THE POWER OF CATALYZING WOMEN’S LEADERSHIP TO ADVANCE WASH ADOPTION
1. Overview
2. Context & Approach
3. Video: Stories of Change
4. Panel Discussion
5. Q&A
6. Close
THE POWER OF CATALYZING WOMEN’S LEADERSHIP TO ADVANCE WASH ADOPTION

WOMEN + WATER

Gap Inc.
WOMEN + WATER

G O B A L  A P P A R E L  I N D U S T R Y

WATER

20% OF FRESHWATER POLLUTION

Source: NRDC’s Clean by Design Initiative

1000 GALLONS TO PRODUCE 1 PAIR OF JEANS

Source: Gap Inc. LCA

WOMEN

80% OF GARMENT WORKERS

Source: IFC report: Global Apparel Supply Chain

200 MILLION HOURS SPENT COLLECTING WATER

Source: UNICEF
WOMEN + WATER ALLIANCE

GOAL

A five-year (2017-2021) Global Development Alliance between USAID and Gap Inc. to improve and sustain the health and well-being of women and communities touched by the apparel industry in India.
APPROACH
WOMEN’S AGENCY

By starting with women, we create a powerful ripple effect as women advocate not only for their WASH needs, but those of their family and community.
PARTNERS ROLES IN ADVANCING WASH ADOPTION

- Women’s Agency and Self-Efficacy
- Financing
- Governance
- Water Stewardship
- Partnerships & Solutions
TAKEAWAYS

1. Women are critical change agents for WASH

2. Using our learning to adapt program approach helps us to best respond to women’s WASH needs

3. Public private partnerships can affect systems change for WASH
W+W ALLIANCE LOCATIONS
INDIA

ALLIANCE DISTRICTS

MAHARASHTRA
Yavatmal and Wardha

Significance to apparel industry: Primarily cotton growing districts

State population: 112 million
Rural share: 55%
Poverty rate (rural): 24%

MADHYA PRADESH
Sehore, Indore, Dewas, Dhar and Khandwa

Significance to apparel industry: Districts along Narmada river basin and presence of textile mills

State population: 73 million
Rural share: 72%
Poverty rate (rural): 36%
For Madhya Pradesh

Conducted by Institute for Development Impact (I4DI) in 2018.

Part of program evaluation through baseline, midline and end line evaluation for the entire program strategy map.

Rapid assessment of WASH in Madhya Pradesh and Maharashtra

Conducted prior to execution to understand the WASH situation and plan implementation.
WOMEN SPEND TIME AND MONEY TO GET THEIR WATER
MADHYA PRADESH BASELINE FINDINGS

• 8 out of 10 households must travel outside their plot or yard to collect water

• Not all households that express dissatisfaction with their water facilities take the next step toward making investments in improvements

• While women may often be in charge of holding money, they are not usually able to make decisions on how to spend it
HIGH SEASONAL SCARCITY

WATER ACCESS

79%
OF HOUSEHOLDS HAVE
IMPROVED WATER SOURCE ACCESS

WATER SOURCE ACCESS SEASONALITY

- Monsoon: 94%
- Post-Monsoon: 96%
- Winter: 99.5%
- Summer: 5.5%

- Improved
- Unimproved
POOR WATER QUALITY AND WASH PRACTICE

WASH PRACTICE

3.5% Use correct WATER TREATMENT TECHNIQUE

6.8% Use correct WATER STORAGE TECHNIQUE

13% of respondents concerned about disease spread through drinking water

VISIT INSTITUTEFORDEVELOPMENTIMPACT.COM/WASH/ FOR DETAILS
FINDINGS FROM WASH ASSESSMENT

MAHARASHTRA
Yavatmal and Wardha

- **WATER AVAILABILITY:**
  Better availability of piped water, seasonal scarcity
- **GENDER DISPARITY:**
  Changing trend with women gaining more voice
- **WASH DEMAND:**
  High, but few have taken out loans

MADHYA PRADESH
Sehore, Indore, Dewas, Dhar and Khandwa

- **WATER AVAILABILITY:**
  Limited piped water
- **GENDER DISPARITY:**
  High
- **WASH DEMAND:**
  Low
- **WATER QUALITY:**
  Fluoride contamination which is on the rise
  Skeletal Fluorosis is on the rise

*Based on WASH assessments*
WHAT DO WE KNOW?

KEY CHALLENGES

Water accessibility & seasonal scarcity
5.5% during summer

Water burden & Time loss
100 mins/ day
15% wage loss

Water Quality
Fluoride contamination

WASH behavior
> 90% improper water treatment and storage

Women self efficacy
27.6 out of 40

Low intent to spend on WASH
< 9%
WHAT DO WE KNOW?

SOLUTIONS

- Improve women self efficacy
- Women local leadership
- Support from men
- Water available and accessible
- Affordable Water
- Water for all
- Sustainable water
To improve the health and well-being of women and communities touched by the apparel industry

### Long-term Outcomes

1. **Households demand improved WASH**
   - **1.1** Knowledge, life skills and capacity of women to champion WASH enhanced
   - **1.2** Capacity and support from men to champion WASH and equality for women enhanced
   - **1.3** Skill of women and youth enhanced on planning and community-based management of drinking water
   - **1.4** Women and youth leaders make village council accountable for ensuring access to drinking water for all

2. **Household investments in WASH assets and services are accelerated**
   - **2.1** Awareness of water and sanitation financing options and importance is increased
   - **2.2** Supply of affordable WSS financing increased in target communities
   - **2.3** Institutional ecosystem of support for WSS finance is secured (state and district institutions by Water.org, local government by WaterAid)

3. **Enabling environment for WASH investments and water stewardship BMPs of government agencies, private sector and civil society is improved**
   - **3.1** International and national industry partners engaged to increase private-sector engagement in WASH and water stewardship
   - **3.2** Stakeholders engaged and mechanism for information sharing and collaboration created
   - **3.3** Tools and best practices for water stewardship compiled and piloted
   - **3.4** Districtwide water-security planning and water-quality surveillance system developed

### Inter-mEDIATE Outcomes

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3. **Stakeholders are aggregated around proven WASH investments and water stewardship BMPs**
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### Near-term Outcomes

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### Outputs

- **Gap Inc.**
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### Goal

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### Demand Generation

- **P.A.C.E. training of women**
- **P.A.C.E. champions**
- **Stories of change and process documentation**
- **Male engagement meetings**
- **Mobilize water credit lending**
- **Water.org agreements and activities with UNICEF and RB**
- **Mobilize state-level partnerships**
- **Mobilize national and state government-level partnerships**
- **Water security plan**
- **Engage with industry partners (private sector and civil society) to improve engagement in WASH**
- **Participation in committees**
- **Grant making**
- **Research funding**
- **Stakeholder mapping and engagement**
- **Advisory committees**
- **Disseminations (workshops, forum participations, etc.)**
- **Best practice research**
- **Pilot BMPs**
- **Application and refinement of tools**
To improve the health and well-being of women and communities touched by the apparel industry

**Intermediate Outcomes**

- Households demand improved WASH
- Household investments in WASH assets and services are accelerated
- Enabling environment for WASH investments and water stewardship BMPs of government agencies, private sector and civil society is improved

**Goal**

**DEMAND GENERATION**

**SUPPLY GENERATION**

**ENABLING ENVIRONMENT STRENGTHENING**
W+W ALLIANCE IMPACT
2017-2018

Created W+W Alliance Advisory Committee

Completed best practices on water stewardship

Designed two water stewardship pilots: cotton & textile mill

37,810
Women Enrolled in P.A.C.E.

Goal: 200,000
Women Reached through P.A.C.E. by 2020

10,436
Loans Made

$2.2M
in Financing Disbursed

Women Enrolled in P.A.C.E.

Loans Made

Financing Disbursed

Goal: 200,000
Women Reached through P.A.C.E. by 2020
PANEL

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#WWWeek
#womenandwateralliance