**IMPROVING PROJECT RESULTS THROUGH INTEGRATION**

*Why Integrate Water, Sanitation and Hygiene into Economic Project Designs?*

**THE CHALLENGE**

200 million hours are lost on average each day by the world’s women and children while searching for water.¹

26% of women’s time spent collecting water in rural Africa, as they walk at least five miles to the nearest water source. In the dry season, this time doubles. Additionally, a water container can weigh up to 20 kg (44 lbs), possibly leading to adverse health effects on heads, hips and backs.²

2-7% of the GDP annually is attributed to the downward pull of the lack of water, sanitation and hygiene, as estimated by The World Bank Water and Sanitation Program (WSP)

Up to 5-10 times more expensive per liter of water for the poor people living in the slums than for wealthy people living in the same city.⁴

Roughly 1/2 the world’s hospital beds are occupied by people suffering from diarrheal disease and other illnesses associated with inadequate sanitation and water supply.³

**THE SOLUTION**

Incorporating Water, Sanitation and Hygiene (WASH) solutions with economic security programs ensure that people are healthy and able to devote time to improving their economic potential. By integrating WASH you may see:

**Productivity**

An increase in productivity because of the decrease of the burden of collecting water.

**Health Management**

A reduction in health burdens on the individual, family and health system.

**Education**

An increase in educational performance, which impacts a country’s GDP.

**Entrepreneurship**

An improvement in the number of new job opportunities.

Time savings of 20 billion working days per year can be realized from more convenient water supply and sanitation services as well as 1.5 billion additional healthy days each year for children under five.⁵

An estimated US $12 billion in cost savings every year for the world’s health sectors and USD $565 million for individual patients.⁶ Preventive healthcare is 10 times cheaper than curative care.⁷

0.1 to 0.3 percentage points of per capita growth rate is lost in countries that do not reach gender equality in primary and secondary education.⁸ Increasing the educational performance of all children through access to and health benefits of WASH help to improve their future economic opportunities.

An average of 90% of income generated is what women reinvest in their families, (as compared to 30 - 40% by men), therefore water, sanitation and hygiene projects with positive direct or indirect financial benefits for women will contribute to overall community development.⁹
Sanitation and hygiene promotion are the most cost-effective of any health intervention, costing US$11 and US$3 per disability adjusted life year (DALY) averted, respectively. These approaches are nearly 100 times more cost-effective than oral rehydration therapy or antiretroviral drugs. If everyone had access to adequate sanitation and water services, the world’s health sectors would save around US$12 billion every year. On average, every $1 spent on improving water and sanitation yields an economic return of $8 due to increases in productivity. Closing the gender gap in employment in the BRIC countries (Brazil, Russia, India, and China) and in the so-called N-11 countries (Bangladesh, Egypt, Indonesia, Iran, Mexico, Nigeria, Pakistan, the Philippines, South Korea, Turkey, and Vietnam) could push per capita incomes 14 percent higher than current projections by 2020 and 20 percent higher by 2030. Economically empowered women tend to have greater control over their income, reproductive health and improvements in their children’s lives. Every paycheck to a woman is thus, in essence, also an investment in the human capital of the next generation.

LEARN MORE ABOUT PLAN’S INTERVENTIONS AND HOW THEY CAN IMPROVE YOUR PROJECT’S SUCCESS:

3. WSSCC (2011) Don’t waste a good investment - GDP for GDP, the full story.
4. UNDP, Beyond Scarcity, 2006
10. WSSCC (2011) Don’t waste a good investment - GDP for GDP, the full story.
11. WSSCC (2011) Don’t waste a good investment - GDP for GDP, the full story.
12. UNDP, Beyond Scarcity, 2006