

ENVIRONMENTAL CAMPAIGN- PLASTIC-FREE PERIODS

IMPACT REPORT 2019/2020



Wen.

CONTENTS

<u>Overview</u>	3	<u>Lobbying Manufacturers & Retailers</u>	12
<u>Environmenstrual Ambassador Programme</u>	4	<u>Our Call To Action</u>	13
<u>Rethink Periods Programme</u>	5	<u>Environmenstrual Ambassador Programme</u>	14-15
<u>Impact</u>	6	<u>Rethink Periods</u>	16
<u>Geographic Reach</u>	7	<u>Rethink Periods Accolades</u>	17
<u>Partners</u>	8-9	<u>Press Coverage</u>	18
<u>Environmenstrual Week Of Action</u>	10	<u>Testimonials</u>	19
<u>Environmenstrual Festival</u>	11		

A collection of various menstrual products is displayed on a white surface. In the top left, there are several pads in their original packaging, some yellow and some pink. Below them are two pairs of underwear: a black pair and a blue pair. A white tampon applicator lies horizontally across the middle. In the bottom left, there are two purple packets of Flo brand products. The background is a solid red color.

OVERVIEW

In 2019, Wen (Women's Environmental Network) and City to Sea were granted funding by the Waitrose & Partners Plan Plastic Fund for a collaborative project: the Environmenstrual Campaign - *Plastic-Free Periods*. The project aimed to bring about a UK revolution in education for health-conscious, environmentally-friendly period products intended to lead to widespread behaviour change to reduce plastic pollution from period products.

With thanks to Waitrose & Partners Plan Plastic Fund

ABOUT WEN

Wen coined the term 'environmenstrual' in 2004, to raise awareness of the environmental and health implications of disposable period products, and to promote reusable and organic alternative options. Established during the 1980's environmental justice movement, Wen exists to ensure that women's perspectives are heard in regard to environmental issues. The network's Environmenstrual Campaign, launched in 2018, involves a Week of Action in collaboration with a Coalition of 60+ menstrual health-related organisations, environmental activists, water companies, and others, an Ambassador Programme providing unbiased period education, and on-going advocacy activities, such as the production of free campaign resources and critically engaging with the manufacturers of period products.

ABOUT CITY TO SEA

City to Sea is an environmental not-for-profit campaigning to prevent plastic pollution at source. They were founded by environmental campaigner and author, Natalie Fee in 2015. The 'Plastic Free Periods' campaign started in 2017, to shine a light on the hidden plastic in period products and make it easier for people to access plastic-free period products. The Plastic Free Periods campaign raises awareness about the proper disposal of single use period products and works with the media, NHS, retailers, manufacturers and government to increase education and access to organic and reusable period products. As part of the campaign's outreach work 'Rethink Periods' was developed and implemented to help equip schools to provide up to date, holistic period education.

ENVIRONMENSTRUAL AMBASSADOR PROGRAMME

The Environmenstrual Ambassador Programme is a community-building initiative that encourages people to manage their periods without harming their health or the environment. It also aims to de-stigmatise periods. Volunteer trainers were taught to deliver workshops about the harmful aspects of conventional period products such as plastic pollution and toxic chemicals, and encouraged to champion reusable (i.e. more environmentally sustainable and healthier) products and plastic-free disposable product options in their communities.

Since training in
Winter 2020,
Ambassadors
delivered
workshops to
2,100
participants
nationwide!



Yvette Curtis @YvetteC35195773 · Feb 13, 2020

So stoked to be an **Environmenstrual Ambassador** for @Wen_UK and @CitytoSea_ as we work to educate on alternatives and all the options open to people who menstruate 🩸 x



RETHINK PERIODS PROGRAMME

Rethink Periods is a free nationwide schools programme that supplements the existing period education taught in primary (KS2) and secondary (KS3) schools. The programme trained school educators such as teachers and nurses to deliver objective, informative, and interactive workshops exploring the environmental and health contexts around period products, menstrual cycle biology, period inequality, and global myths, taboos, and celebrations associated with menstruation.



IMPACT

Our joint project had two main strands of impact - education and collective action:

EDUCATION

- Trained Environmenstrual Ambassadors:
- Environmenstrual Workshop participants to date:
- Trained Rethink Periods Teachers & Nurses:
- Rethink Periods projected student reach:
- Delivered workshops to community groups & Unis:

47

2,100

724

104,458

16

COLLECTIVE ACTION

- **Raising awareness:** Environmenstrual Week of Action (12th-19th October 2019) held 150+ events nationwide to amplify the environmental and health messaging surrounding menstruation.
- **Events:** Environmenstrual Festival (2019) with 20+ partners and 200+ campaigners, artists and people who menstruate coming together to celebrate the plastic-free periods movement and what action needs to be taken to ensure healthy, eco-friendly period products are available to everyone.
- **Influencing change:** Environmenstrual Coalition of 60+ organisations campaign as a collective for major period product producers to remove plastic and harmful synthetic chemicals in single-use menstrual products.

GEOGRAPHIC REACH

“I have learnt a lot from this programme and from my fellow Ambassadors as well as Wen. I definitely speak more about periods than before and I have learnt better ways to discuss plastic free alternatives with people.” - Cathy, Environmenstrual Ambassador

Environmenstrual Ambassadors



Rethink Periods Schools



“City to Sea’s brilliant programme provides education about all the period products available, which will help young people to understand the waste created by these single-use plastics and allow them to make an informed decision about their own period wear.” - Rethink Periods participant



Schools registered for future training



Schools trained

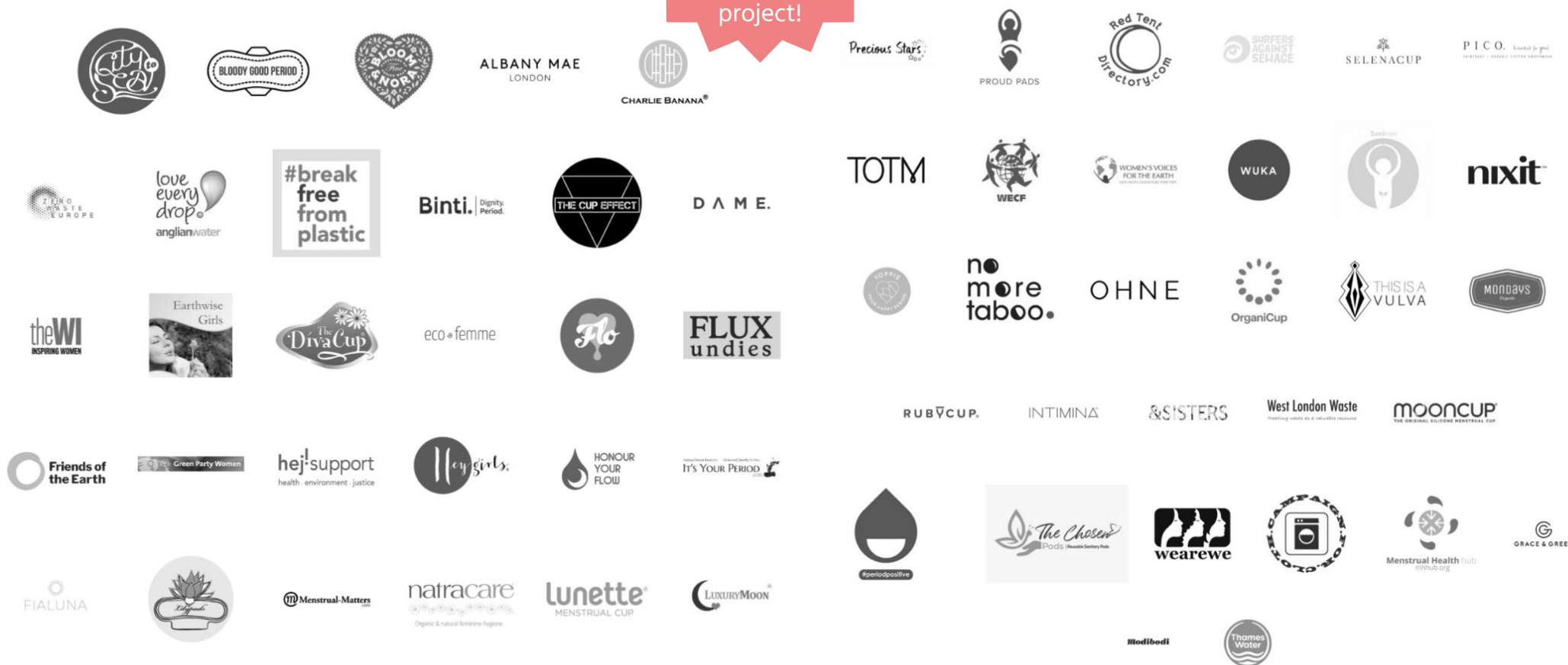
PARTNERS

We would like to give a huge thanks to our amazing partners throughout this project.

'It's exciting to be able to work with our partners to achieve and make a difference in our environment, because there's so much that we can achieve together working in partnership rather than our own.' - Anglian Water, Environmenstrual Coalition Partner

15 new coalition partners since the start of the project!

ENVIRONMENSTRUAL COALITION:



PARTNERS

PRODUCT PARTNERS FOR AMBASSADOR PROGRAMME & RETHINK PERIODS:





ENVIRONMENSTRUAL WEEK OF ACTION

- Environmenstrual Toolkit: wide dissemination online reaching hundreds of thousands (via coalition, supporters, and general public including international reach)
- 150+ EWOA events/actions across the UK: including workshops, pad-making, blogs, BBC 100 women take-over
- 3,000 'Have a Plastic-Free Period' and 'Protect our rivers, seas and beaches' stickers disseminated to schools and stakeholders
- Created an Environmenstrual Week of Action 2019 film!

ENVIRONMENSTRUAL FESTIVAL

- Over 200 attendees inspired to take action
- Over 20 coalition partners took part
- Art exhibition of thought-provoking menstrual-themed art
- Taster workshops on menstrual cup awareness, vulva crafts, pad-making, Rethink Periods education, and period plastic.
- Live stream reached a further 500 viewers

"What a fab [festival] it turned out to be, a really buzzing group of people and some wonderful stalls. Thank you very much...it was a pleasure to be a part of such an amazing event and we are excited to see what the future holds for plastic free periods. Hoping we can work together to tackle the stigma and shame."- Environmenstrual Coalition Partner



200+
festival
attendees

LOBBYING MANUFACTURERS & RETAILERS TO REMOVE PLASTIC & HARMFUL CHEMICALS FROM PERIOD PRODUCTS

3 retailers have removed the plastic applicators from their own-brand tampons.

1 major manufacturer has introduced a more eco-friendly range.

10 retailers now stock plastic-free period products such as organic disposables and reusables

1 major manufacturer has listed the ingredients of their disposable period products on their packaging

1 mainstream manufacturer will be introducing a reusable period product range.



Sainsbury's

Waitrose

Superdrug ☆



OUR CALL TO ACTION

Reduce plastic and harmful synthetic chemicals used in menstrual items and their packaging

Be transparent about the ingredients in menstrual items

Transition to reusables by increasing accessibility and include information for young people about sustainable options in unbiased education programmes

Continue engagement with Environmenstrual Coalition for accountability on sustainability measures and assurance of progress



Image: January 2020 - Environmenstrual Coalition representatives meeting with the Absorbent Hygiene Product Manufacturers Association (AHPMA), in attendance were major period product manufacturers such as Bodyform, Lil-lets, Toiletry Sales Ltd, and Johnson & Johnson

ENVIRONMENSTRUAL AMBASSADOR PROGRAMME

- We held two trainings in London and Bristol, training 47 Ambassadors covering:
 - Menstrual product options – reusable & disposable
 - Menstrual cycle and female anatomy
 - Period poverty and period taboo
 - Environmental and health impacts of products
 - Disposal issues
 - Environmenstrual Week of Action – period activism
- Ambassadors were equipped with an online pack, full of workshop presentations with speaker notes, research, reports, product discount codes, and a toolkit of sample reusable and organic plastic-free period products to demonstrate to workshop participants



Through the challenges of the Covid-19 pandemic, we provided Ambassadors with resources and support on how to deliver e-workshops in online settings and they have reached over 2,100 participants through their workshops since the start of the first lockdown as of December 2020.



HOW TO HOST A VIRTUAL WORKSHOP (AND TOOLS THAT CAN HELP!)



Ambassadors got mighty creative and held Zoom sessions, Live Streams, and even created infographics to spread the word about plastic-free periods in their communities via their social networks.

RETHINK PERIODS

- In the first 6 weeks of the Covid 19 lockdown we trained 436 educators online, with fantastic social media feedback
- We have had more than 1,600 educators register interest in attending Rethink Periods training sessions
- We already have 30 educators booked onto training events in January and February 2021 as part of our new partnership for Year 2 of Rethink Periods

Target	Actual
40 training events	43 training events
Train 600 educators	724 educators
Projected reach of 17,100 students	104,458 students
60 product boxes	620 product boxes



RETHINK PERIODS ACCOLADES

GLOBAL GOOD AWARDS

Rethink Periods was awarded the gold medal in the Special Judges Award for Innovation category and was a finalist in Best Education Award



PSHE Association Quality Assured Resource

PSHE
Association

PSHE ASSOCIATION QUALITY MARK

Rethink Periods teaching resources were awarded the highly coveted PSHE Association Quality Assured Resource status, an industry wide benchmark of PSHE education excellence

PRESS COVERAGE



TESTIMONIALS

“ I liked the emphasis on the topics that are gaps in our educational system such as disposal issues that are so important but not covered -
Environmenstrual Ambassador

“ As the BBC 100 Women 2019 season is set to launch this week, it happens to coincide with the..Week of Action and Environmenstrual Festival! Our team is very motivated by the environmenstrual movement and sharing its benefits with our audience via the list this year.”
– **BBC 100 Women Team**

“ Extremely comprehensive coverage of available products, excellent explanations.”- **Rethink Periods Primary teacher, Southampton**

“ It was such a fantastic event and you should all be so proud of yourself and happy with what you produced!”-**Environmenstrual Coalition Partner, talking about Festival**

“ We learned plenty and are delighted times have changed since we were at school and that there are so many more choices available. Thank you so much for enlightening us, it was five star training!” -
Rethink Periods Primary school teacher, Battersea, London

“ I love that the workshops are free for all so there are less barriers for people to overcome with any research, and the messaging by Wen is always supportive – after all, everybody is different. It isn't a case of saying you must not use this, Wen presents the information in a way that allows you to come to your conclusions and think about whether making the change to plastic free is something you can and want to do by presenting facts.” - **Environmenstrual Ambassador**

Women's Environmental Network

20 Club Row, London, E2 7EY

City to Sea

Newminster House, Baldwin Street, Bristol, BS1 1LT



@WEN_UK

@environmenstrual

@citytosea_

WEN.ORG.UK

CITYTOSEA.ORG.UK

