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| Danish organisation | 100% for Børnene |
| Title of the intervention | Made by women for women: testing pilot strategies for strengthening female empowerment in the Machakos |
| Partner name(s) | Positive Life Kenya |
| Amount applied for | 495.840 |
| Country(ies) | Kenya |
| Period (# of months) | 15 months |

**Made by women for women: Testing pilot strategies for strengthening female empowerment in the Machakos.**

Objective and relevance (the world around us)

**Development objective:** The overall development objective is to strengthen the capacity of Positive Life Kenya (PLK) to be able to plan and carry out innovative activities within their already existing female entrepreneur program to meet the continued challenges of Covid-19 - and to strengthen the position of vulnerable women and adolescent girls in the Machakos. To reach the overall development objective, the project wishes to pursue the following immediate objectives in a 15-months long pilot project from April 2022 to July 2023.

**Immediate objectives:**

1) 6 key staff at PLK is capacity built to meet the continued challenges of Covid-19 in their current female entrepreneur and awareness-raising programs.

2) The current female-led entrepreneurship program at PLK is tested and strengthen trough the Made by women for women approach introduced by HEVEA

3) Focus group testing. The menstrual loop-cup is tested on selected mothers and adolescent girls in 17 selected schools and 15 women's community groups in the Machakos.

4) Baseline frame and data collection at PLK is developed to access and evaluate the female-led entrepreneur program and the focus-group testing. This knowledge will be shared both among selected duty bearers and other relevant CSO´s.

In this pilot project, 100% for the Children (100%); Positive Life Kenya (PLK) and HEVEA wishes to try out new strategic ways of empowering vulnerable women and adolescent girls in the Machakos in Nairobi. We are particularly interested in testing the use of HEVEA menstrual cups among adolescent girls and women in the Machakos. It is a well-known fact that most vulnerable Kenyan girls do not have access to nor can afford menstrual pads or tampons. It is also commonly known that most vulnerable girls therefore miss 4-6 school days every month during their period, due to stigma. In this pilot project, we hope to explore alternative ways to strengthen menstrual health for vulnerable adolescent girls and women, combined with an innovation of the existing female entrepreneur-program at PLK. The project needs to test, if the women can use menstrual cups without major issues - and if the HEVEA menstrual loop cup concept can be taught from woman to woman in the Machakos. In order to make the program sustainable, the local women/ girls need to be local distribution agents and resell menstruation cups to their peers. We therefore need to test an entrepreneurial program to see, if the women can make storage bags for the cups, which they then can exchange to sellable cups with HEVEA.

**Introduction**

Covid-19 has - and has had devastating effects on women and girls’ rights in Machakos county in Kenya. One of the most significant challenges is the loss of female-led income. Several studies have showed that without income, women are even more vulnerable, in the individual households in terms of sexual abuse and domestic violence. The lack of income of the mothers in the household has a profound and concrete impact on the adolescent girls. With limited funds in the individual household - food has priority. This means that most adolescent girls in the Machakos are left without sanitary pads and hygiene equipment during their period. In the Machakos, adolescent girls are already missing 20% of their education, because of lack of sufficient sanitary pads. With the continued economic pressures of Covid-19, this number is on the rise, as are the number in adolescent girls engaging in transactional sex - trading sexual favors for sanitary pads. This raise concerns on a civil societal level, as mothers are placed in more vulnerable positions to protect themselves and their girl child, but equally important, that the future generation of mothers (the adolescent girls) are falling behind in terms of staying in the educational system, thus replicating the circle of poverty.

It is well-known that women’s empowerment has five components: women’s sense of self-worth; their right to have and to determine choices; their right to have access to opportunities and resources; their right to have power to control their own lives, both within and outside the home; and their ability to influence the direction of social change to create a more just social and economic order, nationally and internationally. In this context, education, training, awareness raising, building self-confidence, expansion of choices, increased access to and control over resources, and actions to transform the structures and institutions that reinforce and perpetuate gender discrimination and inequality are important tools for empowering women and girls to claim their rights. In the wake of Covid-19, the situation for women and girls has seriously deteriorated in the Machakos. As cases continue to spread In Kenya it is becoming clear that the outbreak of this virus has implications that reach far beyond the direct impact on women and girls physical health.

Machakos County is a heavily challenged urban slum area on the outside of Nairobi, Kenya. It has a total population of 1,098,584 people. The population of the county is young, with approx. 40 % of the population being below age 15. The average number of children per woman is 3.9 in the county. The county HIV prevalence is 5%. Within the Machakos County this pilot will focus on the area of Mlolongo.

Mlolongo town is located along the busy Mombasa highway – 19 Kilometers from the Capital city of Nairobi. The town is the main stop over for long distance trucks transporting goods and cargo from the port of Mombasa to the greater East Africa countries e.g., Tanzania, Uganda, Zambia, Rwanda and DRC Congo. Poverty rates in Mlolongo are approx. 61% and continue to be aggravated by pressure on land due to the high population of immigrants, who come to look for work. Most of the inhabitants in the area are unemployed and those that manage to find work generally earn less than US $2-3 a day selling fruits and vegetables or working as casual unskilled laborers. In the absence of viable income activities, theft, child prostitution, illiteracy and diseases fuel the cycle of poverty. The high demand for sex from the truck drivers facilitate a fast track for young teenage girls into commercial sex work to supplement their family’s income.

**Introducing menstrual loop cups in Machakos - costs, hygiene/access to water, attitudinal barriers**

100% took 100 menstrual loop cups (donated by HEVEA) with them in October 2021 to be handed out as a pilot-testing of the cup focusing on attitudes, barriers, and economic factors. Social workers at PLK and a Danish intern at PLK from Københavns Professionsskole (a HEVEA cup user) were responsible for sharing out the cups including teaching about how to use and clean the cup alongside general information about Life Skills.

The overall feedback was, that the cups make it easier for young girls to go around their monthly period in a way where they don’t feel ashamed or excluded. The girls were positively surprised by the durability of the cup both during the day and over the years (the cup has durability for 2-3 years). The girls can use the menstrual loop cup for the whole school day and can wait until they are home again to clean the cup. Most of the schools in Machakos County don’t have the necessary facilities for the girls to be able to change pads or tampons during the school day (no toilet paper, trash cans, locks on the toilet door or functioning toilets), so the fact that they don’t have to do anything with the cup until the end of the day was important for them. The introduction of 100 cups gave the following experiences/responses:

* Little or no cultural and/or altitudinal barriers were registered among the girls except among a minority of Muslim girls. However, none of the girls mentioned that it would be a problem for them to use the cup and they didn’t believe that parents and/or leaders would have a problem with the cup, as it means that the girls can go to school. \*
* Educating the girls in how to use and clean the cup is essential for the success of the cup.
* None of the girls have mentioned water or boiling the cup as a challenge for them. 100% partner – PLK – confirms this, especially since the water doesn’t have to be clean (for instance to drink) if it gets boiled. [Since 2014 it has been a priority for the Machakos County](https://mail.google.com/mail/u/0/#inbox/FMfcgzGllVgcWrNzGNkntCKrBHFCJplg?projector=1&messagePartId=0.2) to make water accessible for its residents

\* In fact, [local media](https://www.businessdailyafrica.com/bd/lifestyle/health-fitness/menstrual-cups-are-safe-to-use-study-shows-2257598) has also covered the use of loop cups and noted that there was no increased risk of infection associated with using menstrual cups and that 70% of the women who had tried the cup wanted to continue using it. In the health ministry’s [strategy](file:///C:\Users\lotte\Downloads\MHM-Strategy-11-May-2020.pdf) on menstrual hygiene management, you also find menstrual cups alongside disposable pads, tampons, etc. as suggested menstrual management materials and products.

Nothing indicates that introducing the menstrual loop cups in Machakos County would cause harm to the girls using them. In fact, it would make life easier for them and assure their access to education all year round. The only factor affecting the introduction of the cup is economic. However, the idea in this intervention is to make the cup accessible for the girls in Machakos and hence will the product be priced according to the local context.

**The current economic situation of women in the Machakos**

Covid-19 has negatively impacted in the lives of women in Machakos County, where family values have disintegrated with high cases of domestic violence and sexual abuse. Poverty levels are high with household budgets diminishing due to hard economic times. According to [government data, 45 percent of women and girls](https://dhsprogram.com/pubs/pdf/fr308/fr308.pdf) aged 15 to 49 have experienced physical violence and 14 percent have experienced sexual violence. Many cases are not reported to authorities and few women get justice or receive medical care.

The restrictions imposed in response to the COVID-19 pandemic has made it more difficult for women to report abuse and seek help - and for service providers to respond efficiently. Sexual and other forms of violence against women have devastating consequences including injuries and serious physical, mental, reproductive health problems. The lack of female income is often quoted, as one of the main reasons for domestic abuse. There has also been a substantial raise (3400 adolescent girls) in teenage pregnancies in the Machakos. Equally, women and girl’s dignity have been compromised by the complex menstrual management care system - especially in poor communities like the Machakos. Sanitary towels are expensive in Kenya equating 1 day’s pads to 1 meal for the whole family. Therefore, families will prioritize feeding over buying pads for women and girls. A recent study found that 10% of 15-year-old schoolgirls will engage in transactional sex to earn money to buy pads. Early marriage has also risen in the Machakos, especially for girls from poor households, because financial responsibilities of providing care for them then passes to the husband.

Although, the Kenyan government has committed to handing out free sanitary pads to girls through the public school system - this has still not been put in place in the poor and vulnerable communities such as the Machakos. The scale of Covid-19 affects girls and young women in all aspects of their daily lives: their safety, wellbeing, education, economic security, health, nutrition, and access to technology.  As such, all pre-existing inequalities are made worse by the pandemic. Its impact on girls and young women, who face unique vulnerabilities, needs to be acknowledged and it is their experiences and perspectives that this project seeks to understand by testing various pilot strategies. The strategic decision to focus on female economic empowerment comes from the Machakos communities themselves, as they have identified the burden of household responsibilities, as their main challenge.  PLK has asked different community leaders on the status in their community section. All have shown interest and willingness towards this pilot project, in the anticipation that it could bring new solutions to female-led entrepreneurship in the community.

**The current female entrepreneur program at Positive Life Kenya**:

PLK has been implementing female economic activities for the past 10 years for their right to have access to opportunities and resources. The robust entrepreneur project involves training women in skills development through vocational training. They are trained on tailoring, knitting, dressmaking, bead work and hairdressing.  To ensure financial, business development and marketing skills, PLK trains women on entrepreneurship skills, which is a mandatory course. After the skills vocational training, PLK offers startup tools (tailoring machines, hairdressing items and tailoring materials) to enable women to be independent and start off small businesses. Those are all based in Machakos county. PLK has a well-defined strategy, to ensure that monitoring is conducted on a weekly basis by the social workers to access the performance of the business initiatives. For sustainability, PLK has a fully functional micro-credit program, whereby the women groups (they are formed into 10-20 women per group) meet 2 times in a month to save funds generated from their businesses – and to plan and borrow to boost and expand their businesses. This is a working sustainability strategy that keeps the women motivated. PLK also use the women groups, as an avenue to pass on health messages, Human rights messages, and other essential services. Currently, the performance of these businesses has declined due to the economic pressures in the communities. Therefore, this pilot is welcomed both by PLK, but also by the women enrolled in the entrepreneur-program, as it offers new sustainable approaches for income generation and durable solutions for menstrual health among adolescent girls, as the loop cup can last for at least 2-3 years - and therefore do not present a monthly financial challenge in the household economy.

**Covid-19 impact on the implementation of this pilot project:**

PLK has been active in the communities during the whole period of Covid-19 conducting outreach activities, while following the regulations put in place by the government. The lessons learned during this period will be applied to this project. The schools in Kenya were reopened in January 2021, which ensures access to the schools, where a part of the target group for this project are receiving their education.

**Describe how this intervention will strengthen civil society organizing – including active citizenship, volunteering, and public engagement – that contribute to social justice**

This pilot will strengthen and innovate the existing female entrepreneur-programs at PLK by bringing in a Danish commercial company both for knowledge transfer, but also as a potential buyer of the loop cup bags produced by the women. This is a new approach for the women currently enrolled in the entrepreneur-program at PLK, as they have never produced for an international market before, but only for their peers in the Machakos. It is anticipated that the new learnings will inform the current organizing among the women and spark new ideas to local solutions and leadership. This will be similar for PLK, which (after the completion of this pilot) will have the potential to work and share this approach with likeminded civil society organizations.

**What climate- and environmental conditions do the partnership and/or the intervention need to respond to?** In this project, 100% will enter into partnership with HEVEA. A private company, which has been a thought -leader for eliminating plastic in their products for years. HEVEA has been a strong advocate for a future without plastic, landfills, and harmful phthalates. Their products are born out of our Scandinavian design tradition and made from natural plant-based rubber that smells, tastes, and feels natural. They are 100% biodegradable.  In this pilot project, we are particularly interested in testing the use of HEVEA menstrual cups among adolescent girls and women in the Machakos. The loop cup is a plastic-free, plant based and compostable material and as such is better for the planet than many of the existing products made from petrochemical substances. The loop cup meets a double challenge, it is durable for a least a couple of years (2-3 years), which is an important economic factor for the women/girls and their families. The loop cup is also completely biodegradable, which is an equally important factor. This also goes well with recent attempts by the Kenyan Government to reduce plastic pollution by for example banning the use of plastic bags. The project proposes 4 trips to Kenya over a period of 15 months, which may seem at the high-end. However, it is crucial to the project´s success that Terese Hoffeldt is present in Kenya to train the target group in innovative female entrepreneurship with focus on quality production, selection of fabric for a global market, and an effective and income-generating local distribution system. It is equally important that Camilla Legendre from 100% for the Children is present in Kenya to ensure and develop a solid baseline frame – and ensure knowledge sharing of the existing experiences with the target group. The same argument applies to the monitoring visit, where 100% and HEVEA have different tasks, which are important to evaluate the projects overall impact in the community.

The partnership/collaborators (our starting point)

The three partners working together in this pilot are 100% for the Children: HEVEA and Positive Life Kenya.

100% for the Children (100%) 100% was established in Denmark in 2008 to work towards improving the living conditions and strengthening the rights of the most vulnerable children and youth in Kenya and Ghana. 100% does not only work with providing access to basic services like health and education, but

increasingly to give children and youth influence in decision-making processes through advocacy and capacity building. 100% has moved from a focus solely on children in difficult circumstances to a strengthened youth perspective, with a focus on empowering young people from marginalized areas to actively shape their societies through leadership, capacity building, campaigning, and advocacy work, peer-to-peer efforts, etc. 100% is also actively engaged in SDG work, aligning all its projects to relevant SDGs, and working with partners to strengthen this focus. For the last 3 years, 100% have worked with children-inclusive SRHR and GBV- services in Kenya with the aim of building strong active citizenships based on critical independent thinking among children and children through inclusive SRHR (Sexual reproductive Health and Rights) services enabling them to claim their rights**.**

Positive Life Kenya (PLK). PLK´s offices are in Machakos County, Mlolongo town. Project activities are fused in the 7 forgotten slums of Mlolongo. Initially called Living Positive Mlolongo, the organization began as a Community Based Organization (CBO) in 2010. Since 2010, the organization has expanded its support services to many slums of the Machakos. This organization was renamed to Positive Life Kenya in 2015. Today Positive Life Kenya works with a long variety of empowering and sustaining efforts. The organization creates awareness, works with skill-based programs for children and women, supports the local community through communication and advocacy about the prevention of HIV. PLK’s vision is to see families living with dignity and free of poverty. Their mission is to break the cycle of poverty by educating and empowering marginalized families to build healthy environments for their children to thrive and create lasting change. PLK has a robust structured intervention that caters for 204 Female entrepreneurs. Currently, more than 200 women are benefiting directly through these activities. The project has over 8 years’ experience working with vulnerable women and girls. PLK anticipates that this pilot will be able to add an innovative dimension to the existing program. 100% and PLK have collaborated since 2018 on the following CISU financed projects (18-2229-MI-jun; 19-2448-UI-Sep; 21-3731-CSP-SI; 20-3259-CSP and 20-3200-CSP)

HEVEA. HEVEA is a Danish brand, which was founded by Terese Hoffeldt, when she became a mother for the first time. Historically, HEVEA began as a question that needed an answer: how to take care of our children and our planet just a little bit better? Thus, Hevea was born out of an urge to do better and make a difference for the citizens of tomorrow. The lack of natural options for our future generations turned HEVEA to the natural rubber - Hevea Brasiliensis, which has formed the basis of their mission and purpose from the very beginning. Initially, HEVEA produced pacifiers from natural rubber as an alternative to silicone, plastic, and other petrochemical materials. Since the start, HEVEA has increased the product portfolio to include numerous other products to children, toys to dogs, interior design items and others. Latest addition to the product line is a female hygiene product, Menstrual Cup LOOP. Hevea has chosen to do everything in natural rubber, because it has a positive impact on the planet for the following reasons: 1) It is based on rubber sap, so we continue to increase the number of trees. While the trees grow, they absorb CO2; 2) HEVEA has a Code of Conduct, which our manufactures have signed. According to this, the plantations, where they source the rubber from, make an extra effort to keep the biodiversity in the plantation and 3) Natural rubber is a compostable material. As such, it will not leave a native fingerprint on our planet, as would be the case with silicone, plastic, and similar materials. All the HEVEA manufactures are ISO certified. HEVEA is still owned and managed by Terese together with her husband, Torben. HEVEA has a staff of 9 persons in their headquarter in Dragør and additional Country Managers in France, the UK, Norway, Finland, Italy and Canada. Their products are being sold in +45 countries throughout the world.

Why the name HEVEA? HEVEA is not only the name of the brand, but also the name of the most common of rubber trees, Hevea Brasiliensis.  All HEVEA´s products are made from the natural rubber sap, tapped directly from the trees by carving the bark, making them 100% natural, eco-friendly, and compostable.

HEVEA’s vision and mission; Inspire natural choices for the generations to come and for the benefit of the planet and to be a leading and dominant player among eco-brands, offering products and knowledge to those wanting to make a sustainable fingerprint on the planet.

Roles, and responsibilities of the partners and other actors.

PLK will be the primary Kenyan partner overseeing the project implementation and overall financial management in Kenya. PLK will facilitate all the activities in the urban slum environment of Mlolongo, Nairobi - and will be reporting both narrative and financially to 100% on a quarterly basis. PLK and 100% will also conduct monthly zoom meetings.

100% will provide technical assistance in awareness training, advocacy and best practices sharing from Danish and Ghanaian partners in menstrual health management. 100% has been engaged in a capacity building exercise financed by Globalt Fokus. One of the partners was Womena, a recognized thought**-** leader in menstrual health management. Among others, it will be the learnings from this project that 100% will share with the partners.  HEVEA will provide technical assistance in innovative female entrepreneurship strategies and ensure quality control of produced loop bags. HEVEA will also provide input to the menstrual health component by giving specific guidance in how to use the menstrual cup. This will be done through on-site training in the Machakos. Association for the Physically disabled in Kenya (APDK) has been a 100% partner organization for 10 years. 100% and APDK are currently implementing 1 CISU financed project (Journal number: 20-2594-Mi-Maj).  APDK will assist with on ground facilitation in the production of the loop cup bags, as they have many years and solid experience in producing high quality local Kenyan products for the international market. Centre for the Study of Adolescence (CSA) will also play a substantial role in this project regarding data collection and systematization. 100% and PLK have a very good working relationship with Senior consultant, Albert Obbuyi, who is currently connected to several of 100%´s CISU projects in Kenya. A stronger focus on data collection to be used, as the foundation for evidence-based advocacy is a strategic goal in the partnership between 100% and PLK, which is why we seek to include it in all projects.

Synergies in the Collaboration between the NGO and the private sector: HEVEA is a recognized thought-leader in producing environmentally friendly and biodegradable products. In recent years, Hevea has increasingly focused on female empowerment with the launch of the HEVEA loop cup, which is designed by women for women. HEVEA works closely with their manufacturer to ensure good working conditions for all persons in contact with the HEVEA products - and have worked intensively with the UN SDGs – including a year-long project with Deloitte funded by Industriens Fond. As a female owned and purpose driven company, it is company DNA to embark on projects, which improves conditions for women throughout the world. Currently, a part of HEVEA´s production is manufactured in Sri Lanka, where most of the staff is under-privileged women with children. They are paid double the minimum wages, which enable them to provide both meals for their family and for their children to attend school. As such, the time is opportune to combine forces to test various entrepreneurial/empowerment strategies for selected women and girls in the Machakos. The Covid-19 pandemic has put this group under increased economic pressure and thus in demand for new innovative approaches to support the already existing female entrepreneur program at PLK. The project is innovative because it links local women in the Machakos to a global company with a large platform, where the loop cups bags produced locally can be sold, if the production meets HEVEA quality requirement. This would secure a sustainable income for the women in the Machakos and simultaneously improve the menstrual health situation in the area. This project does not only find strong synergies within the current 100% and PLK partnership, but also reaches out to other 100% partners in Nairobi. As such, the APDK will be invited to the workshop facilitated by Terese Hoffeldt, as much of this knowledge transfer is relevant for their target group as well.

Target groups, objectives, and expected results (our intervention)

The primary target groups are:

PLK. The project will strengthen PLK to be able to meet the challenges in the aftermath of Covid-19 in female-led entrepreneurship. 4 Key staff will be trained in female-led entrepreneurship. 2 key PLK staff (social workers) in the use of the loop cup and its benefits. 1 PLK staff will be trained in baseline framing and data collection. This pilot will be built on trainings in data collection from another CISU financed project (20-3259-CSP) - and will further add to the quality in the work.

50 selected women, who are already enrolled in PLK entrepreneur-program. The women will be trained in producing a loop-cup bag for HEVEA using the training materials and templates provided to them by Terese Hoffeldt (Director in HEVEA). There will be continuous quality control checks to ensure that the bags meet HEVEAs quality control. This will be done through a shared drop box with pictures of the bags for Terese to verify.

10 selected teachers from the 17 schools in the Machakos. 100% and PLK is already implementing a CISU financed SRHR project (19-2448-UI-Sep) in these schools, so the training of selected teachers in the use of the loop cup will add a good synergy to the existing training program. It will also be a practical component to the wider rights component on deciding and having autonomy over own body entailed in the SRHR project.

The secondary target group is:

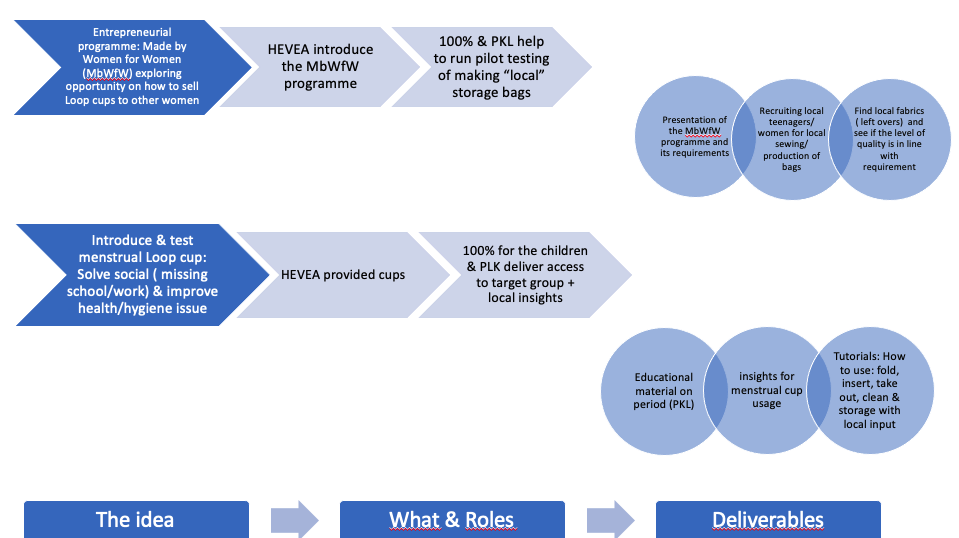
500 adolescent girls in the selected 17 schools, who will be trained by the 10 teachers.

15 women's community groups in the Machakos with 10 women in each group. Each group will test the loop cup and give feedback to PLK social workers.

17 young ambassadors from the 17 schools, who will visit the women's community groups for an exchange dialogue on the menstrual loop cup. Both the 17 ambassadors and selected women from the community groups will participate in the films, as described in activity 3 PLK staff will ensure data collection and systemation of the feedback from these exchange sessions.

**Strategy of the intervention: activities, outputs and sustainability**

In this pilot project, 100%, HEVEA and PLK wishes to try out new strategic ways of empowering vulnerable women and adolescent girls in the Machakos in Nairobi. The two-folded program wishes to support period-barriers for local underprivileged adolescent girls and women, and at the same time offering innovative ways of revenue opportunities, which is captured in the graphic below:



The underlying assumptions of the project are as follows:

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| That that the local girls and women are “allowed” to use a menstrual cup. | The focus-group test indicates that this assumption won’t be a problem in the local context, that the girls are free and willing to use the cup. |
| That the women have access to clean water daily to rinse the cup | Based on the focus-group test 100% and PLK did and the county’s water policy this assumption would not be a problem for the completion of this intervention since it won't require more water use over and above current practices. |
| Reuse/ upcycling of local fabric can be found to produce storage bags. | 100% and HEVEA will support PLK and the women in the search for fabric and contact to factories. |
| That the local women can see the benefits of becoming self-employed i.e., like the opportunity to make their own money and are allowed. | In the aftermath of Covid-19 the women are in desperate need for new ways to earn a living thus the likelihood of them wanting to become self-employed is assessed as high. |
| The standard of sewing of the bags are within the requirement of HEVEA. | HEVEA will during the workshop in Kenya help PLK and the selected women build an easy to implement quality control system. |

Within this frame, the pilot wishes to pursue the following activities.

1) Capacity build 4 selected key staff at PLK - and introduce new approaches to the existing female entrepreneur program at Positive Life Kenya. This will be done through a workshop facilitated by Terese Hoffeldt, Founder and Director at HEVEA and Camilla Legendre, Daily manager at 100%. The workshop will fall in 3 parts. The first part will be on the strengthening of capacities in product development for an international market and in female- led business capabilities. The second part is the training on the usability and the benefits of the loop cup. This training will be targeted at 2 (social workers) key staff at PLK. The third part will be facilitated by Albert Obbuyi (CSA) - and will focus on data collection and data systematization.

2) Made by women for women approach: Testing of new approach in the female-led entrepreneurship program at PLK. With the production of loop cup bags, this pilot will test if 50 selected vulnerable women already enrolled in PLK female entrepreneur program can produce loop cup bags for Hevea. If the storage bags are in line with HEVEA’s quality standards, HEVEA will exchange 1 bag to 1 loop cup making it possible for the vulnerable women to resell the cups they earn by producing bags to local women and girls and thereby provide them with an income. This would make them sustainable distribution agents in the community. The model allows for the cup to be sold very cheap meaning that the women reselling the cups are free to price the cup as they find reasonable according to the context - and it should therefore be in reach of the target group. It is important to underline that the cup is durable for 2-3 years and biodegradable. Terese Hoffeldt from HEVEA will capacity-build the women at the entrepreneurship program during a workshop in Kenya focusing on amongst other things: creating a simple quality control system to assure that the bags reach HEVEA standards, choosing fabrics according to target group and sale and distribution. The women will also be taught in use and cleaning of the cups for them to be able to pass this information on to the women and girls they sell to cup to.

3) Introduce and test the adolescent girls and the community's response to the loop cup.

The use of menstrual cups/ loop cups is less familiar to a Kenyan context. Therefore, the pilot-testing is twofold: 1) The intervention will train the 10 teachers from 17 schools in the current CISU financed project

(19-2448-Ui-Sep) to allow for the educational and scientific evidence-based loop cup data to become part of this ongoing project on Sexual and Reproductive rights. The teachers will be taught in use and cleaning of the menstrual cup to prevent infections and secure correct use; 2) 15 Selected women's group in the community will be sensitized on the benefits of the loop cups and correct use and cleaning of the cup.

4) Data collection: 1 PLK lead project manager will ensure continuous collection of evidence-based data to inform the evaluation of the pilot strategies. This work will be supported by Senior Consultant, Albert Obbuyi, CSA. It is a strategic goal in the 100%/PLK partnership to pursue a strong systemation of data to be used for evidence-based advocacy.

5) Best practice sharing with at other CSO´s. This could include PLAN International and SOS Children’s village, which are doing similar work in the neighboring slums. The project will also target selected government officials with health and education in Machakos county.

**Expected results.**

Made by women for women approach: The data collected will give strong indicators, as to whether the local women are able to resell the menstruation cups to other women - and to see, if they can make storage bags for the cups, which they then can exchange to sellable cups with HEVEA.

Testing of the menstrual loop cup in schools and in local focus community groups: The data will show how the loop cup was received and accepted among women and adolescent girls and if this is a product that can be used by the target group.

A Strengthen data collection system with PLK: The systematization of data will allow PLK to share the method findings and potential benefits of the menstrual loop cup in a structured way with like-minded NGO´s and duty beares.

Synergy with other CISU projects: The data collected will be able to lay the foundation for advocacy points in the current (19-2448-UI-Sep) CISU project. One example is the lack of distribution of sanitary pads/cups in the public school system in the Machakos. This is an attention point that (will) be followed up by the SRHR project. The knowledge transfer made by HEVEA will also benefit other 100% partners, such as APDK, which has expressed a strong interest in acquiring knowledge in new entry points for income generation.

**Sustainability.** The transfer of knowledge provided by Terese Hoffeldt will provide a new innovative foundation in the existing entrepreneur-program at PLK, which will be able to inform the female led entrepreneurship component after the completion of this project. Furthermore, the in-built capacity building of PLK will ensure continued legitimacy in the context - showing the target group, PLK´s agility and willingness to meet new challenges by acquiring new competencies and skills. This cannot be underestimated especially, as the aim is that the local women gain a sustainable income by trading Loop-cup bags (hopefully made from local/ upcycled materials) for HEVEA Loop cups, for them to re-sell the Loop-cups to other local women. This would add a new approach to PLK´s existing program – namely a locally based distribution system.

**Systematizing experiences.** The staff at PLK will not only be able to harvest and analyse data, but also to present them in a manner, where they can inform future practices within the organization describing best practices, challenges, and future actions - guiding the way for future collaboration and evidence-based advocacy efforts in the partnership. It will also allow for PLK to making evidence-based policy brief based on data from the Machakos. Mr. Albert Obbuyi, who is the Kenya Country Coordinator for Champions for Change will be instrumental in this work. He is a health and development expert with more than 20 years of experience at the national and international levels designing and implementing health and development programmes, with a focus on adolescent health. Since 2011, Mr. Obbuyi has been the Executive Director of the Centre for the Study of Adolescence (CSA) in Kenya, which seeks to promote and improve the health and well-being of young people through innovative research, evidence-based programming, capacity building, policy development, and advocacy. Mr. Obbuyi is currently working with 100%, PLK and APDK in 3 other CISU financed projects. He therefore already has a solid knowledge of the organizations – and will be able to ensure a good synergy between the projects.

Intervention-related information work in Denmark

The information work in Denmark will be project updates and impact stories posted on 100%´s SoMe platforms and newsletter (4000 followers). The primary task for the Head of Communication will be to edit the films planned in activity 3, so that they can be displayed both on 100%´s and Hevea´s digital platforms 100% and HEVEA will also make a PR plan and reach out to Danish magazines, special media and newspapers focusing on the Made by Women for Women concept. This will be done from different perspectives such as:  1) Sisterhood: A concrete example of women doing good for other women (Danish women + International cases). Relevant for Danish female magazines; 2) Project case study of SDG implementation of goal 1 & 5 in collaboration between NGO’s and the private sector. Relevant for Newspapers; 3) How to make partnerships which benefit the local people and the planet. Relevant for Business Cooperation News

Supplementary financing

HEVEA has already donated 100 loop cups to test the product in the Machakos. HEVEA will buy the menstrual loop cup bags produced by the women in the project.