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
The Ripple Effect: Empowering Women through Water
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?
Approach
Water and sanitation access projects, WASH trainings, community capacity building, sustainable agriculture projects

Inputs ➔ Activities ➔ Outputs ➔ Outcomes

WASH and Water Access Programs

Access points constructed, committees formed, people trained, information campaigns conducted

People using access points, committees carrying out duties, people using skills learned

Pathways

Health | Nutrition | Education | Income

Time Savings | Safety & Security | Leadership & Skills | Shifting Roles & Norms
## What is Women’s Empowerment?

### Arenas of Empowerment

<table>
<thead>
<tr>
<th>Individual</th>
<th>Household</th>
<th>Community</th>
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<tbody>
<tr>
<td>A woman’s individual circumstances: her education, skills and work status, her access to technology and financial services, and her individual legal rights.</td>
<td>A woman’s role within her household: her influence over financial and non-financial decisions and assets, her ability to move freely and safely.</td>
<td>A woman’s role in her community: her participation in community activities, how she is regarded, her ability to move freely without harassment.</td>
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### Her Objective Reality

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<td>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?</td>
<td>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?</td>
<td>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?</td>
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### Her Self Perception

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<td>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?</td>
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### The Cultural Norms of Her Community

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Gathering Evidence for Our Hypothesis

Global Grassroots

Women’s Water Leadership Initiative

NCMI

Water for a Generation

WOFAN

Improving Health & Livelihoods in Rural Communities
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...

- **Income Generating Activities**
  - Rwanda: 39%
  - Swaziland: 51%
  - Nigeria: 26%

- **Participating in Community Groups**
  - Rwanda: 26%
  - Swaziland: 27%
  - Nigeria: 1%

Women and Water Impact
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
Some women use time saved to generate income, which can give them a larger and more empowered role in the household and community.
Of 39% of women who reported using saved time on income generation...

- 91% earned more income from those activities
- 81% expanded their income generating activities

Increase in income generated by female household members

- Rwanda: 31%
- Swaziland: 16%
- Nigeria: 15%
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 member's 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

- Rwanda: 41% Before, 90% After
- Swaziland: 66% Before, 86% After
- Nigeria: 75% Before, 78% After

“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
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
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

- Rwanda: Before 37%, After 83%
- Swaziland: Before 31%, After 47%
- Nigeria: Before 68%, After 78%

Men in my community have a lot of respect for women

- Rwanda: Before 23%, After 77%
- Swaziland: Before 30%, After 44%
- Nigeria: Before 67%, After 74%

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
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.
Thank You!

Questions? Contact 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
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
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

**TRAINING** | Intensive, experiential 40-hour training program: 1. Mindfulness-based leadership training
2. Trauma healing
3. Social entrepreneurship and non-profit management skills

**VENTURE DEVELOPMENT** | 3-6 months of hands-on venture development coaching.

**SEED FUNDING & CONSTRUCTION** | 1-4 months of seed funding and implementation support for venture construction.

**OPERATIONS** | 12-month non-profit management apprenticeship with high-engagement support for self-sufficiency.

**Graduation**
Abanyamurava | “Hard Workers”
Our Track Record

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

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

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

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%.

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<th>Well-being</th>
<th>Empowerment &amp; Gender Equity</th>
<th>Education</th>
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<td>96%</td>
<td>90%</td>
<td>83%</td>
<td>69%</td>
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- **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
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

1. INFRASTRUCTURE IS DESIGNED FOR LOCAL NEEDS
2. WOMEN CONTINUE TO ACT AS PROBLEM-SOLVERS, TEACHERS, AND ADVOCATES FOR THE VULNERABLE
3. RIPPLE EFFECTS OF PROSPERITY AND WELL-BEING FOR THE ENTIRE COMMUNITY
4. WOMEN’S VESTED INTEREST = LONG-TERM SUSTAINABILITY
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.

02. **Make Financial Resources for Women Accessible**
as grants or partial microfinance.

03. **Enable Local-led Impact Assessment**
   with culturally-appropriate metrics & methods.

04. **Measurement Internal & External Ripple Effects**
violece, safety, education, health, economics, agency, confidence, well-being & leadership.

05. **Encourage Water Points as Social Impact Hubs**
   for educational and social service intervention points.

06. **Invest in Ecosystem Development**
clusters of women-led ventures, networks for mentorship & exchange, multi-sector partnerships.
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CONSCIOUS SOCIAL CHANGE FOR WOMEN

Gretchen Ki Steidle
Founder & President
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MAJI MAMAS
ENTOMONOK ENKARE
ENKOIREROI
Mama Maji
Maji Mamaz
Thank you!

Elizabeth Ntukai
ntukaielizabeth@gmail.com
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
Closing Remarks

Neil Jeffery

• Chief Executive Officer, Water & Sanitation for the Urban Poor (WSUP)
Thank you!

vphillips@globalwaterchallenge.org