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Knowledge and awareness of corporate social responsibility in water projects in Narok, Kenya

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Abstract

This paper explored awareness and knowledge of CSR water initiatives in Narok, Kenya. It assessed stakeholder awareness and knowledge and aimed to identify gaps in CSR communication in water issues. A descriptive design was used, and data was collected from purposively selected key informants and focus group discussions (FGDs) across the vast county. The findings revealed limited awareness by individuals and beneficiary groups on corporate social responsibility activities through local community leaders, local media, interactions, and friends and acquaintances. Community members were not informed about CSR water project efforts and their impact, limited awareness of CSR in water issues, engagement, awareness and misconceptions about CSR goals, benefits, and stakeholder roles. The study concluded that there was low knowledge and awareness of community water projects in Narok. It recommended targeted awareness campaigns through social media, radio, and print media, educational programs, regular feedback for transparency and trust, sharing impact reports and success stories for project value and local partnerships for awareness, training and empowerment. Recognising active members, conducting thorough monitoring and evaluation, respecting customs and cultural values, and involving minority groups will enhance the effectiveness and sustainability of CSR community water projects.

Introduction

Having positive perceptions within a community is a crucial element for ensuring that a project becomes successful. (Zahidy et al., 2019; Vrchota et al., 2020). Corporate social responsibility (CSR) projects rely heavily on community support for their success. This support can be provided through the contribution of a community workforce and by permitting the implementation of the CSR project within the community. Despite numerous studies conducted on CSR, the low success rate of such projects is often attributed to negative perceptions. Therefore, companies aim to shape stakeholder perceptions by establishing signals that reflect their core values. (Tetrault et al., 2019). The negative perceptions may arise due to events that contradict positive signals or a lack of knowledge about the projects and processes. Wang and Zhu (2020) suggest conducting additional research to comprehend the psychological process that leads to the development of negative perceptions towards Corporate Social Responsibility (CSR).

The impact of corporate social responsibility (CSR) on particular social or environmental issues is uncertain because its effects are often non-linear and may only be visible in the long term. As a result, it is necessary to change the approach to CSR and focus on concrete social outcomes that are felt by the communities that benefit from them (Wickert & Risi, 2019). Scholars struggle to justify corporate social responsibility from a socially justifiable and ethical perspective, often relying instead on the prevailing business-case justification (Maher et al., 2021; Reinecke & Donaghey, 2021). Soft laws such as self-regulation and agreed-upon regulations within industries have proven inadequate to address global challenges impacting beneficiary communities (Maher et al., 2021; Reinecke & Donaghey, 2021).

According to the World Bank's 2022 report, 2.2 billion people do not have access to safe drinking water, 3.5 billion lack access to safe sanitation, and 2 billion people do not have basic hand hygiene facilities. (World Bank, 2023). It is worth noting that the number of individuals lacking access to water is on the rise in Sub-Saharan Africa, the only region where this trend is seen. In 2020, a progress report by WHO/UNICEF disclosed that roughly 387 million people in Sub-Saharan Africa lived without basic drinking water services, an increase from 350 million in 2000. (UNICEF/WHO, 2021).

The Kenya County Fact Sheets report (CRA, 2022) shows that Narok County is ranked last, 47 out of 47 counties, in terms of access to improved water services. This report reveals that only 30% of the population in Narok County has access to improved water services, which highlights a significant problem in water improvement and sustainability in the region. Additionally, an evaluation conducted by the Ewaso Ngiro South Development Authority (ENSDA, 2016) on community water projects implemented in Narok County revealed significant shortcomings. These projects exhibited poor maintenance, functionality, and reliability of water supply between 2014 and 2016. According to this report, only 40% of water projects are still functioning, while 60% have shut down within two years of being handed over to the community. This has led to a shortage of clean water and inadequate sanitation among residents. The report also points out low community participation in identifying project sites, planning, decision-making, and management. Factors such as limited community awareness, insufficient management skills, and inadequate funding for operation and maintenance further hinder effective community involvement in sustaining these water facilities.

Narok County

Narok County is one of the 47 counties in Kenya, located in the southern part of the country in the Great Rift Valley. It shares a border with Tanzania and is named after the Enkare Narok River. The county is part of the Narok-Kajiado Economic Block, which aims to improve agriculture, livestock production, tourism, minerals, environment, and conferencing from 2023 to 2027, according to the Narok County Integrated Development Plan (CIPD).

The Narok region, located in the Rift Valley, is typically dry and has high fluoride levels in its groundwater. (Ndambiri & Rotich 2018; Ingham & Ntarangwi 2020). Narok County faces water shortages due to limited access to water, poor sanitation, and reliance on nonrenewable energy. This leads to soil, water, and air pollution. Water scarcity affects domestic supply and agriculture, which are essential to the economy. Irregular rainfall and prolonged droughts worsen the situation, and climate change may also play a role. (Narok CIPD, 2023-2027). According to the Kenyan Ministry of Health, in 2021, only 3% of Narok County is Open Defecation Free (ODF).

Many communities do not have access to safe and reliable drinking water sources. The current infrastructure needs to be repaired and expanded. Efforts are needed to address this issue, including

constructing water supply systems, rehabilitating existing ones, and promoting conservation practices. Narok County has water sources such as rivers, boreholes, and dams, but their reliability is affected by climate and maintenance issues. Despite the ongoing participation of the community, challenges related to water persist. Awareness programmes and engagement initiatives have been implemented to involve locals in sustainable water practices. Several organisations have drilled boreholes and equipped them with solar-powered water pumping systems and water infrastructure, resulting in increased access to water. Additionally, the construction of water supply systems, water pans, and dams in Kilgoris-Lolgorian has significantly improved sanitation services at public institutions and water points. This development is crucial since water is essential for health, survival, and livelihoods. However, climate variability and population growth have led to water scarcity in many countries, thus posing a threat to almost 80% of the world's population and exacerbating poverty levels in rural areas. (Mulwa et al., 2021).

Literature review

To enhance knowledge and awareness among stakeholders, assessing the knowledge and awareness of Corporate Social Responsibility (CSR) projects within beneficiary communities like the Maasai of Narok, Kenya, is important. Organisations need to manage stakeholder perceptions by clearly communicating their core values. Negative perceptions can arise when events contradict these values or when there is a lack of understanding about the CSR initiatives, processes, and consumers' perception of their impact on anti-consumer behaviour (Ko et al., 2023).

Integrating CSR into core business practices is important because it can help increase knowledge and awareness of CSR and, therefore, the success of an organisation within a particular context (Matten & Moon, 2020). It follows then that employees of an organisation must have a positive perception of it, which, in turn, affects their attitudes and behaviours, leading to better performance and attrition (Aguinis & Glavas, 2019). Ensuring that consumers of products or services have a positive perception of transparency and ethical behaviour from the organisation increases the credibility and success of an organisation, according to Beckmann et al. (2019). When companies actively communicate their CSR efforts, consumers become loyal, and these companies have a competitive edge in the market. A recent study by Park et al. (2020) shows that young consumers, millennials and Gen Z, place a higher value on CSR when they want to make purchase decisions. Additionally, Matten and Moon (2009) showed the value of community engagement in CSR projects in ensuring that the impact of CSR activities is both positive and impactful.

Wang and Zhu (2020) indicate that there should be a more thorough investigation into the psychological processes that lead to the formation of negative perceptions regarding corporate social responsibility (CSR). This perspective shows the intricate nature of perception formation, emphasising the importance of understanding the underlying cognitive mechanisms that shape stakeholder attitudes towards CSR initiatives. Bocean (2022) highlights the significance of maintaining organisational balance to address the various demands of stakeholders and prevent negative perceptions. On the other hand, Mfon (2019) argues that companies have a crucial responsibility to identify stakeholders and understand their expectations to contribute to the communities they operate in. Neglecting to do so may result in conflicts and hinder the successful implementation of CSR projects, leading to negative perceptions about them.

Some scholars have a broader view of the issue. For instance, Gregor et al. (2022) show that prioritising employee awareness, societal well-being, and environmental conservation is crucial for success in corporate social responsibility (CSR). This comprehensive approach acknowledges the interdependence of various stakeholders and underscores the importance of CSR initiatives aligning with larger societal and environmental objectives. Other scholars believe that public relations and strategic

communication are crucial components of successful community projects conducted by CSR. Oyindamola et al. (2021) support this notion and emphasise the significance of tailored communication and community engagement strategies in creating positive perceptions of CSR initiatives among beneficiary communities. They delve into the awareness and perception of such initiatives and stress the importance of effective communication to enhance the success of community projects. This study shows the differences in corporate social responsibility (CSR) awareness across various demographic groups. Therefore, it is important to use targeted approaches to spread CSR-related information effectively. Similarly, Ansu-Mensah et al. (2021) emphasise the crucial role of stakeholder engagement in making CSR interventions relevant and sustainable.

There are various challenges when involving stakeholders in decision-making processes. In reality, achieving meaningful stakeholder engagement, which includes raising awareness and knowledge, can be difficult because of several issues. These may include power imbalances, conflicting interests, and logistical constraints. Additionally, the effectiveness of efforts to engage stakeholders can vary depending on the industry, geographic region, and organisational culture. Creating awareness, knowledge, and engagement in places like Narok, Kenya, can be quite challenging. The region faces several obstacles, including low literacy rates, high poverty levels, and limited resources, which hinder the realisation of sustainable water solutions and inclusive development. Communication barriers also hinder the dissemination of information, making it challenging to reach out to the community effectively and, hence, the awareness levels and participation in such projects.

Corporate Social Responsibility (CSR) is also an important issue in water projects, mainly partly because it is a United Nations' Sustainable Development Goals (SDGs), whose objective is to ensure water and sanitation for all. Knowledge and awareness of CSR initiatives in water projects are important in achieving UN objectives. CSR projects are beneficial in helping reduce waterborne diseases and enhancing community health outcomes (WHO, 2019). In turn, the results of clean water lead to improved health, education attainment, and performance because clean water ensures that children suffer less from illnesses related to poor water quality (UNICEF, 2020). Clean water reduces Poverty (SDG 1) because families reduce healthcare costs and increase productivity (World Bank, 2020). Additionally, organisations investing in water projects tend to work with local governments and NGOs, ensuring they have a wholesome view of sustainable development (Jones et al., 2019). When communities have knowledge and awareness of the benefits of CSR work, they are likely to participate and get involved in most of the project activities, which ensures the success of the water projects and helps build trust (Smith and Ross (2021).

For communities and members to have knowledge and awareness of CSR activities of water projects, organisations use many available communication channels such as traditional media, social media, and community systems to educate community members. For community members to participate actively, reporting and clear communication about project goals, progress, and outcomes are important (KPMG, 2020). However, the reality is that knowledge and awareness of the benefits of CSR in water projects are still a challenge, as many communities do not see and appreciate the benefits of CSR. To address these challenges, Lee and Kotler (2019) argue that project managers must ensure that community members have knowledge and awareness and share the same understanding of the impact of the water projects.

Methods

This study focused on the household beneficiaries of various CSR water projects in Narok County. The target population comprised diverse groups, with both males and females represented. The participants, who had been residing in Narok for 10-20 years, were between the ages of 25 and over 50. The study used qualitative methods to collect data from selected households until saturation was achieved. The participants included household heads, local and national government administrative officials, traditional leaders, and NGO leaders of various community water projects in the county. The purposive sampling technique was adopted, whereby individuals were carefully selected across the sub-counties based on their experiences, community leadership positions and ability to articulate their views. The data was collected location by location to ensure maximum accuracy and validity of the study.

The study gathered qualitative data from six community-based water facilities across Narok County, one from each sub-county (there are six sub-counties in Narok County). This approach allowed participants to share their perspectives, ideas, and views, resulting in diverse viewpoints. In targeted community water CSR project areas, in-depth interviews, key informant interviews (KIIs), and focus group discussions (FGD) were conducted. The study involved interviewing 10 individuals (purposely selected) who had specific knowledge or information that would otherwise be difficult to obtain through random sampling. The selected individuals were those who had sufficient information to answer the study questions due to their direct involvement in the water projects implemented by the relevant organisations, their logical ability to share their perspectives and opinions, and their lack of susceptibility to external influences. One focus group discussion (FGD) was carried out for each water facility, with 8-10 participants, each representing women, youth, and men drawn from CSR project beneficiary communities across the region.

The data underwent meticulous review, transcription, and coding using NVIVO software, facilitating organisation and analysis. Parameters included keywords and themes related to corporate social responsibility and water projects, aiding evidence-based conclusions. Braun and Clarke's thematic analysis was used through its six phases to examine the data methodologically. First, the data was immersed to understand the depth and breadth of the content; initial codes were generated to help identify key issues. Next, themes were searched and collated, and the themes were reviewed against the dataset. Each theme was defined, focusing on its relevance to the study objectives. Finally, the analysis was written, and interpretation was done based on the data. From the data and thematic analysis, common themes and patterns emerged, offering deeper insights into community awareness, knowledge and perspectives in relation to the study's objectives.

Results

This study aimed to evaluate beneficiary communities' knowledge, understanding, and consciousness of corporate social responsibility community water projects in Narok County, Kenya. The study also aimed to gauge the local community's knowledge, awareness, and familiarity with Narok's CSR community water projects and their perception of CSR and comprehension of these projects. All of the study participants, including those interviewed and those who participated in focus group discussions (FGDs), were somewhat knowledgeable about the community water projects in their neighbourhood that were implemented as part of corporate social responsibility (CSR) initiatives. The study found that the community had little information about water projects. This shows that awareness activities were not carried out effectively in neighbourhoods and communities in Narok. The study found that many participants learned about community water initiatives from local leaders who were committed to giving the community members vital information regularly so they could improve their lives.

One community member from Narok West indicated this:

"Our area leader (political) often goes around the community to talk to us about what is happening and that's how some of us came to learn about this community water project although it's a bit far from my home. That's the much we know, not much details," Said P3

This assertion was corroborated by participants in the focus group discussions (FGDs). In particular, one of the participants in FGD3 in Narok West mentioned that he had recently learned about the same water project and its potential advantages. He informed everyone he spoke to about it so they might benefit from it.

"Given the occurrence of these issues especially on water which is a big problem in our area, I saw it crucial to raise awareness among the community members and equip them with the ability to take advantage of the opportunities provided by the community water projects around us because people walk long distances for water which is a big problem. However, we didn't know about the water projects in its initial stages." said F3

The study also found that NGO leaders working in the water and sanitation sectors occasionally interacted with communities and spread knowledge about planned projects. However, the information was not widespread and deep enough to help community members contribute meaningfully to the running and support of community water projects.

"The NGO team from the community water projects in Narok West sometimes visited and explained that because they have benefited from positive community relations with residents of Narok North, they feel they owe us to come up with projects that would benefit the community," explained F2 with F5 adding that "*that was how I came to know about the water project objectives, operations, and locations.*"

The study also found that the majority learned about community water projects through word-of-mouth, with community members sharing news and updates with friends and neighbours. Water has long been an issue in the region, and any information about water is passed down to others. However, most community members were ignorant of community water projects' initialisation stages, leading to low information, knowledge, participation, ownership and sustainability.

"The problem is always that the purpose, goals, and level of community engagement in most of the CSR projects in Narok including participation in project planning, decision-making processes, and implementation activities is rather low. The implementing organisations may have reasons for this, but it doesn't help ownership. This aspect dims the role of stakeholders and the potential impact of these water projects on community development." Observed K2

Community members' lack of engagement, particularly in the early stages of planning or conceptualisation of community water projects, was a cross-cutting issue. Community water projects implemented by various organisations often fail due to insufficient involvement in project planning, decision-making, and implementation activities. Additionally, shortcomings in community outreach efforts and participation in project monitoring and evaluation in Narok pose a bigger challenge, apart from a lack of knowledge and information about project processes.

In order to understand the concerns of the community and make sure the projects are adequately meeting their needs, the community members from all FGDs in all the sub-counties of Narok West, Narok East, Narok North, Narok South Emurua Dikirr, and Kilogoris recommended that community water projects and their leadership increase community members' participation before, during, and after implementation of such projects as a continuous process. The importance of involving community

members throughout the entire process of the projects' lifecycle was emphasised, as was the need for project leadership and management to assess community members' perceptions of empowerment and ownership, particularly in relation to the sustainability of water projects.

The study's findings support the hypothesis made by Wheeler and Elkington (2001) that important stakeholders, including an organisation's suppliers, consumers, investors, and workers, are not adequately included in CSR discussions. Since there are not many organisations providing information on current community water initiatives, these organisations, like other businesses, have not fully tapped into the potential of these communications (Schönborn et al., 2019). This study also found that the information systems of community water projects did not place traditional leaders, especially chiefs and elders, who are highly esteemed in the Maasai community of Kenya and serve as stewards of tradition, culture, and government, at the project's core. In the villages of Narok, these leaders do more than just administrative functions; they are mediators, brokers of culture, and defenders of communal ideals. Though this is true, these leaders did not play a significant role in the early phases of the community water projects; instead, they arrived in later stages to disseminate knowledge and mobilise community support (via information). According to the study, respondents did not engage in the project identification or decision-making stages; however, the majority of community members did participate (were aware) in project planning and design to some extent.

"I learned about this water project one time when as local administrators we had a meeting, that's when I heard that there was going to be a community water project in our area. It was not until the NGO concerned came to the ground that we were called to a meeting and informed about the water project. However, issues on community members' awareness of the long-term sustainability of water projects, including understanding of maintenance requirements, resource management practices, and capacity-building initiatives were never discussed by anyone which is a challenge in sustainability and empowerment," said K2, whose sentiments were shared by in K5, almost similar sentiments in FGD 3, both in Kilgoris and Narok South.

The KIIs and FGDS showed that engagement in community water projects occurred only during project execution, even though community participation through choices at all stages influences the project's sustainability. Even throughout the implementation stage, consultation was not regular. As a result, the leadership and administration of community water projects must analyse host communities' awareness of the value of clean water access, stakeholder responsibilities, and the possible influence on local development. This focuses on community awareness and stakeholder responsibilities in community water projects, highlighting the necessity of informed decision-making and competent project management for long-term development results.

Knowledge, Perceptions and Awareness

The study also found that the issue of access and availability of information about CSR community water projects in Narok is another challenge. The community water project implementers should always investigate the extent to which community members have access to information about CSR projects, including communication channels used to disseminate information and the accessibility of project-related resources. This was due to inadequate communication channels, language barriers, literacy levels, and technological limitations. This is why combining traditional methods, such as community meetings, flyers, and posters, alongside modern approaches, including social media platforms and websites, could help places like Narok. This is because, while digital channels offer a wider reach, there are challenges associated with technological limitations, as noted by Smith et al. (2018). Limited internet access and low digital literacy levels in rural communities like Narok hinder the effectiveness of online communication strategies.

In Narok, the potential to use radio in information sharing is that organisations doing their CSR on water can use radio broadcasts in programming to reach Narok's far-flung areas, most of which are sometimes inaccessible due to poor infrastructure and other challenges. Radio may be useful in Narok in raising knowledge and awareness of water projects. It can be used for local community needs, which will create a sense of engagement and participation. In parts of Narok where it reaches, vernacular radio has provided updates, raised awareness, and educated community members about community water projects. The study found that the radio for awareness programming has explained water project benefits and progress, as well as roles and responsibilities in supporting initiatives. However, community members do not participate in the later stages of the community water projects, especially through a limited number of radio talk shows and interviews.

"*Radio is a very good source of information for some residents of Narok since most of our county is rural and far-flung with challenges of infrastructure. However, not all members of the community are reached because there are many areas unreached, some families do not have radio sets, and community radio which would have done the bit is not as effective. More participation at different levels especially at identification could improve and increase effectiveness.*" K1 and K4 noted adding that the other traditional media and social media either do not cover these issues of community projects or are unreachable to many community members.

The findings of this study are in line with those of Nikolova and Arsić (2017), who assert that to be able to maximise the advantages of CRS, organisations need to shape their programmes in such a manner that they get community's myriad views about the organisation's CSR activities. Then, they need to engage in communication and action, with the objective being to foster social development and knowledge of these projects.

Although most people knew that these kinds of community water projects existed in their community, not everyone understood the way they started, their goals, their relationship with them as the host community, their roles in the projects and operations or how they were being carried out. Organisations have funded and supported community water initiatives, according to respondents. However, the challenge remains the engagement and participation of host communities, which leads to a lack of knowledge and awareness on the water projects. However, disparities existed in the extent of awareness and knowledge, the roles played by the organisations and other stakeholders, and the degree of their engagement in project planning and implementation. The results demonstrated that the widely acknowledged benefits of civic participation and engagement help CSR projects get local ownership, leading to their success.

Despite the apparent advantages, the study found several difficulties and restrictions related to CSR-driven community water projects. These included problems with a lack of community members' knowledge of project objectives, goals, and benefits, poor methods for monitoring and evaluating community involvement and engagement, and sporadic disputes over project ownership and resource distribution. Stakeholders were crucial in determining the knowledge and awareness levels in host communities. These stakeholders included businesses, governmental entities, non-governmental organisations (NGOs), and community leaders. Ensuring a better understanding of CSR activities and guaranteeing their long-term viability were found to need effective coordination and communication among various stakeholders, both internal and external. Capacity-building initiatives aimed at community empowerment and raising host communities' knowledge, awareness, and participation levels are necessary. Identify important tactics to increase informed engagement and support for CSR projects, such as community people in decision-making processes, and cultivate a feeling of ownership and responsibility.

Community members in Narok were not fully aware of the benefits of community water projects and management practices. This is because organisations did not adequately communicate the objectives and expected outcomes of most of the water projects. Due to this, most community members remained unaware of the resources available to address their challenges on water issues. This lack of awareness hindered their engagement and participation in CSR activities, impacting community development. Additionally, there seemed to be some mistrust and distrust over the organisation's motives for community water projects. This eroded community trust in the organisations' smooth implementation of water projects in Narok.

Another challenge was low awareness and knowledge of the root causes of water scarcity and pollution in Narok. The organisations carrying out community water projects have not succeeded in explaining and addressing this issue, which, according to data from this study, has led to water insecurity. This has further led to opposition, sometimes negativity, among community members, disengagement and lack of knowledge about water projects. This situation has even led to tensions and conflicts in some areas of Narok between CSR organisations and communities over water projects.

The low monitoring and evaluation of community water projects have also affected awareness and knowledge of CSR in Narok. Many community members remained uninformed about the benefits and progress (both personal and community) that community water projects have brought to their lives. In some projects, a lack of monitoring reports and data led to mistrust and renewed strategic efforts to address new challenges and missed opportunities. This led to a huge gap in knowledge and awareness, which has worked negatively on community engagement and participation.

Conclusion

In conclusion, the study found a clear relationship between knowledge and awareness among host communities regarding CSR-driven community water projects in Narok, Kenya and water project management and implementation success. Knowledge, awareness and perceptions about community water projects in Narok, Kenya, are influenced by the effectiveness of their conceptualisation, implementation, level of community engagement, and sustainability. Research conducted by the Ewaso Ngiro South Development Authority (ENSDA, 2016) has identified various challenges water projects face in Narok County. These challenges include a lack of maintenance, unreliable water supply, insufficient community involvement, and poor sustainable management. Despite efforts by companies to improve access to clean water through Corporate Social Responsibility initiatives, concerns persist. Muturi and Mureithi's (2019) research revealed conflicting opinions about CSR in Kenya, specifically regarding the impact and sustainability of water projects. While some villages were pleased with the improved services, others were sceptical about the long-term benefits. In Narok, the success of CSR-led water projects depends on effective implementation, active community involvement, and sustainable management practices. One of the factors for the low level of perception is the level of community engagement in the planning and implementation of community water projects. Most of the community members indicated that they were not actively and continuously involved in water project issues and, therefore, have moderate perception and moderate awareness of most of the community water projects' objectives and benefits. This arises from the low participation in grassroots meetings, focus group discussions, or trainings and workshops, which serve as a feedback mechanism to ensure that such projects align with

community expectations and needs. This essentially means that there is insufficient outreach and engagement on community water projects in Narok, which gives credence to what Kazzim (2020) says and is corroborated by the argument by Mahmud et al. (2020) that CSR initiative is an essential driving force to address the community's perceptions of societal progress for an organisation. However, while communities in Narok acknowledge the positive impacts generated by community water initiatives, addressing awareness, knowledge, and stakeholder engagement are central to ensuring the effectiveness and sustainability of CSR efforts to address water challenges.

To improve the community's understanding and awareness of CSR-driven community water initiatives in Narok, organisations undertaking CSR in water projects need to ensure an understanding of CSR objectives and benefits. They also need to improve knowledge and awareness by increasing awareness and engaging community leaders, residents, and NGOs, in planning and implementation through participatory methods like community meetings and workshops in a structured and more regular format. Additionally, the use of targeted awareness campaigns through social media, radio, and print media to inform the project objectives and progress can be explored. CSR community water projects could also use educational programmes on water and give regular progress updates to maintain transparency and trust. Organisations can also share their impact reports and success stories from water projects to reinforce project value to community members. There is also a need to partner with local organisations like schools, social enterprises, cultural and recreational organisations, business and professional organisations, civic organisations, faith-based organisations, and government and healthcare institutions. For better involvement and participation of community members, it is important to train community members in water issues sustainability and empower them with capacity-building programmes. Recognising active community members and involving most members in monitoring and evaluation can ensure accountability and responsiveness. Moreover, showing sensitivity to community customs and cultural values and including voices of minority can make the implementation of community water projects smoother. All these encourage maximum participation, acceptance and success in community water projects.

Acknowledgement

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