

Overview of CSR in Kenya

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Overview of CSR In Kenya

- When companies talk about CSR they often mean community engagement
- The general perception about CSR is that it is "charity to the needy" or "giving back to society"
- The main rationale why companies get involved in CSR is "to improve the image of the company ". Others include corporate sustainability, adherence to mission statement or CSR policy

Overview of CSR in Kenya

- The majority of companies in EA do NOT have a specific department charged with CSR
- The most popular causes supported by companies are the environment, education & health
- The greatest internal hindrance to CSR is "lack of funds".
- The external hindrances include lack of tax incentives, beneficiary management practices and potential for brand mileage

Overview of CSR in Kenya

Most companies give based on requests made to them (re-active approach)

Environmental, marketplace and workplace CSR concerns are handled by other departments and not seen as CSR

The most important development need for managers involved in CSR is learning

Departments involved

1. Public Relations and Communications
2. Marketing
3. CSR Foundation
4. Human Resources department

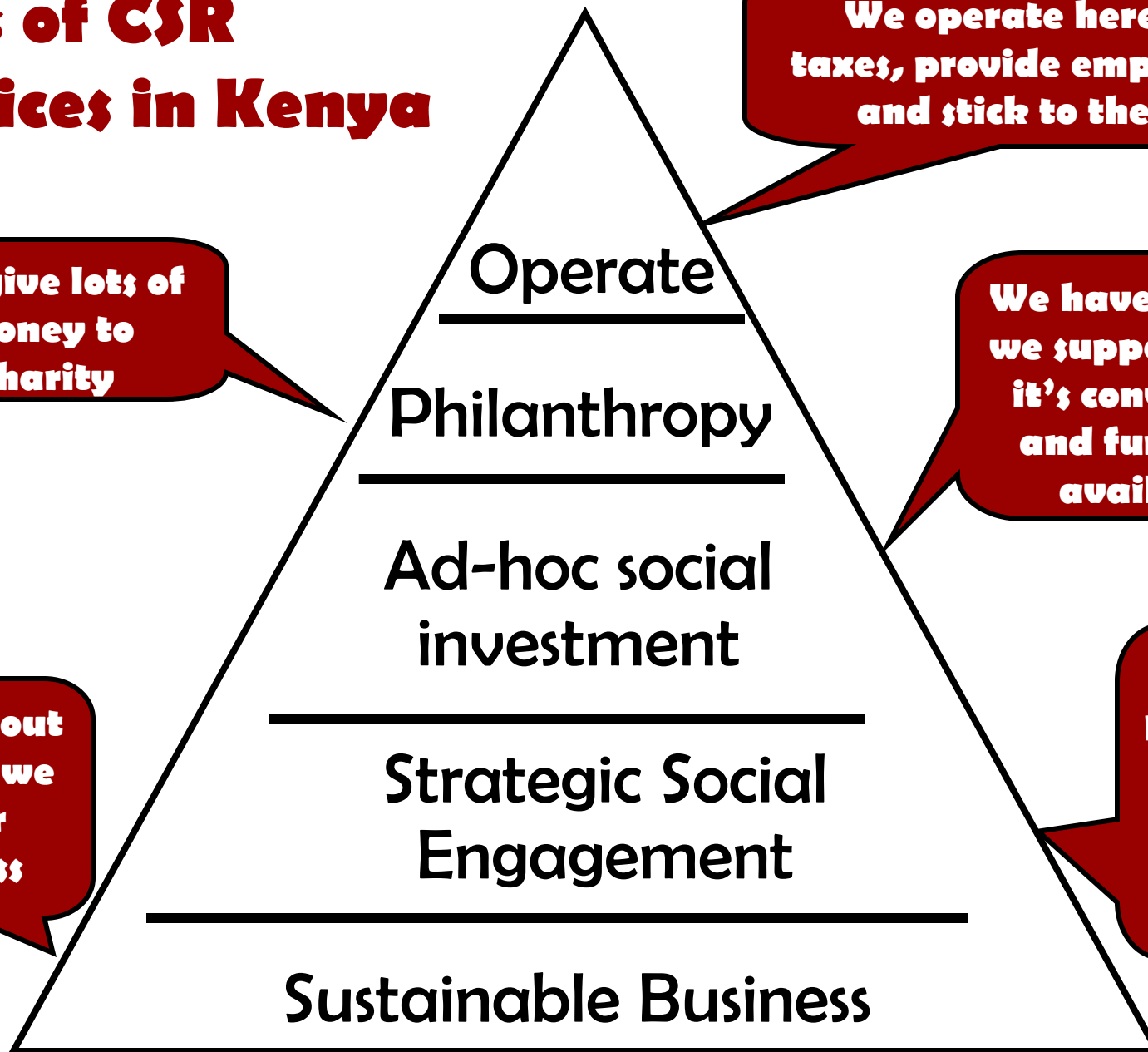
Amounts involved

25,000 - 1M - 36%

1M - 20M - 27%

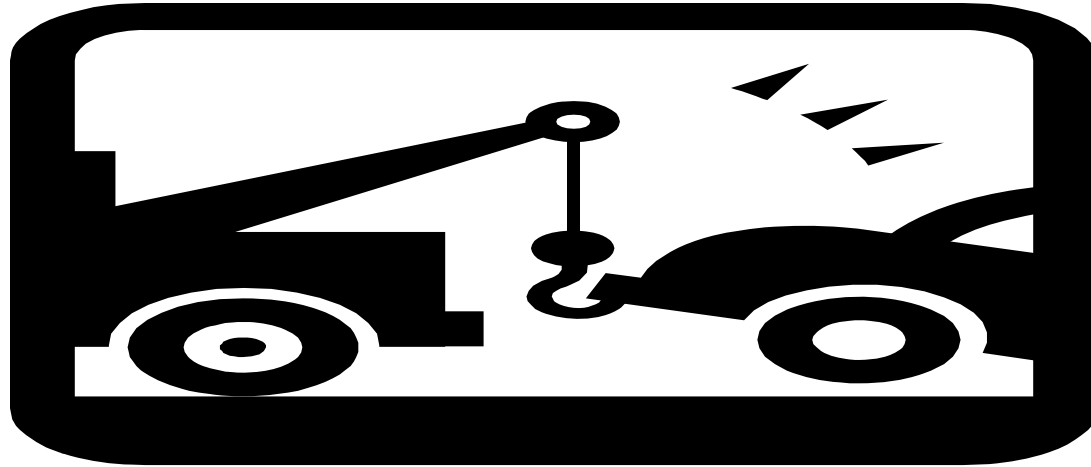
20M - 150M - 12%

Types of CSR practices in Kenya



Future of CSR

- Consumers are increasingly becoming activists with their purchasing decisions
- Voluntarism through self-regulations seems to be failing leading to government legislation
- Employee wellbeing is no longer a fringe issue but a core concern of stakeholders
- Poverty and climate change are becoming major issues that the private sector cannot ignore
- The physical environment will remain an integral concern for all companies including SMEs
- CSR will become a more formalized part of business strategy and a source of competitive advantage



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