

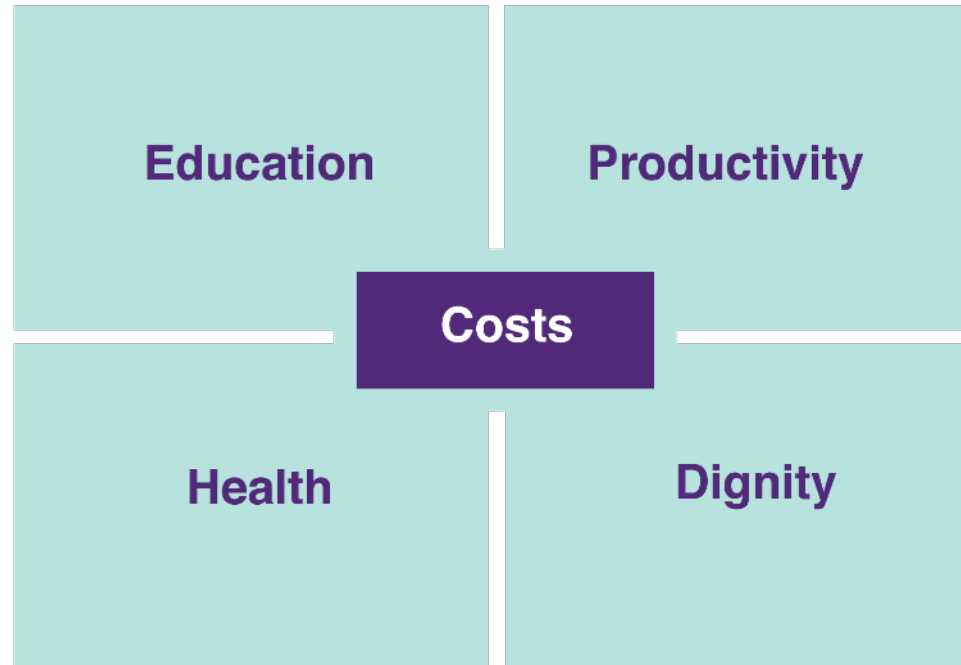


How Banana Fiber Keeps Women (and Girls) Working

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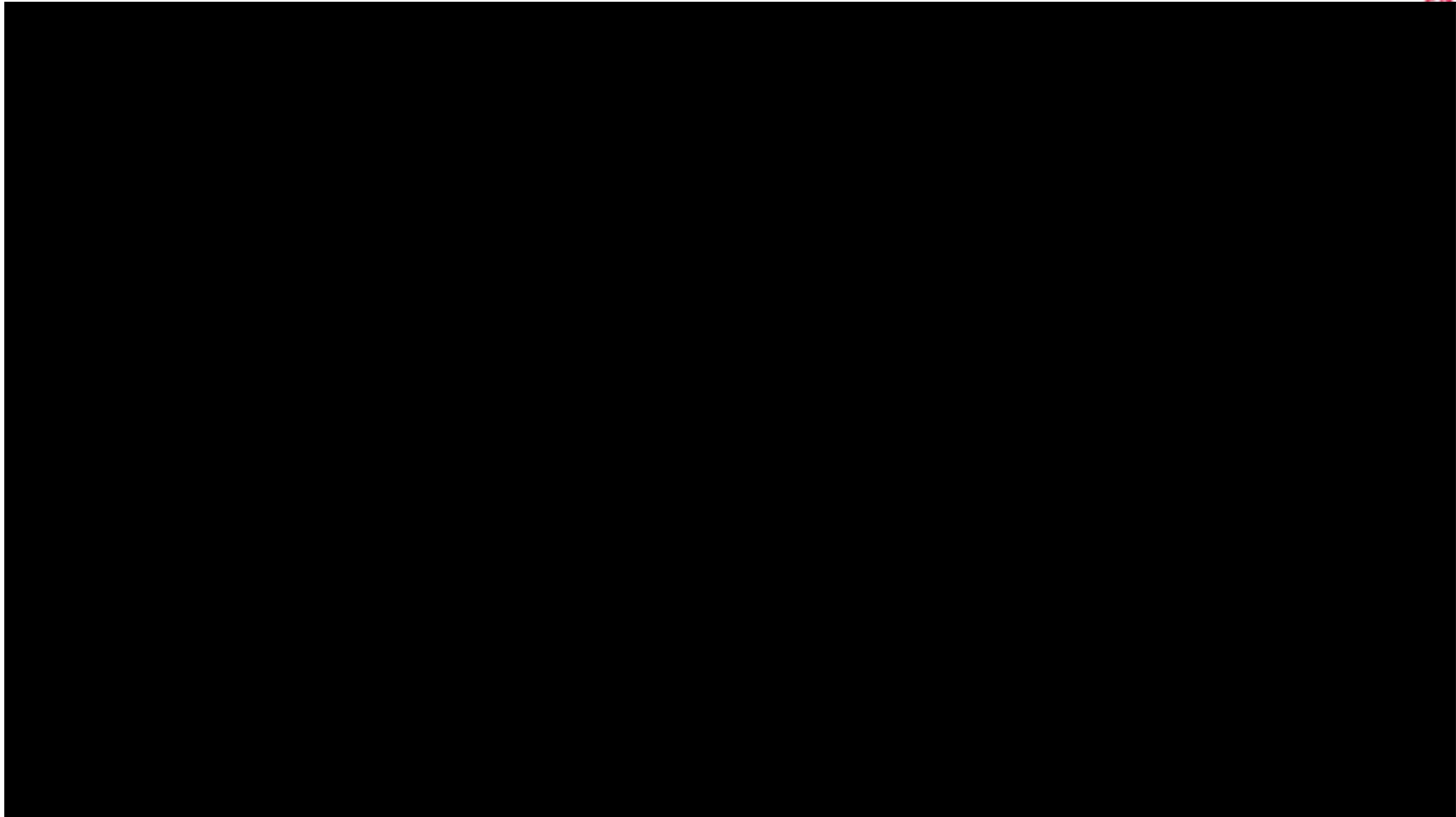
SHE28 Mission:

Increasing access to affordable menstrual products and education.



SHE28 intends to fulfill girls' and women's unmet need by local manufacturing and distribution of affordable disposable pads using an environmentally-conscious process.

Watch our work



Women in the SHE28 Value Chain

Manufacturing



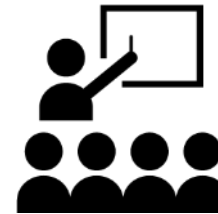
We source banana fiber from women farmers. Women produce go! pads.

Distribution



Female go! ambassadors sell go! pads in the community

Education & Advocacy



Taboo busting & skills building & policy change led by women

Jobs, education, good health & dignity

Local sourcing and production = new jobs and new income opportunities for women.

Lessons Learned

- Ways to drive gender equity in your value chain
 - Apply a gender lens across the business. Focus on your sourcing and distribution practices to determine how you can diversify.
 - Collaborate with other organizations and businesses that serve and support women to develop and pilot solutions to incorporate more women.
 - Advocate for women’s empowerment and gender equality by joining a collaborative network with a strong influential gender lens agenda
 - Girls Education Working Group
 - Rwandan Ministry of Health’s Baho Neza Campaign

SHE28 Results to Date:

Jobs, Education, Health, Dignity

Manufacturing

- **44%** increase in income for **900** banana farmers (majority female)
- **30** jobs created for Rwandans (majority female)

Distribution

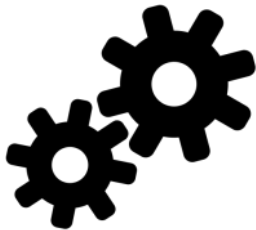
- **740,690** go! pads made and sold at 37% lower than other brands
- **55,151** girls and women with increased access to go! pads

Health Education & Advocacy

- **165** teachers trained in health education
- **1,345,000** people reached through menstrual hygiene management (MHM) awareness



SHE28 Rwanda's Next Steps



- Implement new tech increasing production throughput by 10x
- Secure additional fiber suppliers
- Hire and train key staff

2020



- Continue to secure bulk purchasers
- Make delivery of health education more efficient
- Replicate technology, including at new site
- Add new production line and more shifts

2020-2021



- Break-even on all enterprise costs

2022



Meet Nadine, and her daughter, Barbara, age 4: *"I am inspired to go to work everyday because I am producing something helpful for girls and women. Working at a factory is never static - I enjoy being active at my job."*

Murakoze cyane!
(Thank You!)