

A row of yellow water jugs is in the foreground, slightly out of focus. In the background, several women are wearing vibrant, colorful dresses with various geometric patterns. The scene is set against a warm, orange-toned background.

The  
**RIPPLE EFFECT**  
**Empowering Women through Water**

# Welcome Remarks

## Jim Peters

- Global Water Coordinator, U.S. Agency for International Development (USAID)

# Ripple Effect Study Overview

## Kaitlin Love

- Director, Ipsos

WOMEN  
+WATER

Gap Inc.  USAID  
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

  
GLOBAL WATER CHALLENGE

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Research Study Findings  
August 28, 2018



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# The Ripple Effect: Empowering Women through Water



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# Background

# Can water interventions empower women?



Water and sanitation interventions have multiple direct impacts on communities



Women are frequently disproportionate beneficiaries of these impacts: they save time, they are safer, they are healthier



Do they also experience indirect empowerment benefits, like income generation, decision-making power, and the ability to participate in the community?



# Our Research Questions

1

What are the impacts of water interventions specifically on women and girls (women and water impacts)?

2

What are the indirect impacts, or ripple effects, of water interventions for women and girls?

3

When these impacts are combined, do they lead to the empowerment of women and girls?

?

Using  
this knowledge,  
how can water  
programs create an  
enabling environment  
for the empowerment  
of women?



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# Approach





## Pathways



Health



Nutrition



Education



Income



Time Savings



Safety & Security



Leadership & Skills



Shifting Roles & Norms

# What is Women's Empowerment?

## ARENAS OF EMPOWERMENT

### INDIVIDUAL

### HOUSEHOLD

### COMMUNITY

## HER OBJECTIVE REALITY

A woman's individual circumstances:  
*her education, skills and work status, her access to technology and financial services, and her individual legal rights.*

A woman's role within her household:  
*her influence over financial and non-financial decisions and assets, her ability to move freely and safely.*

A woman's role in her community:  
*her participation in community activities, how she is regarded, her ability to move freely without harassment.*

## HER SELF PERCEPTION

How does she feel about herself?  
*Does she believe in herself? Does she have confidence in her abilities? Is she satisfied with her circumstances and the possibilities for the future?*

How does she feel about her role and responsibilities?  
*Does she feel confident in her ability to make decisions on behalf of her household? Does she feel heard and respected?*

How does she feel about her role and responsibilities?  
*Does she feel confident that she is able to participate in community activities? Does she feel heard and respected? Are her rights taken seriously?*

## THE CULTURAL NORMS OF HER COMMUNITY

How should women be treated as individuals?  
*Should women be educated and have access to employment? Should women have equal access to technology and financial services? Should women be treated equally by law?*

What is the role of women in the household?  
*Should women be an equal participant in household decision-making? Should she be safe from harm, and able to express her opinions freely?*

What is the role of women in the community?  
*Should women participate in community decision-making? Should she be respected, and able to move around without harassment?*

# Gathering Evidence for Our Hypothesis

## Global Grassroots



*Women's Water  
Leadership Initiative*

## NCMI



*Water for  
a Generation*

## WOFAN



*Improving Health &  
Livelihoods in Rural  
Communities*



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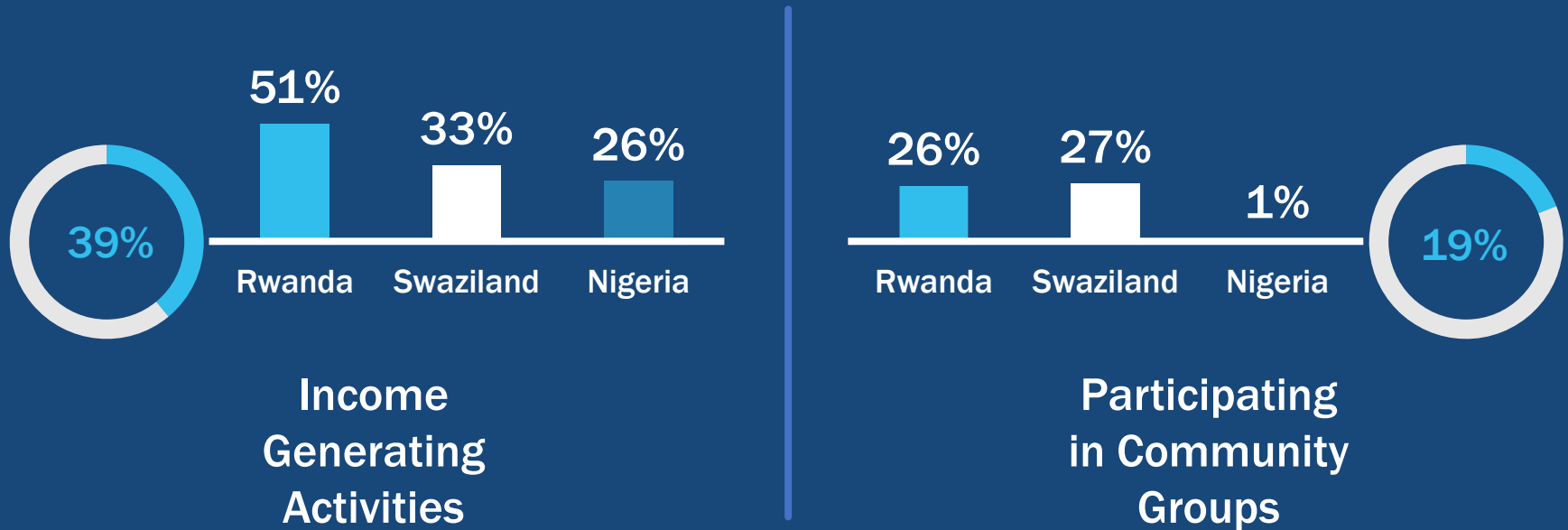
# Findings

# Time Savings



**When a water source is placed thoughtfully within a community, those that are responsible for water collection, most often women, save time.**

76% of women saved time, 51% saved 30min or more, that time was spent on...





# Women who saved time were more likely to...

be more  
active in the  
community

participate in  
income  
generating  
activities

report an  
increase in  
income


have higher  
self-efficacy  
and self-  
confidence

“Before, there were many small projects that were planned but never implemented. Now there are women in this community who are engaged in different activities. There are women that make and sell many things and they still have time to take care of children and continue their domestic chores.”

*-Community Leader in Rwanda*

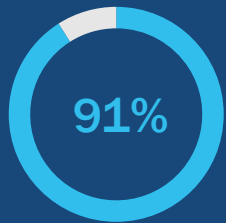
**Ripple Effect/Empowerment Impact**

# Income



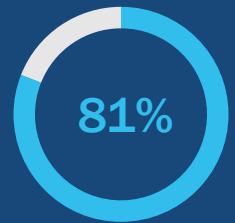
Some women use time saved to generate income, which can give them a larger and more empowered role in the household and in the community.

# Of 39% of women who reported using saved time on income generation...



earned more income from those activities

expanded their income generating activities



## Increase in income generated by female household members



# Women that earned income from a new source were more likely to...

Decide how her income was allocated

Maintain joint control over income

Report a new financial account in a female household members name


Women that earned increased income were more likely to participate in household decisions

“I can sustain myself now, my husband doesn’t give me money for anything, and that is why I took advantage of the project, so I could provide for all my household needs.”

-Swaziland Female Head of Household

**Ripple Effect/Empowerment Impact**

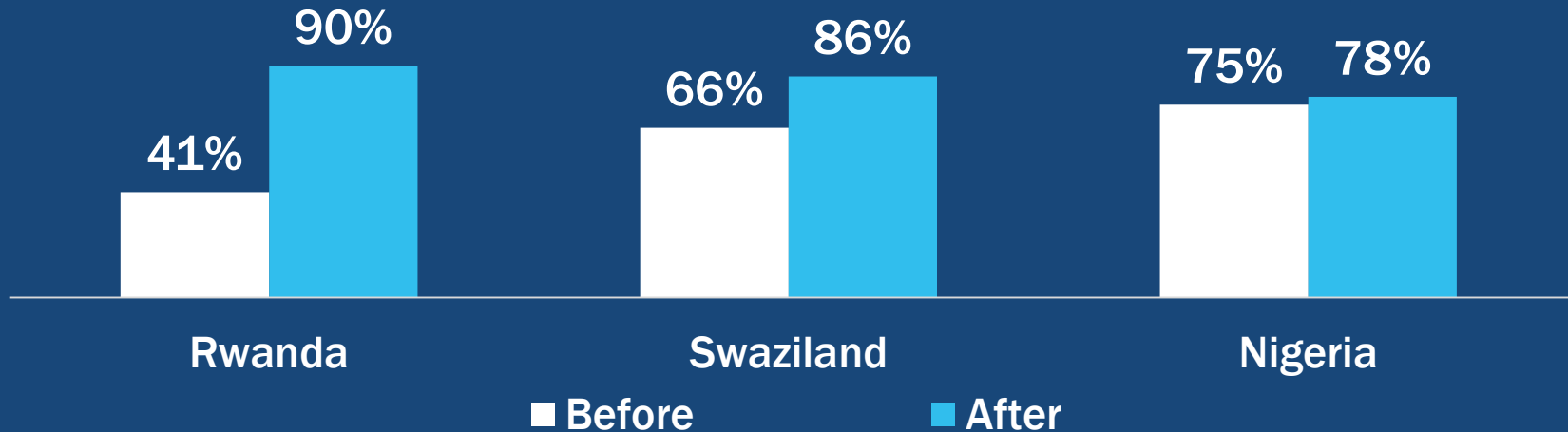
# Safety & Security



Thoughtfully placed water sources can reduce safety and harassment issues, increasing freedom of movement and community engagement for women and girls.

# 34% of women reported a decrease in safety or harassment issues while collecting water

Women who said they never experience harassment while collecting water



“The WOFAN point is safe because it is within the community and we can send anyone, unlike before, when I could not send my girl children to far places to collect water.”

-Male Head of Household, Nigeria



# Women reported a decrease in safety or harassment issues while collecting water were more likely to...

be more active in the community

Report an increase in household and community respect for women


Have higher self-efficacy

“When I look back at all we have gone through, the pain and the stress we have experienced, I see that they have given us life. We feel safer, we engage in other activities, we are listened to, we feel appreciated and we feel safe.”

-Female Head of Household Rwanda

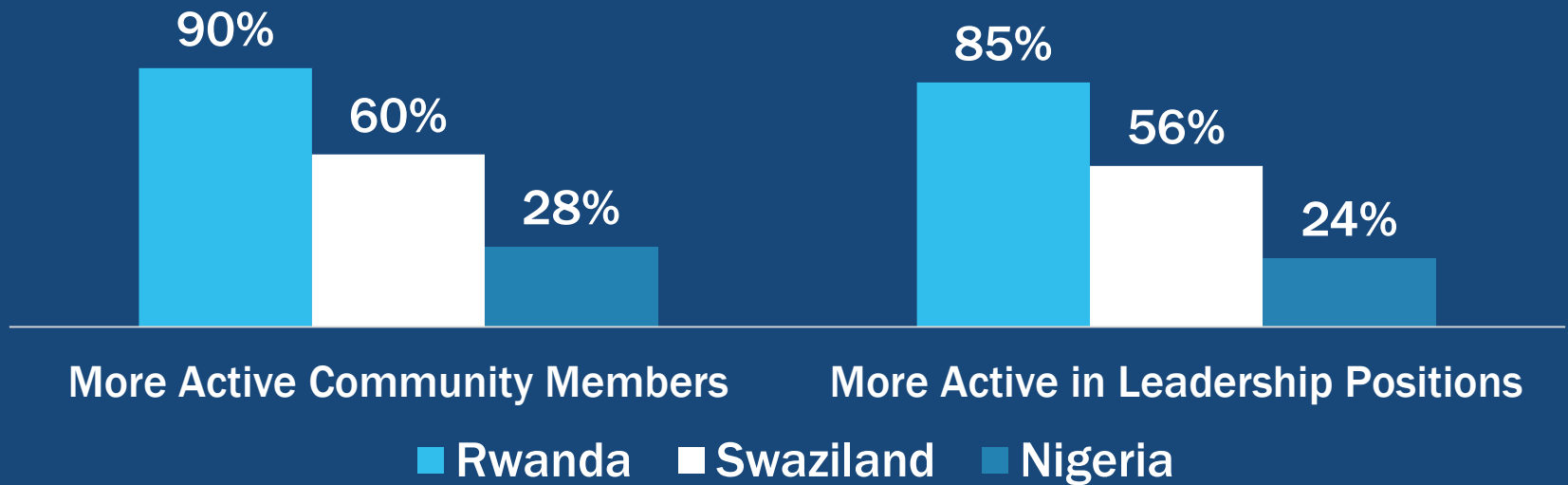
**Ripple Effect/Empowerment Impact**

## Leadership & Skills



**When incorporated into water-related trainings, women become more active in community and household decision-making and feel more respected.**

# As a result of the water projects, more women were active in communities



# 25% of women received training of any type. These women were more likely to...

Be more active in  
the community

Participate in  
household  
decision-  
making

Report an increase in  
household and  
community respect for  
women

“My personal confidence has changed. When they engaged me on this project, I thought to myself that I could not lead others. However, through trainings, I learned more and this built my confidence. In the community, I am well respected, I always earn the right to speak in community gatherings, they call me a leader, and they have confidence in me.”

-Project Leader, Rwanda

**Ripple Effect/Empowerment Impact**

# Shifting Roles & Norms

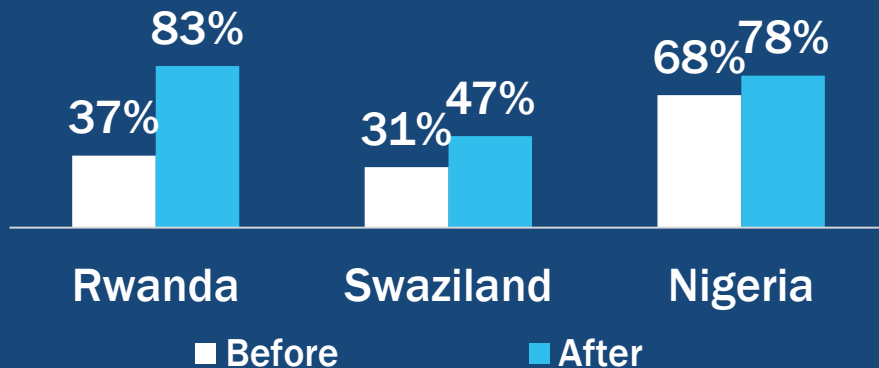


The ultimate outcome of pathways to empowerment is a shift in culture.

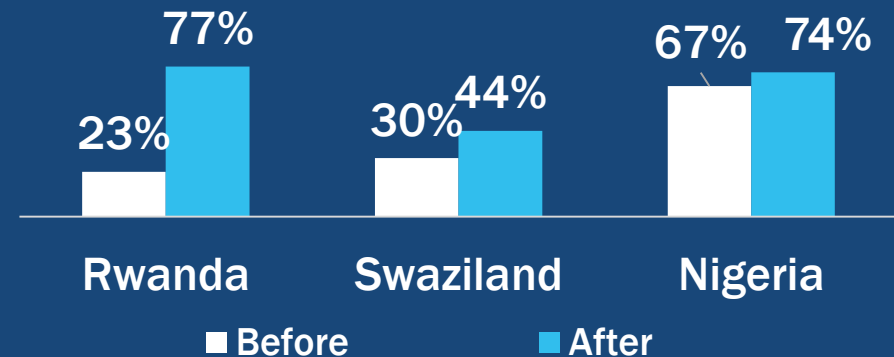


# Women reported increased household and community respect

Men in my household have a lot of respect for women



Men in my community have a lot of respect for women



37% of women reported that they have taken on new household decision-making responsibilities, either solely or jointly with their spouse



“Things have changed: women work not only in their homes, but now because the burden of collecting water is less, they have saved time, so they are able to work outside their homes. They engage in activities that used to be only for men. These activities are no longer seen as taboo for women to do. Women are no longer marginalized, they are becoming confident, they are eager to participate in community meetings and they look forward to having their voice heard. The community is no longer held up by the thought that women are incapable.”

*-Community Leader, Rwanda*



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# Summary & Conclusion

# **This study laid the groundwork for understanding the linkages between WASH and water, women, and empowerment**

**The strength of these linkages may depend on what is included in the intervention**

**There are also context specific barriers and enablers**

**More work needs to be done to tie the outcome variables together better, to understand which variables are driving which, and to provide further evidence for the role of water and women's empowerment.**



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# *Thank You!*



Questions? Contact  
[kaitlin.love@ipsos.com](mailto:kaitlin.love@ipsos.com)

# Panel Discussion

Title: **The Role of Research and Evaluation in Advancing Gender Equality**

Moderator: **Kaitlin Love**, Director, Ipsos

Panelists:

- **Jennifer Sara** – Director, Global Water Practice, The World Bank
- **Ellen Pfeiffer** – Researcher Citizen Science, IHE Delft Institute for Water Education
- **Meghann Jones** – Senior Vice President, Ipsos
- **Rolf Luyendijk** – Executive Director, Water Supply & Sanitation Collaborative Council (WSSCC)

# Spotlight: Women's Empowerment through Water in Action

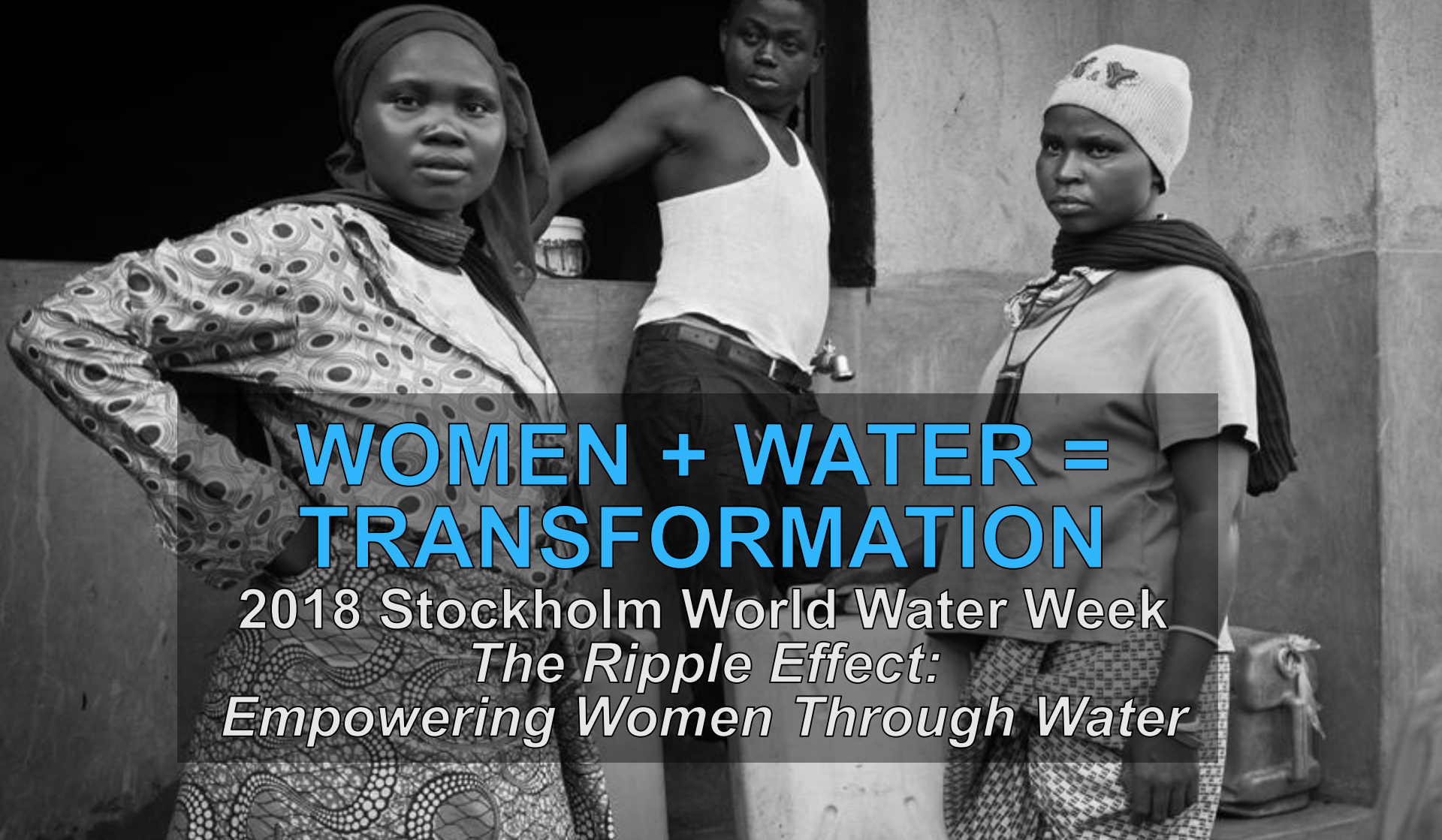
- **Gretchen Steidle**, Founder and President, Global Grassroots
- **Eliza Lasale**, WASH Entrepreneur, Young Water Solutions

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# WOMEN + WATER = TRANSFORMATION

2018 Stockholm World Water Week  
*The Ripple Effect:  
Empowering Women Through Water*



**Global Grassroots**  
CONSCIOUS SOCIAL CHANGE FOR WOMEN

Gretchen Ki Steidle  
Founder & President  
[gsteidle@globalgrassroots.org](mailto:gsteidle@globalgrassroots.org)







# Global Grassroots Women's Water Leadership Initiative

We help vulnerable women in East Africa design, construct and operate their own water enterprises. These ventures go on to become sustainable hubs that drive community well-being.

When women lead, communities succeed.

Global Grassroots has been operating since 2006 in Rwanda and 2013 in Northern Uganda





# Our Academy for Conscious Change



# Abanyamurava | “Hard Workers”



# Our Track Record

700

## Women Leaders

We have trained 700 change agents from East Africa who have initiated 168 ventures.

175,000

## People Served

Within our portfolio, our 20 WASH enterprises currently serve 104,000 people.

\$8

## Cost Effective

Our 2 year program costs only \$8 per beneficiary who receives long-term access to clean water + ripple effects.

100%  
x10

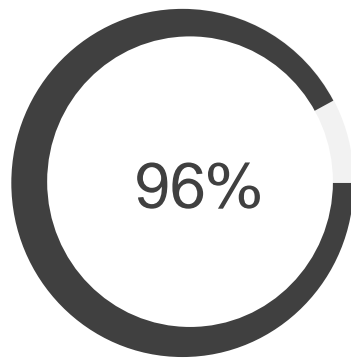
## Sustainable

100% of all WASH ventures we have ever launched in the last 10 years are still operating.



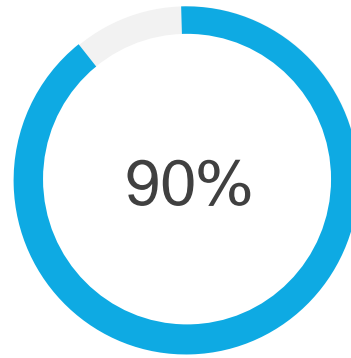
# Our Impact

Each venture serves more than 3,000 people, saving women 3.45 hours per day, and some have even reduced water prices by 90%.



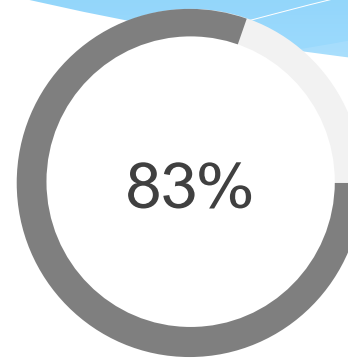
## Health

Percentage decrease in diarrhea among children under 5 years old and portion of trainee's children now with health insurance.



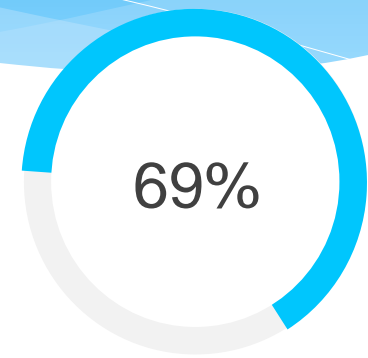
## Well-being

Percentage of women now never experiencing harassment during water collection. 98% now feel safe, and there has been an 80% decrease in lost income.



## Empowerment & Gender Equity

Percentage of community who feel women are respected "a lot" in their homes. We also see an increase in men sharing water collection from 8% to 42%. 100% of our women now speak out about local issues.



## Education

Percentage decrease in absenteeism due to water collection, 75% of whom are girls. Each venture itself becomes a hub for community education.

**“The community is no longer held up by the thought that women are incapable.”**

*-Community Leader, Nyaburiba -Tuzamurane*



**“Women are in leadership, they are the ones driving the change through the water project... They attend and speak out on their rights and concerns in community meetings.”**

*-Male Head of Household  
Nyaburiba –Tuzamurane*

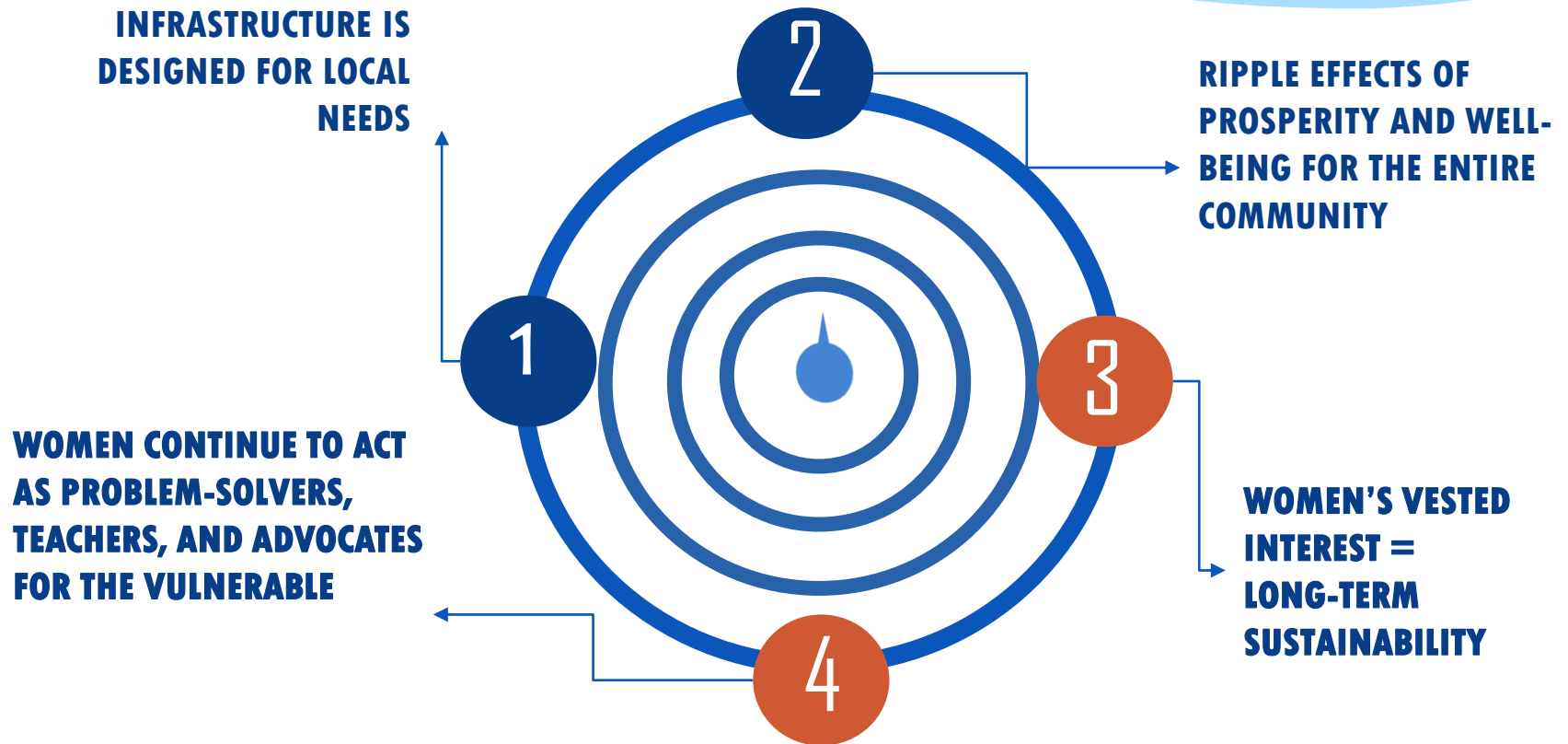


# When Women Lead Communities Succeed

## Local women lead by:

- \* Identifying the need
- \* Self-organizing to address the issue
- \* Designing solutions and spearheading idea development
- \* Overseeing construction, operations and maintenance
- \* Driven by a social purpose mission

# When Women Lead Communities Succeed



# Keys to Success for Sustainability & Prosperity

01

## **Foster Community-Driven (Women-led) Development**

among self-organized women and girls to lead issue diagnosis and solution development

03

## **Enable Local-led Impact Assessment**

with culturally-appropriate metrics & methods

05

## **Encourage Water Points as Social Impact Hubs**

for educational and social service intervention points

02

## **Make Financial Resources for Women Accessible**

as grants or partial microfinance

04

## **Measurement Internal & External Ripple Effects**

violence, safety, education, health, economics, agency, confidence, well-being & leadership

06

## **Invest in Ecosystem Development**

clusters of women-led ventures, networks for mentorship & exchange, multi-sector partnerships



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**MAJI MAMAS**













Mama Maji

Mando



ENTOMONOK ENKARE  
ENKOIREROI  
MAJI MAMAZ







**Thank you!**

Elizabeth Ntukai  
ntukaielizabeth@gmail.com



Supported by:



Mama Maji

Mando



# Panel Discussion

Title: **Public-Private Partnerships at the Intersection of Water and Women's Empowerment**

Moderator: **Brian Banks**, Director of Strategic Initiatives, Global Water Challenge

Panelists:

- **Ella Lazarte** – Senior WASH Advisor, USAID
- **Ulrike Sapiro** – Senior Director, Water Stewardship & Agriculture, The Coca-Cola Company
- **Una Hrnjak-Hadziahmetovic** – Senior Manager, Global Sustainability, Gap Inc.
- **Eng. Jilly Chiyombwe** – Director for Infrastructure, Planning & Development, Lusaka Water & Sewerage Company

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# Closing Remarks

## Neil Jeffery

- Chief Executive Officer, Water & Sanitation for the Urban Poor (WSUP)



Thank you!

[vphillips@globalwaterchallenge.org](mailto:vphillips@globalwaterchallenge.org)