



BE GIRL | ROTARY CLUB MOZAMBIQUE | 08.09.19

EMPOWERING WOMEN AND GIRLS THROUGH DESIGN



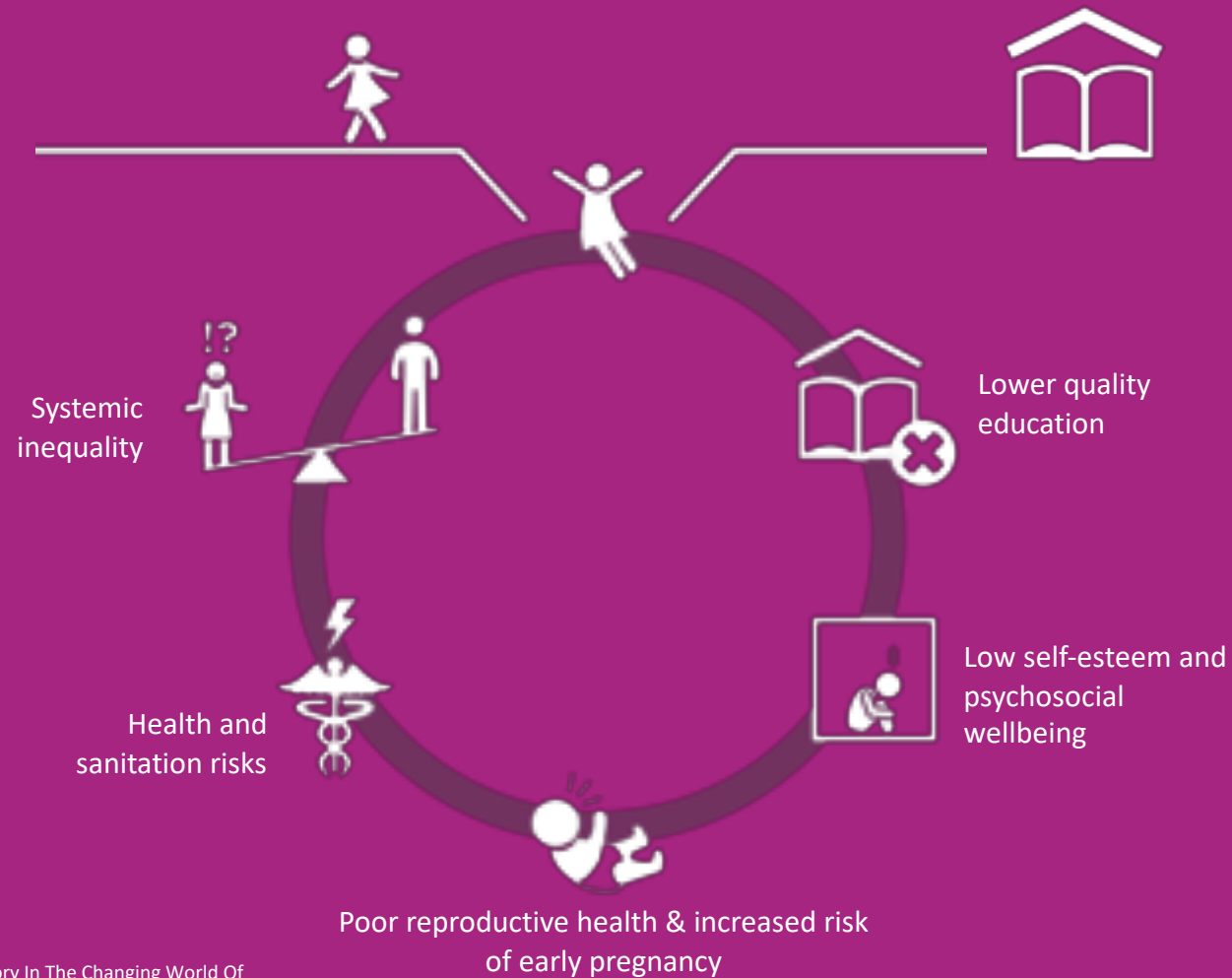
WE ARE BE GIRL.

WE ARE VISIONARIES AND DOERS FOR  
WOMANKIND WHO ARE FIERCELY  
COMMITTED TO GENDER EQUALITY AND  
UPLIFTING THE POWER OF CHOICE,  
CONFIDENCE, AND COURAGE.



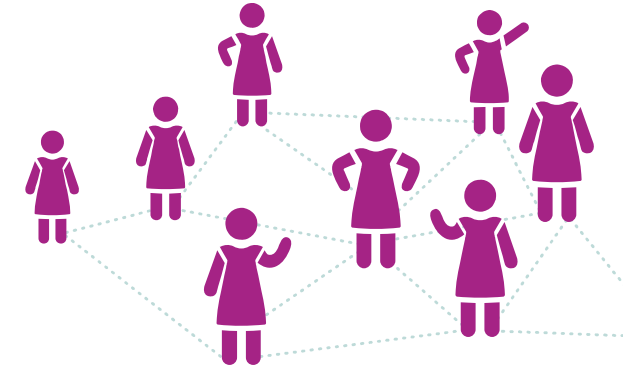
# PERIODS MATTER

OVER 600 MILLION WOMEN AND GIRLS AROUND THE GLOBE  
LACK THE MEANS TO MANAGE AND UNDERSTAND THEIR MENSTRUAL CYCLE,  
PRODUCING CASCADING EFFECTS IN THEIR LIVES.



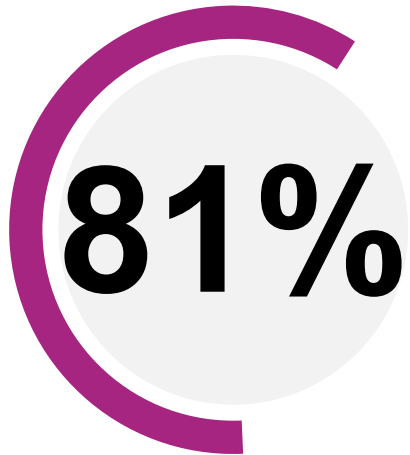
# THE CHALLENGE IN MOZAMBIQUE

In 2018, Be Girl launched an initiative in Mozambique to revolutionize menstrual health. In the process, Be Girl launched a massive education campaign reaching more than 13,000 girls and 1,000 boys across 30 schools and collected data with over 6,000 girls and boys.



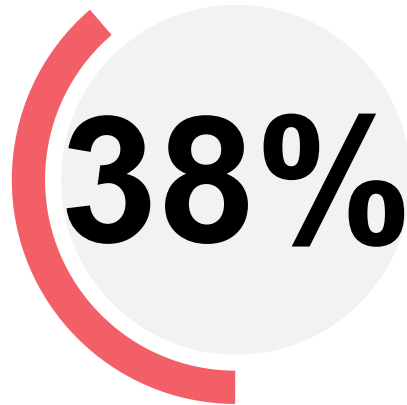
## LIMITED MOBILITY DURING MENTRUATION

55% of girls say they have limited mobility and usually stay home when they are menstruating.



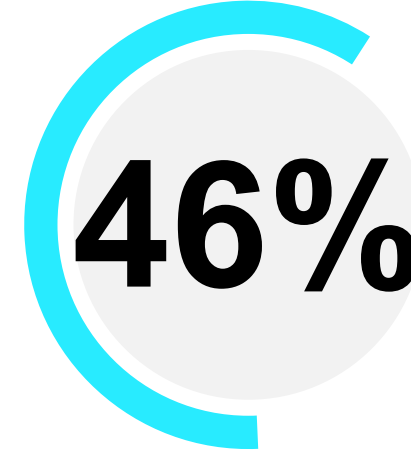
## LITTLE OR NO KNOWLEDGE OF MENSTRUATION

81% of girls who have reached menarche (their first period) reported to have little or no knowledge of menstruation prior to that experience.



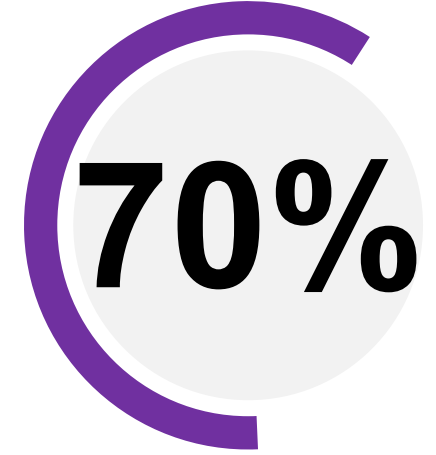
## WITNESSED TEASING OF MENSTRUATING GIRLS

38% of boys report having seen a girl get teased because she had her period.



## DIFFICULT ACCESS TO WATER

46% of girls said they had difficulties accessing water, which makes it even more challenging to take care of their periods



## LACK OF PROPER SPACES

Access to private spaces is limited in schools and about 7 out of 10 girls are not comfortable changing their menstrual products at the school

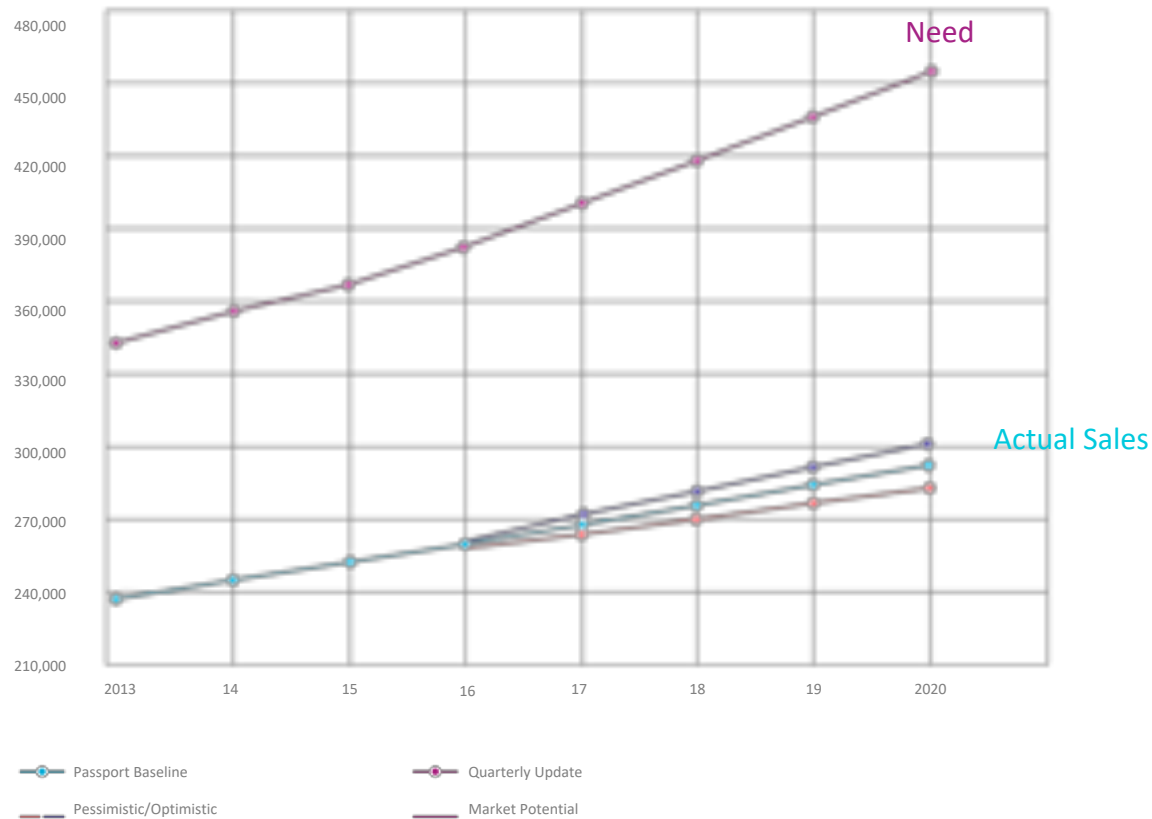
Solving the menstrual health challenge is a matter of  
**supply and demand.**

Solving the menstrual health challenge is a matter of  
**supply** and demand.



## SUPPLY-SIDE CHALLENGES

Over  
**270 BILLION UNITS**  
of feminine care products are sold globally every year.



Retail Volume Sales million units, 2013 – 2020 | World - Sanitary Protection

Source: Euromonitor 2016 - Sanitary Protection: Evolving Category In The Changing World Of Womanhood

## A MARKET FAILURE

Yet, every year there are  
**120 BILLION UNITS**

for which there is demand, but due to barriers to access never reach those who need them.



Bridging this market gap can change the lives of millions of women and girls.

# BE GIRL'S SUPPLY-SIDE SOLUTION:

PATENTED UNIVERSAL POCKET TECHNOLOGY IN 2 PREMIUM, SUSTAINABLE PRODUCTS

PeriodPanty™

FlexiPad™

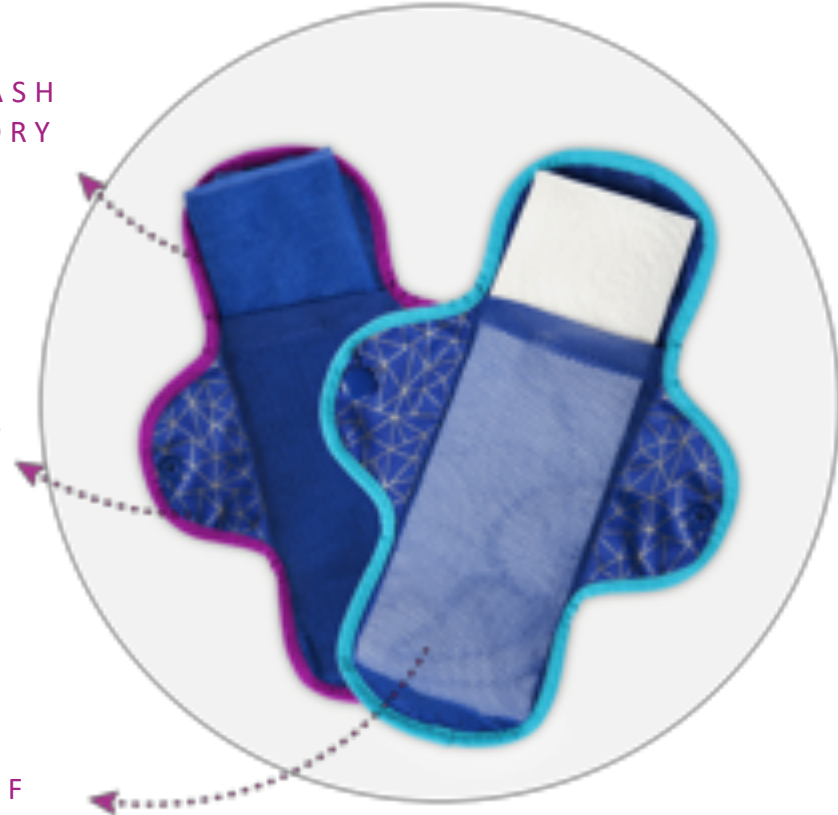
2-in-1  
panty + pad



EASY TO WASH  
QUICK TO DRY

LASTS  
2+ YEARS

100%  
LEAKPROOF





# BE GIRL'S SUPPLY-SIDE SOLUTION:

PERIODPANTY™ & FLEXIPAD™ IMPACT

"It's given me the confidence to participate in sports and other activities, increased my self-esteem, and helped me not skip school. With the Be Girl pad, I can go anywhere I want without any shame or fear."



40%

decrease in school  
absenteeism



81%

decrease in  
leakages



90%

reported an  
improvement from  
previously-used  
disposable products



94%

reported an  
improved  
quality of life



Solving the menstrual health challenge is a matter of  
**supply and demand.**

## DEMAND-SIDE CHALLENGES

Girls are not seeking out resources for proper menstrual health due to



LACK OF  
EDUCATION

&



STIGMA &  
TABOOS

81% of girls had little to no knowledge about menstruation at the time of their first period

60% of girls feel somewhat or very uncomfortable talking about menstruation

# BE GIRL'S DEMAND-SIDE SOLUTION: THE SMARTCYCLE®





# BE GIRL'S DEMAND-SIDE SOLUTION:

SMARTCYCLE® MENSTRUAL EDUCATION FOR BOTH GIRLS AND BOYS

Boys who believe it's NOT normal to interact with a girl  
when she is on her period:

BEFORE

The SmartCycle® workshop

19%



AFTER

The SmartCycle® workshop

5%



# BE GIRL'S DEMAND-SIDE SOLUTION:

## PERIOD-POSITIVE MARKETING



Fighting stigma means engaging the public – and especially young people – in a conversation.

Be Girl delivers communication campaigns in collaboration with national influencers who break the silence around menstruation and redefine periods as something normal and even positive.



Instagram-famous Filippa Mondlane partnered with Be Girl on an ad campaign showing that your period doesn't have to stand in the way of living life.



Dama do Bling, a Mozambican rock star, made a special appearance at a high school on the Day of the Girl to teach girls about menstruation. >>



An effective menstrual health and hygiene approach requires a  
**holistic strategy.**



## PRODUCT & SERVICE OFFERINGS



QUALITY, SUSTAINABLE MENSTRUAL  
PRODUCTS AT BULK PRICES



AGE-APPROPRIATE MENSTRUAL  
EDUCATION TRAINING-OF-  
TRAINERS



MONITORING AND DATA  
COLLECTION SUPPORT WITH  
PRODUCTION OF INSIGHTS REPORT

## NEEDS ASSESSMENT: THE MENSTRUAL HEALTH (MH) GAP

Girls lack the products to manage menstruation safely and comfortably.

Both girls and boys have little knowledge about menstruation, and misinformation and stigma abounds.

This gap in menstrual health affects a girl's mobility, confidence, and ability to access her rights to education and health.

Be Girl Primary Data: Only 13% of girls reported understanding menstruation before they got their first period. Girls report challenges attending school, concentrating in class, and playing sports and participating in other social activities during their periods. The top reason girls list for missing school during their periods is a fear of leaks/stains.

## BE GIRL'S MH APPROACH

High-quality, sustainable products

Education for girls and boys

Period-positive marketing to fight stigma

Secondary Data: A holistic approach to MH is needed that combines sustainable, high-quality products, education for both girls and boys, and initiatives to fight stigma to achieve sustainable results (see [2012 study in Ghana](#), [2015 study in India](#), [2016 study in Uganda](#), [2018 study in Kenya](#), and [2018 study in Uganda](#)).

## OUTCOMES

Girls have improved mobility.

Girls have improved confidence.

Girls have improved reproductive health knowledge.

Girls face decreased gender-based discrimination due to menstruation.

Be Girl Primary Data: Girls who received Be Girl's period products experienced a 30%+ reduction in school absenteeism. Girls and boys who participated in Be Girl's SmartCycle® education workshops experienced an increase in knowledge up to six-fold and an increase in positive attitudes about menstruation.

## IMPACT

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION




5 GENDER EQUALITY



Girls can more equitably access and fully participate in opportunities (e.g., education and skills building, social capital opportunities, and health services) – leading to improved health, social, and education outcomes.

In 2019, Be Girl will conduct a study with support from UNFPA using cluster sampling, comparison groups, and follow-up to further explore the effect of our approach on girls' well-being outcomes. Within five years, Be Girl will conduct a rigorous evaluation to measure the impact of our holistic MH approach on girls' ability to equitably access and fully participate in opportunities, including education and social capital platforms.

## SUPPORTING EVIDENCE



“With Be Girl panties I can  
feel free to leave my house  
on my period.”

– 18-year-old girl in Maputo,  
Mozambique (2018)



# 30 COUNTRIES

AROUND THE WORLD REACHED BY BE GIRL'S PREMIUM  
PRODUCTS TO DATE



COLOMBIA



GHANA



PARTNERS INCLUDE:



