

THE “RIPPLE EFFECT” - WOMEN AND WATER STEWARDSHIP

Water & Development Alliance



GAME CHANGERS





The Challenge

There is a global connection between women and water since gender roles still condition in many places the way this resource is used. Yet little research existed that fully explored the impact of women's access to safe water, sanitation, and hygiene (WASH) — especially through the lens of economic development. In 2018, the Water and Development Alliance (WADA), supported by USAID and The Coca Cola Company, partnered with Ipsos to develop a framework for understanding the many ways improved access to WASH can impact women, their families, and communities. Pathways to Empowerment — deemed “Ripple Effects” — were to be identified in order to capture the various ways access to water impacts women across the developing world.

Process & Outputs

Ipsos and WADA conducted a study to map the hypothesized direct gendered impacts (“women and water”) and the pathways to indirect empowerment impacts (“the ripple effect”) of water programming and to collect primary data to assess whether these hypotheses can be supported. Quantitative and qualitative studies were conducted in communities in Rwanda, Swaziland and Nigeria.

The Results

Research data showed that applying a gender lens to the multi-billion dollar water programming industry creates significant potential for implementers to make their investments go further and achieve even greater sustainable development impacts. However, while evidence of the gendered impacts of water programs is abundant, the evidence of empowerment impacts, such as the ability to turn time savings into income generation (or the “ripple effect”), is largely anecdotal.

Do you want to know more?

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