

EMPOWERING WOMEN AND GIRLS THROUGH WASH AND ECONOMIC OPPORTUNITIES

**BY THE NUMBERS****BUDGET:** \$12 million**Goal**

Women and girls experience an increased sense of self-worth, ability to determine their own choices, and right to influence social change for themselves and others

Objectives

1. Increased opportunities to advance well-being
2. Improved learning environment
3. Increased business opportunities
4. More equitable decision-making

DONOR: Clean Water Here
LOCATION: Guatemala, Honduras, Kenya, and Zimbabwe
PROJECT TIME FRAME: October 2022 - September 2025
PARTNERS: Emory University and Sesame Workshop

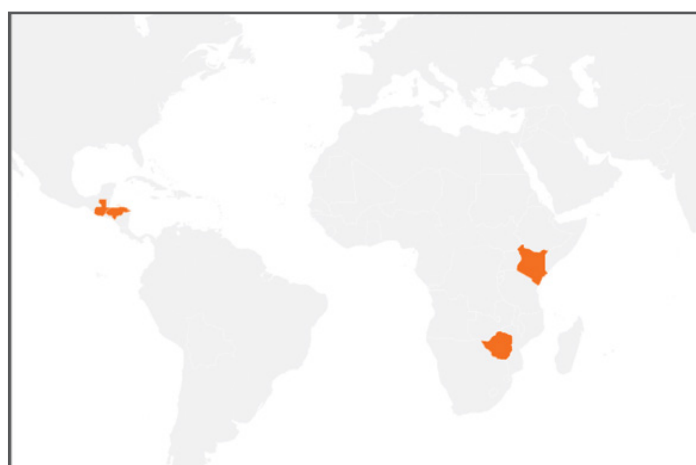
Overview

Women and girls around the world face many insurmountable challenges, which are amplified without access to water, sanitation, and hygiene (WASH) services and opportunities to engage in income-generating activities. By supporting resiliency and addressing specific needs, World Vision helps to change their trajectory and create opportunities for empowered women and girls to flourish in their God-given talents.

World Vision's Strong Women, Strong World (SWSW): Beyond Access Program helps remove barriers and open doors so women and girls can shine. We intentionally designed WASH, economic empowerment, and microfinance activities to build upon each other, with a central focus of all efforts to support the empowerment of women and girls. We focus on supporting women's confidence, nurturing skills, and addressing barriers to their participation and agency.

Through deliberate WASH and economic empowerment activities, we work side by side with community members to nurture equitable participation, ownership, and decision-making for community transformation. When a woman has clean water nearby, it opens a fountain of opportunities, especially economic freedom.

Strong Women, Strong World: Beyond Access spans four countries in three regions—Guatemala, Honduras, Kenya, and Zimbabwe.

**Central America**

Guatemala
Honduras

East Africa

Kenya

Southern Africa

Zimbabwe

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Approach

We work alongside community members to nurture equitable participation, ownership, and decision making. Specifically, Beyond Access supports empowerment in three key areas:

1. Nurturing healthy mindsets
2. Transformative WASH
3. Economic empowerment

SWSW: Beyond Access focuses on the intentional sequencing of activities, keeping women and girls at the center of all interventions. This includes supporting an enabling environment to strengthen participation, creating opportunities for women and girls to learn and use skills, and increasing resiliency and growth for generational impact.

The Empowered Worldview approach, which addresses dependency mindsets and promotes individual empowerment among people living in poverty, is the foundational activity of the SWSW program. Core program activities, highlighted in the sequencing below, are applied with a focus on Gender Equality and Social Inclusion (GESI). This includes more focused efforts to heed the needs and desires of women and girls throughout the program.



Learning partnership

Learning is central to the SWSW: Beyond Access program. Throughout the three years of the program, we are taking specific steps to track progress of key program aims, key indicators of empowerment, and quality metrics.

In the early months of implementation, SWSW: Beyond Access launched an initial formative survey across four countries focused on capturing baseline information related to program goals and outcomes, looking at women's perceived levels of

VISION: The sustainable empowerment of women and girls through transformative WASH, Economic Empowerment and Access to Microfinance

Empowerment means that women and girls experience an increased sense of self-worth, ability to determine their own choices, and right to influence social change for themselves and others.

GESI Lens Transformed mindsets

STEP 1: A dignifying enabling environment that promotes safety and health for women and girls

- Mindset change
 - *Channels of Hope for Gender*
 - *Empowered Worldview*
- WASH
 - Household Water Access
 - School WASH Infrastructure
- Economic Empowerment
 - Training and forming Savings for Transformation groups

STEP 2: Opportunities for women and girls to learn and use skills

- Mindset change
 - Citizen Voice and Action (CVA)
- WASH
 - Household sanitation and hygiene
 - Nurturing Care Groups or household behavior change
 - WASHUP! And Girl Talk!
- Economic Empowerment
 - Financial literacy and business management training
 - Income-generating activities

STEP 3: Resiliency and growth for women and girls

- Access to microcredit
- Support and sustain

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agency, empowerment, and wellbeing. At a country level, learnings from the survey will be analyzed and used to ensure program activities remain focused on the areas of greatest need. We will replicate this survey at the middle and end of the project to check on program outcomes and make programmatic adjustments to improve outcomes.

Formative research and process evaluation efforts will be spearheaded by our learning partner Emory University. The Emory team has a strong background in research and learning around effective measurements for WASH and economic empowerment.

Our formative research will focus on three key learning topics, which will include qualitative and quantitative data collection to inform our understanding of the barriers and enablers of women's empowerment, these include:

1. Understanding women's experiences collecting water and engaging in water activities for their households
2. Listening to women about how water access and availability affects their lives, especially in the area of economic participation and empowerment
3. Learning how men perceive the program to inform how to better engage men in women's empowerment programs

Results and scale-up

Results will be measured against a set of core indicators across all four countries, with contextually specific indicators as well. Indicators are compiled with the expertise of a technical advisory group comprised of members from each collaborating sector program. Emory University will provide expertise in measurements of empowerment for assessing progress toward our goal.

Program results will contribute to the strengthening of World Vision's overarching approach to the empowerment of women and girls through an iterative review process. Through this program, World Vision intends to develop a stronger framework for integrating WASH and economic empowerment for women and girls that extends beyond this initial three-year investment, leveraging funds to expand and scale-up programmatic opportunities as we continue helping women and girls experience fullness of life, in a supportive environment where they can thrive.

GENDER EQUALITY AND SOCIAL INCLUSION

Strong Women Strong World™ draws upon principles of gender quality and social inclusion (GESI) as defined through our GESI theory of change. This highlights the five GESI domains that help communities and vulnerable children experience life in its fullness: access, participation, decision-making, systems, and well-being. SWSW seeks to address each of these domains to achieve the empowerment of women and girls.

In measuring our approach, World Vision also has developed a GESI Continuum, which describes the degree of GESI responsiveness in programs. All World Vision programs should be in the realm of GESI responsive, progressing from GESI accommodating to GESI transformative. SWSW is actively engaged in transforming gender and social inequalities in the long term to promote sustainable change, making this a GESI transformative program.

