GHANA INSTITUTE OF JOURNALISM

SCHOOL OF GRADUATE STUDIES AND RESEARCH

ROLE OF CORPORATE SOCIAL RESPONSIBILITIES IN PROMOTING SANITATION IN GHANA. A CASE STUDY OF VOLTA RIVER AUTHORITY

HILDA EDEM SENANU

2021

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BY

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MADC20020

THIS DISSERTATION IS SUBMITTED TO THE GHANA INSTITUTE OF JOURNALISM IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF MA IN DEVELOPMENT COMMUNICATION.

OCTOBER 2021

CANDIDATE'S DECLARATION

I hereby declare that this dissertation is the result of my original research, and that no part of it has been presented for another (degree or diploma) in this institute or elsewhere. I am solely responsible for any shortcomings.

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HILDA EDEM SENANU **DATE**

MADC20063

SUPERVISOR'S DECLARATION

I hereby declare that the preparation of this dissertation was supervised by me in accordance with the guidelines of supervision of dissertation laid down by Ghana Institute of Journalism.

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DR. KWAME OBENG- BAAH **DATE**

(SUPERVISOR)

DEDICATION

I dedicate this study to my parents Mr.Samuel Senanu and Madam Mavis Aryee for their continuous support and prayers.

ACKNOWLEDGEMENTS

This work cannot be completed without the acknowledgement of some very important people who contributed immensely to the success and completion of the study. First, I would like to thank my supervisor Dr. Kwame Obeng- Baah, for his dedication, commitment, guidance and constructive criticisms throughout the research work. Also, to Ms. Georgina Asantewaa Essuman and Mr. Andy Martei, my Team members at work, who supported me by sitting in for me and carrying out my official duties in my absence whenever I had to concentrate on my academic work. Thank you very much and God bless you for such timely help.

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ABSTRACT

This study sought to examine the role of Corporate Social Responsibilities (CSR) in promoting sanitation in Ghana using Volta River Authority (VRA) as case study. Other objectives of the study were to; explore the areas of sanitation that needs CSR interventions; determine the benefits of CSR interventions in sanitation and to analyze the challenges organisations face when carrying out CSR interventions. The study adopted the case study approach and was purely qualitative in nature. The population of the study was all employees of Volta River Authority (VRA). Six senior executives at the Volta River Authority (VRA) were sampled out for the study. Purposive sampling was used in this investigation. An interview guide was used as the data collection instrument. Overall, following the rules of CSR may lead to a higher standard of living of people surrounding the socially responsible business. Therefore, the good of the business and the well-being of the society should not be put against one another. In conclusion, VRA's involvement in sanitation practices within the community has greatly benefited the communities involved and has brought about improvements in the sanitation practices of those communities. The researcher recommended that institutions should partner with other institutions that offer varying services to jointly invest in common socially responsible activities as doing so leads to cost reduction while achieving similar goals. Telecommunication industries can partner with financial institutions, manufacturing industries, academic institutions or hospitals to spearhead similar CSR objectives. Also, it was recommended that stakeholders' views be considered regarding the nature of CSR activities to be undertaken. Stakeholders have vital information on what the society needs and what will make them associate with a brand name.

CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

Many have viewed sanitation as a problem for the environment, development, and public health. Sanitation is not an uncommon event; rather, it is an issue that has existed throughout the history of human activity (Abubakar, 2017). It is not restricted to a single context; rather, it exists in various dimensions in all civilizations. Sanitation's negative consequences endanger the lives of all humans. In poorer nations, poor sanitation is a greater issue since residents continue to trash streets with plastic bags and other non-biodegradable items. Additionally, they practice open defecation and poor waste disposal. Ghana, as a developing country, is not immune to substandard sanitation standards (Amoah, 2010).

According to Owoeye & Adedeji (2013), it is predicted that as nations' environmental cleanliness standards improve, the living conditions and health security of its populations would improve. Likewise, Kumar et al. (2011) claim that environmental sanitation contributes to community health promotion by maintaining a clean environment and avoiding sickness. This means that proper sanitation creates an atmosphere favorable to human existence. Closely related to the preceding, Awuah (2008) said that sanitation is critical to a country's economic growth because it allows for the protection of expenditures in health and education that yield quantifiable economic benefits. This means that cleanliness must be elevated to a health and economic development priority.

The issue of sanitation has become one of concern for all governments under the fourth republic of Ghana. This government however has had so much to say about the issue of sanitation. To communicate its seriousness, the government set up an entire ministry for it; The Ministry of Sanitation and Water Resources (MSWR) to help tackle the issue of sanitation. President Akufo-Addo in 2017 declared his government's intention to make Accra the cleanest city on the continent by the end of his first term in office. As to whether this enormous feat was accomplished will forever be open up for debate. It is however worthy to note that, the issue of sanitation cannot be tacked by the government alone; corporate entities must get involved.

Each business's survival is contingent upon its capacity to accomplish its objectives (McWilliams & Siegel, 2011). Economic goals and social goals are the two major categories of projected corporate aims (Moon, 2012). While economic objectives are those that a business must pursue through marketing, social objectives are those that an organization must pursue in order to protect the interests of its shareholders, employees, and the general public (Rao & Krishna, 2012). Corporate social responsibilities refer to a company's societal objectives. CSR is described as "a business's commitment to long-term economic success through partnering with its employees, their families, the local community, and society at large to improve people's quality of life" (World Business Council for Sustainable Development, 2014).

Social responsibility has been practiced for millennia (Asumah, 2015). Its origins may be traced back to the Quakers of the 17th and 18th centuries, whose economic theory prioritized both social benefit and financial maximization. They think that business and society are inextricably linked, relying on one another for existence (Moon, 2012). CSR is usually characterized as "actions that appear to achieve some social benefit in addition to the firm's own interests and compliance with applicable laws" (McWilliams & Siegel 2011). According to research, CSR activities are increasingly being leveraged to obtain a competitive edge (Anku-Tsedel & Deffor, 2014).

Apart from delivering several benefits to a business, corporate social responsibility is intended to contribute to the general well-being of society (Akindele, 2011). Delivering benefits to the whole society should also be a primary driver of firms initiating and maintaining CSR initiatives (Perry & Towers, 2013). While the majority of studies focus on the benefits of social responsibility to businesses and why they should adopt it, few examine the societal benefits. Corporate involvement in local community problems benefits the environment (Goaszewska-Kaczan, 2009). Individuals who have profited from the company's operations are happier and have a higher quality of life. Additionally, seeing businesses care about the well-being of communities instils a sense of security in everyone and helps minimize corruption in society.

The company's charitable endeavours benefit the less fortunate by aiding the needy and fostering trust (Carrol & Buchholtz, 2008). Numerous technological advancements have occurred as a result of the rising number of firms that place a premium on CSR. Companies' social responsibilities compelled them to develop new technologies, innovations, and infrastructure that are accessible to all (Carrol & Buchholtz, 2008). Corporations that share their technologies contribute to the overall progress of civilization. Participating in CSR principles may result in improved ties with the government. As a consequence of this partnership, both parties will be able to develop a more effective way to serve society and provide it with more economic growth prospects than previously possible (Arnold, 2010).

Every organization has a corporate identity that guides its public relations activities. It is worth noting, however, that many firms recognize the need of intentionally incorporating social and environmental betterment into their business philosophy and operations (Otubanjo, 2013). Others, on the other hand, see no need to protect the environment in which they operate, despite the fact that it has a direct impact on their business's goals, objectives, and mission statement. These enterprises frequently respond to people's socioeconomic needs by providing safe drinking water, electricity, clinics, roads, public restrooms, and other services. They provide a variety of job opportunities for inhabitants of neighboring towns, resulting in long-term community development (Rao & Krishna, 2012).

1.1 Problem Statement

CSR has been the subject of much research on the relationship between businesses and society. Organizations' engagement in social responsibility has been constrained by the restrictions of satisfying the expectations of their stakeholders (Anku-Tsedel & Deffor, 2014). Stakeholders are now considering holding businesses accountable for the social and economic impacts of their activities in each community in which they operate (Akindele, 2011). CSR is closely tied to Ghana's social and environmental issues.

Despite their substantial revenues, companies operating in Ghana have not done enough to enhance the social welfare of the host communities, particularly in the field of sanitation, according to Oguntade and Mafimisebi (2011). While the majority of industries in the economy are lucrative, participation in sanitation efforts may result in increased performance (Grant, 2011). There is no reason to believe that shareholders will tolerate a level of corporate non-profit activity that adversely affects dividends or stock market performance (Hetherington, 2013). Businesses who embrace sanitation CSR find positive results today, including an enhanced reputation, greater sales and consumer loyalty, a competitive advantage, improved relationships, and increased market share (Marcia, Otgontsetseg & Hassan, 2013).

However, the majority of the country's CSR research has been on its impacts and influence on organizational performance (Anku-Tsedel & Deffor, 2014; Perry & Towers, 2013). The researcher was unable to locate any study on CSR and sanitation in Ghana. As a result, there is a paucity of literature on the subject under investigation. This has produced a research void that must be filled. Thus, the study attempts to examine the influence of corporate social responsibility on sanitation promotion in Ghana.

1.2 Objectives of the Study

This study seeks to examine the impact of Corporate Social Responsibilities (CSR) in promoting sanitation in Ghana using Volta River Authority (VRA) as case study. Other objectives of the study are to;

1. Explore the areas of sanitation that needs CSR interventions.
2. Determine the benefits of CSR interventions in sanitation.
3. Analyze the challenges organisations face when carrying out CSR interventions.

1.3 Research Questions

The questions underpinning this study are listed below.

1. What are the areas of sanitation that needs CSR interventions?
2. What are the benefits of CSR interventions in sanitation?
3. What are the challenges organisations face when carrying out CSR interventions?

1.4 Significance of the Study

The purpose of this study is to discover sanitation-related corporate social responsibility activities among Ghanaian businesses and their influence on the community. This will assist both private and public enterprises in recognizing the importance of CSR sanitation efforts for community and societal development. The study will help business leaders understand how CSR sanitation programs may assist them in controlling rising societal hazards that arise as a result of their operational operations. Finally, the research will add to the body of knowledge about the influence of corporate social responsibility on sanitation promotion.

1.4 Scope of the Study

The research evaluates corporate social responsibility (CSR) sanitation efforts. Volta River Authority was the organization chosen to conduct the study. The study was conducted only in the Volta Region of Ghana.

1.5 Limitations of the Study

The study may be constrained by a variety of restrictions and obstacles, including expected resistance to participation by certain potential participants, submission of incorrect information, and finally, the type and sensitivity of the subject. To address these, the researcher will establish and maintain the highest level of confidentiality possible and reassure participants that the study is strictly academic in nature and will have no bearing on other relationships. To address the issue of respondents' unwillingness to engage in the study and low response rate, the researcher will physically administer the data collecting instrument, urging respondents to submit needed information willingly.

1.6 Organization of the Study

Five chapters comprise the study. The first chapter provides an overview of the study, its context, the issue statement, the research questions, and the research objectives. It contains information on the study's goal and importance. Chapter two is devoted to the study's literature review and theoretical framework. Chapter three discusses the study design, the target population, the sampling technique, the data collecting procedure, the data processing procedure, and the data analysis procedure. Chapter four summarizes, analyzes, and discusses the study's findings. Chapter five summarizes the complete research. It contains the study's summary and conclusion, as well as suggestions based on the study's major results.

CHAPTER TWO
LITERATURE REVIEW

2.0. Introduction

This chapter reviews literature that is relevant to corporate social responsibility and organizational performance.

2.1 Theoretical Framework

The Agency Theory, Stakeholder Theory and Relational Theory were looked at for the study.

Agency Theory: Owners are the principals, and managers are their agents, according to this view. The manager has a fiduciary duty to the owners and is generally subject to significant incentives to align their economic interests with the owners', as well as to maximize shareholder value. Today, it is widely accepted that, under certain circumstances, the satisfaction of social interests contributes to the maximization of shareholder value, and the world's largest corporations pay close attention to CSR, particularly in terms of considering the interests of those who have a stake in the company. Jensen (2010) proposes what he calls "enlightened value maximizing" in this regard. This notion establishes long-term value maximization or value-seeking as the firm's goal, allowing for some trade-offs with the firm's relevant constituency.

Stakeholder Theory: Stakeholder normative theory is used to interpret the corporation's function and identify moral or philosophical guidelines for its operations. It tries to determine what should occur based on moral considerations. Individuals have the right to be treated as ends in themselves, not just as a means to an end, according to one of the founders of deontological philosophy. The ultimate justification for stakeholder theory, according to Donaldson and Preston (2015), is found in its normative framework.

Relational Theory: The intricate firm-environment interactions are the foundation of relational theory. The relational theory's corporate citizenship is very dependent on the type of community to which it is applied. It's a route that a company can follow to be more responsible. Fundamentally, it is about the relationship that a company establishes with its stakeholders, and as a result, the former must always look for ways to engage and commit to the latter. According to Garriga and Mele (2014), corporate citizenship is a strategy utilized under integrative and political theories, which is backed by Swanson (1995) as well as Wood & Lodgson (2012). Business and society, stakeholder approach, corporate citizenship, and the social contract are the four areas that this philosophy is separated into.

Business and society refers to businesses operating in society, with social responsibility acting as a link between the two. It is vital for a company's social duty to match the company's social power. The method is based on both interactive and ethical theories, with the former emphasizing the integration of social demands and the latter emphasizing the correct thing to do in order to establish a good society (Garriga & Mele, 2014). Following the concept of the triple-bottom line, businesses are proactive in producing reports on their economic, social, and environmental performance (Elkington, 2008).

2.2 Corporate Social Responsibility

According to the European Commission (2011), corporate social responsibility (CSR) is a voluntary concept in which companies integrate social and environmental concerns into their business operations and interactions with their stakeholders as a result of growing awareness that responsible behavior leads to long-term business success. CSR is about managing change at company level in a socially responsible manner which can be viewed in two different dimensions:

a) Internal – Environmentally responsible practices are primarily concerned with the management of natural resources and their use in production, while socially responsible practices are primarily concerned with employees and are related to issues such as investing in human capital, health and safety, and management change.

b) External – CSR extends beyond the corporation to the local community, involving a wide range of stakeholders including business partners, suppliers, customers, government agencies and non-governmental organizations (NGOs), as well as the environment. When designing a sustainability strategy, a corporation should consider economic, environmental, and social factors (Szekely & Knirsch 2015).

CSR social activities may include fundraising, donations, and presents to local and national organizations, as well as regeneration of poor communities, reclamation of derelict land, and the development of new regeneration jobs in places where it trades. Firms were able to develop close relationships with the community by developing strategies and programs on social and environmental issues. Firms could take the lead by organizing campaigns, seminars, and workshops, as well as donating to the community. This method allows a corporation to fulfil its CSR duty while also serving as a marketing and promotional plan. As a result, a larger market share can be achieved, resulting in better revenues from increased sales (Nolan, Norton, et al., 2009). Fair commercial practices such as advertising, aggressive marketing, and after-sales services between enterprises and customers can also affect CSR policy implementation in business. Policies, initiatives, and programs related to social activities can be utilized to determine an organization's level of CSR commitment. Customers' demands and expectations must be met by businesses as well. Consumers' buying habits are changing, and they are increasingly seeking information and reassurance on environmental and social issues ((Nolan, Norton, et al., 2009).

Enterprises are taking steps to meet the demand for such information in order to retain strong relationships and attract new customers. Eco-labelling, for example, is a method of communicating an organization's social responsibility to the general public. Apart from that, CSR is concerned with employment, lifelong learning, worker consultation and involvement, equitable opportunities, and people's inclusion into restructuring and industrial development ((Nolan, Norton, et al., 2009). Employees who feel safe and valued will enhance their manufacturing productivity, allowing for economies of scale. CSR procedures vary in scope depending on the size of the company. Larger companies are more likely to engage in CSR activities than smaller companies, which is consistent with other research findings (Haniffa & Cooke, 2015). The reason for this is that larger companies are under more social pressure to be socially responsible and have a greater impact on society. Furthermore, larger firms typically have stronger financial positions, allowing them to engage in a greater variety of CSR activities. As a result, larger organizations are more likely to engage in CSR initiatives in order to remain responsible and viable.

2.3 CSR Practices

The extent of CSR practices is compared among different organizational listing status. These include Government-Linked Corporations (GLC), Multinational Corporations (MNC), Local Ghanaian Corporations (GC) and sSall and Medium-sized Enterprises (SME).

Government-Linked Corporations: According to the study, GLC has a major high policy in place for the workplace. CSR practices by GLC are aimed at improving Ghanaian living and ensuring national growth, and are becoming increasingly significant as a strategy for sustainable company success. CSR is defined as the philosophy of giving back to society by donating earnings created for the betterment of the country. As a result, it can be shown that GLC's motivation for performing CSR is not dissimilar to its philanthropic motivation (Haniffa & Cooke 2015).

Multinational Corporations: MNCs began with business philosophy as a guiding principle and guideline for CSR implementation, with the goal of demonstrating economic, social, and environmental obligations that benefit their stakeholders. MNCs with operations in multiple countries have a higher influence and are subjected to increased pressure from a broader range of stakeholders. Countries with a high level of social responsibility may demand more CSR measures from multinational corporations. As a result, excellent CSR practices developed in countries where CSR is a legal requirement and non-compliance is punishable by legal action could be transferred to MNC operations in other countries. This could be the cause for MNC's high level of dedication when compared to other organizations with similar listing status in Ghana (Haniffa & Cooke 2015).

MNC leads other organizations in environmental policies for almost the same reason: it has the highest acknowledged commitment. Faced with criticism from environmental groups and governments in other countries, MNC wants to play it safe by ensuring that its operations have a low environmental impact. Other regional rivals have embraced these techniques as part of their environmental and safety policies. Overall, it may be argued that, aside from philanthropic efforts, MNCs appear to escape legal punishment for CSR non-compliance. MNCs use appealing to numerous interest groups as a motivator for having a good image. As a result, MNC is deemed to be a top CSR performer (Haniffa & Cooke 2015).

Local Ghanaian Corporation: Currently, there are not many studies done on measuring the extent of CSR practices among local companies.

2.4. Approaches to Social Responsibility

The Traditional Approach: Prior to the 1990s, decisions about which social issues to support were frequently based on themes that reflected rising demands to "do good to look good." A predetermined annual budget for giving, sometimes connected to revenues or pre-tax earnings, would be established, followed, and reported on by corporations. Funds were distributed to as many organizations as possible in the belief that this would satisfy the most constituent groups and increase charitable prominence. The organization could spend the money on a variety of groups and topics throughout time because the commitments were more short-term. There was a proclivity to avoid problems that could be linked to core company goods. Corporate philanthropy and social responsibility are two distinct concepts, but the lines between them are sometimes muddled, especially in Sub-Saharan Africa (Matten & Moon, 2008).

Until the 1990s, the concept of charity dominated social responsibility, and company activities were frequently limited to one-time contributions. There were few attempts to combine and coordinate charitable giving programs with other corporate strategies. Preferences and wishes of directors of boards influenced decisions about which problems to assist and which organizations to sponsor more than the requirement to support strategic corporate goals and objectives. There was also no attempt to establish quantitative outcomes for the business or the social cause in terms of evaluation (Kotler & Lee, 2015).

The New Approach: Making decisions now shows a greater desire to "do well and do good." Selecting initiatives that support business goals; selecting issues that provide opportunities to meet marketing objectives, such as increased market share, market penetration, or building a desired brand identity; evaluating issues based on their potential for positive support in times of corporate crisis or nativism; evaluating issues based on their potential for positive support in times of corporate crisis or nativism; evaluating issues based on their potential for positive support in times of corporate crisis or nativism; evaluating issues based on their potential for positive support in (Kotler & Lee, 2015). Long-term commitment, in-kind contributions such as corporate expertise, technological support, access to services, and donation of retired equipment, volunteer employee time, integration of the issue in marketing, corporate communications, human resources, community relations, and operations; formation of strategic alliances with one or more external partners. Evaluation is becoming more important, and approaches are being developed to help with this (Kotler & Lee, 2015).

2.5 Effect of Different CSR Initiatives

While various behavioral and conceptual models have been suggested to capture the impact of CSR on business brand value, there is little CSR research in the empirical literature. Another key empirical study question is to determine which types of CSR actions are most helpful in enhancing a company's brand value. This is an important subject for a management who needs to dedicate his or her expenditures and research resources to various forms of CSR efforts. According to past research, not all CSR initiatives are equally helpful in increasing a company's brand value. Bronn & Vrioni (2001) evaluate cause-related marketing research from the 1980s to 2001 and affirm the favorable influence of a pro-social corporate agenda on brand image and brand equity. Nan & Heo (2007) find evidence that a social welfare/causes-related CSR can improve a company's brand reputation and equity. Singh et al. (2008) investigate the elements that influence consumer purchasing behavior and company perception. Their findings imply that social problems such as CSR practices have an important role in establishing a brand and enhancing client purchasing preferences.

CSR to multiple stakeholders (customers, shareholders, employees, suppliers, and community) is favorably associated with better global brand equity, according to Torres et al. (2012). Furthermore, CSR activities that include environmental policies have been shown to provide organizations with competitive advantages in terms of improved reputation, increased investor trust, more efficient resource use, and new market prospects (Delmas & Toffel, 2004). However, several studies have shown no link between environmental CSR actions and improved corporate reputation or brand value. Ingram and Frazier (1980), for example, find a weak positive association between environmental performance and environmental disclosure content. When consumers see competing market brands and make purchasing decisions, First & Khetriwal (2008) find no conclusive evidence that consumers give priority to environmentally responsible enterprises and penalise other firms with less environmental concerns.

Finally, corporate governance actions can be used to detect or suggest a company's CSR consciousness. The publication of CSR data is one of the simplest measures of a company's commitment to CSR initiatives. The conclusions of the study on the impact of CSR disclosure are mixed: investor responses differ by country, and the actual consequences are dependent on the CSR content (Van der Laan Smith et al., 2010). Customers can also get a sense of a company's CSR efforts through rules set by the company, such as employee perks such as work training, professional safety, and equal opportunity, among others. Researchers have found that CSR measures such as honoring labor union requests, giving better health care and retirement benefits, and paying wages above market help corporations develop an image as a good employer, which attracts better talent and encourages employees (Edmans, 2012). Working on executive remuneration is one strategy to persuade top management to undertake CSR. Some studies have looked into the concerns of CSR performance and executive compensation, with mixed results (Cai et al. 2011).

When looking at long-term compensation for Canadian executives, McGuire et al. (2003) assert that there is no link between CSR activities and CEO incentives, however Mahoney & Thorne (2005) find a link between CSR success and CEO pay. Cai et al. (2011), on the other hand, found a negative correlation. Overall, the impact of CSR efforts is determined by whether senior management buys into the concept of CSR and integrates initiatives into the usual management process. According to Du et al. (2007), not all CSR activities are equally effective: brands that position themselves on CSR and integrate their CSR strategy with their main business plan are more likely to acquire brand value enhancement advantages than brands that merely superficially practice CSR.

2.6. Motivators of Social Responsibility's Activities

Global Market Pressures: The impact of buyer/supplier pressures to adhere to international labor standards and quality requirements is on the rise in today's globalized society. In an increasingly competitive world, businesses must rely largely on exports to survive and develop. In the face of rising competition, it is critical to adhere to product quality standards and social responsibility criteria imposed by global market forces (Vogel, 2015). Global market forces have driven businesses to develop their own corporate governance and social responsibility initiatives in order to keep their markets. Transnational corporations (TNCs) and multinational corporations (MNCs) have been influenced by global market pressures in decision-making processes involving a large number of stakeholders (Vogel, 2015).

This entails a concerted effort to align the unique viewpoints, interests, and values of individual and corporate investors with the demands of a diverse range of customers from around the world. Although market forces may lead to environmentally friendly manufacturing methods, the success of these processes is mostly dependent on company understanding, local environmental policies and regulations, and employee collaboration. Natural disasters are becoming more common, and natural resources are rapidly depleting around the world, sending a strong message to businesses about the necessity of environmental sustainability in economic development. The private sector must accept the underlying concepts of a global economy that is interdependent (Sikkink & Smith, 2012).

Internal and Competitive Pressures: There are three prerequisites for any social responsibility approach to be successful. First and first, senior management must be aware of the activity's content and potential instrumental value. Any incentives leading to social responsibility actions would be sanctioned if the company operated according to instrumental principles (Salamon et al., 2009). Second, corporations may feel forced to respond to their competitors' first-mover social responsibility plans if they fear that neglecting to do so might harm their market positioning. The great variety of definitions and orientations of firm- or competitive-driven social responsibility is a third issue. Declarative definitions are based on personal experience, convenience, and observed practice. Furthermore, corporations' interests differ in terms of selecting which stakeholders gain and to what extent (Salamon et al., 2009).

External Pressures from Investors and Consumers: Institutional investors are one of a company's most important external stakeholders. Institutional investors, according to evidence, do not put direct or indirect pressure on their portfolio companies to practice social responsibility. Social funds make up a modest percentage of total assets under administration. With the globalization of supply chains, businesses must extend their social responsibility policies not only to their international operations, but also to suppliers over whom they have varied degrees of operational influence (Salamon et al., 2009). The fact that there are over 63,000 MNCs with over 800,000 subsidiaries multiplied by millions of suppliers and distributors demonstrates the complexity of the problem involved in promoting social responsibility within MNCs and along their supply chains (UNCTAD, 2011). The difficulty for developing-country businesses is to figure out how to turn social responsibility into a competitive advantage while avoiding the risk of being shut out of global supply chains due to poor social responsibility policies. Companies must make a significant commitment in social responsibility, but that investment has the potential to contribute to long-term competitiveness.

Regulatory Pressures: The government is the first non-commercial player to put pressure on businesses to modify their ways. Regulatory activities, which affect a corporation even before the first product is manufactured or sold, are the main source of pressure. These initiatives are known as the "least common denominator" for behavioural change, and their success is highly dependent on the government's ability to ensure and enforce compliance. Governments frequently put pressure on businesses in areas such as labour conditions and pollution. These pressures can lead to investor and consumer protection measures in some situations. Governments play a major role in determining the public policy environment in which corporations operate. Governments can actively engage in promoting social responsibility as consumers, in addition to acting as regulators (Salamon et al., 2009).

Pressures from Popular Mobilizations – NGOs: With the exception of religious organizations, the not-for-profit sector has grown to a $1 trillion-plus market (Salamon et al., 2009). More than 30,000 non-governmental organizations (NGOs) run worldwide projects, with about 1,000 of them having membership from three or more nations (Sikkink & Smith, 2012). Altering the policies of some huge corporations is often easier than changing government policy (Vogel, 2015). Where national or international regulatory constraints for accountability are weak or non-existent, NGOs have succeeded in integrating elements of public responsibility into the global activities of companies.

Access to Markets: Companies, particularly MNCs, can interact with their target consumers and create ties with crucial business partners in the local market by participating in community-support programs. These CSR programs aid business decision-making by familiarizing corporations with local cultural norms and allowing for a more accurate assessment of public expectations. The knowledge obtained contributes to the company's reputation as a good corporate citizen in the community. Many businesses also discover that getting involved in the community lowers local regulatory barriers, gives them access to the local political process, generates positive media coverage, and opens up new markets for their products and services.

2.7. Benefits of CSR

2.7.1 Benefits Organizations Receive from Social Responsibility

According to Orogun (2010), companies that commit to developing a comprehensive social responsibility strategy can expect benefits from a number of possible positive outcomes, including:

Improved Financial Performance and Reduced Operating Costs: When social responsibility pervades a firm, it instils a sense of duty in its personnel, which eventually becomes a habit. This is exemplified by organizations' growing worry over rapidly dwindling water and energy resources. Companies are adopting steps such as conserving paper, avoiding the use of plastic throwaway cups in employee canteens, and so on. This awareness stems from a sense of social and environmental responsibility, which has resulted in lower operational costs. Businesses must aim for environmental improvements, adopt eco-friendly measures, use less energy and material, and reorganize manufacturing processes, material flows, and supplier connections when they take a sensitive attitude toward the community (Orogun, 2010).

Enhanced Brand Value and Corporate Image: In a January 2007 online poll conducted by the Economic Times, 75 percent of respondents said that social responsibility actions improve a company's brand equity. Branding of products, particularly consumer products, is greatly aided by social media messages. Creating and maintaining a brand image is difficult with increased competition and minimal diversity in product features. Spending money on visible social responsibility activities is a low-cost way to build and maintain a brand image. Customer loyalty is based on a positive brand image. Customers, industry, and government have all come together to address the issue of environmental protection, and each stakeholder has a responsibility to play. There is a rising market for environmentally friendly items among consumers. Eco-friendly labels are demonstrating their superiority over unlabelled products (Orogun, 2010).

Improved Customer Loyalty: Consumers want decent, safe products, but they also want to know that the items they buy are created in a socially and environmentally responsible manner, and they are sometimes willing to pay extra for products that are produced in this manner. Product or service quality, price, and intellectual or emotional bonding all contribute to loyalty. When making purchase decisions, an increasing number of customers evaluate the environmental and social implications of a company's actions. Cause-related marketing and cause-related promotions can help to build customer loyalty. The initiative must be identified and implemented by the companies. Having a robust social responsibility plan in place can help your brand gain visibility, recognition, and awareness among your stakeholders. Cause branding aims to strengthen or improve a company's image by displaying the company's commitment to a specific cause (Orogun, 2010).

Development of a Better Work Culture within the Organisation and Increased Employee Satisfaction: CSR efforts produce a lot of exposure and goodwill, which helps with talent management because the ordinary employee feels proud to be affiliated with decent corporate citizens. Employers who have a strong social responsibility record are more likely to attract and retain top personnel. Employees would rather work for an ethical and reputable company than receive a greater wage from a company with a reputation for doing business in an unethical manner, according to studies. Social responsibility also results in a motivated and self-assured staff; people who are proud of themselves and their firm. It promotes morale, builds self-worth, and fosters team spirit among co-workers by encouraging a sense of volunteerism (Orogun, 2010).

Reduction of Risk as a Result of Clearer Grasp of Positions Taken by Stakeholders: Businesses that demonstrate environmental and social responsibility are seen as less dangerous than those that do not, which can result in cost savings, lower insurance premiums, cheaper lending rates, fewer legal and regulatory costs, and so on. According to several research conducted in Western countries, including social responsibility into portfolios can reduce portfolio volatility while also increasing profits. On stock valuation, financial institutions are factoring in performance on sustainable development and corporate governance (Orogun, 2010).

Gaining an Informal Social License, Facilitating Business in Sensitive Environments: Regulators and social and environmental activists are less likely to question businesses that care about their communities. During the construction of their factories, such firms obtain assistance from the local community. Permits and licenses are also easy to obtain for such businesses (Orogun, 2010).

2.7.2 Benefits of CSR to the Society

Apart from providing a variety of benefits to a firm, corporate social responsibility is expected to contribute to society's overall well-being. Delivering advantages to the entire society should also be a major motivator for businesses to begin and sustain their CSR efforts (Perry & Towers, 2013). Although most studies focus on the benefits of social responsibility to businesses and why they should adopt it, few emphasize the benefits to society. Corporate involvement in the concerns of the local community improves the environment (Goaszewska-Kaczan, 2009).

People who have benefited from the company's activities are happier and enjoy a greater level of living. Furthermore, seeing corporations care about the well-being of communities makes everyone feel safer and reduces corruption in society. The company's philanthropic actions serve the less fortunate, assisting the poor, and building trust (Carrol & Buchholtz, 2008). CSR also encourages fair competition, according to Arnold (2010). Better product quality benefits not just businesses, but also society. Corporations' attempts to comply with CSR laws cause them to eradicate all errors during the manufacturing process, resulting in fewer complaints and more customer satisfaction (Mullerat, 2010). On the other hand, CSR changes in a firm may result in cost reductions, which may help customers as well if prices fall (Carrol & Buchholtz, 2008).

As a result, more things may be available to people who previously couldn't afford them. Furthermore, organizations' responsible behavior may influence others in their surrounds to follow suit. As a result, social activation allows them to derive emotional satisfaction from assisting others (Carrol & Buchholtz, 2008). It is important to remember that a company's success, which can be ensured by CSR, is also a success for local communities. A larger company can afford to hire more people on better terms and offer more benefits. People from the surrounding villages are given better employment possibilities because the majority of the workers in the facility is usually drawn from the neighboring districts. Trainings, which are sometimes offered for people outside of companies, are a huge benefit to society. They increase the population's knowledge and provide them with important skills that will aid local inhabitants in their daily lives. CSR health initiatives raise public awareness and impact behavior by persuading people to go to their doctor's appointments and reminding them that prevention is always better than cure. These activities result in a society that is healthier and more informed (Arnold, 2010).

The preservation of the natural environment and the reduction of its destruction is a win-win situation for everyone. Every so-called "green activity" is expected to preserve the world and all of its inhabitants. Companies may reduce their environmental effect and enhance their relationships with society by reducing CO2 emissions and waste, as well as reducing their usage of non-renewable resources. For example, reducing air pollution improves the health of the local community (Arnold, 2010). Many technical conveniences have arisen as a result of the growing number of businesses that value CSR. Companies' social obligation drove them to build new technologies, innovations, and infrastructure that can be used by anybody (Carrol & Buchholtz, 2008). Corporations that share their innovations aid the progress of society as a whole. Participating in CSR ideals may lead to improved government relations. Both parties will be able to discover a better approach to serve society and provide it with larger economic development chances than previously as a result of this collaboration (Arnold, 2010).

2.8 Criticism of CSR

The literature on corporate social responsibility is extensive. However, not all of the responses are positive. Some people are concerned about the negative aspects of CSR. Researchers applauding the benefits of CSR, according to Banerjee (2007), are focusing on applying it to improve long-term financial performance. In fact, he claims, those acts aren't genuinely "social." Some businesses have been accused of hypocrisy. Environmental destruction, complicity with repressive regimes, exploitative labor conditions, inadequate product and process safety standards, relocation of polluting industries to regions with weak environmental protection regimes, destruction of local livelihoods, and violence against indigenous peoples are all examples of corporate abuses (Banerjee, 2007).

At the same time, these businesses give the impression of adhering to social responsibility guidelines. In actuality, they're merely honing their public relations skills while exploiting their company's position. Moon (2014) emphasizes the difficulties of determining the true impact of CSR initiatives. Employees' hours of volunteer work can be tracked, and the rate of accidents in a facility can be compared. However, those metrics are unable to determine the impact it makes to society and, as a result, if the expenses are justified. There is no way to know how much the company's social responsibility initiative contributed to the resolution of the problem. Banerjee recognized another disadvantage of corporate social responsibility (2007). He claims that the desire to increase shareholder wealth does not always result in win-win scenarios. It can sometimes lead to their eviction.

Banerjee (2007), quoting Johnson (1958), warns against greenwashing: "While company executives may claim that their "socially responsible" philosophy benefits the public, such a philosophy may be a subtle device to keep economic power in their own hands by extending their influence and decision-making power into so many nonbusiness areas that they become benevolent divas" (Johnson, 1958,

p. 72, quoted after Banerjee, 2007). It is a legitimate concern that some businesses try to buy community goodwill through CSR, forgetting that the main priority should be the well-being of society. Some developing countries regard CSR as purely philanthropy, and as a result, their local businesses are unable to be genuinely socially responsible. Goaszewska-Kaczan (2009) outlines a number of ideas that could be used as justifications for not engaging in corporate social responsibility in the first place. The sheer legal personality of an enterprise is used as a legal argument against CSR.

It cannot be expected to conform its actions to moral standards because it is not a person. One of the societal objections is that participating in social programs gives firms too much influence. It is emphasized by the fact that managers are mostly trained in economics and lack the skills necessary to address social concerns. Furthermore, it is difficult for a firm to deal with acts without the backing of the majority of community members, and some individuals dislike the idea of corporations interfering with social concerns. Finally, Goaszewska-Kaczan (2009) makes a number of economic reasons against corporate social responsibility's benefits.

The first of them argues that a company's primary focus should be on improving profitability for the benefit of its shareholders, and that social initiatives divert attention away from profits. Allocating cash to CSR rather than research and development could put the organization at a competitive disadvantage. The author also mentions that the interests of multiple stakeholders may conflict, and that the business will always have to prioritize one's demands over the needs of others. CSR, like many other concepts, can be perverted and utilized just as a public relations tool, according to Mullerat (2010). “It will allow firms to feel good about themselves, while communities dissolve, ecosystems collapse, and economies sink into chaos,” Visser & Tolhurst (2010) write (Visser & Tolhurst, 2010). However, it can be properly incorporated into a company's operations if the organization believes that it should be actively involved in social issues.

2.9 The Concept of Sanitation

Sanitation is described as the practice of taking steps to eradicate unhealthy materials, particularly dirt and viruses (Shastri, Raval & Mapuskar, 2010). According to UNEP (2005), there has been a growing body of knowledge demonstrating that the causes and pressures of any of today's environmental problems can be traced back, directly or indirectly, to the lifestyles, choices, values, and behaviors of local communities since the nineteenth-century sanitation revolution (Daramola, 2012). This necessitates a comprehensive approach to problem-solving, establishing the reality that all stakeholders have a role to play in the many processes of environmental sanitation, both in terms of decision-making subsidiarity and the long-term sustainability of environmental services in the community (UNEP, 2005).

Currently, 2.6 billion people out of the world's 7 billion people lack access to proper sanitation, with two-thirds of them living in Asia and Sub-Saharan Africa (WHO, 2006). As a result, there is a need to move away from simply providing centrally designed infrastructure and toward initiatives that might assist individuals motivate themselves to improve their own sanitation (WHO/UNICEF, 2013). This is due to the fact that in developing countries, poor sanitation has become the leading cause of widespread and significant health problems. Improvements in these services, however, have limited health benefits unless they are combined with better cleanliness practices (Tsinda et al., 2013). With poor sanitation, hygiene, and water supply systems still accounting for around half of the effects of children and maternal underweight, there appears to be a relationship between the two: exposure to one condition may raise the affected person's vulnerability to the other (Mara, Lane, Scott & Trouba, 2010). As a result, creative techniques must be developed and integrated into social institutions such as schools, marketplaces, and health facilities (Rheingans, Dreibelbis & Freeman, 2006).

Furthermore, epidemiological studies have shown that even in the absence of latrines, which have been the focus of sanitation programs, diarrheal morbidity can be decreased significantly by improving hygienic behavior (WHO, 1999). Meanwhile, many national data and progress reports on the Millennium Development Goals (MDGs) target on sanitation have focused primarily on access at household levels, ignoring public places such as bus stations, schools, and markets in urban areas, despite the fact that these places are unique settings and temporary abodes for people in transit or working (Adenuji & Afolabi, 2010). Because of larger population density, less cohesive community structures, and potential for open defecation, urban sanitation is significantly more complicated (Mara et al., 2010).

The removal, transport, and proper treatment or disposal of excreta must all be part of a systems-based approach to urban sanitation that goes beyond the purchase of a toilet for each family (Mara et al., 2010). Furthermore, despite the fact that WASH (water, sanitation, and hygiene) is a single sector, there has been little progress in improving sanitation access due to a focus on water and hygiene (Loevinsohn, Guerrero & Gregorio, 1995).

2.10 Sanitation Promotion Strategies

Several strategies have been developed by various groups and countries to promote sanitation in order to achieve the Sustainable Development Goals. These tactics have evolved over time, with improvements being made as time passes (Masangwi et al., 2010). In low-income nations, a wide range of innovative approaches has been used. Even while some studies have revealed that people's demand for sanitation is minimal, the truth is that many people would want to have sanitation facilities but cannot afford what is currently available. As a result, there is a need for a shift in the way sanitation is handled; the product must be both economical and acceptable (Cairncross, 2010). Participatory initiatives such as the Participatory Hygiene and Sanitation Transformation tool (PHAST), Community-Led-Total-Sanitation (CLTS), and Community Health Clubs are examples of documented tactics that have been used in low-income nations (CHCs). In low-income areas, school-based and child-friendly hygiene and sanitation programs are also commonly implemented (Jenkins & Scott, 2007).

Similarly, social marketing strategies such as encouraging people to wash their hands with soap and utilizing marketing techniques to sell sanitation are gaining traction (World Bank EHP, 2005). CLTSs aren't just about promoting standards or health issues; they're also about encouraging self-respect (Harvey & Mukosha, 2008). This is to take a different approach to cleanliness than what professionals in the field have focused on for years, which has been dubbed "intellectual constipation" (Karr & Pasteur, 2005). The World Bank Water and Sanitation Programme (2005) discovered that many of the solutions lacked comprehensive evaluations and intervention trials after analyzing works on diverse techniques all around the world. They also looked at three strategies: PHAST, which employs a participatory approach or methodology to elicit active participation from those who stand to benefit from the development process, CHCs, which combines health education and community mobilization to empower people to improve their own hygiene practices, and Happy Healthy and Hygienic/Program Saniya, which focuses on identifying risk factors (Curtis & Kanki, 1998).

2.11 Ghana's Environmental Sanitation Situation

As previously stated, epidemiological studies have shown that even in the absence of latrines, which have been the focus of sanitation programs, diarrheal morbidity may be decreased significantly by improving hygienic behavior (WHO, 1999). According to the National Environmental Sanitation Strategy and Action Plan (2010), there are little reports on cleanliness in general from around the country. Despite the fact that WASH (Water, Sanitation, and Hygiene) is a single sector, there has been little progress in increasing sanitation access due to a focus on water and hygiene (Loevinsohn et al., 2004). Many Metropolitan, Municipal, and District Assemblies (MMDAs) that are directly responsible for sanitation face issues such as "poor waste management program planning, insufficient equipment and operational funds to support waste management activities, insufficient sites and facilities for waste management operations, and insufficient waste management skills and capacity" (Atuahene, 2010, p.49).

Other obstacles include a disregard for consumer preferences, a lack of political will, ineffective measures, and sanitation employees' low esteem and recognition (WHO Sanitation Promotion Handbook, 1998). On a broad level, the sanitary condition in most places of Ghana is a disaster. “It's as horrifying as AIDS, as crippling as Malaria, and as treatable as Polio. Simply meeting the sanitation target by 2015 could prevent 391 million cases of diarrhea per year (and the loss of years of schooling, productive, and social life)” (Evans et al., 2004), with any nation gaining $63 billion per year in economic gains simply by meeting the sanitation targets of the SDG. Despite the fact that the cost may be significant, the advantages may much outweigh the expense (Hutton, Haller & Bartram, 2007). Markets are extremely significant public spaces that require a great deal of cleaning. Rapid population growth adds to the already existing challenges by generating large amounts of waste and putting a strain on available sanitation infrastructure (Minghua et al., 2009). Regardless of the hurdles, the impact of poor sanitation is significant enough to warrant attention. In Ghana, for example, policy creation and regulatory frameworks aimed at boosting sanitation have received a lot of attention (Fried, n.d).

There have been twelve policy documents, waste management and environmental guidelines, and legislative instruments that address sanitation issues between 1991 and 2010. They include the National Environmental Policy, 1991; Local Government Act, 1993 (Act 462); Environmental Protection Agency Act, 1994 (Act 490); Water Resources Commission Act, 1996 (Act 522); National Building Regulations, 1996 (LI 1630) and National Environmental Quality Guidelines (1998). (1998). Environmental Sanitation Policy, 1999; Environmental Assessment Regulations, 1999 (LI 1652); Landfill Guidelines (2002); Guidelines for the Management of Health Care and Veterinary Waste in Ghana (2002); Revised Environmental Sanitation Policy, 2007, and Revised Environmental

Sanitation Policy, 2010, are the others. (Revised Environmental Sanitation Policy, 2010). Specific activities and roles have been assigned to all parties in these papers, including the state, local assemblies, communities, NGOs, individuals, the Ministry of Health, educational institutions, the commercial sector, and research institutes, among others.

Even though there is a lot of policy on environmental sanitation, failure is the norm in Ghana when it comes to urban sanitation infrastructure (Murray & Drechsel, 2012). This, together with other issues, has had a negative impact on the execution of effective programs (WHO Sanitation Promotion Handbook, 1998). “Ghana is a typical ... sub-saharan African country confronting substantial sanitation challenges” (Amoah et al., 2007). (Amoah et al., 2007). The Ministry of Local Government and Rural Development's Environmental Health and Sanitation Directorate created the National Environmental Sanitation Strategy and Action Plan in 2010. (NESSAP). The garbage generated was referred to as 'Materials in Transition' (MINT). MINTing aims to raise public awareness about the importance of changing people's attitudes about all sorts of trash as a way of life. MINTing examines the potential of waste management in terms of job creation as well as cost reduction in waste management (NESSAP, 2010). As a result, NESSAP includes all aspects of environmental sanitation. It is to advise all actors in the various sectors such as the Ministries, Departments and Agencies (MDAs), Metropolitan, Municipal and District Assemblies (MMDAs), NGOs, development partners, traditional authority and even the media.

MINTing is the basic principle for changing people's attitudes toward the treatment and disposal of all sorts of garbage by demonstrating that all waste components have value. MINTing will create "green collar" jobs while also lowering MMDA's waste management costs. As a result of MINT's attitude, garbage is not simply tossed. Value is added at various phases of the transition until it reaches its final destination. However, the Strategic Youth Network for Development (SYND), a youth-led NGO advocating for sustainable environment in the areas of Climate Change, Biodiversity, Land

Degradation and Water & Sanitation, contend that the policy does not make provision for the active involvement of young people in the processes even though the youth constitute the largest segment influencing the sanitation situation in Ghana (Strategic Youth Network for Development (SYND), 2013). Regardless, the SYND sees environmental cleanliness as affecting all aspects of human development, including the economics, culture, health, and employment, among others. It also encourages all stakeholders to assist in the policy's successful implementation.

In its examination of the value chain of solid waste management as a program for Youth Engagement in Service Delivery (YES) in Accra, CHF International, Ghana (2010) confirms this. Waste management provides opportunities for young people to work (Thieme, 2010). The sanitation situation in markets is one of the many concerns raised in the Environmental Sanitation Policy, Revised, 2010), which places the responsibility on Metro/Municipal Environmental Health Departments, who must ensure food and water hygiene, including market sanitation, food establishments, meat and fish hygiene, livestock and poultry management, and fresh vegetable control, among other things (Environmental Sanitation Policy, Revised, 2010).

2.12 Stakeholders in Sanitation Promotion

Stakeholders are crucial in promoting sanitation. “In order to ensure relevance and appropriateness, stakeholders must have a prominent role in establishing priorities and objectives for water and sanitation initiatives” (Lienert, Schnetzer & Ingold, 2013). The establishment of NESSAP in Ghana is an example of the collaborative efforts of numerous parties. Regional Coordinating Councils, the Ministry of Women and Children (MOWAC), the Environmental Protection Agency (EPA), the Ministry of Health (MoH), and the Ministry of Education (MoE) are just a few examples. “In Ghana, the Ministry of Health, the Ministry of Local Government and Rural Development, and the Ministry of Education are the primary participants in environmental health/hygiene education” (NESSAP, 2010). Stakeholders in sanitation promotion are numerous, and they differ by country. In 2011, the

Nepalese government, for example, produced a sanitation and hygiene master plan. The project involved a large number of parties.

Physical planning and works, health and population, local development, women, children and social welfare, education and sports, and finance were the six government ministries. NGOs (Non-Governmental Organizations), community committees, the Red Cross, sanitation agencies, regional, district village development committees, and municipal level WASH coordinating committees, local government authorities, and school kid clubs were also present. This is to ensure full participation and to build a comprehensive plan that can benefit the entire country (Lienert, Schenetzer & Ingold, 2013).

UNICEF, USAID, the World Bank, and the Water Supply and Sanitation Collaborative Council are some of the other global or multinational organizations engaged in the sanitation industry (WSSCC). The United States Agency for International Development (USAID) is a federal agency that offers development, humanitarian, and economic aid to countries all over the world. The United States Agency for International Development (USAID) has substantial experience in environmental health and has supported the Environmental Health Project (EHP) since 1994. The Environment and Sanitation (WES) Program of the United Nations Children's Fund (UNICEF) improves child survival. UNICEF is working in over 90 countries to support efforts to improve hygiene and increase access to basic water and sanitation services. The Water Supply and Sanitation Collaborative Council (WSSCC) was mandated by a 1990 UN Resolution to accelerate progress towards clean water, sanitation and hygiene for all (The WBEHP and partners, 2004).

WSSCC continues to put WASH issues on the global agenda through the administration of three primary programs of activity: advocacy and communications, theme working groups, and national/regional plans of action, which are now active in 33 countries. The Water and Sanitation

Program (WSP) is an international collaboration with the goal of reducing poverty by assisting the poor in gaining long-term access to improved water and sanitation services. The World Bank manages it, and it establishes partnerships to bring about the regulatory and structural reforms that are required for broad sector reform, as well as to develop creative solutions for planning and delivering long-term investments (WSSCC, 2010).

2.12.1 Government

According to the World Bank (2005), the government's responsibility in promoting hygiene and sanitation includes formulating sanitation policies that are crucial to building an enabling environment that will encourage and support improved access to sanitation facilities. The World Bank (2005) developed a list of policy "ingredients" that are taken to be necessary conditions for adequate policies to allow appropriate enabling environments after studying the impact of national sanitation policies and the effectiveness of programs to improve hygiene and sanitation coverage. As a result, national and local government entities are regarded as the most significant players (Guerrero, Maas & Hoglans, 2012).

Political will is one of the elements, as evidenced by political pronouncements, institutional responsibilities, resource allocation, and project implementation, among other things. The third ingredient is acceptance of policy by stakeholders. It is believed that if the importance of government policies is widely accepted by stakeholders, better promotion and sustainability will be possible. The legal obligations and responsibilities of stakeholders must be clearly defined (Whittington et al., 1993). Other components include proper demographic targeting, adequate and suitable service levels, health considerations, the environment, financing choices, and defined institutional roles and duties (The World Bank, 2005).

2.12.2. The Health Sector

There is a link between poor water supply, sanitation, and hygiene and ill health, and this has long been a major public health concern (Bartramand & Cairncross, 2010). As a result, one of the most important roles the health sector can play in environmental health planning is sanitation promotion. This is because health-care systems strive to influence people's habits in order to prevent diarrheal infections. The sector, which has a large area of interaction between professionals and the public in a variety of ways, can send out consistent messages that underline the importance of collective responsibility in the prevention of environmental health concerns (Sanitation and Hygiene Master Plan, 2011). For example, in Ghana, the Ministry of Health frequently interacts with the Ghana Health Service's Health Education Unit to teach the public about health using products such as visual and audio-visual materials, campaigns, and advertisements, among other things (MLGRD, 2010). Furthermore, because politicians and the general public listen to doctors, they can play an important role in advocacy and leadership. As a result, the medical profession is tasked with speaking out on all major health issues, including cleanliness (Duncan et al, 2010).

2.12.3 I/NGOs, community based organisations (CBOs) and civil society groups

INGOs and community-based organizations (CBOs) have a catalytic role in boosting sanitation efforts at the policy formulation, implementation, and monitoring levels by providing financial and material support. They have the capacity to mobilize communities, volunteer, and raise cleanliness awareness (Sanitation and Hygiene Master Plan, 2014). Stakeholders can also assemble resources for lobbying, design technical support for training to close knowledge gaps, and assist in the development of monitoring frameworks, among other things (Mehta & Knapp, 2004). In Ghana, international non-governmental organizations (INGOs) have been a part of sanitation programs, particularly at the district level, where they provide technical help (Welle, 2011). CONIWAS (Coalition of Non-Governmental Organizations in Water and Sanitation) has always worked directly on numerous challenges at the district, regional, and national levels (Ainuson, 2009).

2.12.4 The Private Sector

Companies that make or can manufacture products that can help promote sanitation, such as sanitation hardware producers, are part of the private sector. They can be encouraged to localize facilities to meet local demand through public-private partnerships (Rheinlander et al; 2011). This could take the form of sanitation marketing where marketing principles are applied to promote sanitation. It is possible for the private sector to detect and create sanitation demand, resulting in increased revenue (Bramley & Breslin, 2010). They went on to say that entrepreneurs can build relationships with both households and institutions in order to take advantage of sanitation opportunities. Furthermore, the economic crisis has brought governmental capacities dangerously close to collapse, necessitating private sector participation in sanitation promotion. The Ghanaian government "envisioned that all environmental services (waste management, cleansing, and sanitation) would be supplied either on a full cost-recovery basis by private enterprises or by service providers under public contracts" in 1999. (Crook & Aryee, 2006).

2.13 Review of Relevant Literature

Lorraine (2011) explored the association between CSR and organizational performance using structural equation modeling. His findings revealed that while all respondents were aware of the term CSR, not all of them utilized it. Instead, terms like "corporate citizenship" and "corporate responsibility and sustainability" were suggested as alternatives. Some SMEs believe the term "Corporate" alienates them and implies CSR is more sophisticated than it is, whilst some large firm respondents believe the term "Social" limits their CSR efforts to those that are social in character. In terms of CSR management, all major enterprises interviewed had dedicated personnel or departments to CSR, whereas no SME had a specific CSR department; instead, senior management, in most cases the CEO, was in charge of CSR. Large companies' CSR was also considered to be more formal, strategic, and integrated into all elements of the business than SMEs'. While each firm's definition of

CSR differed, Lorraine (2011) discovered that one thing they all had in common was that CSR was generally defined by reference to stakeholder theory, which stated that a firm was socially responsible if it considered the interests and needs of its group of stakeholders. Firm size has a favourable correlation with CSR activity.

While researching economic perspectives on CSR, Kitzmuellery and Shimshack (2012) discovered that individual preferences were the ultimate driving force behind any form of CSR. Firms may employ strategic CSR to optimize profits in the presence of social stakeholder desires, whereas not-for-profits may utilize CSR to satisfy shareholders' social objectives. Only if managers push CSR beyond strategic levels or shareholder preferences does CSR represent moral hazard. Other than altruism, the study found that when people make donations or privately give public goods, such as charity, there may be a number of reasons influencing their decision. It's possible that social pressure, guilt, pity, or simply a desire for a "warm glow" are all factors. Two competing approaches on CSR can be taken within this paradigm. First, CSR could be viewed as a unique type of innovation investment that generates negative costs (net benefits) over time. Second, CSR can be motivated by shareholder value maximization in general and profit maximization in particular. Stakeholders may have different social, environmental, and ethical preferences. The presence of social or environmental preferences is treated as exogenously determined by CSR, which focuses on the relationships between enterprises and stakeholders. The work formally explored impure altruism and established a wide range of consequences.

According to a study by Gathungu & Ratemo (2013), organizations' disclosure of CSR activities was used as a performance measurement tool in the sense that the investment in CSR activities was an indication of the level of resources available and, more importantly, the value that the organization ascribed to the program's beneficiaries. Though CSR was regarded an integral aspect of an organization's operations, its financial impact differed slightly from those of other departments such as manufacturing, finance, sales, and distribution. As a result, if a clear link between CSR and corporate performance could not be established, the organization's social and environmental responsibility was likely to remain at the level of hollow mission statements and isolated add-on activities, affecting the organization's performance. CSR practices were found to be linked with strategic aim, and CSR programs typically met the expectations of employees, investors, and local communities, according to the study.

For the years 2006 to 2010, Ongolo (2012) explored the association between CSR and supermarket market share in Kisumu City. He wanted to know what inspired stores in Kisumu City to engage in CSR. The research revealed that CSR and market share have a substantial link. Institutions that put more money into CSR had higher sales. The researcher also discovered that the market share index and CSR had a positive association coefficient. Education, water, and sanitation were prioritized by larger shops, while support for the least fortunate in society was prioritized by smaller supermarkets.

Okiro, Omoro & Kinyua (2013) evaluated the association between investment in CSR and sustained growth of commercial banks in Nairobi County. The researchers wanted to see if there was a link between a bank's long-term growth and its commitment to CSR. In terms of investment, the findings demonstrated a growing favourable attitude toward CSR. There was widespread agreement that CSR was critical to the firm's success. Because commercial organizations want to make money by providing the greatest services to their consumers, they would take special care to keep their customers. The study discovered that investing in CSR initiatives has a beneficial impact on a bank's long-term success. The findings show that the variables have a modest positive association and that only 11% of bank sustained growth can be explained by investing in CSR initiatives.

Gichana (2014) conducted a survey on CSR practices by Kenyan companies in order to identify social responsibility activities by companies listed on the Nairobi Stock Exchange (NSE) and the factors that explain the types of CSR practices employed by these organizations. The survey discovered that all of the organizations employed long-term planning and had social responsibility plans in place. The bulk of these businesses emphasized health and education in their practices, and they were responsible to their employees by providing medical, housing, and pension plans. It was also noticed that water conservation and management was inadequately handled with most of the respondents focused on internal implications or their activities rather than the water issue as a whole on reasons that motivate corporations to implement CSR. The most commonly given explanation was the acknowledgment of CSR as a key value. Giving back to the community as a manner of achieving government requirements on degradation and as a medium of advertisement are two more causes.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This section presents the methodology of the study. It includes research design, research approach population and sample size and sampling technique. It also presents the sources of data, data collection instrument, data analysis, ethical considerations and profile of the institutions under study.

3.1 Research Design

The study adopts the case study approach. According to Kusi (2012), a case study is a type of research that is often utilized by social science researchers. A case study is a comprehensive examination of one or more occurrences of a phenomena. The case study approach was adopted because it serves as an empirical investigation of a current phenomenon in a real-world setting, particularly when the boundaries between the phenomenon and the context are unclear. The single case design was used in this investigation.

3.2 Research Approach

The study adopted a qualitative methodology. According to Creswell (2014), qualitative research is a method for elucidating and comprehending the meaning that individuals or groups attribute to a social event or situation. Lindlof and Taylor (2002) similarly claim that qualitative researchers attempt to retain and analyze the contextual form, substance, and experiences of social activity, rather than subjecting them to mathematical or other formal change. Additionally, qualitative research method was chosen because it usually generates social reality in the form of meanings and interpretations based on people's lived experiences. This necessitated data collection from persons with a breadth of knowledge and skill in the subject to enhance the study; hence, the qualitative method was chosen for this study.

3.3 Population

According to Bless & Higgon-Smith (2000), a study's population refers to the complete collection of items or persons on whom the investigation is focused and about which the researcher wishes to ascertain certain characteristics. Gravatter & Forzano (2006) define a population as all of the persons that a researcher is interested in. Additionally, Burns & Groove (2003) emphasize that the population of a study refers to all the aspects that the researcher feels fulfil the study's qualifying requirements. The population of the study was all employees of Volta River Authority (VRA).

3.4 Sample Size

According to Kusi (2012), while determining a sample size for a qualitative study, it is critical for researchers to identify a feature of the population to be studied and explain their selection of a sample size. Six senior executives at the Volta River Authority (VRA) were sampled out for the study. Hence, the sample size for the study is six persons.

3.5 Sampling Technique

As Lindlof & Taylor (2002) point out, the sampling technique or strategy directs the researcher's choices on what to observe or whom to interview. They argue that an intelligent sampling approach permits researchers to establish systematic touch with communication phenomena with the least amount of effort possible. Purposive sampling was used in this investigation. According to Kumekpor (2002), in purposive sampling, the sample units are chosen purposefully for the study because they exhibit specific characteristics that interest the researcher.

3.6 Sources of Data

There are two main sources from which data was collected. These are primary sources and secondary sources (Creswell, 2013). The study made use of primary data only. Primary data was obtained from employees through the use of an interview guide during the field work.

3.7 Data Collection Instrument

An interview guide was used as the data collection instrument. Lindlof & Taylor (2002) assert that interviews are critical components of qualitative research because they aid in the comprehension of social actors' experiences and perspectives through tales, narratives, and explanations. Typically, researchers interview individuals only if their experiences are essential to the study problem in some manner – particularly owing to their skills, expertise, or richness of information that may help answer crucial questions and meet the research objectives (Lindlof & Taylor, 2002). As a result, an interview guide was created based on the research objectives. The interview guide was used to get participants perspectives on the various study issues.

3.8 Data Analysis

For this study, the researcher used a thematic analysis. According to Frankel & Wallen (2003), data analysis entails synthesizing the bulk information obtained from diverse sources into a coherent description of the subject under investigation. According to Cresswell (2009), when a researcher gathers data in the field, he or she must make "meaning" of the data obtained. In this sense, the material must be classified into coherent pieces of information known as themes and codes by scholars. As a result, Cresswell (2009) offers four stages for academics to take when doing theme analysis. The study employed Cresswell's (2009) technique to theme analysis, as follows:

1. To begin, the researcher translated the bulk of the interview material from the speech recordings into written language to facilitate comprehension of the topics discussed with the participants.
2. The second stage entailed poring over the transcribed material in order to have a better understanding and appreciation for the topics under examination. Additionally, the researcher observed and recognized several significant points, particularly in places where participants agreed or disagreed on a certain topic.

3. The third stage was to assign codes and create themes. The researcher painstakingly divided the text at this step before bringing forth the information's obvious significance.
4. The final stage was to interpret the numerous themes gleaned from the data. The researcher then evaluated the themes by providing a detailed description of the data and comparing the findings to material gleaned from the literature. Following that, conclusions were reached.

3.9 Ethical Considerations

According to Croucher & Cronn-Mills (2015), ethics are critical while doing research. Croucher & Cronn-Mills (2015) recommend that researchers adhere to three principles: informed consent, participant privacy, and debriefing. As a result, participants were fully informed of the study's aim and consented prior to the study's conduct. Again, interviewees were guaranteed of their greatest anonymity and informed fully of the study's scope and objectives. Before participating in the study, informants were given the opportunity to raise questions and obtain more information. Similarly, Creswell (2009) emphasizes the importance of researchers protecting research participants, acknowledging all sources, developing trust with participants, promoting the integrity of the research, guarding against misconduct and impropriety that could reflect negatively on their organizations or institutions, and also coping with new challenging problems when conducting research.

3.10 Profile of Volta River Authority (VRA)

The Volta River Authority was established on April 26, 1961 with the mandate to generate, transmit and distribute electricity under the Volta River Development Act, Act 46 of the Republic of Ghana. However, following the promulgation of a major amendment to the VRA Act within the context of the Ghana Government Power Sector Reforms in 2005, the VRA's mandate has now been largely restricted to generation of electricity. This amendment has created an enabling environment to attract Independent Power Producers (IPPs) into the Ghana Energy market. The amendment also hived-off the VRA's transmission function into a separate entity designated the Ghana Grid Company

(GRIDCo), while the distribution agency, the Northern Electricity Department (NED), established in April 1987, also evolved into the Northern Electricity Distribution Company (NEDCo), a wholly owned, standalone subsidiary of the VRA. The VRA has diversified its power generation portfolio to take advantage of available and sustainable sources of energy mainly hydro and natural gas, liquified petroleum products and renewables.

The Authority owns and solely operates a total installed electricity generation capacity of 2,512.5MW. The two main hydro dams, Akosombo and Kpong Generating Stations both located on the Volta River have 1,020MW and 160MW respectively; with a compliment of 2.5MW Solar PV Plant at Navrongo in the Upper East Region and a 6.5MW Solar PV Plant at Lawra in the Upper West Region. The VRA also owns a number of thermal plants located in Aboadze near Takoradi, and the Tema enclave. The Authority's thermal facilities some of which are combined cycle generating systems, include the 330MW Takoradi Thermal (T1) Power Station, a 345MW Takoradi International Company Thermal (T2) Power Plant, which is a joint venture (JV) between VRA and TAQA from Abu Dhabi; a 110MW Tema Thermal 1 Power Plant (TT1PP) now designated Station 2, a 80MW Tema Thermal 2 Power Plant (TT2PP) as Station 3, a 220MW Kpone Thermal Power Station (KTPS) and a 250MW Ameri Power Plant.

In accordance with Executive Instrument (EI) 42, 1989, the VRA administers and exercises Local Authority functions in the Akosombo Township. It also manages and provides property, facility management, property development and security services to the Akosombo Township and the VRA community at Akuse. The Authority continues to provide and manage first and second cycle schools in Aboadze, Akosombo and Akuse, whilst providing for the health needs of staff, their dependents and local communities within its operational areas in Akosombo, Aboadze, Akuse and Accra. The VRA also carries out dredging programme at the estuary of the Volta River at Ada to reduce the incidence of Bilharzia and also restore the ecosystem in the area. To ensure sustainable management of the Akosombo and Kpong dams, the Authority maintains an aquatic weed harvesting program, which aims at eliminating or reducing the prevalence of Bilharzia whilst improving the water quality and transforming the livelihoods of the riparian communities in the Lower Volta area and the restoration of the ecosystem.

3.10.1 Corporate Social Responsibility of VRA

The Authority is also committed to ensuring that its operations and activities remain relevant, competitive and agile in the Power sector. Key to the implementation of this strategy is the championing of viable solutions that ensure the strengthening of existing partnerships between the Authority and impacted communities within our areas of operation. In 1995, a combined effort with the Ghana Government realized the establishment of a special fund known as the VRA Resettlement Trust Fund, aimed at providing socio-economic interventions and economic empowerment solutions to 52-resettlement townships as approved by the Managing Trustees. VRA continues to contribute annually, an equivalent of five hundred thousand United States Dollars (US$500,000) to the fund towards poverty alleviation initiatives for the people living in the 52-resettlement townships.

In addition to this fund, VRA has devoted extra resources to its CSR programme intended at improving standards of living through the provision of employability and entrepreneurial skills set to persons living within the impacted communities. Thus, the Community Relations Unit was established in 2003 to endear a stable relationship with communities affected by its operations and provide solutions to problems that were not catered for under the Resettlement Trust Fund.

3.10.2 Community Development Programme (CDP)

In 2012, VRA launched a CSR programme called the Community Development Programme (CDP) in communities impacted by its operations. The CDP represents a common ground for cooperation and partnership between VRA and the communities on the identification and provision of solutions to critical areas that stimulate economic and human capital development. The programme is also aimed at the development and implementation of social and economic activities in all communities and the transformation of these communities into 'opportunity communities'. The Authority has provided interventions in the areas of:

Education: Scholarships and internship opportunities have been provided to brilliant but needy students of impacted communities. Beneficiaries comprise two hundred and thirty-four (234) senior high school level and forty-five (45) tertiary level students. VRA again provided the Kpone Community Senior High School with science laboratory equipment valued at twenty-five thousand Cedis (GH¢25, 000).

Sanitation: VRA has provided over 90 biofil sanitation facilities in Central Tongu, South Tongu, Shama and Manya Krobo Districts. These facilities are part of preventive measures deployed towards disease eradication in communities along the Lower Volta Basin. Construction has also begun towards the provision of about 40 biofil sanitation facilities for the Kade Government Hospital in the Kade District and some communities within the Authority's operational areas. The Authority in collaboration with the Project Maji Foundation has provided solar-powered mechanized borehole water facilities in five communities. Marginal reductions have been recorded in the bilharzia prevalence rates in endemic communities along the Volta Basin due to the provision of the potable water and sanitation facilities.

Health: The Authority, through its Schistosomiasis Control Programme, undertakes a Mass Drug Administration Programme frequently in communities along the Basin. Studies by the Ghana Health Service in 2018, showed a reduction in the prevalence levels of Urinary schistosomiasis over the previous year in forty-two (42) communities within six districts namely - South, North and Central Tongu, South Dayi, Ada East and Shai Osudoku districts.

Disease Eradication: The Authority maintains collaborative efforts with Asuogyaman District Health Management Team in the eradication of malaria, bilharzia and other waterborne diseases. These activities are guided by a Memorandum of Understanding that details plan for the eradication of Malaria with support from the Johns Hopkins University Center for Communication.

The VRA has earned an excellent reputation through its diverse CSR initiatives and activities, which have at its core the intense motivation to help the society while creating and enhancing business value, and increasing power generation through diversity to support the development of the Ghanaian economy.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.0. Introduction

This chapter analyses data collected from the field. The main objective of the chapter is to relate the theoretical issue to the real situation on the ground and also to get to discuss the data collected from the respondents.

4.1. Participants

The study was carried out to examine the impact of Corporate Social Responsibilities (CSR) in promoting sanitation in Ghana. The organisation selected for the study was Volta River Authority (VRA). In all, a sample of six persons were selected for the study. These were all senior officers at the Authority. The names of the participants were excluded for confidentiality purposes.

4.2. Responses from Interview Guide

4.2.1. How long have you worked at VRA?

The participants were asked the number of years they have worked at VRA.

Participants One and Two Stated that:

…… They have worked at VRA for over ten (10) years.

Participant Three stated that:

……. he has been working at VRA for fourteen (14) years

Participant Four Stated that:

…… she has worked with VRA FOR (15) years

Participant Five Stated that:

….. He has worked at VRA for close to (12) years

Participant Six Stated that:

….. She has worked at VRA for (7) years

4.2.2. How long has VRA been involved with its CSR activities in relation to sanitation?

The participants were asked how long VRA has been involved in its CSR activities in relation to sanitation.

Participants One, and Four stated that:

……. It has been in existence for a long time.

Participant Two stated that:

……. Our first CSR project was commissioned in 2016.

Participant Three stated that:

….. It has been there for as long as I can remember.

Participant Five stated that:

….. It initially started as a support for the community before.

Participant Six stated that:

….. It has been in existence for over 10 years.

4.2.3. Does VRA have a CSR department?

The interview further sought to know whether VRA has a CSR department?

Participant One stated that:

……. Yes, from 2013 we've had a CSR section.

Participant Two stated that:

……. Yes we do have a CSR department.

Participant Three stated that:

….. Of course, the organisation has a CSR department that handles its CSR initiatives.

Participants Four and Five stated that:

….. Yes VRA has a CSR department

Participant Six Stated that:

…….. Yes there is a CSR department

4.2.4. What areas of sanitation does VRAs CSR cover?

The question sought to know the areas of sanitation VRAs CSR cover?

Participant One stated that:

……. bio fill digester and sometimes toilet facilities for communities.

Participant Two stated that:

……. We do water facilities for communities, waste management progects, we provide wash facilities and other energy recyclying projects.

Participant Three stated that:
….. Mainly VRA helps with water accessibility in communities such as mechanized boreholes.

Participant Four Stated that:

…. VRA's projects are done based on the request of the members of the community so for some communities we provide biofill digesters and toilet facilities and others boreholes

Participant Five stated that:

…. For most of the communities close to the lake, thay are mostly into fishing so we provide wash facilities for them. We also have the bio fill digesters and the plastic waste segregation programme in Akosombo

Participant Six stated that:

…. VRA mainly does toilet facilities for the communities.

4.2.5. Which sanitation areas are yet to be covered by VRA?

The interview further sought to know the areas of sanitation VRA is yet to cover

Participants One and Two stated that:

….. *They could not mention any specific areas because sanitation projects done in the communities are requested by the people themselves*

Participants Three stated that:

…. We are looking at recycling of plastic waste in Akosobo and its environs

Participant Four stated that:

….. Plastic waste management, that's is one of the areas that i think we are trying to work on.

Participant Five stated that:
…. Recycling of Plastic waste. Currentlly we have the PET Botttles Segragation Programme which started in 2019, which will lead to the establishment of the Plastic Waste Processing Recycling Center in Akosombo

Participant Six stated that:

…. It will depend on the projects various partner agencies will be interested in embarking on.

4.2.6. Where does VRA mostly carry out its CSR activities in sanitation?

Participants were asked where VRA mostly carry out its CSR activities in sanitation.

Participants One and Three stated that:

…..……. the CSR initiatives of VRA are mostly carried out in Akosombo and its environs and the surrounding towns.

Participant Two stated that:

... There is one in a small town where we have the Aboadze Thermal Plant called Supomu Dunkwa in Takoradi; also where ever VRA a plant or operates

Participant Four stated that:

…. VRA's CSR activities are mainly targeted at Communities along the Volta Lake like Kebenu

Participant Five stated that:

…. Communities like Kpeve, Kebenu and Kpando and other communities that you will find VRA operates in

Participant Six stated that:

…. Mostly impacted communities along the Volta Lake

4.2.7. What are the benefits of VRAs CSR initiatives in sanitation?

The question sought to know the benefits of VRAs CSR initiatives in sanitation.

Participant One stated that:

……. There has been an improvement in the sanitation practices within the communities we operate. In the year 2019 in Dunkwao we were informed that there was a higher rate of open defecation in the area. But we came in to give them an effective unit bio fill sanitation facility and last year and this year I went there to do monitoring and even though the time spent wasn't enough you will realize that there is an I improvement in terms of sanitation practices.

Participant Two stated that:

……. The community have benefitted largely from the CSR initiatives. Once the communities are satisfied we are able to get the social license to carry our activities.

Participant Three stated that:

.....We enjoy goodwill from the communities that we have impacted on. Our organisational visibility has increased. Our relationship with the community has strengthened through the kind of support we give to them.

Participant Four stated that:

..... There has been a reduction in the cases of Schitomiasis and other health issues like diarrhoea in the region.

Participant Five stated that:

.... The support given to the communities helps VRA to maintain a good relationship with the Chiefs and members of the society while aiding in the development of the communities

Participant Six stated that:

..... There has been an improvement in sanitation practices in most of the impacted communities

4.2.8. Are there challenges to carrying out CSR interventions in society?

Participants were asked whether there were challenges to carrying out CSR interventions in society.

All six participants stated that:

…… yes there are challenges.

4.2.9. If yes, what are some of these challenges?

Participants were asked the tools they consider as most effective in communicating with stakeholders.

Participants One stated that:

……. Once we resettle the people, we have been providing support for them but if you want to go to all these communities I am sure the facilities we provided 6 years ago are either non-existent or are in a mess and that is because there is lack of community ownership of the facilities. There is lack of maintenance on the facilities because they weren't the ones that did it. They don't support the effort we bring because they feel entitled.

Participant Two stated that:

……. Sometimes we find it difficult to get a basic engineer to join us for inspection in the community. They sometimes rely on us for lunch and transportation when they are on the field. So VRA lacks commitment from the community.

Participant Three stated that:

..... When the Akosombo dam was being built over 780 communities were displaced and then put in to 52 settlement communities. VRA is not able to do much because it is not seen as a core mandate.

Participant Four stated that:

......There is challenge with leadership. Where a particular community has multiple Chiefs or community leader's decision making is difficult since each wants to push for their personal interests.

Participant Five and Six stated:

… There are challenges with funding.

4.2.10. How can these challenges be resolved?

The respondents were asked how the challenges can be resolved.

Participant One stated that:

……. The way forward is to go into meaningful partnerships. We are looking forward to partnering people with the technical know-how and partnering developmental agencies. We are in the process of restructuring our CSR unit and making sure that we do better.

Participant Two stated that:

…… we need a lot of financial resources in order to deal with the challenges we are facing.

Participant Three stated that:

……. the CSR department has to be enlarged. The department needs more human resources if they wish to be effective.

Participant Four stated that:

….. If we are able to address the issues in dealing with the chiefs and make the people a part of the project this will give them a sense of ownership for them to ensure proper maintenance of the facilities that are given to them.

Participant Five stated that:

...... If we have a budgetary allocation, there might be more commitment to engage in more CSR activities

Participant Six stated that:

…… If we have more money I am sure we can do more

4.3 Discussion of Findings

The first objective sought to explore the areas of sanitation that needs CSR interventions. The study identified recycling of plastic waste as the area of sanitation that needs CSR interventions. Similarly, Singh & Sharma (2016) asserted that, there are increasing concerns due to the non degradability of plastic waste and that the cornerstone of sustainable development is the establishment of affordable, effective and truly sustainable waste management practices in developing countries. For this reason, creative techniques must be developed and integrated into social institutions such as schools, marketplaces, and health facilities to properly manage plastic waste.

The second objective sought to determine the benefits of CSR interventions in sanitation. The study identified improvement in the sanitation practices within the communities as the major benefit of CSR interventions in sanitation. In the same vein, Goaszewska-Kaczan (2009) emphasized that, corporate involvement in the concerns of the local community improves the environment. People who have benefited from the company's activities are happier and enjoy a greater level of living. Furthermore, seeing corporations care about the well-being of communities makes everyone feel safer and reduces corruption in society. The company's philanthropic actions serve the less fortunate, assisting the poor, and building trust. Furthermore, Arnold (2010) emphasized that, CSR health initiatives raise public awareness and impact behavior by persuading people to do the right thing and reminding them that prevention is always better than cure. These activities result in a society that is healthier and more informed.

The third and final objective sought to analyze the challenges organisations face when carrying out CSR interventions. The study identified human and financial resources as the major challenges organisations face when carrying out CSR interventions. On the contrary, the World Bank Water and Sanitation Programme (2005) discovered that many of the solutions lacked comprehensive evaluations and intervention trials after analyzing works on diverse techniques all around the world.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0. Introduction

This chapter starts by presenting a general summary of the study followed by conclusion and then proposed recommendations based on the analysis of the results. This chapter concludes the study.

5.1. Summary of the Study

This study sought to examine the role of Corporate Social Responsibilities (CSR) in promoting sanitation in Ghana using Volta River Authority (VRA) as case study. Other objectives of the study were to;

1. Explore the areas of sanitation that needs CSR interventions.
2. Determine the benefits of CSR interventions in sanitation.
3. Analyze the challenges organisations face when carrying out CSR interventions.

The study adopted the case study approach and was purely qualitative in nature. The population of the study was all employees of Volta River Authority (VRA). Six senior executives at the Volta River Authority (VRA) were sampled out for the study. Purposive sampling was used in this investigation. An interview guide was used as the data collection instrument.

The first objective sought to explore the areas of sanitation that needs CSR interventions. The study identified recycling of plastic waste as the area of sanitation that needs CSR interventions. The second objective sought to determine the benefits of CSR interventions in sanitation. The study identified improvement in the sanitation practices within the communities as the major benefit of CSR interventions in sanitation. The third and final objective sought to analyze the challenges organisations face when carrying out CSR interventions. The study identified human and financial resources as the major challenges organisations face when carrying out CSR interventions.

5.2. Conclusion

Corporate social responsibility is an important management concept and studies have shown that firms that engage in CSR initiatives derive benefits such as favorable consumer perception which influences brand awareness and brand loyalty, immunity to strict government regulations and overall business performance. It is, therefore, a noble practice for firms to engage in such practices as part of their operating activities and set aside funds annually for them. CSR is good both for companies and societies around them and brings many benefits to both sides. The corporations can gain financial benefits through working for the good of the people, and at the same time, create a positive reputation and respect, securing their position on the market.

The society in which such companies function can observe an increase of quality of education, best sanitation practices, technology and infrastructure, as well as better health and security of people. Overall, following the rules of CSR may lead to a higher standard of living of people surrounding the socially responsible business. Therefore, the good of the business and the well-being of the society should not be put against one another. In conclusion, VRA's involvement in sanitation practices within the community has greatly benefited the communities involved and has brought about improvements in the sanitation practices of those communities.

5.3. Recommendation

The following recommendations were proposed for the study;

1. The researcher recommended that institutions should partner with other institutions that offer varying services to jointly invest in common socially responsible activities as doing so leads to cost reduction while achieving similar goals. Telecommunication industries can partner with financial institutions, manufacturing industries, academic institutions or hospitals to spearhead similar CSR objectives.

2. The researcher recommended that stakeholders' views be considered regarding the nature of CSR activities to be undertaken. Stakeholders have vital information on what the society needs and what will make them associate with a brand name.
3. Management should also carry out a cost benefit analysis for projects they intend to initiate so as to determine if the firm will fully achieve its objectives without constraining finances for other core activities of the organization. This will help ensure that in as much as the firm is socially responsible, shareholders' funds are not run down meeting the interests of the society.
4. Organisations should liaise with community authorities to identify areas or opportunities available to them to better the lives of the people through the provision of some social amenities. This will go a long way to improve the general living standards of the people.
5. Organisations should involve the community in the planning, formulation, implementation and evaluation of CSR projects. This will eliminate stakeholder conflict that arises in some communities.

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INTERVIEW GUIDE

ROLE OF CORPORATE SOCIAL RESPONSIBILITIES IN PROMOTING SANITATION IN GHANA. A CASE STUDY OF VOLTA RIVER AUTHORITY

This Interview Guide is to investigate the impact of Corporate Social Responsibilities (CSR) in promoting sanitation in Ghana using Volta River Authority (VRA) as a case study. Your participation is voluntary. You may refuse to participate in this study, skip questions, or end your participation at any time. Thank you for your cooperation.

1. How long have you worked at VRA?

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   …………………………………………………………………………………………………
   …………………………………………………………………………………………………
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2. What position are you currently occupying at VRA?

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   …………………………………………………………………………………………………
   …………………………………………………………………………………………………
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3. How long has VRA been involved with its CSR activities in relation to sanitation?

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4. What areas of sanitation does VRAs CSR cover?

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5. Which sanitation areas are yet to be covered by VRA?

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6. Where does VRA mostly carry out its CSR activities in sanitation?

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7. What are the benefits of VRAs CSR initiatives in sanitation?

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8. Are there challenges to carrying out CSR interventions in society?

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9. If yes, what are some of these challenges?

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10. How can these challenges be resolved?

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THANK YOU