

GENDER ACTION PLAN (GAP)¹

Objective	Actions and Description	Target/Indicator and Timeframe	Institutional Responsibility
Component 2: Institutional Effectiveness			
1. Knowledge of consumer behavior of male and female headed households gained	<ul style="list-style-type: none"> - Train staff working on MIS and accounting system on sex-disaggregated data collection - Establish sex-disaggregated consumer database 	<ul style="list-style-type: none"> - Sex-disaggregated consumer database created for UWSCG (2011) - UWSCG Annual Report on consumer profile informed by gender analysis of sex-disaggregated consumer data base (2012) 	UWSCG
2. Management capacity of UWSCG enhanced and human resource management gender mainstreamed	<ul style="list-style-type: none"> - Maintain equal employment opportunities for women and men in UWSCG, and facilitate their career development - Conduct capacity development on gender equality at the workplace - Inform annual report on human resources of UWSCG with gender analysis 	<ul style="list-style-type: none"> - Women representation in key management staff of UWSCG is ensured (approximately 30% by 2013) - Atleast 30% of staff in Investment Program town customer service care centers are women (2013) - Sex-disaggregated data base introduced for human resource management (2011) - Yearly report on human resource development informed with gender analysis (2012) - UWSCG staff trained on financial management and accounting (30% number of women) 	
Component 3: Project Implementation Support			
1. Public Relations (PR) campaign of UWSCG is informed by survey on household water management, household needs and knowledge gaps	<ul style="list-style-type: none"> - Conduct survey on household water management and sanitation practices - Analyze knowledge gaps of households (especially women as household managers) on water, hygiene, sanitation, environmental impact of sewage, consumer rights, and efficient water use 	<ul style="list-style-type: none"> - Results of survey are analyzed in report (2011) - Public awareness program is informed by survey results (2011) 	UWSCG, Apex NGOs, and local NGOs
2. UWSCG PR campaign is supported by country wide information, education and communication (IEC) campaigns	<ul style="list-style-type: none"> - Develop IEC material on water, hygiene, sanitation, customer rights and water usage efficiency based on consumer needs and knowledge gaps - Train staff of customer care centers as hygiene and sanitation advocates - Roll out public awareness program from Marneuli and Mestia (pilot area) to the 6 Investment Program towns 	<ul style="list-style-type: none"> - Apex NGO contracted and IEC material on water, hygiene and sanitation practices, consumer rights, complaint mechanisms is disseminated in the 6 Investment Program towns (2011- continuous) - Local women NGOs and female community leaders are involved in IEC material distribution and are trained to conduct public awareness program (2011-continuous) - All staff of customer care centers are trained on water, hygiene, sanitation practices, customer rights and complaint mechanisms (2011- continuous) - Feedback mechanism on effectiveness of IEC campaign through women determined 	
3. Complaints redressed	<ul style="list-style-type: none"> - Establish complaint mechanism and database in customer care centers and identify consumer service requirement (targeting the needs of women in specific) 	<ul style="list-style-type: none"> - Annual report on quantity and redress of complaints published (2011-continuous) 	

¹ Applied to all tranches.

Gender Development Strategy

1. To support the primary goal of the Investment Program in ensuring effective and sustainable WSS systems, gender development will be addressed in a twofold approach in this Investment Program. A gender and social development consultant will be hired to assist UWSCG in implementing the GAP and reaching the targets.

- (i) One approach is to improve career and employment opportunities in the UWSCG. This will be facilitated by introducing a sex-disaggregated database for human resource management, which will provide information for an annual gender analysis of the staff development, improve management support for gender balanced human resource management and staff development. Additionally, employment opportunities for women will be created in customer care centers. According to UWSCG's human resource department, around 35% of women are employed in the UWSCG with a large proportion in administrative tasks. In the top management, 4 out of 14 department heads are women (30%). An improved database will be developed to monitor career development for women at UWSCG.
- (ii) The second approach is to improve the outreach of the UWSCG to communities and in doing this, particularly address women as household managers and water collectors. There is a clear lack of knowledge, information and awareness of water and sanitation related issues such as health, household expenses, customer rights, and environmental issues. For that reason, the Investment Program will develop an information, education and communication (IEC) campaign in all appropriate languages to educate communities on the above issues and inform them about the Investment Program benefits. Before rolling out a country wide IEC, the content and mode of delivery of the IEC will be tested in the urban centers of Mestia and Marneuli.

2. Through a pilot project in Mestia and Marneuli, baseline data on household water management and sanitation practices will be created by conducting a household survey. A post-intervention survey will be conducted after the IEC campaign and compared with the baseline. This will show if and why households were convinced to access the water and sanitation services of the UWSCG. Household survey and IEC will be conducted by an apex NGO with an extensive experience of working on gender issues and dissemination of information throughout the country. The Apex NGO will work through local NGOs to address gender issues within the Investment Program. Besides delivering the IEC campaign and the survey, the involvement of NGOs will facilitate better participation of communities, will improve grievance and complaint mechanism and improve awareness of the communities about the Investment Program. Impact assessment of the public awareness program in Mestia and Marneuli will expand UWSCG's country wide PR campaign.

3. Additional capacity building support for the UWSCG for designing a marketing campaign catering to women's needs as household managers is envisaged to optimize the utilization of the information gathered in the pilot project.

4. The pilot project will be partly financed through Output 3 of RETA-7563: Promoting Gender Inclusive Growth in Central and West Asia, in which the development and implementation of a pilot project in each developing member country including Georgia is planned to showcase effective gender mainstreaming in infrastructure projects. The subprojects may include customer services and client-oriented project development and marketing and other country-specific project proposals that promote gender equality and women's empowerment. The gender specialist, financed through the RETA, will develop the detailed project design for the pilot project and will supervise its timely implementation by the apex NGO.