



BE THE
HEROES OF
TOMORROW



**SDG ACTION
AWARDS**

CASCOS ROSAS:

*Women Building
Water Resilience
and Equality*



ID: 4979229385
Category: Resilience





aneas

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KEY DATE

Award Ceremony: October 29, 2025 – Rome, Italy

Who is ANEAS?

The Asociación Nacional de Entidades de Agua y Saneamiento de México (ANEAS) is a nonprofit association that brings together the country's water utilities, institutions, and companies. Our main goal is to support increased efficiency in the provision of water-related services, as well as to promote the professionalization and autonomy of our collaborators.

We aim to contribute to water sustainability by driving global service efficiency and fostering capacity building. We strive to be a benchmark in the water sector in Mexico and abroad, by advocating for water as a national priority and shaping public policy for the sustainable growth of Water and Sanitation Services. Additionally, we tackle critical challenges at the intersection of gender, infrastructure, and climate resilience, empowering women to bolster local water systems in vulnerable areas.

Strategy of Cascos Rosas

Cascos Rosas is a transformative initiative led by ANEAS that empowers women to take on technical and operational roles within water utilities across Mexico. The initiative includes technical training, leadership development, and symbolic recognition through pink helmets. It strengthens community resilience, improves service delivery, and promotes gender equity in a sector historically dominated by men.

Why It Should Win?

Cascos Rosas redefines resilience by investing in a historically overlooked population—women—and equipping them to strengthen water systems from within. The initiative addresses gender, infrastructure, and climate vulnerabilities by integrating women into frontline water management. With a strong local and national impact, **Cascos Rosas** is scalable, community-driven, and aligned with **SDGs 4, 5, 6, 8, 9, 10, 11, 13, 16 and 17**. It demonstrates how equity and operational performance can advance together.



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Key Facts and **Impact**

Reach

- The strategy has been implemented already in 19 states across the country.
- 51 utilities have joined the initiative.
- In the past 5 months, 730 women have registered to participate in **Cascos Rosas** and over 200 women trained in technical roles across several states including Chiapas, Puebla, and Veracruz for example.
- Collaborations with local utilities, governments, and universities.

Impact

- More than 15 courses, webinars, and training sessions have been conducted with participation from Cascos Rosas members.
- In the first quarter, 115 members of the network received formal training.
- Five-in-person pink helmet handover events have taken place in collaboration with the following water and sanitation entities:
 - Agua de Huixquilucan.
 - Compañía del Agua de Boca del Río, Veracruz.
 - Instituto del Agua del Estado de Chiapas (dos eventos).
 - Encuentro Nacional de Cultura Hídrica, Pachuca, Hidalgo, en colaboración con la Comisión Estatal de Agua y Alcantarillado del Estado de Hidalgo.

Additional Strengths of Cascos Rosas

- **Tangible local impact, scalability and adaptability:** Designed as a flexible model that can be implemented in diverse geographic, social, and institutional contexts.
- **Symbolic power:** The pink helmet has become a powerful emblem of inclusion, pride, and agency in the water sector.
- **Cross-sector collaboration:** Brings together local governments, utilities, academia, and civil society in a shared agenda for equity and resilience.
- **Focus on capacity-building:** Offers continuous training, certification, and skills development tailored to operational water management.
- **Institutional backing:** Supported by ANEAS, a well-established national association with strong networks and legitimacy in the sector.
- **Gender-transformative approach:** Not only includes women but redefines roles and expectations within male-dominated fields.
- **Early evidence of systemic change:** Sparks local policy dialogues around gender-responsive budgeting and inclusive hiring in utilities.
- **National visibility:** Has gained increasing attention and support from public officials and media, amplifying its potential for replication.
- **SDG alignment:** Directly advances multiple Sustainable Development Goals (4, 5, 6, 8, 9, 10, 11, 13, 16 and 17), making it relevant for global frameworks.