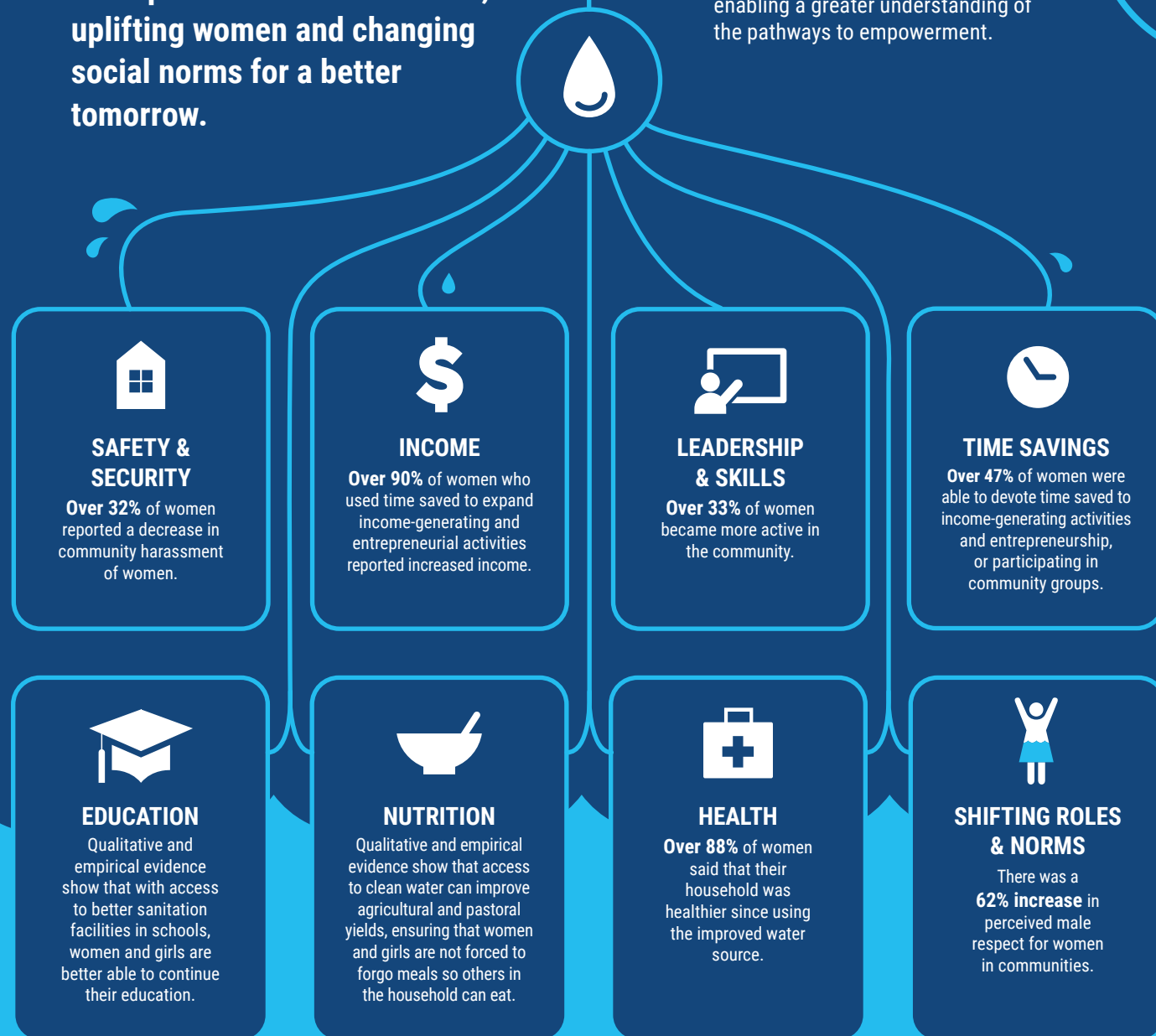


The PATHWAYS

These insights will help to shape and inspire the next generation of empowerment interventions, uplifting women and changing social norms for a better tomorrow.

The Ripple Effect Study undertaken by WADA and Ipsos illuminates the critical intersection between women and water in ways never before seen, enabling a greater understanding of the pathways to empowerment.



Woman and baby:
John Healey/WADA
Flowing water at tap:
Tsilavo Rapiera/WADA

The WOMEN & WATER RIPPLE EFFECT STUDY

Learn more by following @WADApartnership
or visiting us at globalwaters.org/wada.

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GWC
GLOBAL WATER CHALLENGE

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Providing insights into the ways access to water can empower women

In 2018, the Water and Development Alliance (WADA) partnered with the global research experts at Ipsos to advance the understanding of the intersection between water access and women's empowerment. This research informed a framework for capturing the many ways improved access to water can impact women, their families, and communities.

PHOTO CREDIT: Woman and baby: John Healey/WADA; Flowing water at tap: Tsilavo Rapiera/WADA

Empowered women are essential to global development.

Women represent one-half of the potential human capital in any economy. According to the World Bank, countries with greater gender equality are more prosperous. In addition, community progression is directly tied to women’s education, decision-making potential, and ability to generate income.

Yet in the developing world, many women are not able to pursue an education, follow income-generating opportunities, or hold leadership positions due to a variety of societal barriers that prevent them from achieving their full potential.

The pathways to women’s empowerment must be better understood to better inform programming that transforms global development.

The connection between women and access to sustainable, affordable, and safe water, sanitation, and hygiene (WASH) is generally understood. Yet the body of research remains inconclusive on the “women and water” intersection, especially as it relates to economic empowerment.

In 2018, the Water and Development Alliance (WADA) partnered with Ipsos to enhance the development sector’s understanding of women and water through the “Ripple Effect Study.”

demonstrates American generosity, and promotes a path to recipient self-reliance and resilience. [usaid.gov](https://www.usaid.gov)

The Coca-Cola Company

As the world’s leading total beverage producer with operations in over 200 countries, The Coca-Cola Company and its bottling partners are committed to responsible water stewardship and community empowerment across their global markets. [coca-colacompany.com](https://www.coca-colacompany.com)

Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Passionately curious about people, markets, brands, and society, Ipsos makes our changing world easier and faster to navigate while inspiring clients to make smarter decisions. [ipsos.com](https://www.ipsos.com)

Meet the partners

The Water and Development Alliance

The Water and Development Alliance (WADA) partners with communities and their governments to address challenges and harness opportunities connected to water. WADA’s enterprise-driven approach brings together Coca-Cola’s business capabilities with USAID’s premier development expertise to create unique solutions that develop thriving communities, grow stable economies, and strengthen resilient environments around the world. globalwaters.org/wada

U.S. Agency for International Development (USAID)

The U.S. Agency for International Development (USAID) is the world’s premier international development agency and a catalytic actor driving development results. USAID’s work advances U.S. national security and economic prosperity,

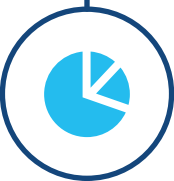
The “Ripple Effect Study” research process



PHASE I: Scoping

Literature Review: Over 150 sources (between 1990 and 2017 and across at least 30 countries) highlighting the impact of water access on women were synthesized, including both academic research and project documentation from the WASH and gender development sectors.

Global Theory of Change Development: The landscape review informed an initial theory of change that links the direct and indirect impacts of water interventions to potential pathways for women’s empowerment and women’s economic empowerment.

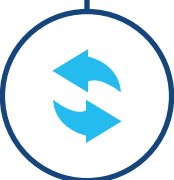


PHASE II: Assessment

Desktop Performance Assessments and Landscape Review: A landscape review of WADA was developed using the landscape review and interviews with stakeholders of recent projects to support the study and serve as an analytical framework for inquiry.

Research Tool: Ipsos research specialists developed one quantitative and four qualitative instruments to demonstrate evidence for the empowerment pathways put forth in the theory of change.

In-Country Performance Assessments: Research teams conducted field visits to project sites in Rwanda, Swaziland, and Nigeria to gather evidence for the hypothesized pathways to empowerment.



PHASE III: Reporting and Learning

Women’s Empowerment Monitoring & Evaluation Framework and Indicators: Pathways to quantify empowerment were defined based on this research. This included creating qualitative and quantitative tracking measures to capture economic empowerment-related outcomes specifically for women.

“When women do better, countries do better, communities do better, and families do better.”

—USAID Administrator Mark Green