

# Participation of beneficiaries in EABL corporate social responsibility projects in Nairobi

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Date: 2009

## **Abstract:**

The aim of this study was to establish the extent of participation in selection, planning, implementation and evaluation of outcome by beneficiaries of EABL's CSR projects. The study, therefore identified the criteria used by EARL in selecting CSR projects. the level of involvement by beneficiaries in EABL's CSR projects, the perception of the beneficiaries in EABL CSR projects, the strategies used by EABL use in assessing the social impact of its CSR projects and challenges facing EABL in implementing its CSR projects. The study is based on Nairobi .The target population were the beneficiaries in EASL's CSR projects. The study employed a survey design where a sample of 83 respondents was selected to participate in the study using purposive and snowball sampling. The study also incorporated six EABL officials as key informants. Data was collected using a structured questionnaire and an interview guide, after which it was analyzed using descriptive statistical method (i.e SPSS) and presented in frequency tables and charts and percentages. It was found out that the beneficiaries knew about CSR projects. This indicated that the projects have attracted a lot of attention. It also established that the majority of the beneficiaries are not actively involved in the initial phases of CSR projects. The beneficiaries are not aware of the criteria used in the identification of the projects which underscored that they are not involved in the selection and planning phases of the projects. EABL's CSR projects concentrated on water and sanitation, education, environment and emergencies. There is poor ownership of the EABL's CSR project by the beneficiaries. This could be due to the lack of involvement by the beneficiaries in all the phases of EABL's CSR projects. The study, therefore, recommends that the beneficiaries should be actively involved in the various phases of the CSR projects in order to input their contribution. The beneficiaries in EABL's water and sanitation CSR projects felt that they could benefit from a variety of other projects, dispensaries, youth projects, women projects and sports and so on in improving the lives of slum people. It is recommended that the beneficiaries of EABL CSR projects are made aware of the identification criteria and also be actively involved in all the phases. EABL should look into diversifying its CSR projects and scheduling regular forums with the beneficiaries.