



EMBRACING COMMUNITY DEVELOPMENT TO OVERCOME CHALLENGES FACED IN IMPLEMENTING SUSTAINABLE DEVELOPMENT GOALS

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Abstract

Due to the ongoing pandemic of COVID19, many businesses and indeed nations are finding it important that they have to make tough decisions that they otherwise would have avoided altogether to remain sustainable. This in turn implies that governments may not be in a position to achieve the Sustainable Development Goals (SDGs) within the set deadlines. The paper explores how communities can be engaged and empowered to achieve the objectives of SDGs across the world. The recommendations contained in this paper are based on a study conducted within the Tende Community Members to establish what their expectations will be on being resettled by the Government of Kenya in their land from which they had previously been displaced. The main objective of the study was to establish the role of Human Capital), Social Capital), and Personal initiatives/Creativity in the development of the community. A sample size of 38 members was selected from the registered members at the time which was 2000. Stratified random sampling was used to arrive at this sample in order to comprise of the leadership, Male and female members. A questionnaire was used to establish the opinion of the members as to whether human capital, social capital and personal initiatives influenced the rate at which community development would take place. The study established that if governments adopt the model of empowering their people for sustainable development, SDGs can easily be achieved within the state With continuous evaluation and monitoring of the projects that may have been established within communities most of the SDGs are likely to be achieved within the set deadlines.

Keywords: Community Development, Covid19, Creativity, Human Capital, Social Capital, Personal Initiatives, Sustainability, Sustainable Development Goals, Millennium Development Goals



INTRODUCTION

The United Nations Development Goals cover a wide range of sustainability issues and they highlight local, national and international priority areas to help end poverty and hunger, improve health and education, make cities more sustainable and combat climate change. There are seventeen (17) SDGs as follows: i) Ending poverty in all its forms everywhere; ii) Ending hunger by achieving food security and improving nutrition; iii) Ensuring healthy lives and promotion of well-being for all at all ages; iv) Ensuring inclusivity and equitable quality education; v) Achieving gender equality and empowerment of all women and girls; vi) Ensuring availability and sustainability management of water and sanitation for all; vii) Ensuring access to affordable, reliable, sustainable and modern energy for all; viii) Promoting a sustained, inclusive and sustainable economic growth through full and productive employment and decent work for all; ix) Building resilient infrastructure through the promotion of an inclusive and sustainable industrialization and fostering of innovation; x) Reducing inequality within and among countries through collaboration and resource sharing; xi) Making cities and human settlements inclusive, safe, resilient and sustainable; xii) Ensuring sustainable consumption and production patterns; xiii) Taking urgent action to combat climate change and its impacts; xiv) Conserving and sustainably using the oceans, seas and marine resources for sustainable development; xv) Protecting, restoring and promoting sustainable use of terrestrial ecosystem by sustainably managing forests, combating desertification, and halting and reversing land degradation to halt biodiversity loss; xvi) Promoting peaceful and inclusive societies for sustainable development through the provision of access to justice for all and building effective, accountable and inclusive institutions at all levels; and xvii) Strengthening the means for implementing and revitalizing the Global Partnership for Sustainable Development (Hamilton, J. 2018).

This study chose the Tende community because they had recently been allocated land that was taken over by neighboring communities re-settlement which was about to start with the Tende community welfare association having been formed to coordinate the identification and re-settlement process. In this process, there are likely to be several projects that will need to be initiated which will require funding not only from the government but from other well-wishers through the formation of partnerships/collaborations. The outcome of the study was to ensure that most if not all the projects to be initiated must be sustainable and in line with the government of Kenya commitment to the SDGs. The findings would also be used to help other community initiatives across the world in initiating sustainable development projects. Further, the results of the study can be used to help the communities learn how to measure the concrete results of rural community development and conservation efforts in order to remain sustainable in line with the SDGs.

In a research conducted in the wake of the Coronavirus pandemic half of the correspondents agreed that sustainability has become so important that Small and Medium Enterprises management have to make bold steps on the same. These include understanding the organization energy data, Investing in energy efficiency, Procuring “green” fuel, Considering on-site generation, and Planning for the future (Fitzgerald, V. 2020). However, some of the owners are of the opinion that there are several hurdles in their way which are preventing them from taking greater strides. These include; the need to stabilize the respective businesses due to the depletion in financial reserves, the undertaking will be too expensive/does not make sense financially, and the issue of sustainability is not big enough for the customer (Blog, 2020)

The above scenario implies that it may not be possible to achieve the SDGs unless governments pump in a lot of funds.

LITERATURE REVIEW

a) **Community Development:**

Community development is the process in which members of the community unite and take collective action in order to generate solutions to common problems. In this regard, a sustainable community should have the following five characteristics: Free of poverty, crime and provides high quality of life to everyone; Celebrates their heritage to show gratitude for where they have come from; Carefully selects leaders to drive them towards their development agenda; Promotes inclusivity and communication in order for members to work towards a common good; and Promotes fairness and equal access to certain rights (CIVS, 2020).

There are four types of community developments as follows: Community engagement with a focus on community building; Community participation in consultation and decision-making; Community engagement that helps organizations achieve their goals; and Community engagement as part of social change movements (Stuart, 2020). For purposes of this study three aspects of community development was selected:

i) *Human Capital*: There is need to increase human capital through; specialization and division of labor, Education, Vocational training, Creativity, Infrastructure, and Competitiveness in order to attainment sustainability (Becker, 2020; Ruiter, 2013; McGrath, 2011; Anderson, 2009; Economics Help, 2020).

ii) *Social Capital*: The two characteristics of social capital are; Network perspective (bonding, bridging and linking) and Social Structure perspective (structure and stability), Cognitive (shared norms, values attitudes and beliefs), and Relationships with individuals (Claridge, 2004; OECD Insights, 2020; and Marcus, 2014).

iii) *Personal Initiatives*: There are nine indicators that are associated with a person showing initiative. These are; Doing more than what is expected, Making a plan for progressive growth, Showing confidence in what you are doing, Developing a team mentality, Actively requesting feedback and follow up, Always keeping a positive attitude, Being prepared for any opportunity that may come on the way, Trying to anticipate any upcoming issues and discussing them with colleagues, and Sharing ideas for overall improvement in the community/organization (ThriveYard, 2020).

b) *Sustainable Development Goals*:

There are seventeen (17) Sustainable Development Goals (SDGs):

Goal 1 (No Poverty): Targets to: i) End extreme poverty for everyone; ii) Implement social protection programs for the poor and vulnerable; iii) Ensure that everyone has equal rights to economic resources, such as control over land, property, inheritance, natural resources and financial services; iv) Help improve vulnerable people's resilience in the face of environmental and climate-related shocks and disasters; v) Improve the political, economic, and social support for poverty-reduction strategies.

Goal 2 (Zero Hunger): Targets to eradicate hunger by 2030 in order for all people to have access to nutritious and sufficient food all year round through the improvement of agricultural production techniques and building the required infrastructure in rural areas.

Goal 3 (Good Health and Wellbeing): By 2030, the global maternal mortality rate will be less than 70 per 100,000 live births, and the number of under five deaths as low as 25 per 1,000 births; Eradicate communicable diseases, strengthen the prevention and treatment of substance abuse; Universal access to sexual and reproductive health care services including the availability of effective, affordable and quality general medical services; and Increase to health financing, training and retention of skilled health workforce in developing countries.

Goal 4 (Quality Education): Targets the provision of early childhood, primary and secondary education for all by 2030; Improve technical, vocational and job skills education, including university for adults; Eliminate gender disparities and ensure equal access for vulnerable populations; Ensure all youth and a substantial amount of adults achieve literacy and numeracy; Promote global citizenship topics in all subjects including sustainable development, sustainable lifestyles, human rights, gender equality and peace through education; Build and upgrade education facilities that are safe, inclusive, non-violent and effective learning environments; and Increase the number of qualified teachers through investment training and education,

Goal 5 (Gender Equality): Targets to end all forms of discrimination against women and girls; Eliminate forms of violence and exploitation against women and girls in both public and private

spheres; Eliminate harmful practices such as child or forced marriages and female genital mutilation; Recognize and value unpaid care and domestic work through public services, social protection and shared responsibility; Ensure full and effective participation for women in leadership and decision-making; and Ensure universal access to sexual and reproductive health and reproductive rights.

Goal 6 (Clean Water and Sanitation): Seeks to ensure that everyone has access to safe and affordable drinking water, adequate sanitation as well as public education on healthy hygiene habits; Monitor and reduce contamination of water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials by increasing recycling and safe reuse of water; Improve water use in order to address water scarcity; Increase awareness among communities to involve by involving them in water and sanitation management; and Protect and restore water-related ecosystems including mountains, forests, wetlands, lakes, rivers and aquifers.

Goal 7 (Affordable and clean energy): Seeks to ensure access to affordable, reliable and modern energy services through new infrastructure and better technology; Promotion of energy efficiency by developing technology that wastes less energy; Increase the use of renewable energy sources globally compared with other sources of energy; Work together to research and develop renewable and clean energy resources; Expand infrastructure and upgrades in developing countries to supply modern and sustainable energy services to everyone by 2030.

Goal 8 (Decent Work and Economic Growth): Targets the generation of safe, creative work that motivates people to fulfilling their potential; Ensure natural resources are respected and protected in economic development; Promote decent work and safe working environments for all workers; Take action to give more jobs to unemployed youth through the increase of access to training; and Ending forced labour and child labour in all forms.

Goal 9 (Industry Innovation and Infrastructure): Targets to develop sustainable and resilient infrastructure to support economic development and human well-being; Improving access for small business and enterprise to financial services and technical support; Reducing environmental impact and promoting sustainable development in businesses and industries; Investing in research for country-specific solutions and technological improvements for economic development; and Ensuring universal access to the Internet and new technologies, particularly in developing countries.

Goal 10 (Reduce Inequality): Seeks to provide support for people living in poverty to access resources for sustainable economic development; Ensure laws and practices represent and reflect people's needs while not discriminating against any group; Facilitate and support regular, responsible and safe migration and mobility of people: Ensure social programs and laws protect

and include disadvantaged and vulnerable populations: and Ensure people leaving one country to live in another benefit from laws and protection.

Goal 11 (Sustainable Cities and Communities): Seeks to ensure everyone has access to quality, safe housing and basic services; Provide safe, organized transportation that is not harmful to the environment and serves vulnerable populations, including women and children; Engage communities in discussions and planning for improvement of their cities; Strengthen efforts to protect cultural and natural heritage: Strengthen resilience to disasters: Ensure waste management and air quality is monitored: and Prepare communities to properly manage their resources and tackle climate change.

Goal 12 (Responsible Production and Consumption): Seeks to reduce the amount of global food waste per person by half, for individuals and businesses: Ensure that the soil, air and water are protected by the upholding of international agreements for handling harmful chemicals: Reduce the generation of waste by reducing, reusing and recycling: Ensure large companies' practices are responsible, transparent and environmentally sound: and Support and develop public information and education to promote sustainable lifestyles.

Goal 13 (Climate Actions): Seeks to ensure people, particularly vulnerable populations, are well prepared for hazards related to climate change and natural disasters: Address issues of climate change through government action and resource allocation; Improve education, awareness, and capacity of climate change action, impact reduction, and early warning systems.

Goal 14 (Life Under Water): Seeks to reduce marine pollution by 2025 by reducing sources of pollution from human sources on land; Enact laws that protect our oceans from destructive fishing practices such as illegal fishing and overfishing; Minimize the impacts of ocean acidification through enhanced scientific cooperation and action at all levels.

Goal 15 (Life on Land): Seeks to protect and conserve ecosystems (such as deserts and rainforests) by respecting international agreements and halting biodiversity loss; Reduce deforestation, plant more trees to increase reforestation and sustainably manage forests for the future; Protect and prevent the extinction of endangered species by controlling hunting and trafficking protected flora and fauna; and Involve Indigenous communities in the conservation of our ecosystems.

Goal 16 (Peace, Justice and Strong Institutions): Seeks to reduce all forms of violence and related death rates everywhere; End abuse, exploitation, trafficking, violence and torture against children; Promote equal access to justice for all through the strengthening of transparent, inclusive, participatory and responsive legal systems at national and international levels; Substantially reduce bribery and corruption in all forms through accountable and transparent institutions; Provide a legal identity for all, including birth

registration, by 2030; and Promote and enforce non-discriminatory laws and policies for sustainable development.

Goal 17 (*Partnerships for the Goals*): Seeks to help ensure all countries have met these goals by 2030; Be present in national plans and each state to decide which issues are most pressing for their country; Each state to allocate its own resources to achieve these goals, in addition to developed countries' commitment to support the achievement of these goals; Enhance multi-stakeholder partnerships within finance, technology, capacity building and trade sectors, while addressing systemic policy issues; Engage with organizations and individuals who have been working on various topics related to the Global Goals for years; Seek support and collaboration to achieve these goals; Ensure each state improves their data and statistics management to be able to monitor and evaluate their progress and achievement of the Goals (UNDP, 2021).

The above goals are based on People, Planet, Prosperity, Peace and Partnership (5 P'S).

The SDGs came into effect on 1st January 2016 following a United Nations Summit in September 2015 where 193 governments from around the world agreed to implement the Goals within their own countries in order to achieve the 2030 Agenda for Sustainable Development. During this time countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.

In order to achieve these targets, there is need to mobilize ourselves and our communities to take on the challenges otherwise the global well-being can be overwhelming. There is, therefore, a need for each individual to know their issue, Set individual goals, Build Networks, Identify who to ask in case of need for clarification, At least do something, Tell the World what they are doing, and Use available political voice.

METHODOLOGY

The study undertook to: i) Explore the requirements for faster community development in the given community; ii) Analyze the specific human capital that is available by looking at the educational level of the people in the specified community and other cultural behaviors that may impact on their development in an effort to increase their skills; iii) Identify ways in which the community can develop relationships within themselves and with their neighbors through communication in order to obtain the required information to be used in enhancing the community's social capital; and iv) Explore how personal initiatives can be encouraged in order to improve in the community's critical thinking.

Table 1: Target Population

Category	Basis of Categorization	Number
Leadership	One from each block (i.e. 4 x 1)	4
Male	Percentage as per the Kenya Population and housing Census 2019 of the already identified members (i.e. 2,000 x 49.9%)	996
Female	Percentage as per the Kenya Population and housing Census 2019 of the already identified members (i.e. 2,000 x 50.31%)	1,000
Total		2,000

Table 2: Sample Size

Category	Block A	Block B	Block C	Block D	Total
Leadership	2	2	2	2	8
Male	3	4	4	4	15
Female	3	4	4	4	15
Total	8	10	10	10	38

The regression model adopted was as shown below:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where,

Y = Community Development (CD)

X₁ = Human Capital (HC)

X₂ = Social Capital (SC)

X₃ = Personal Initiatives (PI)

ε = Error Term

β₀ = Constant

β₁, ..., β_n = beta coefficients

ANALYSIS AND FINDINGS

In order to establish that the sample distribution exhibited the characteristics of normality, the data was taken through the Skewness and Kurtosis tests was done through excel and then compared with the Shapiro-Wilk test, D'Agostino-Pearson test, and Jacque-Barre Test.

The results are as shown in Tables 3, 4, and 5 below. In order to perform these tests outliers were deleted from the data set.

Table 3: Test for Skewness

Skewtest			Normal distribution?
Skewness	-0.280		
s.e.	0.383	0.750	Yes
test stat	-0.733	Normal?	
p-value	0.464	Yes	
lower	-1.031		
upper	0.470		
SkewPtest			
skewness	-0.269		
test stat	-0.766		
p-value	0.444	Yes	

The Skewness value is 0.280 with the standard error of 0.383

Table 4: Test for Kurtosis

Kurtosis			Normal distribution?
Kurtosis	-0.459		
s.e.	0.750	1.469	Yes
test stat	-0.612	Normal?	
p-value	0.541	Yes	
Lower	-1.928		
Upper	1.011		
Kurtosis Ptest			
kurtosis	2.446		
test stat	-0.555		
p-value	0.579	Yes	

The Kurtosis value is 0.459 with the standard error of 0.750.

Table 5: Comparison with other common normality tests

Shapiro-Wilk test (50 to 5000+)		wo Roy (3 to 50)		
Test stat	0.963	<u>Normal?</u>	0.956	
p-value	0.22970	Yes	0.24724	Yes
D'Agostino-Pearson test (8+)		Pop		
Test stat	0.911	<u>Normal?</u>	0.895	
p-value	0.634	Yes	0.639	Yes
Jacque-Barre		Pop		
Test stat	0.831	<u>Normal?</u>	0.946	
p-value	0.660	Yes	0.623	Yes

The multiple linear regression analysis conducted to determine if Human Capital (HC), Social Capital (SC) and Personal Initiatives (PI) can predict the Community Development in a random survey of the expected inhabitants of Tende Community in Migori County, Kenya. The Null Hypotheses tests were that the correlation coefficient between the human capital, social capital and community development equal to zero.

The results of the multiple linear regression the level of human capital, social capital and personal initiatives in the community is a good predictor of the level of development that would occur in the community. $F(3,5) = 4.261$ and $p < 0.459, 0.000$ and 0.575 for human capital, social capital and personal initiatives respectively as shown in Table 6 below.

Additionally, the following was found out:

- i) The unstandardized slope (0.287, 1.277 and 0.129 for human capital, social capital and personal initiatives respectively) and the standard slope (0.754) are statistically significantly different from 0 ($t = 0.749, 4.383$ & 0.567 for human capital, social capital and personal initiatives) with every unit increase in human capital, social capital and personal initiatives community development increases by 0.287, 1.277 and 0.129 for human capital, social capital and personal initiatives respectively;
- ii) The confidence interval around the unstandardized slope does not include 0 for social capital (0.685, 1.870). Although the unstandardized slopes of human capital and personal initiatives include zero (-0.491, 1.065 for human capital and -0.333, 0.591 for personal initiatives) this will be greatly influenced by the level of social capital. This confirms that only social capital would be a significant predictor of community Development but would greatly influence the other two variables; and
- iii) The intercept for (or average level of when Human capital, social capital and personal initiatives are zero) community development was -8.340

Table 6: Regression Output Summary

<i>Regression Statistics</i>	
Multiple R	0.754
R Square	0.569
Adjusted R Square	0.531
Standard Error	2.064
Observations	38.000

<i>ANOVA</i>					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	3	190.984	63.661	14.941	0.000
Residual	34	144.870	4.261		
Total	37	335.855			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	-8.340	4.926	-1.693	0.100	-18.350	1.670
HC	0.287	0.383	0.749	0.459	-0.491	1.065
SC	1.277	0.291	4.383	0.000	0.685	1.870
PI	0.129	0.227	0.567	0.575	-0.333	0.591

T-critical 1.667

Multiple R squared indicates that approximately 56.69 of the variations in community development would be predicted by human capital, social capital and personal initiatives. According to Cohen (1988), this suggests a reasonable effect on community development given the fact that there may be multiplier effects in the process.

Lastly, the power achieved in the test was 0.9509 showing a strong level of confidence to reject the null hypothesis if it is in fact false as shown in figure 1 below.

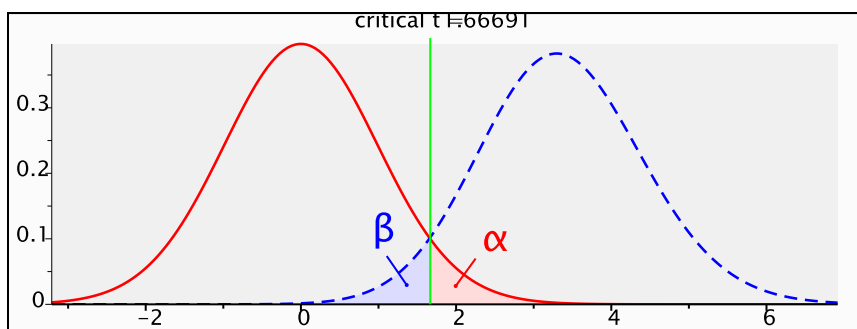


Figure 1: G*Power Plot

The above analysis confirms that Human Capital, Social Capital and Personal Initiatives can determine the rate of Community Development. The regression line is therefore to be estimated by the following function:

$$Y = 0.287X_1 + 1.277X_2 + 0.129X_3 + \epsilon$$

This implies that for every unit of development that will be realized in the Tende community, Human capital will contribute 0.287; Social capital 1.277 and Personal initiatives 0.129.

CONCLUDING REMARKS

Conclusion

Governments can easily achieve the targets for the SDGs through the use of locally resources especially human capital, social capital and personal initiatives. The available human capital, social capital (to be developed and nurtured) and the motivation to communities to use personal initiatives would be a very strong pillar in achieving the targets agreed for the SDGs during and post COVID19 pandemic. In so doing, there will be a two-pronged approach to sustainable development by arresting the obstacles being experienced in achieving the set targets for most of the SDGs while at the same time making communities responsible in their development agenda.

General Recommendations

Guided by the findings of this study the following recommendations are to be considered:

- i) Efforts should be made by the policy makers to identify the available skills within various communities so that they can be developed for the well-being of the said community. This requires that professional/experts in management of community projects be involves in the planning, implementation and monitoring and evaluation of any anticipated activities that are meant to benefit specific communities across the globe. In doing these here will be need to develop appropriate leadership skills within the respective populations by involving people in capacity building seminars.
- ii) Various governments should think of ways that communities can be facilitated wherever they are especially during and post the COVID19 Pandemic while following the laid down COVID Protocols. Efforts should be made to start community income generating projects to help empower the people financially such that they are able think critically in order to be in a position to question the respective governments on how best the current community challenges can be overcome.

iii) Frequent monitoring and evaluation of all community projects should be localized for immediate feedback and enhancing community involvement. The purpose is to ensure constant feedbacks about community activities in order to address any shortcomings before it is too late.

Areas for further research

There is need for further research on the various ongoing community activities by the respective governments in order to identify community based human and social capital. Once these are identified then the members can be sensitized in personal initiatives to help in the achievement of the government initiatives towards SDGs. This requires that funds be channeled directly to the communities after the people have been taken through the required capacity building initiatives.

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