Water Wise Women in Jordan

May 12, 2015 – Sharm Sheikh
Overview

Water Wise Women Initiative

• Why Women?
• Who are the Water Wise Women?
• How is the Water Wise Women Initiative working?
• Partners in implementation
• Achievements and next steps

Water Wise Women Plumbers

• Why female plumbers?
• Partners in implementation
• Achievements and next steps
Objective of the Water Wise Women Initiative

The Water Wise Women Initiative is building a sustainable mechanism of awareness raising that leads into concrete action and change in water related behaviour at the level of households and local communities through “agents of change”.

Diagram:
- Improved hygiene
- Decreased water wastage
- Increased use of water saving and harvesting technology
- Additional income through income-generating activities
- Reduced household water bill
- Improved relationship with water providers
- Improved water leak detection in communities
- Reduced water losses in households
Why Women?

Women …

• decision makers for water management at household level
• end-users of the scarce water resources
• raise and educate the next generations
• able and willing to participate in public affairs

Where do they work?

• Al Kafrein, Sheikh Hussein, Madaba, Zarqa, Salt, Amman, Ajloun, Sahab, Al Keteh
Who are the Water Wise Women?

Volunteers …

• who care about their environment
• who actively participate in community work
• who are accepted by their communities
• who express their views to local authorities
• who take the role of change agents
• who influence the next generations to change
And here they are …
How is the Water Wise Women Initiative working?

Approach with multiplier effect

- 5 core trainers
- 135 Water Wise Women
- 3,000 housewives
- 15,000 outreach into families and communities
Partners in implementation
Achievements ...

On community level

• 15.000 people are aware of the scarce water situation of Jordan
• 3.000 housewives manage water in their households more efficiently

On national level

• Water Wise Women are now known to political decision makers as an important voice of the society and are respected as stakeholders
• Water Wise Women are now known by water utilities as a crucial link to the community on domestic water issues
… and next steps

Networking on community level

• within the Water Wise Women Initiative
• with water utilities

Outreach on national level

• exchange with decision makers from the Ministry of Water and Irrigation
• exchange with officials from the Water Authority of Jordan

Further empowerment of Water Wise Women

• Water Wise Women want to build an association or NGO
Water Wise Women Initiative

Water Wise Women Plumbers
Why female plumbers?

Due to traditional social values in the Jordanian conservative society, a male plumber cannot enter the house to fix leakages or repair broken taps and pipes in the absence of a male family member – a female plumber instead can do!
Partners in implementation
Achievements …

On community level

• 25 women are trained in basic plumbing skills at household level by a German female plumber with the support of a Jordanian female plumbers

• 20 women have passed the official test of the Jordanian Vocational Training Corporation (VTC) and became “semi-skilled workers”, thus enabled to open their own businesses and generate income
... and next steps

Upscaling

- 100 women to be further trained in basic plumbing skills at household level
- 50 women to become “semi-skilled workers”

Objectives

- 10% reduction of water losses at household level
- gender mainstreaming: enabling women to participate in public life
- additional income for women, thus enabling them to gain more independence
Thank you!