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Original Article

Influence of Public Sensitization on Public Participation in the EIA Processes in Narok North Sub County, Narok County

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Public participation is an integral part of the Environmental Impact Assessment (EIA) process, as it provides opportunities for interested and affected parties to participate in the decision-making process. The specific objective was to determine whether public sensitisation influences public participation in the EIA process in environmental conservation projects in Narok North Sub-County. Participation Theory was adopted in this study. The study used Krejcie and Morgan's statistical formula in the selection of household heads who were involved in the study, census sampling method was used to select NEMA officers and project proponents. In total, 394 respondents were selected for this study. The data was collected using a questionnaire where all the questionnaires were administered individually to all respondents of the study. Analysis of data was done by use of descriptive and inferential statistics through the use of SPSS software version 22. Linear regression analysis was used to determine the level of association between the dependent and independent variables. Data was presented by the use of tables, graphs, and charts. The study showed a significant positive correlation between public sensitisation and public participation in the EIA processes (correlation coefficient =0.297, P-value 0.000). Descriptive results show that increased awareness and civic education would increase participation willingness by local residents. Descriptive results show that regular awareness and sensitisation driven by NEMA about the EIA process is important and that it is important to lobby for support from political groups early before the implementation process begins; this is critical to drawing the necessary support and commitment from the larger community and political leaders.

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INTRODUCTION

The involvement of the public is one of the fundamental principles of a successful EIA process. According to Baker and McLelland (2018), public participation not only provides an opportunity for those directly affected by a project to express their views on the environmental and social impacts of the proposal but also brings about transparency in the environmental clearance system. Proponents of participation in EIA clarify that the objective of EIA is to inform the decision-makers of the likely environmental effects of activities (Othman et al., 2018). Public participation in EIA is commonly deemed to foster democratic policy-making and render EIA more effective.

According to Hügel and Davies (2020), EIA helps to ensure that activities are only undertaken in an acceptable manner. The importance of public participation in responding to environmental changes has been featured in key international statements since the Rio Declaration, developed in 2006 at the United Nations Conference on Environment

and Development (UNCED) included explicit goals for citizen participation and engagement in climate actions (Principle 10). Its provisions establish the need for the international community to move and carry out significant reforms in the international environment by promoting public participation in decision-making and access to justice in environmental matters governance (Sánchez & Croal, 2012). Despite the calls for such declarations, a recent conclusion by Melidis and Russel (2020) shows that the extent of the implementation of said policies still remained wanting.

Various studies have been conducted globally concerning public participation in EIA processes. In the UK, Quick and Bryson (2016) found that public participation is paramount in improving the decision-making processes that concern environmental protection and improvement. Although most countries around the world have enacted legislation that provides mechanisms for engaging and involving citizens throughout the EIA process, comparative studies between developing and developed states unveil several drawbacks that hinder the process. They include illiteracy,

negative attitude, language barriers, cultural barriers, and lack of adequate information (Huber et al., 2019).

Despite the legal recognition of public participation in environmental impact assessment programs around the world, project managers have often reduced citizen involvement to a mere procedural exercise instead of a substantive process. In India, Khatter et al. (2019) found that the negative perception of EIA held by developers, lack of capacity to conduct environmental audits, and enforcement of weak institutional linkages and political interference were among the factors hindering the public from participating in the EIA process

In Kenya, the challenge of a development pattern striving to harmonise economics with social and environmental needs requires active citizen participation in public issues (Dara et al., 2017). The efforts to decentralise and facilitate public participation in EIA have, however, not been very successful. A recent assessment conducted at Makueni County revealed that the impediments to effective public participation in EIA include; the lack of a national policy setting out the norms and standards for effective public participation, lack of public awareness due to failure to provide adequate civic education, lack of access to critical information, inadequate public participation infrastructure, and lack of funding or public participation (Mutisya, 2018).

The Constitution of Kenya 2010 heralded the recognition and institutionalisation of public participation in Kenya. The Constitution establishes the normative framework for public participation, makes it mandatory for policy and law-making processes, establishes the key institutions for public participation and directs the establishment of statutory bodies and

enactment of legislation for effective participation (Davies, 2020). Various state agencies at both the national levels of government have made efforts to comply with the constitutional edicts for public participation with limited success. Four documents that guide PP in the EIA process in Kenya include; the Constitution of Kenya (CoK), the Environmental Management Coordination Act (EMCA), Environmental Impact Assessment Guideline Administrative Procedures (EIAGAP) and Environmental Impact Assessment Audit Regulations (EIAAR). However, despite having such documents in place, the practical effectiveness of public participation has not been achieved in Kenya (Papa, 2018).

Public Participation in Narok County

Although the Kenyan Constitution that was promulgated in 2010 demands public participation before the implementation of all government projects, it is regrettable the current Constitution does not provide adequate standards that can be used to benchmark effective public participation. Masango (2017) states that in order to guarantee that the needs of the public are taken into account, there should be contact between the “governor” and the government during policy-making implementation processes. The involvement of the public in both administrative and legislative decision-making is a fundamental aspect of environmental governance in many countries.

According to Ngonge (2015), both national and county are constantly wondering whether they have met the threshold for public participation. Statistical data released by human rights watch Kenya (2016) show low levels of public participation in a government project in Narok County (According to Kiromo (2019), more than 30% of the government environmental

conservation initiatives have failed to be sustainable due to lack of project ownership by the locals. Like many of the 47 in Kenya, Narok County faces numerous cross-cutting issues, including environmental, economic, and socio-cultural sectors. The situation calls for the government to initiate relevant projects to address any existing challenges and uplift the standard of living of the residents.

For effective implementation of any given project in the county, all stakeholders should adhere to the best practices, including observing the tenets of accountability. Yet, several cases have emerged where projects are not able to proceed from their initial stages due to various reasons, including political interference, lack of commitment by all stakeholders, absence of sound monitoring and evaluation (M & E) structures, poor management of records, and ineffective project communication among other hurdles (Mutisya, 2018). This study narrowed its focus on factors affecting effective public participation in environmental impact assessment processes with a special focus on environmental conservation projects in Narok North sub-County.

Problem Statement

The involvement of the public is one of the fundamental principles of a successful EIA process. Public participation not only provides an opportunity for those directly affected by a project to express their views on the environmental and social impacts of the proposal but also brings about transparency and accountability in the overall process. However, in Kenya, there seems to be limited compliance with mechanisms put in place to ensure community groups effectively participate in the environmental decision-making process (Sánchez & Croal, 2012).

Various studies have been conducted to establish determinants of effective public participation in EIA processes. For instance, Papa (2018) observed that many agencies or individuals choose to exclude or minimise public participation in planning efforts claiming citizen participation is too expensive and time-consuming. A research study by Nadeem and Fischer (2020) investigated how community awareness of environmental matters affected their participation in the EIA process and revealed that that lack of awareness both in terms of general environmental awareness and awareness of the procedure was identified as other aspects that reduced public willingness to participate in the EIA process. Gu et al. (2016) investigated residents' participation intention and behaviour in air pollution control in Beijing. The results indicated a remarkable discrepancy between participation intention and behaviour.

In Mandera County, Mohamed and Guyo (2018) sought to determine how community spirit affected individuals partaking in the EIA process. The researchers established that loss of community spirit due to insecurity tensions in the area were among the main reasons why the residents refused to work together on community development initiatives, effectively eroding the public sphere. Although the findings of these studies provide vital insights into public participation in the EIA, it is evident that most studies have been conducted in other advanced jurisdictions which have different environmental policies, and none of them draws a specific focus on the quality of EIA policy in Kenya. It is, therefore, against this background that this study sought to fill the gap by investigating the determinants of effective public participation in EIA processes in a case of environmental conservation projects in Narok North Sub-County.

General Objective of the Study

The study sought to determine whether socio-economic factors affect public participation in the EIA processes.

THEORETICAL REVIEW

In order to carry out the research, the study adopted the participation theory in determining the influence of public sensitisation on public participation in the EIA process in environmental conservation projects in Narok North Sub-County

The Participation Theory

The participatory theory provides a framework based on dialogue and empowerment through the involvement of all stakeholders (Rogoff, 2017). Influenced by Habermas's (2014) notion of communicative action, the theory proposes that dialogue can be used to facilitate the balanced sharing of knowledge leading to the creation of new knowledge and the discovery of the best option for change (Tufte & Mefalopulos, 2009). The facilitator must ensure that dialogue is used to enable the collective discovery of solutions that can respond to a development problem in a manner that fits the aspirations and abilities of the marginalised (Servaes & Malikhao, 2015).

Without community participation, it is not possible to determine what are the problems, constraints, and local desires of a given community. According to Harvey and Reed (2007), the participation of project beneficiaries' is of great essence in that it enhances the sense of ownership among members. This is important in ensuring that water projects are operated and maintained after the implementation phase. Cohen and Uphoff's model regarding people's participation is chosen for this study (Cohen, & Uphoff, 2017).

Community participation theory assumes that the higher the community participation in a decision, the less the likelihood of interference from external organisations on that decision. In this theory, the focus is given to the participation of beneficiaries and not that of personnel from the implementing agencies in development projects. Community participation is attained through the collaborative or joint involvement of project beneficiaries and the implementing agencies (Kugonza, 2015).

If appropriately implemented, the participatory approach should encourage shared decision-making, cooperation and mutual respect while building confidence and leading to empowerment. The participatory process increases the learning and sharing of values and experiences and thereby promotes greater stakeholder ownership of the particular protected area or proposed set of management and protection actions (Borrini-Feyerabend et al., 2019). This theory guided the study into the participatory element in the natural resources in Narok North Sub-County. This involved the various stakeholders involved in environmental impact assessment plans.

LITERATURE REVIEW

Effect of Public Sensitization on Public Participation in the EIA Process

According to Rysiew (2021), sensitisation means making people 'sensitive' about an issue. In the context of the EIA process, quality communication is a very important part of the exercise (Ochieng, 2019). In Brazil, Kakonge (2016) sought to determine the relationship between communication mechanisms in the implementation of environmental conservation projects. The study employed a survey design with a sample size of 240 beneficiaries and 10

representatives of the government and civil society organisations. The sampling procedure used was the purposive sampling technique. The study instruments used were questionnaires. The study revealed that good communication with the community is critical in inviting community participation in environmental conservation projects. While this study focused on environmental conservation projects, the current study will focus on the EIA process

In Rwanda, Kamu (2019) did an evaluation of public participation in the environmental impact assessment of the new Bugesera International Airport Project in Bugesera District. The study adopted a mixed-methods approach to assess the level of public participation during the environmental impact assessment of the New Bugesera International Airport project. The study used a descriptive research design to investigate the subject. A stratified sampling method was used to sample 269 respondents. Questionnaires and interviews were employed to gather the primary data, whilst reports together with literature were explored to obtain secondary data. The results of the study revealed that overall, there was some level of public participation. Prior knowledge of the scheduling of public participation forums also affected the effectiveness of public participation in the exercise.

The quality of communication channels is a key determinant of fostering quality public participation in the EIA process. In South Africa, Mitchell (2013) sought to determine the relationship between environmental awareness and the level of public engagement in environmental projects. The study sampled 168 participants selected through the snowball sampling method. Quantitative data were collected through the survey questionnaire,

while qualitative information was collected through Focused Group Discussions and key informant interviews. Conversely, simple random sampling was used to select the respondents; the study concluded that public environmental awareness improves public environmental behaviour and facilitates public engagement in environmental management.

Saufi et al. (2021) conducted in-depth interviews in Lombok, Indonesia. A study used interviews, questionnaires, reports, and consultations with various Lead Agencies as instruments to collect data. The data collected were analysed using percentages and frequencies. The study revealed that this process offers several benefits, including broadening residents' knowledge of the need for environmental protection. To put it another way, public participation in the EIA process increases when residents become more knowledgeable of the transnational effect of the EIA process when sensitisation is promoted.

In Kenya, the county government of Kiambu (2018) investigated the effect of public sensitisation on public participation in the EIA process in Limuru Sub-County. The target population was 100 agricultural development projects in Limuru Sub-County, Kiambu County from which a sample of 90 was obtained. The researcher used purposive sampling to select 90 participants. Quantitative data collected using questionnaires were coded, entered, and analysed using descriptive statistics. The study revealed that in order for the public to make a contribution in a qualitative and quantitative sense to the realisation of environmental impact assessment, it is necessary to allow public access to environmental information in a broad and narrow sense. This implies that an informed public is more prepared to assist in decision-making, will bring relevant information to the

table and is less likely to initiate unnecessary conflicts.

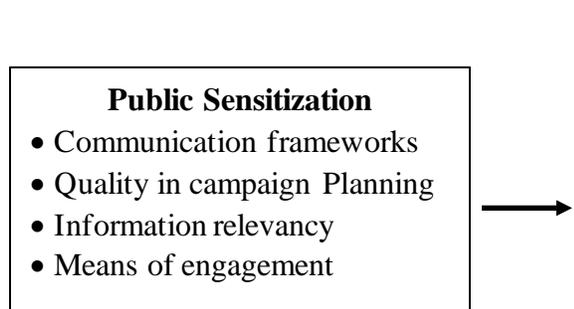
Conceptual Framework

A conceptual framework is a scheme of concepts (variables) that the researcher operationalises in order to achieve the set objectives Mugenda and Mugenda, (2003). This is illustrated in the figure below, showing

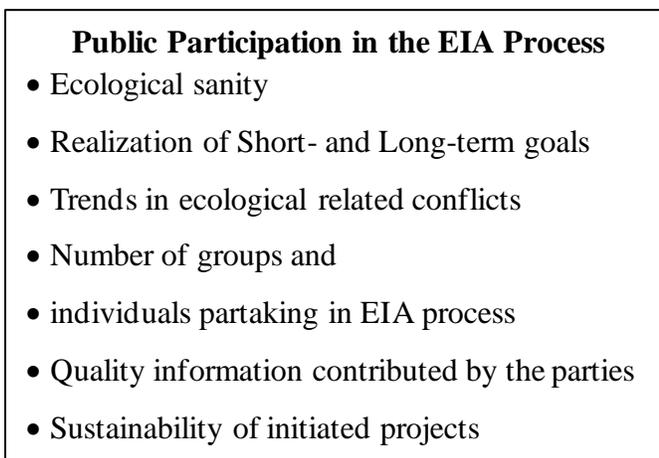
the two types of variables. Kombo and Tromp (2006) state that the independent variable, also called the explanatory variable, is the presumed change in the cause of changes in the dependent variable; the dependent variable attempts to indicate the total influence arising from the influence of the independent variable. In this, studies the independent variable include public sensitisation, while the independent variable is public participation in the EIA process.

Figure 1: Conceptual Framework

Independent Variables



Dependent Variable



RESEARCH METHODOLOGY

Research Design

The study used a descriptive research design. A descriptive survey enabled the researcher to describe the characteristics of the variables of interest. According to Kothari (2014), surveys are the collection of information from a group through interviews or the application of questionnaires to a representative sample of that group. According to Mugenda and Mugenda (2003), a descriptive survey enables the researcher to describe the characteristics of the variables of interest due to its suitability in data collection to answer the research questions. This study adopted mixed methods to collect quantitative and qualitative data that was

analysed to produce both quantitative and qualitative results. The design is relevant for collecting both qualitative (interview guide) and quantitative (questionnaire) data collection instruments. This design enabled the researcher to explore the participatory communication approach and its application EIA process in environmental conservation projects.

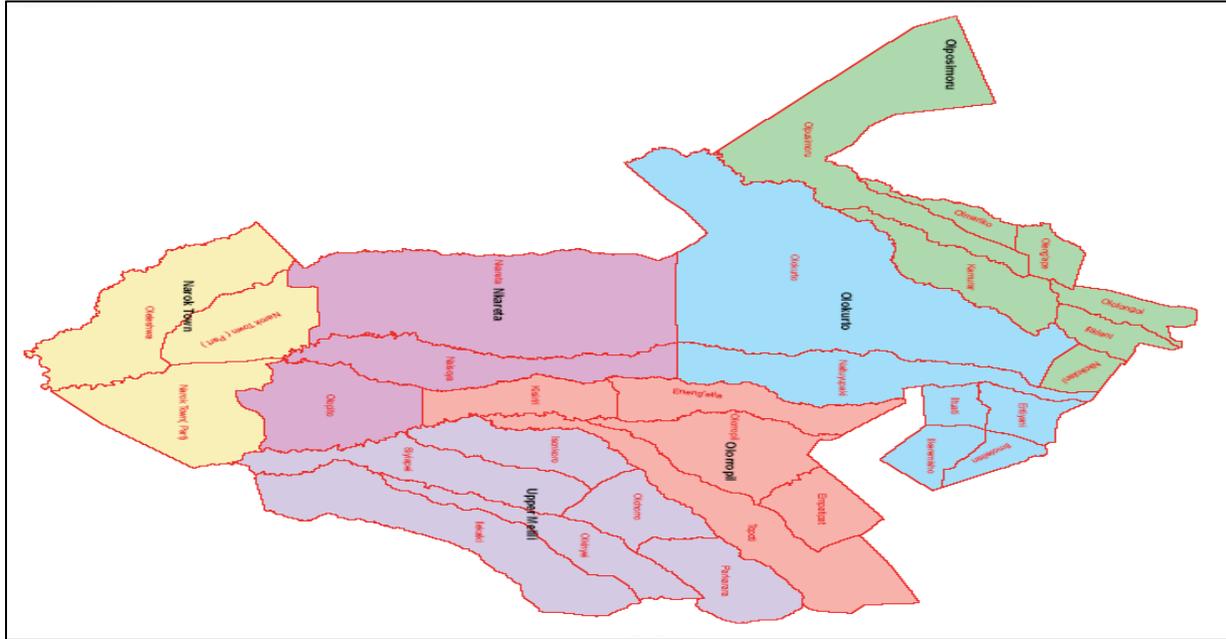
Study Area

The research took place in Narok North Sub-County, a constituency under Narok County. It has a population of 250,105 (KNBS, 20119), and it is approximately 2,603.30 square kilometres. Narok North Sub-County is one of six constituencies of Narok County, and the host of Narok town serves as the major

cosmopolitan commercial centre. It is situated between Latitude -1.087543 and longitude coordinates 35.877064 (Nyapola & Sogoh, 2013). Narok North Sub-County is divided into

six administrative wards (Olpusimoru, Olokurto, Narok Town, Nkareta, Olorropil, and Melili).

Figure 2: Narok North Sub County



Source: (Google maps, 2020)

Target Population

A target population is defined as the total collection of elements about which one wishes to make some inferences (Cooper & Schindler, 2006). The study involved three groups of respondents which include; NEMA officers specifically drawn from Narok North Sub-County. The project proponents are specifically tasked with the implementation of environmental conservation projects and have been running for the last three years and local residents, specifically selected from sub-counties in Narok North Sub-County, where targeted environmental conservation projects

are currently being implemented. According to NEMA human resource records 2021, there are only five executive NEMA employees deployed in Narok North Sub-County. According to NEMA records, there are 7 approved environmental conservation projects that are currently underway in Narok North Sub-County (NEMA Hr records. 2022). To draw local residents, the study included household heads that were drawn only from Narok North Sub-County, where there the environmental conservation projects are currently being implemented, the distribution of households as per the KNBS Census Survey (2019) is shown in the table below

Table 1: Target Population

Target Group	Administrative Zone (Narok North Sub County)
1. NEMA officers	5
2. Project proponents	7
3. No of households	59,996

Sources: NEMA Records (2022), Kenya Population and Housing Census Survey (2019)

Sampling Size, Frame and Techniques

The household sample size was determined by using Krejcie and Morgan’s method of determination of a sample size for a given population size (Krejcie & Morgan, (1970). The table has been constructed using the following formula.

$$s = \frac{X^2 NP(1 - P)}{d^2(N - 1) + X^2 P(1 - P)}$$

Where: s = required sample size, X² = the table value of chi-square for the degree of freedom at

the desired confidence level (3.841). N = the population size, P = the population proportion (assumed to be 0.50 since this would provide the maximum sample size), d = the degree of accuracy expressed as a proportion (0.05).

The sample size should also satisfy the condition of sampling, which, according to Mulusa (1990), is a subset of a population that attempts to correctly reflect the greater group’s features.

Table 2: Households Sample size

Administrative Zone	No of households	Sampling method	Sample size
Narok North Sub-County	59,996	Krejcie and Morgan’s	382

Source: Kenya Population and Housing Census Survey, (2019)

Table 3: Summary of the Sample Frame

Respondents	Target group	Sampling method	Sample
NEMA officers	5	Census	5
Proponents	7	Census	7
Household heads	59,996	Krejcie and Morgan’s	382
Total			394

Given the small population size for project proponents and NEMA officers, Census sampling was used to select 5 NEMA officers and 7 projects. In total, 394 respondents were selected to participate in this study as shown in *Table 2* above.

Sampling Techniques

This study utilised both probability and non-probability sampling techniques. In non-probability sampling, purposive sampling was

used to collect data from two categories of key informants, namely, NEMA officials and. They were interviewed purposely by the researcher due to their prior knowledge of the role they play as far as public participation in the EIA process is concerned. The study area, Narok North Sub-County, was purposely selected based on the immense number of approved EIA projects.

Stratified sampling and simple random sampling were used for probability sampling.

Since the study area is divided into six administrative wards (Olpusimoru, Olokurto, Narok Town, Nkareta, Olorropil, and Melili), the study was divided into 6 strata where each administrative ward represents a stratum. Depending on the number of households,

respondents (family heads) were randomly selected in each administrative stratum to participate in the questionnaire.

Table 4: Number of respondents per cluster to participate drawn from the Household

Administrative Location	Household Population	No. of Respondents to Be Picked Per Stratum	No. of Respondents Picked
Olpusimoru	10,471	$\frac{10,471}{59,996} \times 382 = 67$	67
Olokurto	8,950	$\frac{8,950}{59,996} \times 382 = 57$	57
Narok Town	14,619	$\frac{14,619}{59,996} \times 382 = 93$	93
Nkareta	9,996	$\frac{9,996}{59,996} \times 382 = 63$	63
Olorropil	8,101	$\frac{8,101}{59,996} \times 382 = 52$	52
Melili	7,859	$\frac{7,859}{59,996} \times 382 = 50$	50
Total	59,996		382

Kenya Population and Housing Census Survey (2019)

Research Instrument

The data was collected using a questionnaire for the community members and an interview guide for the key informants (NEMA officers and environmental project proponents). A semi-structured questionnaire which contains both open-ended and closed-ended questions, is used. This ensured that the respondents were not limited in their provision of information. The questionnaire was organised into different sections focusing on the respondents' background information and other questions in line with the research questions. Secondary data included a review of the Constitution and legal framework put in place by the Government of Kenya (GoK) to facilitate effective public participation and information dissemination

framework at both levels of government (National and County).

Data Collection Procedures

The researcher collected primary data using structured questionnaires and key interview guides. The study also conducted a pilot study to ensure that the research instrument is valid and reliable to collect data for the study, which will be used to draw conclusions and make recommendations. During the actual data collection process, the researcher and six research assistants (RA) were contracted and trained to help in data collection. The RAs were drawn from the local community so as to be able to translate the research questions to them. The data collection was done in a span of two weeks before analysis and reporting were done.

Data Analysis and Presentation

Raw data collected was cleaned and coded for computation. This was done using computations where SPSS software version 22 was used. Quantitative data collected was analysed using descriptive statistics, and results were presented through the use of percentiles, means, standard deviations and frequencies. The information was displayed by using tables. Thematic analysis was used to analyse qualitative data collected from the open-ended questions. In addition, the study used a linear regression analysis to determine changes between the independent variables affect the dependent variables. The regression equation adopted was:

$$Y = \beta_0 + \beta_1 X + \epsilon$$

Whereby Y = Public participation in the EIA process, X1= Public Sensitization, while β_0 is the Regression constant and β_1 is the coefficient of determination and ϵ is the error term.

RESULTS

Effect of Public Sensitization on Public Participation in the EIA Process

The research sought to determine the extent to which respondents agree with the following statements relating to the effect of public sensitisation on public participation in the EIA process in environmental conservation projects in Narok County.

Table 5: Effect of public sensitisation on public participation in the EIA process

Statements	Mean	Std Dev
Prior knowledge of the scheduling of public participation forums affects the effectiveness of public participation exercise	4.15	0.65
Lack of environmental awareness among Narok County residents is a key constraint for effective public participation in the EIA process	3.78	0.84
Participation in the EIA process increases when residents become more knowledgeable of the transnational effect of the EIA process when sensitisation is promoted	4.07	0.84
Communication methods used to sensitise Narok residents on the EIA process are strong and reliable	4.15	0.73
Public environmental awareness improves public environmental behaviour and facilitates public engagement in environmental management	4.24	0.60
Aggregated Mean	4.08	0.73

From the study results, the majority of the respondents agreed that public environmental awareness improves public environmental behaviour and facilitates public engagement in environmental management efforts ($M = 4.24, SD = 0.60$). Also, communication methods used to sensitise Narok residents on the EIA process are strong and reliable ($M = 4.15, SD = 0.73$). Prior knowledge of the scheduling of public participation forums affects the effectiveness of public participation exercise

($M = 4.15, SD = 0.65$). These findings are in line with the research conclusion by Kamu (2019) that public environmental awareness improves public environmental behaviour and facilitates public engagement in environmental management

Further, the study established that participation in the EIA process increases when residents become more knowledgeable of the transnational effect of the EIA process when

sensitisation is promoted ($M = 4.07, SD = 0.84$) and that lack of environmental awareness among Narok County residents is a key constraint for effective public participation in EIA process ($M = 3.78, SD = 0.84$). These findings concur with the study findings by Kakonge (2016), good communication is critical in inviting community participation in environmental conservation projects.

The aggregate mean of 4.08 and low standard deviation of 0.73 was recorded under sub-measures investigating the effect of public sensitisation on public participation in the EIA Process. Based on the measurement scale, the values translate to agree. The values imply that the majority of the respondents agreed that communication frameworks, quality in campaign planning information relevancy, and means of engagement affect public participation in the EIA Process.

Qualitative data from interviewees established that public sensitisation encourages a positive

mindset, which is critical in inspiring public participation in the EIA process. Sensitisation encourages positive expectations and makes people develop trust with project implementation committees. Through public sensitisation, project beneficiaries are likely to evaluate openness, management’s level of integrity, loyalty, competency, and consistency before establishing trust which also influences their commitment and support. These findings confirm the study conclusion by Saufi et al. (2014) that public participation in the EIA process increases when residents become more knowledgeable of the transnational effect of the EIA process.

Public Participation in the EIA Process

Respondents were asked to indicate their level of agreement with the following statements assessing the level of public participation in the EIA process.

Table 6: Public participation in the EIA process

Statements	Mean	Std Dev
Ecological sanity	4.31	0.46
The realisation of short- and long-term goals	4.30	0.46
Trends in related ecological conflicts	1.70	0.46
Number of groups and individuals Partaking in the EIA process	4.43	0.50
Quality information contributed by the parties	4.39	0.49
Sustainability of initiated projects	4.37	0.48
Aggregated Mean	4.03	0.75

From the study results, the majority of the respondents agreed that the number of groups and individuals partaking in EIA processes increased ($M = 4.43, SD = 0.50$), results show an increase in the quality of information contributed by the parties ($M = 4.39, SD = 0.49$). Similar trends are also observed in the sustainability of environmental conservation projects initiated ($M = 4.37, SD = 0.48$), ecological sanity ($M = 4.31, SD = 0.46$) and the

realisation of short and long-term goals ($M = 4.30, SD = 0.46$) however results show a decrease in related ecological conflicts ($M = 1.70, SD = 0.46$). These findings are in line with the research conclusion by Quick and Bryson (2016), who both found that public participation is paramount in improving the decision-making processes that concern environmental protection and improvement.

Correlation Analysis

In order to confirm the relationship between the study’s independent variable (public

sensitisation) and the dependent variable (public participation in the EIA process), the study used Pearson moment correlation to determine the relationship.

Table 7: Correlations results

		Public Participation in the EIA Process	Public Sensitisation X1
Public Participation in The EIA Process	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	330	
Public Sensitisation X1	Pearson Correlation	.297**	1
	Sig. (2-tailed)	.000	
	N	330	330

The study found a weak positive correlation between public sensitisation and public participation in the EIA process (correlation coefficient=0.297 significant value = 0.000). These findings confirm the study conclusion by Saufi et al. (2014) that public participation in the EIA process increases when residents become more knowledgeable of the transformational effect of collective communal engagement in environmental management.

Regression Test

In this study, a linear regression analysis was conducted to test the influence among predictor variables. The research used a statistical package for social sciences (SPSS V 22.0) to code, enter and compute the measurements of the linear regression. The results are presented in the table below.

Table 8: Regression Results

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.297 ^a	.088	.085	.41499		
<i>a. Predictors: (constant) Public Sensitisation</i>						
<i>b. Dependent Variable: Public Participation in the EIA process</i>						
ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.458	1	5.458	31.690	.000 ^b
	Residual	56.487	328	.172		
	Total	61.945	329			
<i>a. Dependent Variable: Public Participation in The EIA Process</i>						
(Coefficient)						
Model		Unstandardised Coefficients	Std. Error	Standardised Coefficients	t	Sig.
1	(Constant)	4.383	.191	Beta	22.954	.000
	Public Sensitisation X1	.495	.088	.297	5.629	.000
<i>b. Dependent Variable: Public Participation in The EIA Process</i>						

The model had an average adjusted coefficient of determination (R^2) of 0.085 and which implied that 8.5% of the variations in public participation in the EIA process are explained by the independent variable understudy (Public Sensitization).

From the ANOVA statics, the study established the regression model had a significance level of 0.000%, which is less than 5%. The calculated F value was greater than the critical value ($31.690 > 2.46$), an indication that public sensitisation has a significant effect on public participation in the EIA process. ANOVA results depict that the model was ideal for making conclusions.

The coefficient of determination results also shows that a unit change in public sensitisation while holding the other factors constant would enhance public participation in the EIA process by a factor of 0.495.

Summary of the Findings

Qualitative data established that public sensitisation encourages a positive mindset, which is critical in inspiring public participation in the EIA process. Sensitisation encourages positive expectations and makes people develop trust with project implementation committees. Through public sensitisation, project beneficiaries are likely to evaluate openness, management's level of integrity, loyalty, competency, and consistency before establishing trust which also influences their commitment and support. These findings confirm the study conclusion by Saufi et al. (2014) that public participation in the EIA process increases when residents become more knowledgeable of the transformational effect of the EIA process.

Descriptive results show that public environmental awareness improves public

environmental behaviour and facilitates public engagement in environmental management efforts. Also, communication methods used to sensitise Narok residents on the EIA process are strong and reliable, and that prior knowledge of the scheduling of public participation forums affects the effectiveness of public participation exercise. These findings are in line with the research conclusion by Kamu (2019) that public environmental awareness improves public environmental behaviour and facilitates public engagement in environmental management.

Further, the study established that participation in the EIA process increases when residents become more knowledgeable of the transnational effect of the EIA process. When sensitisation is promoted and the lack of environmental awareness among Narok County residents is a key constraint for effective public participation in the EIA process. These findings concur with the study findings by Kakonge (2016) that good communication is critical in inviting community participation in environmental conservation projects.

CONCLUSION AND RECOMMENDATIONS

The study concludes that public environmental awareness improves public environmental behaviour and facilitates public engagement in environmental management, good communication is critical in inviting community participation in environmental conservation projects, public environmental awareness improves public environmental behaviour and facilitates public engagement in environmental management, public sensitisation encourages positive mindset, which is critical in inspiring public participation in the EIA process and sensitisation encourages positive expectations and makes make people develop trust with project implementation

committees. Given that the study found that increased awareness and sensitisation are critical in enhancing public participation in the EIA process therefore, EIA team leader and EIA lead expert ought to ensure that strong and consistent communication between the organisation and the public is maintained from inception.

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