



WOMEN AND WATER ALLIANCE

WOMEN
+ WATER



USAID
FROM THE AMERICAN PEOPLE

Gap Inc.



OVERVIEW



Access to safe water and sanitation is essential for community health and well-being. In India, 163 million people lack access to improved water sources and 210 million lack access to improved sanitation. Over the next five years, this number is expected to increase as India faces a growing water and sanitation crisis. The Indian apparel industry—as one of the most intensive users of water—is a key player in ensuring sustainable access and stewardship of this precious resource.

Led by the United States Agency for International Development (USAID) and Gap Inc., a global apparel retailer sourcing products from 800 facilities in 30 countries, the Women + Water Alliance (W+W Alliance) is a public-

private partnership working to improve the health and economic well-being of women and communities touched by the apparel value chain through the provision of sustainable access to safe water, sanitation and hygiene (WASH).

The Alliance will create large-scale change in how water is managed by leveraging expertise, resources and innovative approaches from a consortium of partners from civil society, the private sector and government. WaterAid joins CARE, Water.org, the Institute for Sustainable Communities (ISC), the International Center for Research on Women (ICRW) and the Institute for Development Impact (IDI), to unlock the potential of women in communities touched by the global apparel industry.

AREAS OF IMPACT

- Drinking water management, led by women
- Decentralized supply, maintenance and governance of water
- Enhancing the knowledge, skills and capacity of women to champion water, sanitation and hygiene



WaterAid



ABOUT WATERAID

WaterAid is an international non-governmental organization working to transform the lives of the poorest and most marginalized people by improving their access to clean water, decent toilets and good hygiene. We believe that these basic services are human rights that everyone needs to live healthy, dignified and productive lives.

Since 1981, we have reached over 25 million people with clean drinking water in 28 countries and we are determined to reach everyone, everywhere within a generation. To drive change and deliver lasting results, we work with a wide range of government, civil society and private sector partners. We believe that governments are responsible for creating an environment where public and private investments and civil society can operate effectively to provide affordable and sustainable water, sanitation and hygiene services. We stimulate demand from the community by facilitating education and awareness for clean drinking water, decent toilets and good hygiene.

www.wateraid.org

FOR MORE INFORMATION

Jennifer Colletti
Director for Corporate Partnerships
jcolletti@wateraidamerica.org

Kavita Tiwari
Manager- Institutional Partnerships
kavitatiwari@wateraid.org



The W+W Alliance sets the stage for a new way of collaboration, one that promotes adopting water stewardship practices in a holistic manner by engaging and connecting communities with the government, businesses and NGOs. Through Gap Inc.'s globally-tested P.A.C.E, (Personal Advancement & Career Enhancement) program, the W+W Alliance is enhancing the knowledge, life skills, and capacities of women to champion water, sanitation, and hygiene in their communities while simultaneously expanding their access to WASH services including through financing.

WATERAID'S ROLE

Women in India are responsible for fetching water every day for drinking and household use. With no access at the household level, especially in rural areas, a day's supply of water can amount to multiple trips to the local water source. With India facing a water crisis and groundwater levels depleting at alarming rates, women and girls have to go beyond their villages in search of water. This impacts their daily lives and can inhibit their ability to get an education or earn income.

In partnership with the W+W Alliance, WaterAid aims to equip women with the skills and tools to plan, manage and demand sustainable drinking water for their communities by:

- Educating communities about developing participatory water security plans and demanding financing for these efforts from governmental authorities;
- Training women and youth to lead the entire process of community water management—from planning to supply, operations and maintenance;
- Educating communities on water quality issues and developing plans for mitigation and monitoring by leveraging resources from government and W+W alliance partners;
- Influencing key behaviors at the community level, improving access to drinking water through focused social behavior change communications; and
- Strengthening local governance systems to address community demand.

Based on its principle of partnership, WaterAid will work with other W+W Alliance partners to leverage critical support from government agencies, private sector partners and civil society organizations. Together with the W+W Alliance, WaterAid will work to provide access to safe drinking water and to reduce the of time women spend fetching water, so they have more time for individual and economic growth.