

GLOBAL WATER AND DEVELOPMENT

Report of Water and
Sanitation Activities

FY 2018/2019



USAID
FROM THE AMERICAN PEOPLE



Acronyms

FY	Fiscal Year
KIWASH	Kenya Integrated Water, Sanitation and Hygiene project
NIWS	Natural Infrastructure for Water Security project
UFF	Unified Financing Framework
USAID	U.S. Agency for International Development
WASH	Water, Sanitation, and Hygiene
WASH-FIN	Water, Sanitation, and Hygiene Finance
WASHPaLS	Water, Sanitation, and Hygiene Partnerships and Learning for Sustainability
WMI	Water Management Initiative

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Cover Photo:

A sales lady (right)) at Samco Hardware explains the use of SATO pans to a client in Siaya County, Kenya. The hardware shop stocks SATO products, which are affordable, easy to install on mud or cemented slabs of existing latrines to eliminate smells and flies. The Kenya Integrated Water, Sanitation and Hygiene (KIWASH) project works with private sector actors such as Samco Hardware and several community groups to strengthen the pro-poor sanitation supply network to increase the supply of sanitation products and services to rural communities. Photo credit: Chris Muturi/KIWASH

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LETTER FROM JENNIFER MACK, USAID GLOBAL WATER COORDINATOR

Reliable access to safe water and improved sanitation saves lives, reduces extreme poverty and vulnerability to water-related risks and stresses, and transforms communities. Never has this been more clear than in the midst of the COVID-19 outbreak. Even today, nearly 2 billion people continue to face every day without access to safe household water and still more lack hygienic sanitation. Investments in water and sanitation are critical to ensuring that economies can function and thrive, citizens remain healthy, infection control and prevention measures can be put in place, and governments are able to move toward greater self-reliance.

It has been more than 15 years since the Senator Paul Simon Water for the Poor Act ushered in [a new era of water and sanitation programming](#)—designating access to these essential services as a specific objective of U.S. foreign assistance. Nine years later, the Senator Paul Simon Water for the World Act mandated the creation of a single government-wide Global Water Strategy that addresses water and sanitation, water resources management, transboundary water issues, and investment in governance, finance, and institutions. In 2017, the U.S. Agency for International Development (USAID) set the goal of providing 15 million people with sustainable access to safe drinking

water services and 8 million more people with sustainable sanitation by 2022 as part of the first-ever whole-of-government [U.S. Government Global Water Strategy](#). We can report great progress working toward achieving those targets.

During the first two years of Global Water Strategy implementation (Fiscal Years 2018 and 2019), USAID provided \$835 million to support water, sanitation, and hygiene (WASH) activities in 51 countries. We are proud to share the



A USAID-trained sanitation sales agent practices her pitch to potential latrine customers in Ziguinchor, Senegal. Photo credit: Oliver Subasinghe/USAID

progress USAID and its partners have achieved with this funding. Notably:

- 11.6 million people gained access to sustainable water, with 7.9 million gaining access for the first time
- 10.6 million people gained access to sustainable sanitation, with 10.4 million gaining access for the first time
- Of these, more than 2.3 million women and girls benefited from sustainable water services, and more than 5.2 million women and girls gained access to sustainable sanitation

As USAID's new Global Water Coordinator, I have had the privilege to see how our investments are helping achieve global water security and fueling greater self-reliance in our partner countries. In Senegal, I met with women entrepreneurs who are working to increase sanitation services. As trained sales agents, these women market an affordable latrine product for lower-income households. They work alongside customers every step of the way to enable them to install and pay for sanitation improvements, bringing a new-found dignity to families and communities.

In Haiti, a country where I spent a number of years as a child, I witnessed a

growing sense of optimism from water service providers that are now getting the attention and support they need to expand services to more families and become self-sustaining. This report showcases both of these activities in more detail, in addition to highlighting USAID's work around the globe strengthening governance and finance, managing water resources, and investing in research and learning to strengthen field programming.

The COVID-19 pandemic has brought the critical role of WASH services into stark relief. In the absence of a vaccine, frequent and proper handwashing with soap is one of the most important measures for preventing the spread of

the virus. The ability to maintain proper hygiene depends upon reliable water and sanitation services in health facilities and households. USAID is working to ensure the continuity of these services to meet immediate needs and strengthen resilience to sustain those systems for the future.

The ability to effectively manage water resources and deliver services profoundly shapes a nation's economic prosperity and stability and contributes to economic transformation and increased self-reliance. While COVID-19 represents an unprecedented challenge to the progress we have made, we continue to innovate and invest to make the dream of a water-secure world a reality for all.



With USAID support, the Ivingoni Community Health Workers in Makueni County, Kenya, are taking steps to encourage community members in 20 villages to invest in improved and affordable sanitation products for adequate toilets. Photo credit: Mercy Mgube/KIWASH

HOW WATER SECURITY AND SANITATION TRENDS SHAPE USAID PROGRAMMING

USAID's commitment to a water-secure world goes far beyond providing more taps and toilets. The Agency's vision, set forth in the U.S. Government Global Water Strategy, focuses on increasing the availability and sustainable management of safe water and sanitation for the underserved and most vulnerable. In defining its approach, USAID took a close look at the trends shaping the water and sanitation sector—examining what has and has not worked in the past—to develop four key areas that address urgent global WASH needs.

Governance & Finance

Lack of funding, institutional capacity, and governance remain barriers to improving and sustaining access to safer drinking water and sanitation.

USAID improves finance and governance by strengthening policies and institutions to support countries' transition to self-reliance. When countries have effective policies, country-led processes, and institutions capable of implementing them, they attract investment from both domestic and external sources, leading

to a virtuous cycle of increased capacity, greater investor confidence, increased sector finance, and accelerated coverage of water and sanitation services.

Sanitation & Hygiene

More than half the world's population lacks safely managed sanitation, and the impact of improved hygiene and sanitation is best realized when investments extend beyond the household to a broader geographic area.



USAID works to engage a range of actors to increase accountability, advocacy, citizen demand for services, and ultimately governance and financing for improved water and sanitation services. In Indonesia, Makassar City residents participate in a neighborhood tracking activity as part of a USAID-facilitated participatory assessment and triggering exercise. Photo credit: USAID/Indonesia

USAID strengthens country capacity to deliver and maintain sanitation services that help poor and underserved communities sustainably end open defecation, climb the sanitation ladder¹, and create changes in hygiene behavior that endure. Our sanitation programming is moving away from simply building toilets and encouraging behavior change to encompass a systems approach that takes into account the complex network of factors in each country—including governance, financing, markets, and behavior—necessary for lasting progress.

Safe Drinking Water

Globally, more than 800 million² people lack access to even a basic drinking water source.³ That is nearly 2.5 times the population of the United States. Even for those with access, services are often inadequate to meet basic needs, contaminated from pollutants, or unreliable. Many urban areas are experiencing declines in water piped to households because of population shifts or growth.

Sustainable water services—the very resource on which a healthy, productive life depends—are necessary for creating a secure foundation for growth and self-reliance, and require effective management over the life of the physical infrastructure. That is why USAID builds the capacity of community organizations, governments, and other service providers to deliver

ongoing services beyond first-time access to drinking water.

Water Resources Management

Increases in flooding, drought, pollution, and demand threaten reliable access to a sufficient quantity and quality of water for human needs, small-scale livelihoods, and ecosystem services.

USAID helps partner countries better cope with rising pressures on freshwater resources, including drinking water supplies. Our investments promote more equitable, sustainable, and long-term management of increasingly polluted, scarce, and variable water supplies.

Learn more about how USAID is achieving these key development goals in eight different countries in the pages to follow.

- 1 The Sanitation Service Ladder envisions each rung on a continuum of improved sanitation services. The lowest rung represents open defecation and the top rung represents safely managed sanitation services—that is improved latrines or toilets, not shared with other households, which safely treat waste.
- 2 WHO and UNICEF. 2017. Progress on Sanitation and Drinking Water: 2017 Update and SDG Baselines.
- 3 The Drinking Water Service Ladder takes into account the source, distance, and quality of drinking water when ranking it from the lowest rung—no service up to safely managed—what USAID is working to achieve: on-premises, on-demand drinking water that is safe to consume.

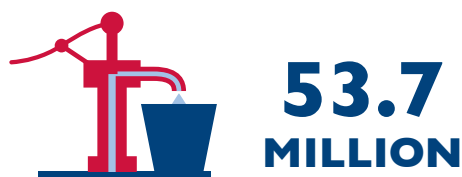


Wetlands throughout the Andes, such as Lima's upper Rimac watershed, are at risk of extraction as peat is demanded for landscaping and agriculture on the desert coast. USAID and its partners are working with Lima's water utility, local communities, and government agencies to protect this critical natural infrastructure. Photo credit: Ana Castañeda/Forest Trends

USAID WATER: BY THE NUMBERS

Number of People Gaining Access to a Sustainable Drinking Water Service⁴

Cumulative: FY 2008–FY 2019

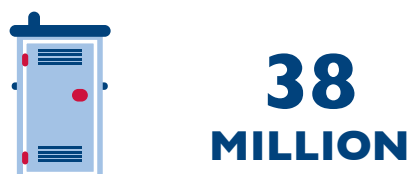


Women and Girls

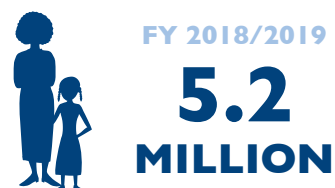


Number of People Gaining Access to a Sustainable Sanitation Service⁵

Cumulative: FY 2008–FY 2019



Women and Girls



USAID Results Target Two Years into the U.S. Global Water Strategy

Sustainable Access to Drinking Water Service



Sustainable Access to Sanitation Service

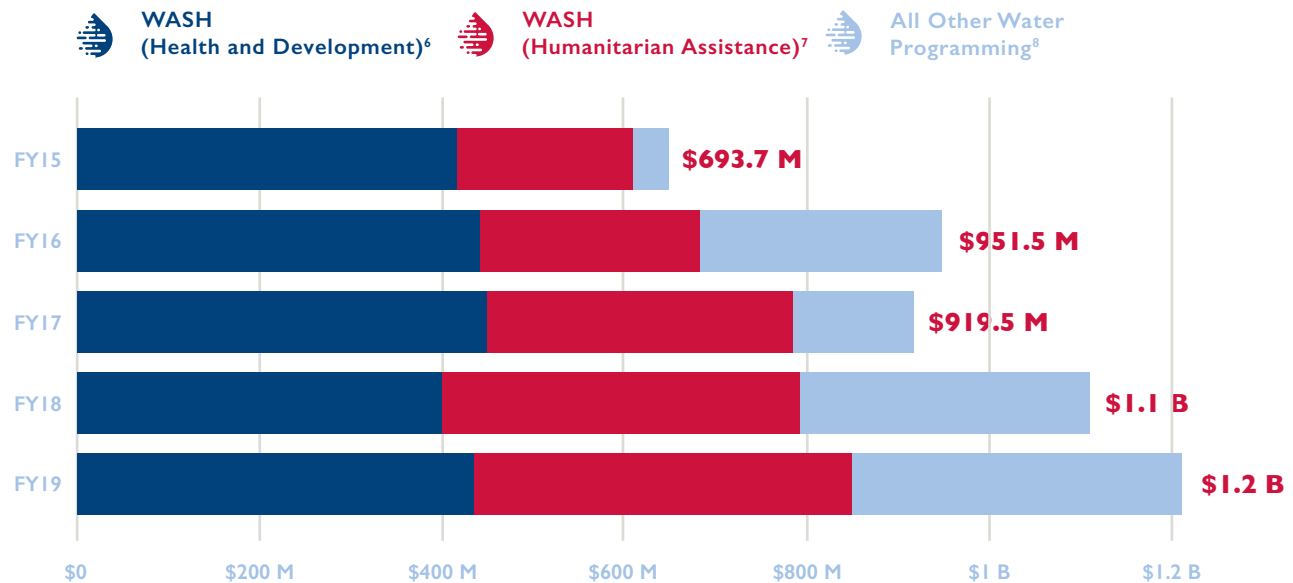


⁴ Total number of people gaining first time access to water services: 48.4 million.

⁵ Total number of people gaining first time access to sanitation services: 37.8 million.

USAID WATER: BY THE NUMBERS

USAID's Total Water Funding from FY 2015 to FY 2019



In FY 2018 and FY 2019

**\$835
MILLION**



INVESTED IN



**51
COUNTRIES**

⁶ Funding allocated to the Water, Sanitation and Hygiene Congressional Directive. All funding is based on USAID data available as of September 2018.

⁷ Funding allocated by the former Office of U.S. Foreign Disaster Assistance, now part of the newly formed Bureau for Humanitarian Assistance, in addition to its contribution to the WASH Congressional Directive.

⁸ Funding allocated to the water (non-WASH) key issue, and WASH programming under Food for Peace/Title II.

STRENGTHEN SECTOR GOVERNANCE AND FINANCE

PHILIPPINES: Financing Reform Addresses Funding Gaps in Water, Sanitation, and Hygiene

The Government of the Philippines has renewed its initiative to advance the Unified Financing Framework (UFF) for Water Supply and Sanitation. The UFF is a financing policy aimed at increasing investments to enable the country to reach its target of universal coverage for water supply and sanitation services by 2030.

Since 2018, USAID's Water, Sanitation, and Hygiene Finance (WASH-FIN) project has supported the Philippines' National Economic Development Authority—the oversight agency for planning economic development in the country—on operationalizing the UFF.

To achieve universal coverage, the Philippines will need \$1.8 billion annually from 2019 to 2030—an amount 22 times more than the historical investments of about \$80 million per year.

The UFF takes a holistic approach by enabling the allocation of public grants

and subsidies for underserved areas and providing technical assistance to increase utility governance, operations, and capacity. It promotes public-private partnerships and market-based financing for creditworthy utilities to support expansion of WASH services. The UFF's key strategy is to segment the market, steer the utilities to the most appropriate financing source, and allocate scarce public grants to the most in need while leveraging private-sector resources.

Building on USAID's past successes and support from the Japan International Cooperation Agency and the World Bank, WASH-FIN worked with national government institutions to develop an implementation plan and a roadmap to guide capacity and institutional development needs. The project also helped develop operational guidelines and a standard financial model to appraise projects and determine the appropriate level of subsidy and/or financing.

USAID also co-designed a grant-microloan program with the Philippine Department of Health, UNICEF, and Water.org to enable low-income households to construct sanitary toilet facilities. While the UFF has yet to be fully operationalized, with sustained leadership from the Government of the Philippines and strong sector buy-in of this reform, its impact can be transformative—granting

utilities the much-needed resources to give each home access to clean drinking water and better sanitation services.



Utilities such as the Baliwag Water District are set to benefit from the Philippines' Unified Financing Framework, which USAID is helping support. Photo credit: Ella Lazarte



Kenya:

In Kakamega County, USAID helped the government develop policies to guide the county's water services priorities. This led the county to double its budget for WASH services and related capital investments. USAID's Kenya Integrated Water, Sanitation and Hygiene Project also strengthened corporate governance to improve operational efficiency at the county's water and sewerage company through automated metering and billing processes, data management, and improved customer service. "Customers are now willing to pay for water," says KIWASH WASH Governance Specialist Euphresia Luseka. "They are now feeling like [the utility] is more reliable and they can depend on their services."

INCREASE SUSTAINABLE ACCESS AND USE OF SANITATION AND THE PRACTICE OF KEY HYGIENE BEHAVIORS

SENEGAL: A Marketing Approach Delivers Quality Latrines to Where They're Needed Most

People in Senegal desire higher-quality latrines than they can build on their own but lack access to improved sanitation products and the financing to acquire them. According to the most recent Joint Monitoring Programme statistics,⁹ only a third of Senegal's rural population has access to basic sanitation. It is also a problem in small cities and large rural towns, which are experiencing rapid growth. To address the lack of affordable and appropriate sanitation options, USAID's Sanitation Behavior Change and Water for Senegal project, known as ACCES, launched *Sagal*, a social marketing campaign to promote the purchase of latrines. In the Wolof language, *sagal* translates to "a sense of pride in one's dignity." Through this model, USAID connects customers to sales agents, masons, and financing for improved household latrines.

Fatou, a USAID-trained *Sagal* sales agent, is a crucial partner in this supply chain. Her pitch to potential customers focuses on *Sagal*'s health and cost benefits with

the goal of expanding the brand to her entire commune and ensuring everyone has access to affordable sanitation services. Prior to *Sagal*, Fatou's customers relied on poorly constructed open-pit latrines that attracted flies and smelled, or they practiced open defecation. She markets improved latrines as a preventative health measure that benefits the whole community. A key component of *Sagal*'s brand centers on [Lixil's SATO Pan](#), a line of affordable, hygienic, and odor-free latrine pans for lower-income households. A self-closing flap at the bottom of the pan blocks odors and keeps away flies.

After Fatou wins over a new client, she makes a follow-up house call with a USAID-trained mason to scope out

the installation of the latrine, signs the purchase order, and collects a down payment. Sometimes, the homeowner purchases the latrine using a microloan from a local financial provider. Then the mason returns to install the family's new latrine.

Sagal has shown encouraging early results. Since its launch in 2018, more than 3,600 improved latrines have been installed in Senegal, providing access to basic sanitation to more than 40,000 people. By harnessing global innovations and engaging the private sector, this promising market-based approach can reach the billions of people who are not connected to centralized sewer systems worldwide.

9 WHO and UNICEF. 2017.



Women purchase improved latrines at a Sagal promotional fair in Kolda, Senegal. Photo credit: Natural Resources Consulting Engineers



South Sudan:

Only 11 percent of the population of South Sudan has access to basic sanitation, and more than half of the population practices open defecation. Women and girls are particularly vulnerable to violence when they travel far to visit a latrine, defecate in the open, or collect water. USAID's Integrated WASH Response and Prevention of Gender-Based Violence project works directly with communities to improve access to safe WASH, promote women's leadership, and prevent gender-based violence. For example, USAID helps create more access to safe sanitation and clean water sources closer to households, which can greatly enhance the security of women and children. USAID also encourages women to play a key role in deciding where water points should be located to ensure their safety. Given the prevalence of gender-based violence in South Sudan, particularly during times of conflict, it is imperative that women and girls take the lead on these activities and USAID is enabling them to do so.

Photo credit: USAID/South Sudan

GLOBAL: Applied Sanitation Research Influences Both Practice and Policy

USAID conducts research and learning activities that expand what is possible in the WASH sector, both globally and locally. Through operational research, small grants, and technical support, USAID's [Water, Sanitation, and Hygiene Partnerships and Learning for Sustainability](#) (WASHPaLS) project collaborates with governments, key sector donors, and implementers to fill evidence gaps related to rural sanitation and behavior change. WASHPaLS' applied research and learning activities influence both policy and practice so that sector stakeholders can more effectively and efficiently invest resources where they are needed most.

The project's foundational research on market-based sanitation has not only made an important contribution to the sector, but it has also already started to impact USAID programming on the ground. For example, WASHPaLS research sought to understand the viability and sustainability of small sanitation businesses. Through fieldwork in India, Cambodia, and Nigeria, WASHPaLS conducted a careful financial analysis of small enterprises to understand

the drivers of their profit, viability, and sustainability. One cement manufacturer in Cambodia that WASHPaLS studied quadrupled his customer revenue when he started to offer one-stop shopping for toilet products and sanitation infrastructure, such as bricks and doors. "I sell all construction products, including toilets, so that the customers buy from me instead of going to different shops

for different items," says Thom. With a full understanding of what drives small business success and failure, USAID is better able to foster and support sanitation businesses.

WASHPaLS research and learning feeds directly into guidance that sector organizations are preparing on rural sanitation approaches to help make these entrepreneurs more viable and sustainable.



A sanitation enterprise offers affordable ready-to-install toilets in Enugu, Nigeria. Photo credit: FSG

USAID MISSION RESULTS BY COUNTRY FY 2018/2019

Operating Unit	Number of People Gaining Access to Sustainable Drinking Water Services	Number of People Gaining Access to Sustainable Sanitation Services
AFRICA		
● Democratic Republic of the Congo	559,069	328,681
● Ethiopia	572,458	379,823
● Ghana	88,689	133,347
● Kenya	865,088	582,863
● Liberia	45,488	7,100
● Madagascar	73,885	346,929
● Mali	37,120	29,361
● Mozambique	446,091	-
● Nigeria	47,794	-
● Senegal	57,122	28,578
● South Sudan	234,348	70,343
● Tanzania	225,745	1,095,772
● Uganda	18,656	67,317
● Malawi	132,968	59,001
● Rwanda	251,811	595,487
● Zambia	-	111,032
● Burkina Faso	11,403	29,065
● Djibouti	5,100	1,644
● Niger	111,643	12,779
● Zimbabwe	-	8,005
○ USAID East Africa Regional	-	-
○ USAID Sahel Regional Program	212,500	212,534
○ USAID West Africa Regional	-	179,225
Subtotal	3,996,978	4,278,866

Operating Unit	Number of People Gaining Access to Sustainable Drinking Water Services	Number of People Gaining Access to Sustainable Sanitation Services
ASIA		
● Afghanistan	828,679	1,810,178
● India	1,601,315	3,347,022
● Indonesia	533,510	479,395
● Nepal	70,906	23,556
● Bangladesh	182,704	117,104
● Cambodia	120,483	60,394
● Philippines	240,776	-
● Laos	-	8,596
● Pakistan	660,831	288,000
● Sri Lanka	16,625	-
● Tajikistan	-	33,000
Subtotal	4,255,829	6,167,245
LATIN AMERICA & THE CARIBBEAN		
● Haiti	138,041	24,899
● Guatemala	1,850	-
● Dominican Republic	45,075	2,986
Subtotal	184,966	27,885
MIDDLE EAST		
● Jordan	1,965,319	81,440
● Lebanon	445,301	-
● Yemen	82,851	56,500
● Egypt	101,354	50,643
● West Bank and Gaza	420,799	13,580
○ USAID Middle East Regional (MER)	182,748	-
Subtotal	3,198,372	202,163
Total	11,636,145	10,676,179

● **High-Priority Country:** Designated under the criteria of the Water for the World Act of 2014 as a high priority for water, sanitation, and hygiene assistance based on needs, opportunities, and strategic considerations.

● **Strategy-Aligned Country:** USAID addresses water and sanitation needs and opportunities in other countries through development assistance programs aligned with the Congressional Water Directive and the Agency's strategic objectives.

● **Strategic Priority Countries** are countries where USAID anticipates continued water and sanitation programs due to a combination of strategic considerations and water-related development needs.

● **Other** ○ **Regional Program**

INCREASE SUSTAINABLE ACCESS TO SAFE DRINKING WATER

HAITI: Water Utilities Get Back to Basics

Marie Guerdy Thany, a resident of Jérémie, Haiti, puts it plainly: “Without water, we are unable to live a decent life.” For years, she—like the majority of residents in her urban commune—lacked reliable and regular access to a household water supply, forcing her to travel by motorcycle to fill her water jugs and haul them back home. The distance and logistics involved meant her family never had enough water for washing or bathing.

After years of rebuilding infrastructure following the earthquake in 2010, subsequent cholera outbreaks, and Hurricane Matthew in 2016, Haiti is now better positioned to strengthen its semi-private water utilities and fill the significant capacity gap that limits improved water service delivery in the country. Through its Water and Sanitation Project, USAID works with five targeted semi-private water utilities to build their management and revenue-generating capacity and ultimately increase their sustainability. This model is paving the way for all of Haiti’s water utilities to become more self-reliant.

USAID supported the collaborative development and customization of the cloud-based monitoring system, [mWater](#), that enables real-time monitoring of the utilities’ financial and operational systems. “mWater has helped us update and keep track of our internal data on leaks occurring within the system,” says Jocelyn Laurent, the technical director of Jérémie’s local water utility. “We’re also able to identify and catalog leaks on the spot and

create plans to address them at a later date. While we still have more work to do, the local population is happier with our service and efforts.”

Households like Marie’s are now beginning to experience the benefits of improved water services. “The water saved us,” she explains. “Water is a blessing.”



A household water connection with a reliable water supply has transformed life for Marie Guerdy Thany and her family. Photo credit: Sandra Duvivier



Lebanon:

In spite of abundant natural water resources, Lebanon faces a perennial water deficit due to a host of factors, including outdated infrastructure and unsustainable water use practices. USAID's Lebanon Water Project is helping to change that dynamic with improvements to water management and access while promoting efficient water use. This is achieved through infrastructure interventions that improve the efficiency of water networks, such as installation of water meters and rehabilitation of pumping stations and reservoirs; institutional development, such as training and certification to build capacities and enhance the efficiency and effectiveness of public utilities; and partnerships with the private sector and various communities to adopt a culture of being responsible consumers that conserve water and pay for water service. USAID is installing 37,327 household and source meters in its effort to improve access to water and enhance water-demand management. Photo credit: Lebanon Water Project

IMPROVE MANAGEMENT OF WATER RESOURCES

PERU:

Elevating the Role of Natural Infrastructure

Peru is no stranger to climate-related water insecurity, as the country's water supply has become more unpredictable in recent years. National states of emergency due to drought, fires, floods, and landslides have become increasingly frequent, costing Peru's government billions of dollars. What's more, during the last 50 years, the country has lost more than half of its glaciers, a key source of water.

To help Peru effectively withstand future cycles of drought and flood, USAID has collaborated with local partners and the Government of Canada since 2018 to help the country better manage its water resources and become more resilient to climate-related risks. USAID's Natural Infrastructure for Water Security (NIWS) project expands the use of natural infrastructure to protect and restore the country's threatened watersheds. By supporting Peru as it prioritizes protection of vulnerable natural ecosystems over "gray" concrete or steel water infrastructure, USAID helps ensure a safe water supply in an era of increasing water variability.

The five-year project has already helped generate and sustain momentum for making natural infrastructure a more central component of Peru's water policy. Equally important, NIWS ensures that public investments result in tangible improvements to water and strengthens resilience to climate-related risk. With USAID's support, the Government of Peru has incorporated natural infrastructure and gender equality as key elements in its forthcoming National Water Resources Policy. This has also led to the inclusion of natural infrastructure in Peru's Water Policy and Governance Dialogues with the Organization for Economic Cooperation and Development as part of its bid to join the group.

Building upon Peru's role as the first Latin American country to officially incorporate gender into its climate action programming, and with the co-funding and strong partnership of Global Affairs Canada, USAID has also helped further elevate women's leadership roles in the water sector by facilitating fora and events that expand women's participation in water planning and policy. With technical support from USAID, Peru's National Water Authority and national water utility regulator, SUNASS, are developing comprehensive action plans for gender equality that will mainstream gender in internal systems and public service delivery.



As Peru's glaciers disappear, USAID works with public and private partners to conserve and restore other critical ecosystems that provide water. Photo credit: Jonathan Juan Chancasana Villacorta/Forest Trends

Jordan:

USAID's Water Management Initiative (WMI) is helping the Government of Jordan address the Kingdom's most pressing water challenges and avoid a looming crisis. Behavior change and strategic communications are pivotal components of its efforts to foster sustainable change. USAID's innovative multimedia water conservation "Don't Underestimate the Value of a Drop" campaign reached approximately one-third of the population and increased national awareness of water criticality by 20 percent. On the heels of this successful campaign, WMI is helping utilities implement water-saving retrofits to households and institutions. By supporting a variety of improved water management practices ranging from improved groundwater and irrigation management to urban water conservation, WMI has helped Jordan save more than 24 million cubic meters of its most precious resource—water. Photo credit: USAID Water Management Initiative





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