



**USAID**  
FROM THE AMERICAN PEOPLE

Gap Inc.

Dear Women + Water Alliance Stakeholders,

I am pleased to share with you our progress over the last quarter for the Gap Inc. and USAID Women + Water Alliance (W+W Alliance). In particular, I am proud to celebrate the W+W Alliance's representation at SIWI's World Water Week and our engagement with key stakeholders in the WASH and water stewardship space. This year's World Water Week focused on **"Water for Society: Including All,"** a theme closely aligned with the mission of the W+W Alliance.

In Stockholm, the W+W Alliance team presented during the session **"Catalyzing Women's Leadership in Advancing WASH Adoption"**. The objective of the session was to bring to life our program approach, share the context in which our program is operating by highlighting our [baseline data](#), and present the impact we are having. ([Slides from the presentation](#))

At the session, Gap Inc. along with USAID, and our implementing partners, CARE, Water.org, the Institute for Sustainable Communities (ISC) and WaterAid presented the W+W Alliance's commitment to activating the voice and power of women to drive long-term WASH behavior change and investments in their households and communities ([infographic](#)). Chief of Party Lisa Hook shared, *"By building the capacity of women's skills through Gap Inc.'s P.A.C.E. program, women will be better equipped to voice their needs for WASH solutions. By starting with women, we hope to realize a powerful ripple effect where they will invest not only in themselves but their families and communities."*



Panel: Una Hrnjak (Deputy Chief of Party), Lisa Hook (Chief of Party), Kelly Alexander (Senior WASH Advisor, CARE), Sonal Gaurishanker (Senior Specialist, Water.org), VK Madhavan (CEO, WaterAid India), Brent Habig (VP, ISC)

*“The W+W Alliance districts focus on areas where women and girls spend more than 12 hours a week collecting water for domestic purposes. In summers, the trips are even longer, and access to safe drinking water remains uncertain adding much stress to their lives. Women in these communities have accepted this water routine as part of their lives, causing a significant loss in productivity and health issues. We are designing programs [to support] women to fix a*

*we also need them to lead on the solutions – [but it is critical that we strategically engage men to participate in this process along the way, which we are doing through the W+W Alliance villages].”*

**-VK Madhavan, Chief Executive Officer, WaterAid India**

In addition to this session, the W+W Alliance engaged with others to share our learnings and encourage more collaborations in the WASH space. This included engagement with additional private sector players such as Levi Strauss & Co, PVH, IKEA, PepsiCo, Target and more, as well as NGOs such as the World Wildlife Fund (WWF), donor organizations and leaders such as the World Bank, and global water advocates such as champion [Mina Guli](#).

At World Water Week, Gap Inc. and USAID proudly unveiled two compelling videos produced [about the W+W Alliance](#) that focuses on why we do what we do through this unique public-private-partnership, as well as another video capturing some of the initial [stories of change](#) of women using their increased sense of self-efficacy, communications, and strength to advocate for their WASH needs in their household or in their communities. *(Videos for the W+W Alliance were produced by Little Anarky – a Delhi based women’s run production company and managed by Dalberg India).*

We also had the opportunity to meet the newly appointed [Union Jal Shakti Minister Gajendra Singh Shekhawat](#) who connected with the Gap Inc. team about the W+W Alliance and the overlap of districts he has identified as water scarce that will be prioritized by his office. The W+W Alliance will begin further efforts to plan for the sustainability of this program by finding strategic connections and relationships like this one to connect what the W+W Alliance is doing with other initiatives that can advance our efforts to help more people in Maharashtra and Madhya Pradesh have more consistent access to clean and safe drinking water. A reporter from *The Times of India* also captured the message about the W+W Alliance and covered the objectives of our work in an [article](#) on September 8, 2019.

#### **How else did we represent at World Water Week 2019?**

Gap Inc. also represented the water stewardship aspect of the W+W Alliance Program Strategy by:

and corporate signatories;

- Engaging with reporters such as [Reuters](#) on the importance of corporate water stewardship and collective action;
- [Recording an interview](#) on Gap Inc.'s work piloting the business case for WASH with WaterAid and Diageo;
- [Presenting](#) on a panel Gap Inc.'s work with the business case for WASH with WaterAid, Diageo, HSBC, and Unilever to highlighting the importance of measuring the return on investment of WASH investments in the work place (particularly in the [factory setting](#) - *article by Ethical Corporation*).



We return from World Water Week even more energized about the work we are doing through the W+W Alliance, and what the rest of the water community is doing. I look forward to sharing more with you in the

-Melissa

**Melissa Fifield**

*Senior Director, Sustainable Innovation*

*Gap Inc. Global Sustainability*

## STORIES OF CHANGE



*Photo credit: Little Anarky*

### **Madhya Pradesh & Maharashtra - Stories of Change Video**

Meet the incredible women who are leading change in their communities through the Women + Water Alliance [here](#).

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**Stay connected!**

