



WaterAid/ Basile Ouedraogo

# Gender Equality and WASH

Moving from strategic commitments to  
integrated projects



WaterAid, Diageo and  
Coca-Cola

2 November 2022



# Agenda

- Welcome and context
- Integrating gender equality and WASH:  
Why and how (new guidance for companies)
- A company perspective: drivers and action
- A company perspective: drivers and action
- Women and Water alliance
- Discussion / Q&A
- Summary & Close

**Cheryl Hicks**, *WASH4Work*

**Hannah Greig & Sue Cavill**, *WaterAid*

**Amanda Smith**, *Diageo*

**Madhu Rajesh**, *Coca Cola*

**André Ramalho**, *WRC* & **Gillian Winkler**, *WaterAid*

**Cheryl Hicks**, *WASH4Work*

# WASH 4WORK

WASH4Work is mobilizing business action on water, sanitation and hygiene (WASH)

in workplace operations,  
in communities where companies operate,  
and across supply chains.



[wash4work.org](http://wash4work.org)



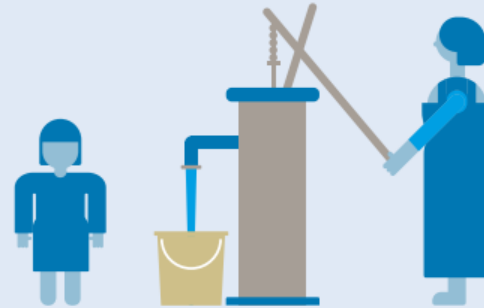
# Hannah Greig and Sue Cavill

## WaterAid

# What you probably already know.....

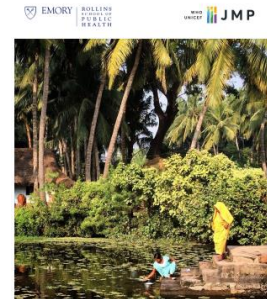
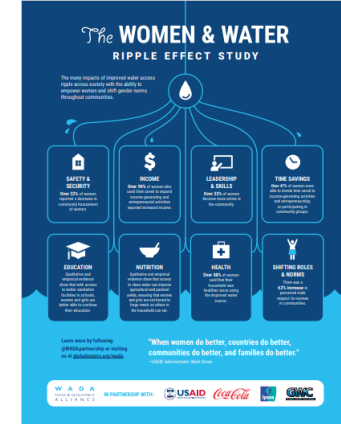
- Women and girls disproportionately impacted by a lack of WASH (and climate change is exacerbating the challenge)
- Unpaid labour plugs the gaps in WASH services
- Gender inequality stagnates social and economic progress
- COVID-19 exacerbated existing inequalities
- WEF's *Global Gender Gap Report* - 132 years to close the gender gap worldwide
- SDG 5 and SDG 6

**Globally, women and girls spend over 200 million hours collecting water every day, placing them at risk of violence, preventing girls from going to school, and limiting women's ability to participate in other productive activities.**



# Response from companies and WASH sector

- WASH increasingly a priority in water and ESG strategies – benefits for business and communities.
- Some WASH strategies explicitly referencing women and girls
- Companies with women's empowerment or gender equality strategies – closing the gender gap is good for business!
- WASH sector shift – GWC, JMP, Emory University, SEI and others – more robust and intentional approach to WASH and gender equality / women's empowerment



A Review of Measures and Indicators for Gender in WASH  
Bethany A. Caruso, Allison Salinger, Stephanie Patrick, Amelia Conrad, and Shreya Sarkar  
June 2022

# Untapped potential: accelerating progress on WASH and gender equality

Importance of WASH for women broadly recognised but

- WASH projects often stop at service access and reach outcomes
- Women only recognised as service users yet they are consumers, household decision makers, solution providers...
- Barriers to meaningful participation in the WASH workforce and decision making
- WASH activities provide opportunities to contribute to women's economic empowerment

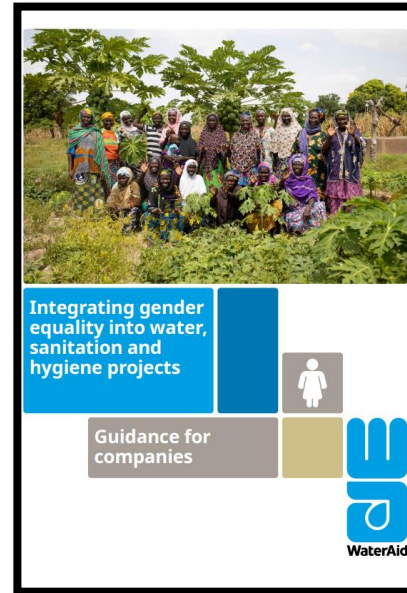
Company WASH and gender equality programmes often different functions but **applying a gender lens to company community WASH strategies and projects makes investments go further with greater impacts that**

- **result in better, more sustainable WASH outcomes**
- **Are critical on the pathway to gender equality and women's empowerment**



# Guidance – the why, what and how

- Two guidance documents; one for companies and one for NGO partners
- Focus on community WASH
- Company version:
  - Why invest in an integrated approach
  - What approaches need to take
  - Overview of principles and how to embed an integrated approach





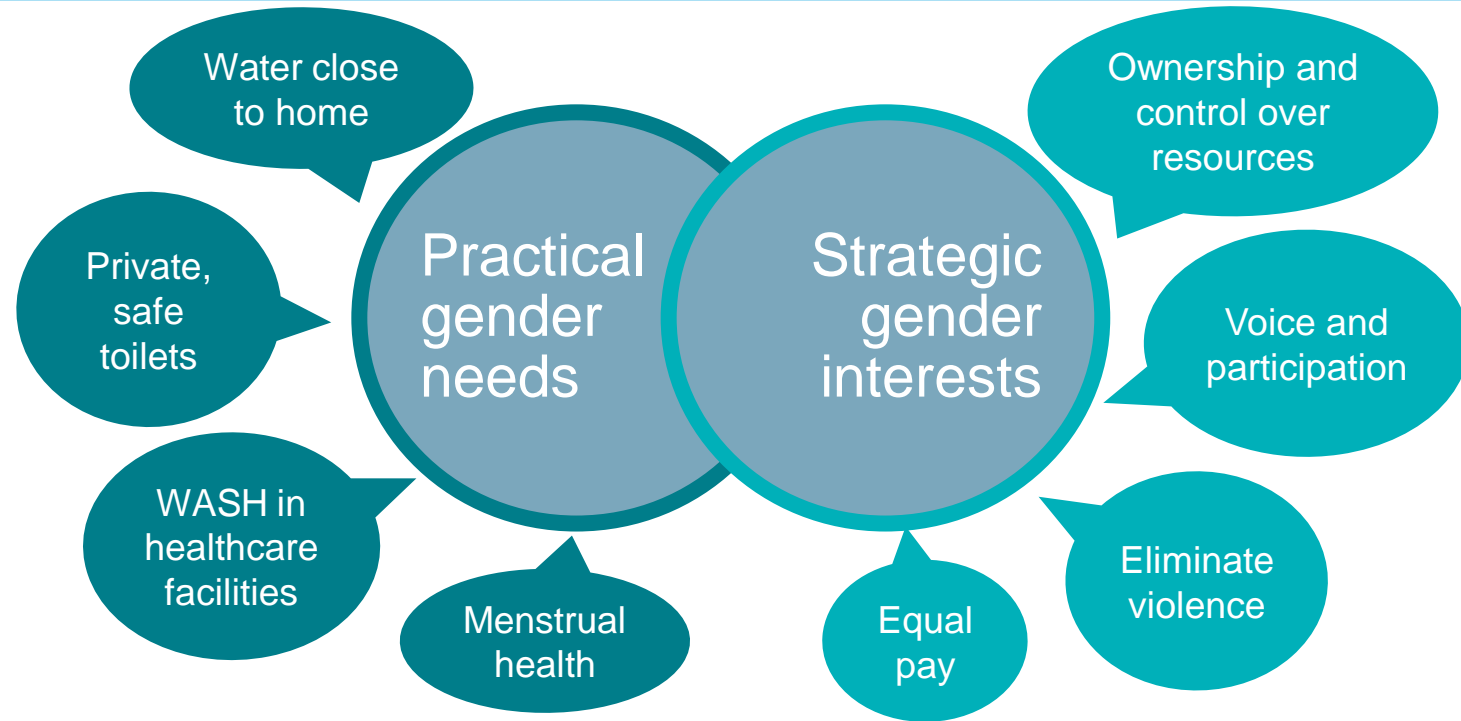
# Pathway to gender equality and women's empowerment

- 1) Integrating gender equality and women's empowerment into WASH to meet everybody's (women, men, boys, girls) basic WASH-related needs equitably
- 2) Targeted support for participation and leadership of women in WASH decision making, planning and delivery and benefit from economic activities related to WASH
- 3) Projects should be consciously designed to go beyond 'just' taps and toilets
  - Expand the agency of women and commitment to transform negative gendered roles, norms and relations connected to WASH
  - Advocate for the creation of enabling institutional arrangements



WaterAid/Drik/Farzana Hossen

# Taking action: level of ambition and commitment



**Inclusive**

**Empowering**

**Transformative**

# Key principles for companies working with NGO partners

- WASH projects do not automatically lead to empowerment
- Prioritise women's knowledge, inputs and expertise
- Target more than just women and girls
- Recognise, understand and respond to women in their diversity
- Ensure do no harm principles are central
- One size does not fit all!



WaterAid/Frehiwot Gebrewold

# Project design: empowerment is a process and an outcome

- Takes time and intentional commitment – ensure design **and** delivery are empowering
- Detailed guidance in NGO version
- Role for companies highlighted – key is clarity on level of ambition and time commitment
- KPIs – project outcomes, outputs and activities mapped against short, medium and long term commitments and grouped against the different approaches to gender

Table 2: Examples of WASH project outcomes

	Short term	Medium term	Long term
	Inclusive (minimum standard)	Empowering (ambition)	Transformative (longer term change)
<b>Women's agency</b>	<ul style="list-style-type: none"> <li>• Women and men have greater awareness, knowledge and understanding of rights to water and sanitation.</li> <li>• Leaders, decision makers, and men and boys have greater understanding of women's rights to and requirements of WASH.</li> <li>• Women are involved in WASH project planning.</li> </ul>	<ul style="list-style-type: none"> <li>• Men and boys have increased self-awareness about unequal WASH roles and responsibilities within the household and at community level.</li> <li>• Women and girls have greater self-confidence, ability to challenge unequal WASH roles and claim their rights to WASH.</li> <li>• Women and girls have greater mobility during menstruation.</li> <li>• Women and men are champions of gender equality in WASH.</li> <li>• Women hold government/leaders to account for their WASH rights.</li> </ul>	<ul style="list-style-type: none"> <li>• Women and girls have greater negotiating power within the household/relationships/community in relation to WASH and overall.</li> <li>• Attitudes in relation to women's roles in WASH leadership have changed with increased respect for women and support for them as WASH leaders (beyond community level only).</li> <li>• Less restrictive/harmful social attitudes/practices/exclusion/taboo associated with menstruation and childbirth.</li> <li>• Women and girls have more discretionary time due to reduced WASH work and the ability to decide how to use this time.</li> <li>• Gender norms and roles related to WASH have shifted e.g., sharing of household WASH roles between men and women, no negative perceptions associated with menstruation.</li> </ul>

# Next Steps

- Guidance available [here](#) - share with NGO implementing partners
- Use and feedback
- Company piloting
- Case studies

For further support contact  
[corporate@wateraid.org](mailto:corporate@wateraid.org)



DIAGEO

# Gender Inclusive WASH

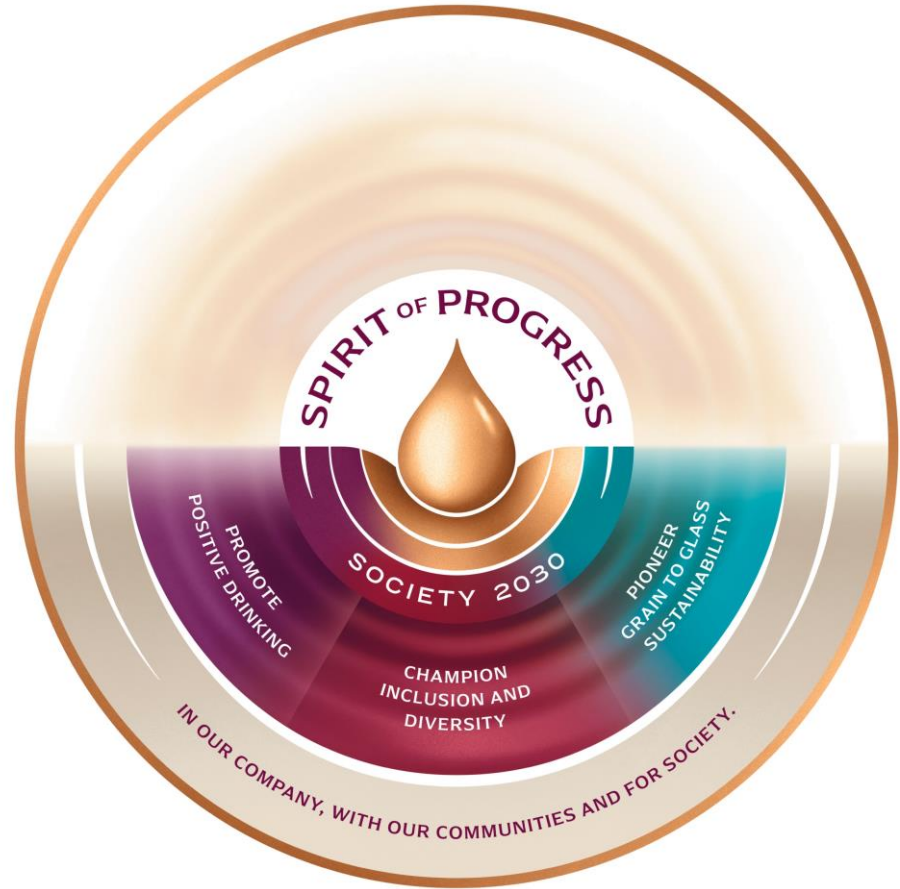
Nov 2022

*Amanda Smith*

Global Head of Community Impact



Diageo's 10-year  
ESG action plan to  
help create a more  
inclusive and  
sustainable world.





# 25 ambitious targets aligned to the United Nations' Sustainable Development Goals.

## 1

Replenish more water than we use for our operations in 100% of sites in water-stressed areas by 2026

## 2

Invest in improving access to clean water, sanitation and hygiene (WASH) in communities near our sites and local sourcing areas in all of our water-stressed markets

## 3

Ensure 50% of beneficiaries from our community programmes are women and our community programmes will be designed to enhance diversity and inclusion of underrepresented groups

## The foundations of Gender Inclusive WASH

1. A long history of Water Stewardship
2. A leading position on Inclusion and Diversity
3. An ambition to have a positive impact in our company, with our communities and for society

But how could we deliver gender inclusive WASH in practice?

1. WASH projects do not automatically lead to empowerment. Be intentional.
2. Do no harm/risk management
3. Community Engagement
4. Inclusive programme design
5. Key performance indicators

*Take one small  
step.....*

And then build on  
it....

1. 50% women on the WASH committee
2. Community dialogues on gender norms that create barriers to gender equitable WASH
3. Capability building to support WASH committee members on Leadership, Financial Literacy and Record Keeping
4. Village Savings and Loans association to enable access to credit for women and their communities and support income generating activities

## Create a ripple effect....

1. Share the WaterAid guidelines within our company and with other companies and NGOs
2. Provide equal access for all to WASH
3. Create a ripple effect
4. Increase our positive impact on communities



# DIAGEO

*Celebrating life, every day, everywhere*

# Madhu Rajesh

## Coca-Cola



**Gillian Winkler**

WaterAid

**Andre Ramalho**

Pacific Institute



**WATER  
RESILIENCE  
COALITION**



 **WaterAid**

# WHO WE ARE

A global network of leading businesses and partners with expertise on water



30 companies  
17 partners

\$3.5 trillion  
market cap

All sectors,  
geographies

Committed to a  
higher ambition



# WHO WE ARE

Time-bound goals and clear measures, aligned with SDG ambitions, with periodic evaluation



## 2030 & 2050 Ambitions

2030

positive water impact in over 100 water stressed basins that support **over 3 billion people**.

**3 Billion  
Beneficiaries**

enable equitable and resilient water access and sanitation for **at least 300 million people**.

**300 Million  
with WASH**

2050

we will achieve **Net Positive Water Impact** in 150 water stressed basins worldwide.

**150 Basins**



**CEO  
WATER  
MANDATE**



Co-Secretariat

## WHAT WE DO

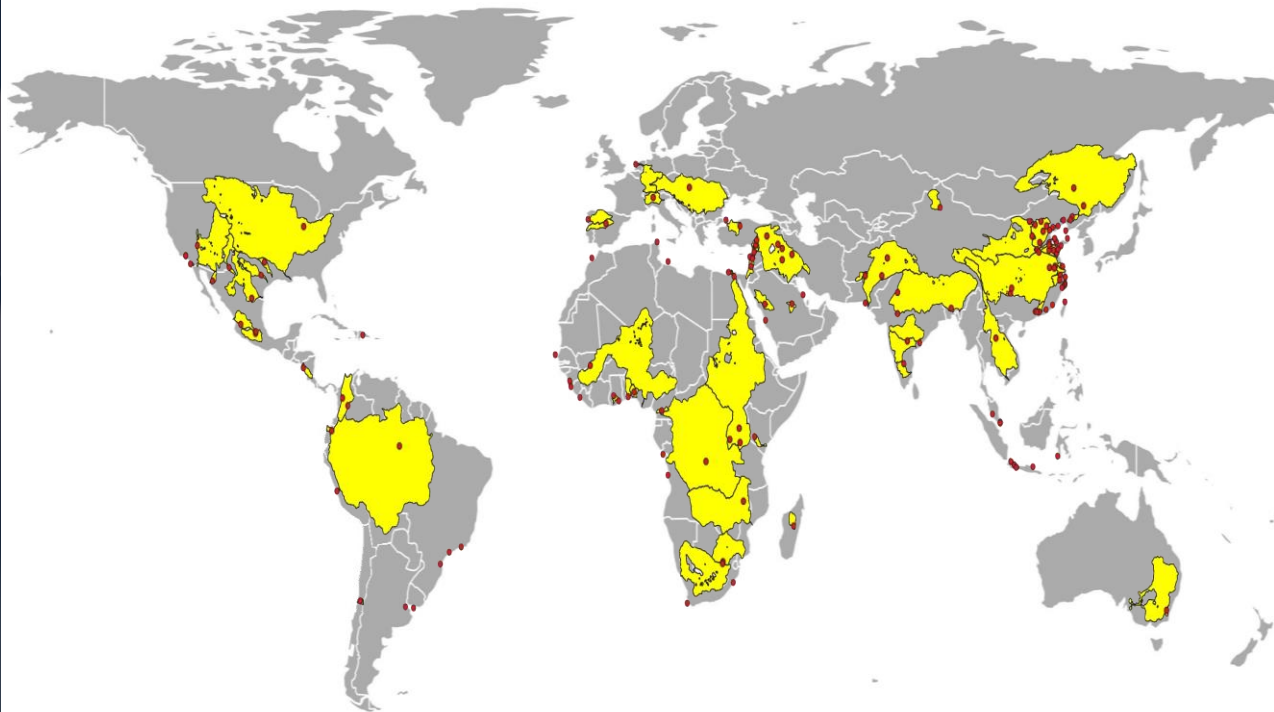
The WRC has analyzed  
and curated a portfolio of  
100 priority basins to scale  
collective action



**WATER  
RESILIENCE  
COALITION**



## Our 100 Priority Basins



**CEO  
WATER  
MANDATE**



Co-Secretariat



# SCALING WOMEN+WATER IN INDIA VIA COLLECTIVE ACTION

## A private sector-led partnership to improve access to climate-resilient clean water & sanitation for 5-10 million people by 2030

- Since 2017, USAID & Gap Inc.'s Women + Water Alliance has empowered 2 million people to improve their access to clean water & sanitation
- WASH interventions led by WaterAid & Water.org
- Current program ends in January 2023
- **W+W program framework ready to be scaled in new geographies in India with new partners through corporate collective action**

WOMEN  
+WATER

BASINS TO DATE

Madhya Pradesh: Ganges River Basin

Maharashtra: Godavari River Basin



CEO  
WATER  
MANDATE



Co-Secretariat



# THE PROGRAM IN INDIA

## Objectives

- Improve demand for and supply of WASH in common priority basins in India
- Center women as key change agents for WASH within their communities
- Align with and leverage Government of India and multilateral investment in WASH to unlock additional funding
- Deliver co-benefits: replenishment, women's empowerment, economic empowerment, community resilience to climate change impacts

## Approach

- Building women and community capacity to engage with government for WASH planning
- Strengthening local water governance and management
- Catalyzing access to WASH financing through microfinance and public investment



# THE STORY WE WILL TELL





# WHY COLLECTIVE ACTION TO SCALE WOMEN+WATER?

- **Amplifies impact** in key shared geographies over sustained time horizon
- **Leverages W+W's** existing infrastructure, proven program methodologies, stakeholder relationships, and learning
- Contributes to **WRC's 2030 targets & companies' 2050 WRC commitments**
- Offers high visibility to engage at the **forefront of water stewardship**
- Addresses **strategic business interests** in India via unified approach
- Establishes a robust foundation for **leveraging additional funding**



# COLLECTIVE ACTION PRINCIPLES

- Grounded in ambitious **shared target**
- Pursues a **place-based** and common programming approach
- Fosters **flexibility** regarding company proximity and project typology requirements
- Aligns to drive system change through **pooled funding, a shared agenda, discrete set of interventions, and common metrics**
- Follows **common reporting** schedule and formats
- Uses a clear methodology for calculating **impact** and **attribution**
- Emphasizes **trust and transparency** in decision-making

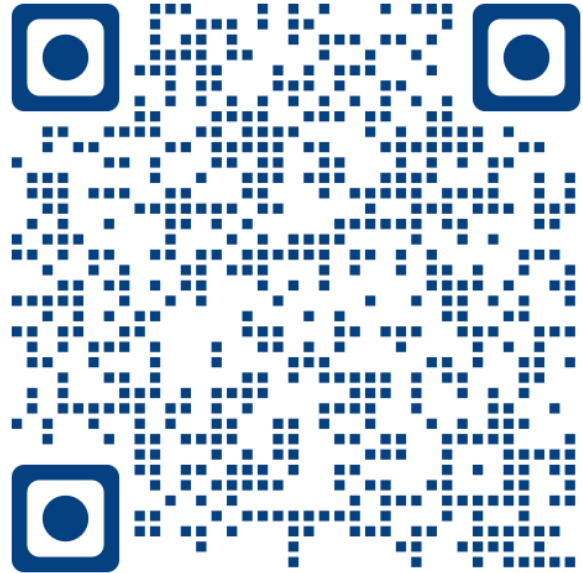
# NEXT STEPS

## Timeline

- Design Phase (underway)
- Implementation Phase (2023-2030, with launch at UN Water Conference in March)

## Join us!

- Scan the QR code
- Email [gwinkler@wateraidamerica.org](mailto:gwinkler@wateraidamerica.org)





For more information  
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