due to the channels of communication used. The use of print media and Kenya gazette is inaccessible to majority of women especially in terms of cost and literacy levels. Furthermore these newspapers circulate mainly in towns. NEMA has also not made deliberate effort to engender its policies and operations at all levels.

While it is NEMA' s mandate to ensure a clean and healthy environment in Kenya through regulating and minimizing environmental degradation

and ensuring compliance with environmental impact assessments, it is clear that women haven't been involved in enhancing NEMA environmental efforts. However the authority suggests women that should generate project proposals to enable them access resources for development; women can participate in district environment committees as sectoral representatives and publicizing women's contribution in environmental management through public awards. NEMA has not made a deliberate effort to use a bottom up approach to ensure women's participation at grassroots levels; mobilize and create an enabling environment for women to form groups that will take advantage of development initiatives.

4.6 Focus Group Discussions

1. Do women know of any effort by government/private companies to ensure a safe and clean environment?

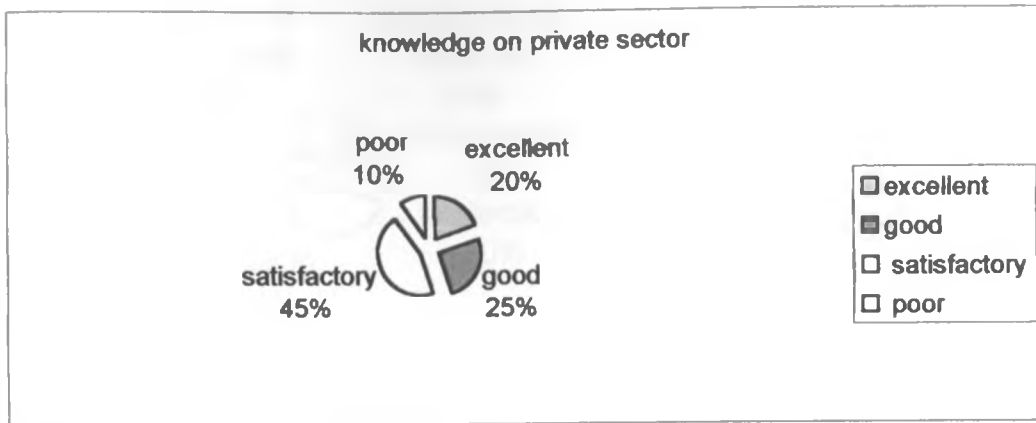


Figure 1: Women's knowledge on private sector activities on environmental sustainability

Majority of the women respondents were familiar with government efforts especially national tree planting days, alternatives sources of fuel such as solar box cookers, biogas and energy saving stoves. They consistently mentioned Professor Wangari Maathai's efforts in greening Kenya.

2. What do you think is the role of companies in ensuring a safe and clean environment?

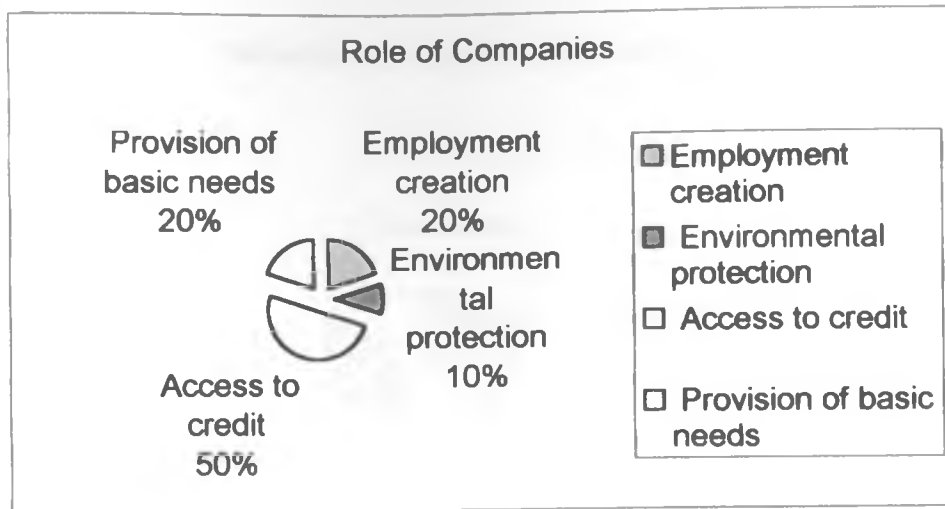


Figure 2: Roles of companies in ensuring environmental sustainability

Companies should ensure that the local community benefits from provision of water, health facilities and employment opportunities for their children. They should also ensure that they do not pollute the environment as this makes their children sick.

3 How can women ensure that companies operating in their areas ensure a clean and safe environment?

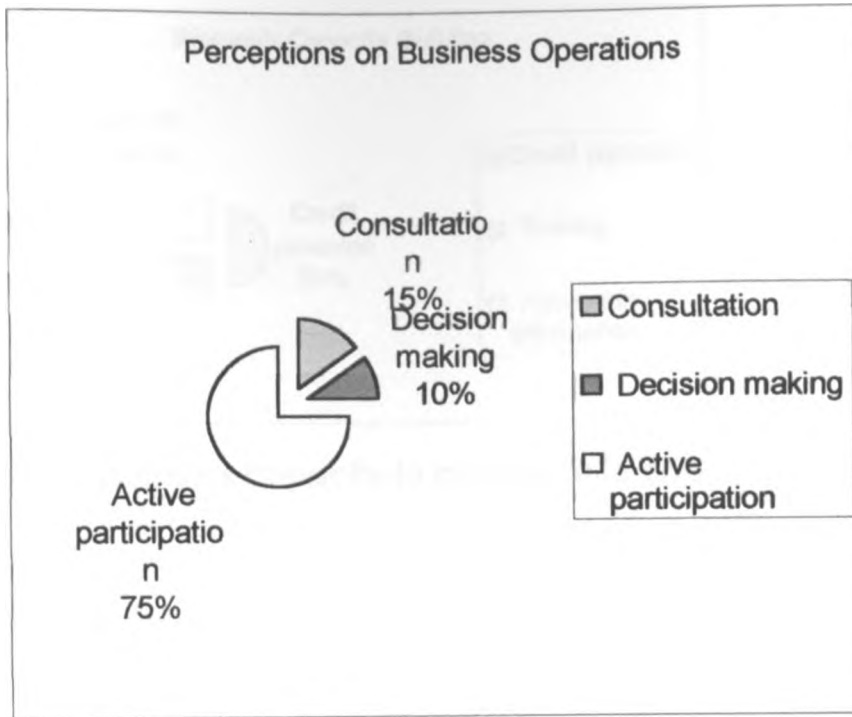


Figure 3: Women's perceptions on private sector operations

Women felt that the proprietors of the companies should speak to them personally to find out how they feel about their investment. This would enable them make suggestions on issues that affected them directly.

4 How can we enhance women's capacities to contribute to a clean and safe environment?

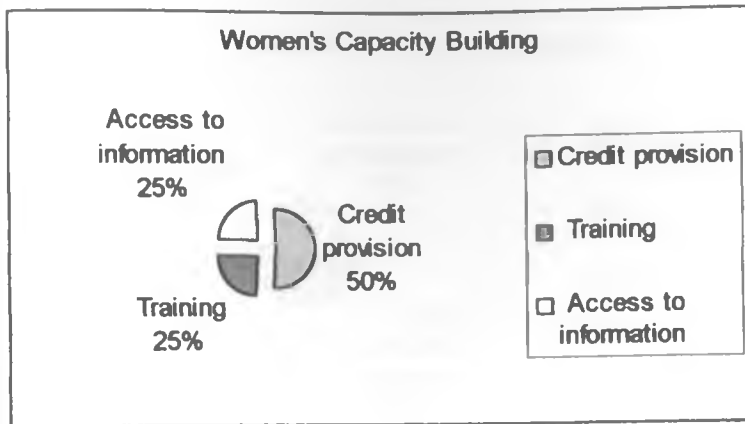


Figure 4: Women's capacity to contribute to environmental sustainability

Women should have access to credit facilities to make them self-reliant so as not to exploit the environment. Women need further training on how to keep the environment safe and clean as well as access to current and relevant information on environment and sustainable development from government and companies.

5. What do you see as some of the achievements and failures of private companies in the last twelve months to have a safe and clean environment?

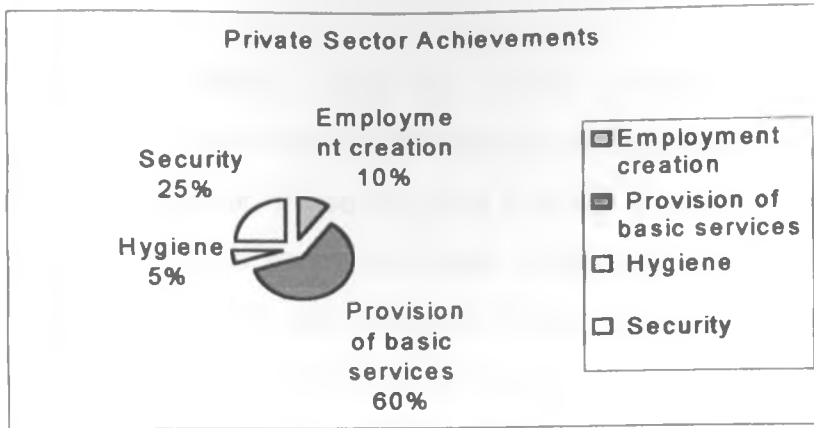


Figure 5: Private sector achievements

Women felt that the companies had created jobs for some able bodied men. However, there was an improvement of basic services such as the provision of clean and reliable public toilets and water supply. Public markets are now more hygienic. General security has improved

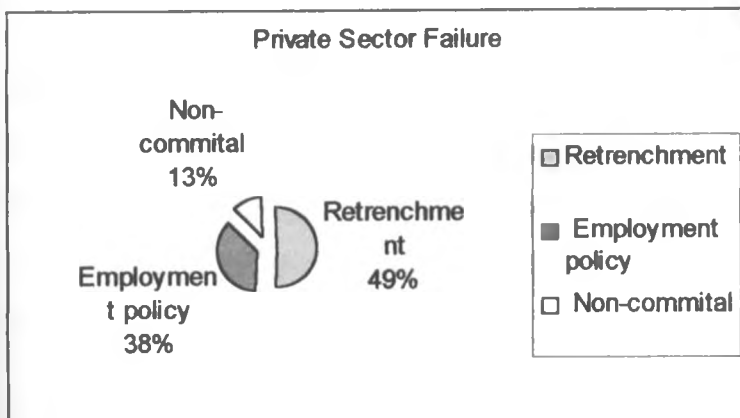


Figure 6: Private sector failures

Retrenchments and layoffs have become common with privatization of public utilities. Most companies do not have women - friendly employment policy yet women still manage their triple roles.

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The efforts being made by some companies towards environmental sustainability have been influenced by the stringent measures adopted by NEMA. However, those lagging behind or are slowly complying might be having a desire to make quick profits at the expense of environmental degradation. It is also possible that some may be buying their way out since it is not clear whether or not the companies are being taken to court for non-compliance. Also, the Millennium Development Goal on Environmental sustainability does not provide indicators for private sector participation in the achievement of the same. Hence the assumption that majority of private sector initiatives work towards environmental sustainability is insignificantly validated.

From the companies interacted with during the study, it is evident that these companies have varied goals, activities and approach to achieve their objectives. None of them stated involvement of, specifically, women and girls in their activities; hence the participation of women/girls remains invisible. Even when they state that they provide water to the community, for example, they do not explain the ownership of the water. Therefore the assumption that private sector initiatives mainstream women in environmental sustainability cannot be validated.

The dominance of socio-economic constructs influencing the decisions of women is further evidenced in the choice priority of income generating activities in the study areas: sale of tomatoes, onions and beans. The women are aware they can improve their livelihoods if they access credit

(at low and affordable interest). They even state clearly that they do not get jobs in the companies that invest in their areas, only very few casual jobs for their spouses. This would presuppose that if they are facilitated and their capacities enhanced on environmental sustainability, they could take care of the environment better. Hence the assumption that women's personal and group socio-economic characteristics influence their perception and knowledge on environmental sustainability is partially validated.

Finally, within a business environment, each company sets goals, which influence all its choice decisions on enterprises and their production techniques and practices. These goals are largely dynamic dependent on the business environment while the constructs influencing decision making also change. These may account for the past, present and future spatial variations in the business activities among the companies studied. One of the things that might change is the company's approach to corporate social responsibility, which this study found to be a one-off or once a year affair to the needy people. In all the companies interacted with during the study, none of them had a clear monitoring mechanism to confirm the usefulness of these donations. For example, if a company donates trees, it should want to know their survival and if it is contributing to improved status of the target group. Hence the assumption that corporate social responsibility by private sector is sustainable can only be insignificantly validated.

5.2 Area of Further Study

- MDG 7 is crosscutting and its achievement depends largely on the achievement of other MDGs. Hence further studies must focus on these MDGs and how they influence the achievement of MDG 7.
- Women suffer insecurity of land tenure, yet land is the critical component on which all natural resources stand. Further research must focus on the linkages between women's control of natural resources and environmental sustainability.

5.3 Recommendations

Issues of an enabling environment for business dominate all the basic measures for development of private sector as explicitly stated in the Investment Program – Economic Recovery Strategy (ERS). This implies that the government must come up with a clear strategy on private sector development, which emphasizes the private sector role for ensuring environmental sustainability. More critical to this is the need for NEMA to take the lead role at engendering its policies and operations, which should serve as a role model to private sector. In view of the preceding, the following policy recommendations are made in the context of NEMA, private and the public sectors, with a special focus on women.

- Since section 147 of the Environmental Management and Coordination Act (EMCA) of 1999 empowers the Minister to come up with by-laws, it interferes with the interpretation of application of the law. Hence there is need to harmonize the various sectoral issues with the general law.

- NEMA should develop and enhance the capacity of rural communities, especially women, to enable them participate in environmental sustainability activities. Specific areas of capacity development include access to information, training on natural resources management focusing environmental protection, conservation and sustainability.
- NEMA should widen its resource base through strengthening their networking and public relations function.
- NEMA should use the most popular and accessible channels of communication to create awareness among rural communities, especially women, on issues of environmental sustainability. This will inculcate an environmental seeking behavior among the public, especially women. The channels to be used include radio (use of vernacular languages is most desirable), puppet shows and folk media at market places and religious forums.
- NEMA should engage civil society and religious organizations for wider reach.
- Private sector should make its corporate social responsibility sustainable. For example, instead of donating foodstuffs to the needy once a year, the company ought to give those seeds and irrigation equipment so that they can grow their own food. Furthermore, these should be food and tree crops seedlings and those for commercial purposes – to quickly impact on their livelihoods.

- Private sector should avail some credit facilities to women in their areas of operation to help them become self-reliant. Because poverty is one of the causes of environmental degradation, and poverty is often feminized, availability of credit to women will reduce the extent to which they devastate the environment.
- Private sector should ensure affirmative action in terms of employment of local labor, instead of giving excuses that the nature of jobs they have are for men only.
- Private sector must strengthen institutional policies, strategies, objectives and service delivery by ensuring that their business plans are pro-poor and pro-women
- Private sector should support government initiatives, for example, slum up-grading programs as an important solution to insecurity of tenure as these will provide livelihoods with other basic services (sanitation, refuse collection, power and roads). This will also enable residents participate in improving and maintaining the services and facilities in their neighborhood.
- NEMA needs to engage private sector to support/sponsor research initiatives in universities especially on environmental issues as part of their corporate social responsibility.
- NEMA needs to network and collaborate with its key stakeholders to avoid duplication of effort and wastage of resources. Currently, some companies go to NEMA first then local authorities and vice

versa. According to NEMA, the investors should start with the local authorities first.

- NEMA should make a deliberate effort to raise awareness and educate government officials on its activities. This will ease its work in terms of mandate and expectations from private sector and the public.
- NEMA should engender its policies and operations and make women's participation visible at all levels of its operations.
- Private sector should ensure all activities they are engaged in with the community are women/girl child friendly, for example, when companies pay fees they should be specific on girls they are supporting.
- NEMA should include a clause in their Environmental Impact Assessment/Audits of the effects the company operations would have on women/girls health, education among others.
- NEMA's Environmental Impact Audits must be audited by other stakeholders especially women.
- The information on environmental sustainability must be packaged in a simple way as to be understood by women.

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APPENDICES:

ANNEX 1

ROLE OF THE PRIVATE SECTOR IN EMPOWERING WOMEN'S PARTICIPATION IN ACHIEVING MDG 7 IN KENYA: A CRITICAL ANALYSIS

IN-DEPTH INTERVIEW FOR NEMA DIRECTORS/STAFF

INTRODUCTION AND WARM UP

Introduce self and explain the Research and its purpose. Emphasize the need for honest opinions (there are no wrong answers); and that the information provided will be treated confidentially. Explain the purpose of the tape recorder. Ask the respondents to introduce themselves as follows: Name, Age, Profession, place and type of work, home district, marital status, number of children.

NEMA: ITS ROLE OF ENSURING ENVIRONMENTAL SUSTAINABILITY (MDG 7)

1. What effort is NEMA making to ensure that public and private sectors ensure a safe and clean environment?
2. How responsive is private sector to NEMA regulations?
3. What are the challenges you face in regulating private sector towards environment sustainability?
4. What challenges do you face when dealing with lead government agencies such as local authorities?

5. Which channels of communication does NEMA use to disseminate information on environmental sustainability to the public?
6. To what extent do you think the media used for dissemination of this information is women-friendly?
7. What are some of NEMA's achievements/failures in the last 12 months?
8. How has NEMA involved women in their activities/projects of achieving environmental sustainability?
9. More specifically, how can NEMA network with local authorities to reduce duplication of effort and costs to the private sector?
10. In your opinion, what specific roles/responsibilities should the following stakeholders play to ensure environmental sustainability?
 - Private sector
 - Women
 - Local authorities
11. What strategies do you think NEMA should use to ensure maximum compliance?

ANNEX 2

ROLE OF THE PRIVATE SECTOR IN EMPOWERING WOMEN'S PARTICIPATION IN ACHIEVING MDG 7 IN KENYA: A CRITICAL ANALYSIS

FOCUSED GROUP DISCUSSION FOR WOMEN

INTRODUCTION AND WARM UP

Introduce self and explain the Research and its purpose. Emphasize the need for honest opinions (there are no wrong answers); and that the information provided will be treated confidentially. Explain the purpose of the tape recorder. Ask the respondents to introduce themselves as follows: Name, Age, Profession, place and type of work, home district, marital status, number of children.

1. Knowledge by women of any effort by government/private companies to ensure a safe and clean environment?
2. Women's perspective on the role of companies in ensuring a safe and clean environment
3. How women can ensure that companies operating in their areas ensure a clean and safe environment

CAPACITY DEVELOPMENT IN RELATION TO WOMEN'S EMPOWERMENT

4. How capacities of women can be enhanced to contribute to a clean and safe environment
5. What do women see as some of the achievements and failures of private companies in the last twelve months to have a safe and clean environment?

ANNEX 3

ROLE OF THE PRIVATE SECTOR IN EMPOWERING WOMEN'S PARTICIPATION IN ACHIEVING MDG 7 IN KENYA: A CRITICAL ANALYSIS

IN-DEPTH INTERVIEW FOR COMPANIES

INTRODUCTION AND WARM UP

Introduce self and explain the Research and its purpose. Emphasize the need for honest opinions (there are no wrong answers); and that the information provided will be treated confidentially. Explain the purpose of the tape recorder. Ask the respondents to introduce themselves as follows: Name, Age, Profession, place and type of work, home district, marital status, number of children.

MDG 7 AND THE COMPANY'S CORE BUSINESS

1. What is your company's understanding of Millennium Development Goals?
2. Which of the MDGs does your company pursue and why?
3. How is your company incorporating MDG 7 in its core business?
4. How does your company's operations impact on the environment?

COMPANY POLICIES WITH REGARD TO ENVIRONMENTAL IMPACT MANAGEMENT

5. What laid down rules and regulations does your company follow in mitigating the environmental impacts of its operations?
6. Recognizing women as managers of natural resources, what is your company's policy on employment /involvement of women in ensuring a safe and clean environment in your area of operation?
7. How can the company enhance the participation of women in mitigating the environmental impacts of its operations?
8. What are the company's future priorities with regard to environmental mitigation?

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