

CORPORATE SOCIAL AND ENVIRONMENTAL | RESPONSIBILITY: A
CASE STUDY OF SAFARICOM LIMITED COMPANY.

by

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A Dissertation submitted in partial fulfillment of the requirements for the Degree of Bachelors of Arts to the Department of Geography and Environmental Studies, University of Nairobi, 2013

Corporate Social and Environmental Responsibility is taking root in modern business, as the initiatives are receiving much publicity especially as implemented by Multinational Corporations and relatively large local business entities.

This study aims at evaluating the viability and replicability of CS&ER initiatives economically, socially and environmentally. It seeks to identify a pattern between the initiatives and the environmental effects of Safaricom, a leading company in Kenya's telecommunication industry. Thus the research studies characteristics of the already existing projects to ascertain their type and objectives.

The methodology employed in the study mainly relied on a review of secondary data. This included assessment of scientific literature on CS&ER practices and Safaricom's annual reports and publications that informed the data. The observation technique was employed to verify the existence of 5 projects within Nairobi. Eventually, data was analyzed, tabulated in frequency tables and visualized in a pie chart to show a pattern in implementation.

The key findings of the study indicate that Safaricom initiatives are mostly replicated in their individual form or as different kinds of initiatives under the same category e.g. education. The proportion of implemented social initiatives were more (91%) compared to environmental initiatives at 9%. This engagement is due to widespread poverty in Kenya promoting the company's brand image in provision of basic amenities or lack of a proper environmental framework monitoring companies along carbon emissions to enhance carbon neutrality. The sustainability of social initiatives is assumed to be in the long run while that of environmental initiatives verified in the short run.

The study recommends enhanced implementation of initiatives towards carbon neutrality; a balance between social and environmental initiatives and establishment of an independent institution to monitor and ensure the sustainability of CS&ER initiatives during implementation.