

LIBERTY PROJECT AGAINST PERIOD POVERTY



By Group 6

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Period poverty at a glance

Period poverty is...

The lack of access to:

- Menstrual products
- Hygiene facilities
- Menstrual health education



Statistics

- 500,000,000⁽¹⁾ people lack access to menstrual products
- 1,25 billion⁽²⁾ women have no access to a safe toilet
- **Worst area:** Sub Saharan Africa where only 25%⁽³⁾ have access to basic sanitation



Related consequences...

Physical health: 35%⁽⁴⁾ exhibit reproductive and urinary tract infections

Mental health: 49.4%⁽⁴⁾ developed depression and anxiety

Loss of school days: 71%⁽⁴⁾ drop of school when they get their period in SS Africa



Root Causes

- Stigma
- Lack of education
- High cost of products
- Misinformation and confusion





**WE ENVISION A WORLD WHERE
PERIOD PRODUCTS ARE A **RIGHT**
AND **NOT A LUXURY****



Mission

**WE WANT TO ERADICATE PERIOD POVERTY IN
SUB SAHARAN AFRICA**

**BY PROVIDING WOMEN WITH ENVIRONMENTALLY
SUSTAINABLE PEROD PRODUCTS**

Stakeholder map

Power / influence of stakeholder

Meet their needs

- Media
- European Union
- Organization of American states



Manage closely

- AFRI-Pads sustainable products producer
- Governments in Sub Saharan Africa
- African Union
- UNICEF



Keep into account

Sexist members of Sub Saharan Civil society



Keep informed

- Women in sub saharan Africa
- NGOs: Doctors without borders
- Related companies: Speak Up Africa, Qrate & Sanitary Aid Initiative



Level of interest of stakeholder

Why should Stakeholders be interested?



AFRI-PAD company

- 1) Increased **visibility**
- 2) Increased **solidary image**
- 3) Increased **production & sells**



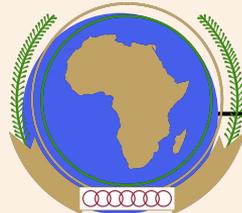
Governments in Sub Saharan Africa

- 1) Increase women **quality of life**
- 2) **Solve** an endemic **problem**
- 3) Promote **gender equality**
- 4) Increased **education & literacy**



UNICEF

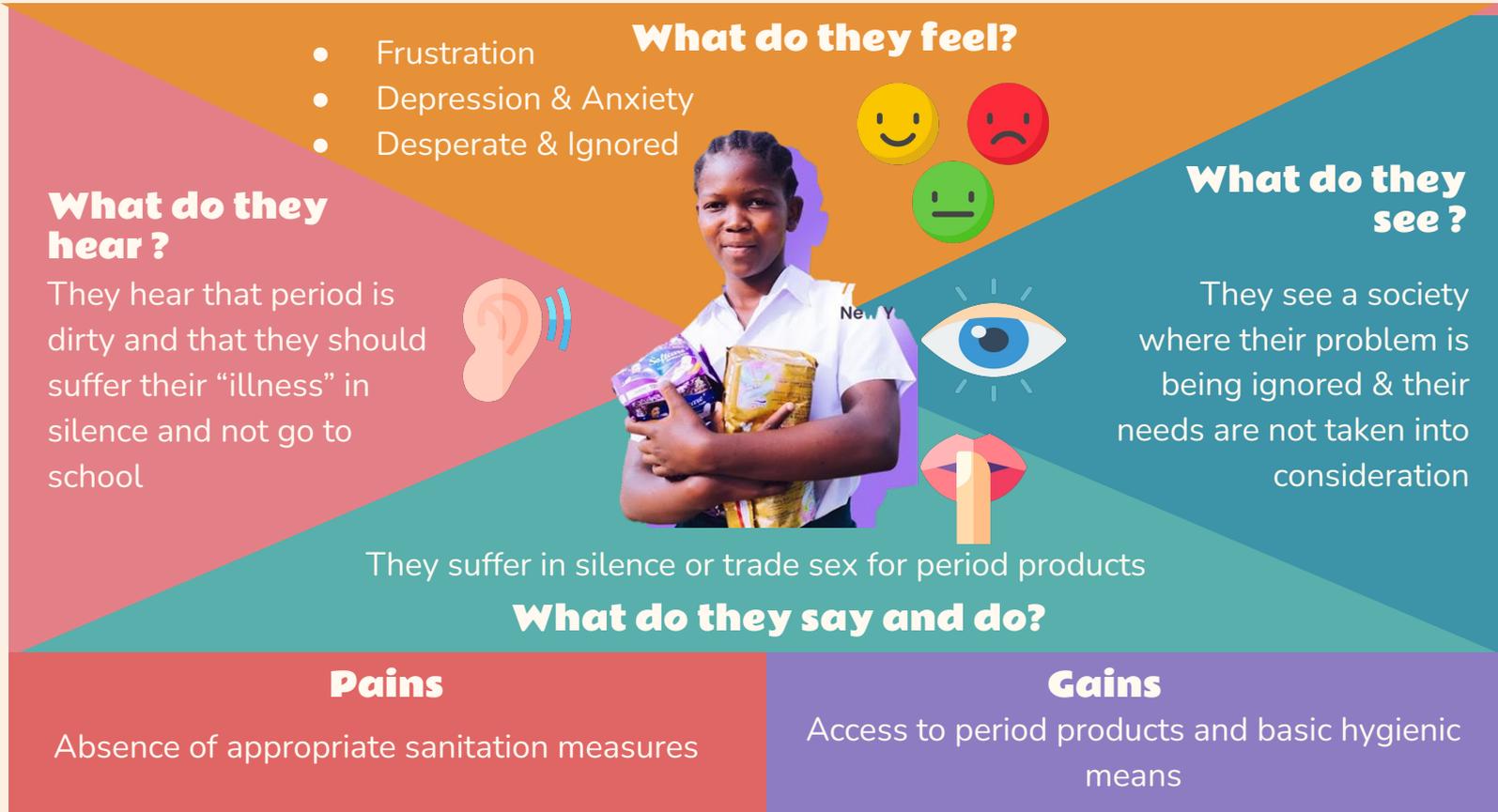
- 1) **Further child protection**
- 2) Create **supportive environments**



African Union

- 1) Promote **African equality & homogeneity**
- 2) Increased **education & literacy**
- 3) **Solve** an endemic **problem**

Empathy map canvas



Existing solutions to end period poverty



1

2

3

4

AFRIpads

Speak Up Africa

Qrate

Sanitary Aid Initiative



Uganda

Senegal

South Africa

Nigeria



Reusable Period product manufacturer with a regional focus in Uganda
5 million girls received kits

Awareness campaigns & menstrual hygiene management in Senegal
Reach of +760,000 people

Normalization of menstruation workshops in South Africa
6000+ lives Impacted

Providing free sanitary products in Nigeria
Reached 20,000 girls



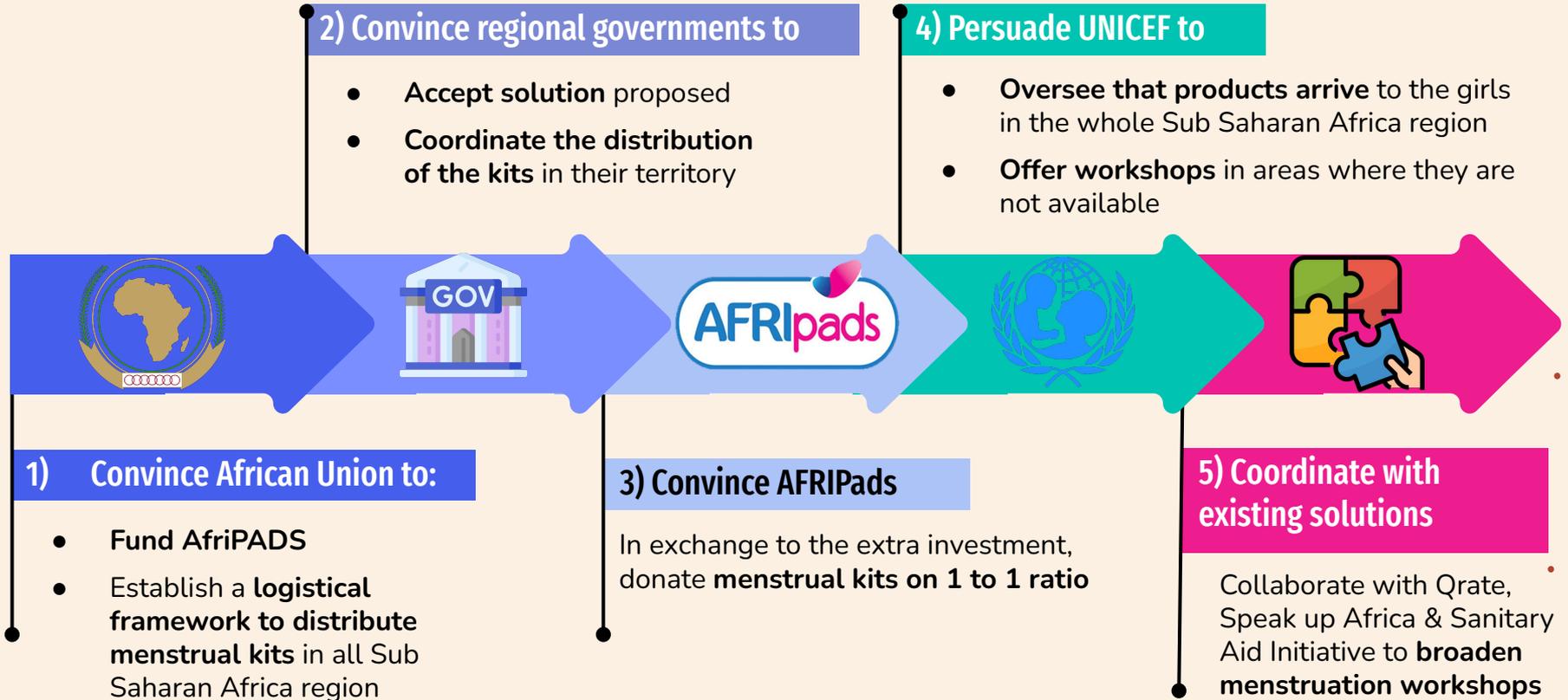
Our solution



Liberty project

Integrated program to deliver reusable menstrual products & workshops for all Sub Saharan Africa

Steps to achieve the solution



User experience journey

Meet Regina Nthambi



This is Regina Nthambi (16)

She attends Damascus primary school in the Korogocho slum in Nairobi (Kenia)



The school is unsanitary

Classes are overcrowded and open drains and sewers can be found just outside the school



Her family is really poor

Her family has to manage on less than 75 cents per day while the average cost for period products is a euro.

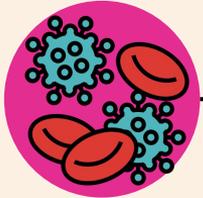


User experience journey

What problem is she facing?



As she cannot afford period products, she started sharing them with her friends to keep going to school



Her teacher warned her that this is unhygienic and that could lead to HIV & urinary infections



Regina has to make a stark decision:

- ❖ Stop going to school because of her period
- ❖ Go, share the pads and risk infection



User experience journey

Life before Liberty project



1

Regina decides to stop going to school



2

Result: she loses 4 school days every month



3

She starts being behind in class and mocked by boys



4

She is one step further from her dream of becoming a doctor



User experience journey

How does Regina find the Liberty project?

That is
a good
idea



**Regina
Nthambi**

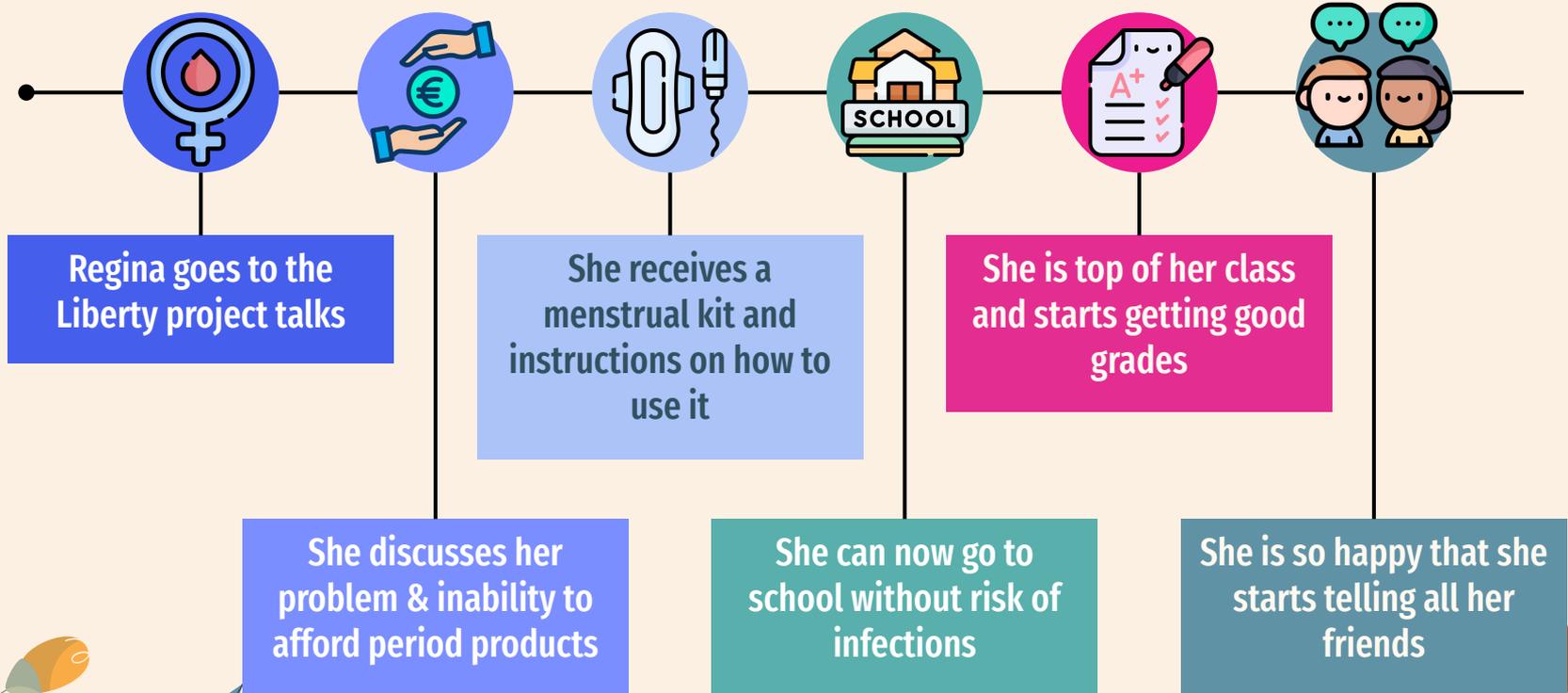
You should go to
Liberty Project talks,
they deliver menstrual
kits and teach us how
to use them

**Mary
Asigi**



User experience journey

Regina's experience with the Liberty project



User experience journey

Regina's life after Liberty Project



Regina started going to school regularly



She got good grades and now she can achieve her dream of becoming a doctor

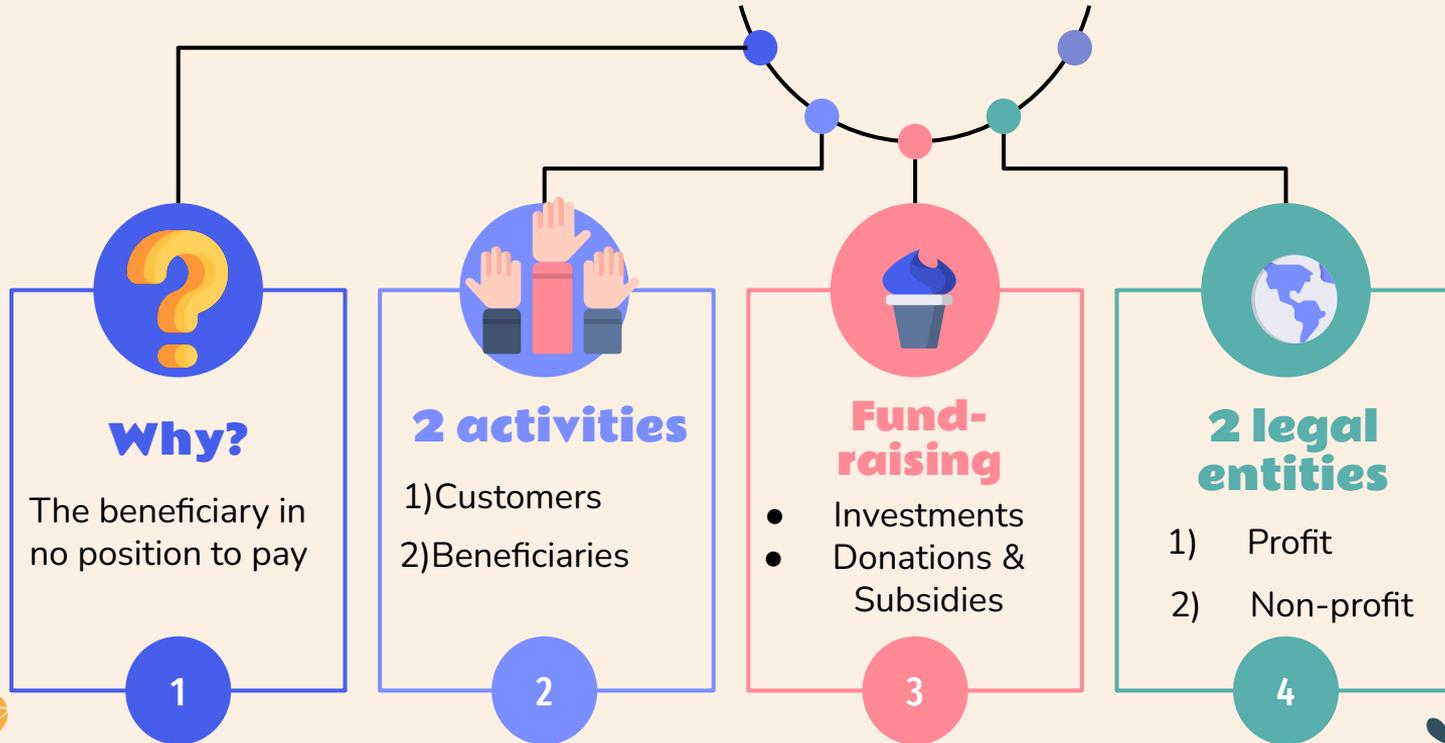


She no longer has to choose either health and education



Financing and budget planning

Creation of a hybrid social business model



Financing and budget planning

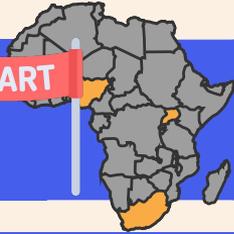
Disaggregated expansion plan of Liberty Project

5 year plan of the Liberty Project

Coordinated project in Western Sub Saharan Africa coast

- **Physical needs:** 250 million period products
- **Human needs:** 500.000 trainers
- **Financial needs:** 80 million

START



FINISH



1 year plan of the Liberty Project

Coordinated project in Uganda, Senegal, South Africa and Nigeria

- **Physical needs:** 75 million period products
- **Human needs:** 100.000 trainers
- **Financial needs:** 40 million

10 year plan of the Liberty Project

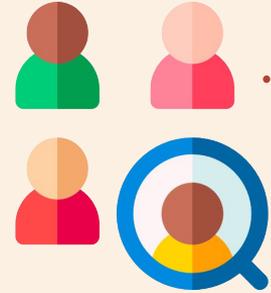
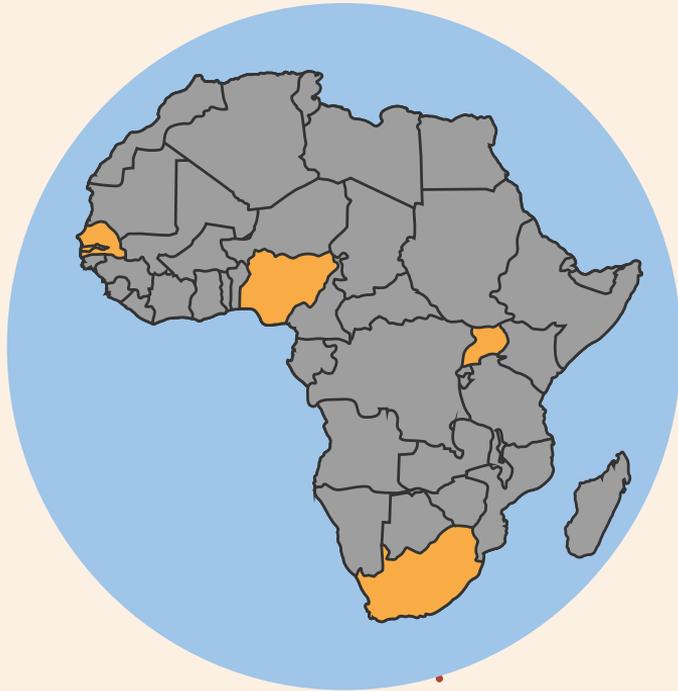
Coordinated project in all Sub Saharan Africa

- **Physical needs:** 500 million period products
- **Human needs:** 2 million trainers
- **Financial needs:** 150 million

Financing and budget planning

Liberty Project: 1-year plan financing

Target: Uganda, Senegal,
South Africa & Nigeria



1

Target: 4 countries = 75 million women

2

Physical needs = 75 million
period products

Cost = 0,75 cents x 75
million = 56 million

3

Human needs = 100.000
trainers

Cost = 300 Euros x
100.000= 30 million

4

Financial needs = 40 million
investment

Cost = 40 million

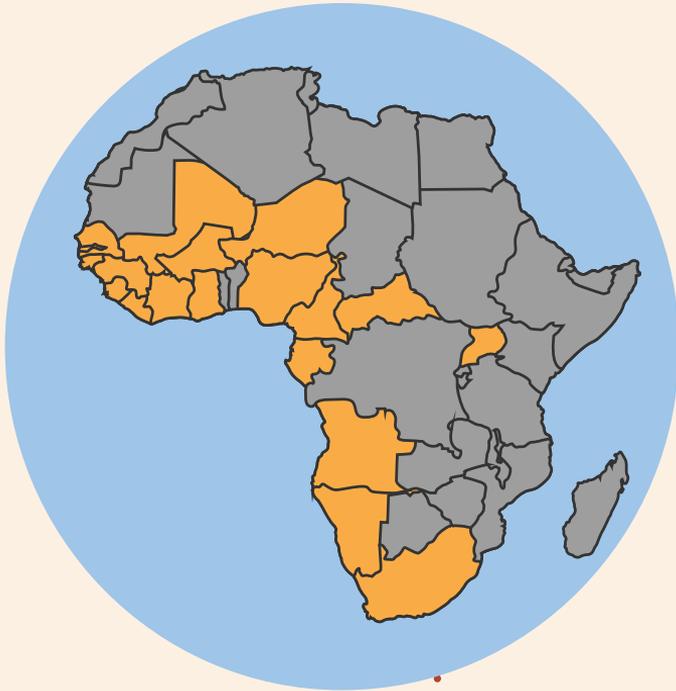
Total: 56 + 30+40 million = 126 million

Financing and budget planning

Liberty Project: 5-year plan financing



Target: Western Sub Saharan Africa coast



1

Target: 23 countries = 250 million women

2

Physical needs = 250 million period products

Cost = 0,75 cents x 250 million = 187,5 million

3

Human needs = 500.000 trainers

Cost = 300 Euros x 500.000 = 150 million

4

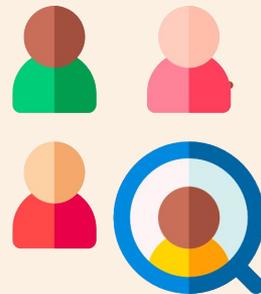
Financial needs = 80 million investment

Cost = 80 million

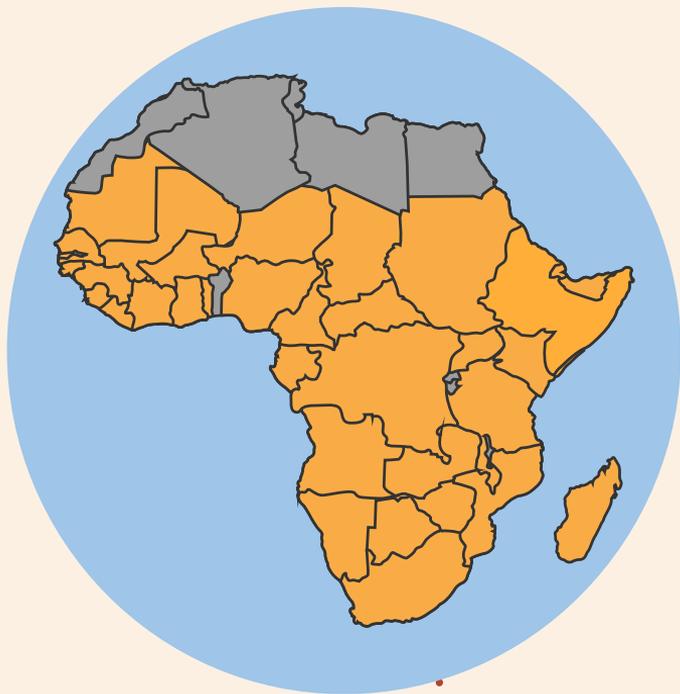
Total: 187,5 + 150 + 80 million = 417,7 million

Financing and budget planning

Liberty Project: 10-year plan financing



Target: All Saharan Africa



1

Target: 23 countries = 500 million women

2

Physical needs = 500 million period products

Cost = 0,75 cents x 500 million = 375 million

3

Human needs = 2 million trainers

Cost = 300 Euros x 2 million = 600 million

4

Financial needs = 150 million investment

Cost = 150 million

Total: 375+ 600 +150 million = 1 billion

Financing and budget planning

Liberty project: Disaggregated financing



40%

African Union

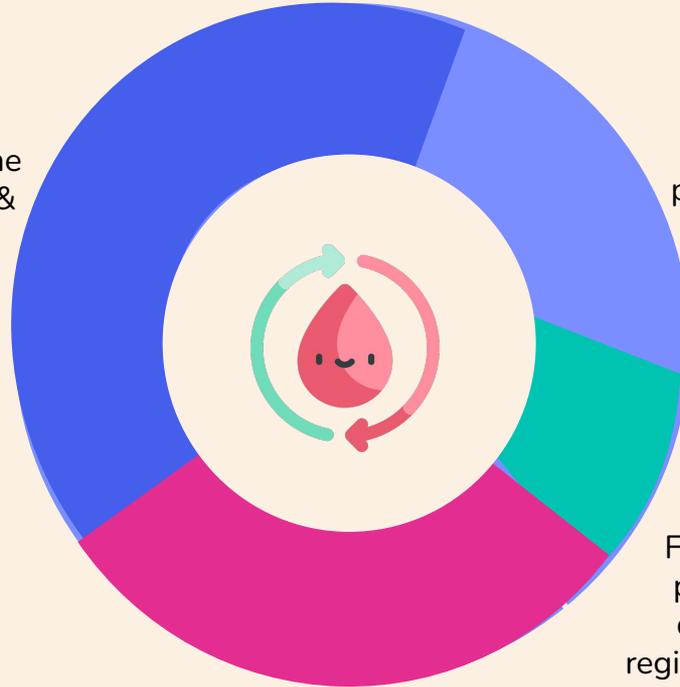
This financing will come from Women, Gender & Youth commission



30%

Regional Governments

The funding will cover the regional implementation of the project



20%

Afripads

Afripads will donate products on a 1 to 1 basis in addition to extra financing



10%

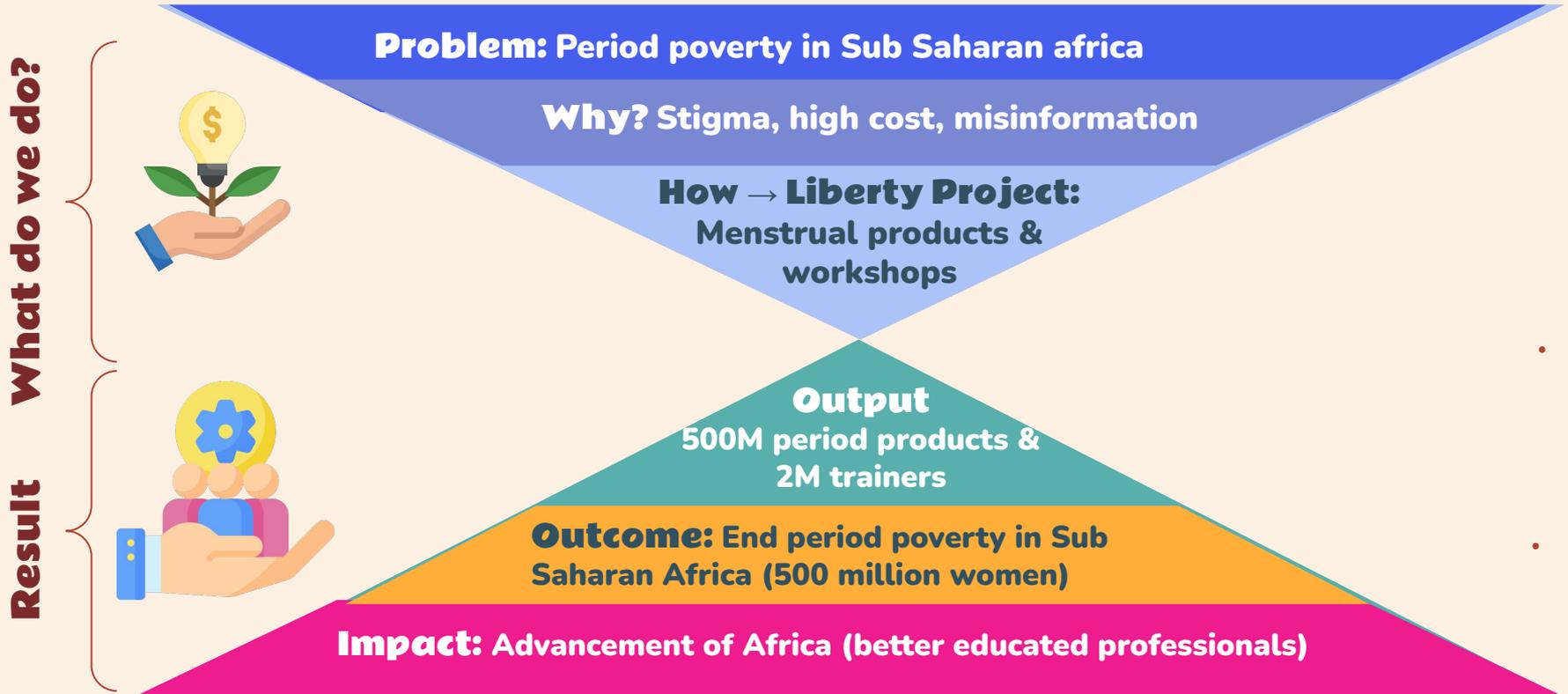
Existing NGOs & customers

Financed through customer purchases of Afripads and donations by UNICEF and regional menstrual organizations



The metrics of impact

The impact chain of the Liberty Project



The metrics of impact

Social Return on Investment of the Liberty Project

Converting social impact → monetary terms

Before liberty project

1

Gov Expenditure per person per day in Africa = 2 euros/day

2

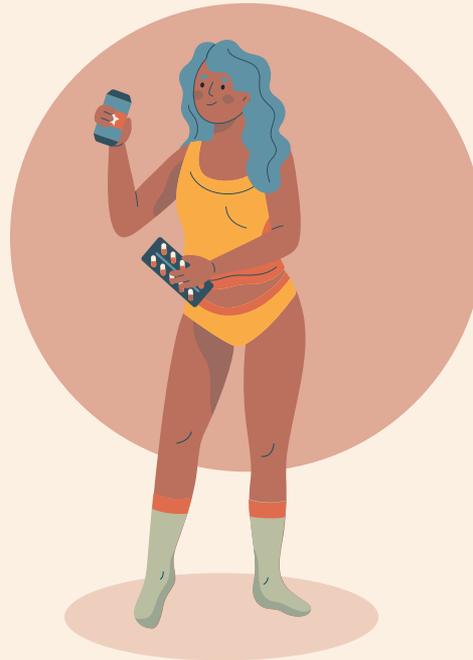
School days lost: 36 days/year

3

Average loss/person = $36 \times 2 = 72$ euros/person/year

4

TOTAL: 500 million women period poverty x 72 euros = 36 billion euros lost



Liberty project

1

Cost of liberty project = 1 billion euros

2

Loss of money without Liberty Project = 36 billion euros

3

Total social return on investment = 36:1

African Governments

Why should they engage in the Liberty Project?

Small investment

African governments:

- 30% of total investment
- Total: 300 million
- Divided between 46 countries & according to the population

Human gains

- End an endemic problem: The liberty project will end period poverty in Sub Saharan Africa
- Social gains: improve women's quality of life, equality, education & literacy



Economically profitable

- Social return on investment: 1:36 ratio
- Better use of government expenditure
- Save public money from being wasted

African Advancement

Investing in education will create better formed individuals which will build a better Africa in the future

THANKS!

For any questions
contact us at...



CV EUROPASS JIMENA

