

The SDG Accord

The University and College Sector's Collective Response to the Global Goals



UNIVERSITY OF
LIVERPOOL



Hey Girls is an award winning social enterprise helping to eradicate period poverty.

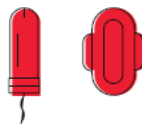
We are on a mission to make menstrual health better by selling and donating environmentally friendly products and campaigning for free access to period care for everyone.

All of us deserve a happy and healthy period.

By shopping with Hey Girls you enable us to donate products to those that need it most.



we're
good for
periods.



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SHOP THE FULL COLLECTION ONLINE
WWW.HEYGIRLS.CO.UK



Toxic Shock Syndrome (TSS) is a rare but serious illness. It can rapidly progress from flu like symptoms to a serious illness that can be fatal. A tampon should not be worn longer than 4 to 8 hours. TSS associated with tampons can occur anytime during your period or shortly after. It can be treated successfully if it is recognised quickly.



Do not flush products down the toilet. Dispose of them responsibly in the bins provided.

Say hey to our team at
bdm@heygirls.co.uk for any questions or further information.

www.myperiod.org.uk
[@heygirlskuk](https://twitter.com/heygirlskuk)
www.heygirls.co.uk

say hey

NATIONAL DOMESTIC ABUSE
FREEPHONE: 0800 2000 247

regular tampons

pads



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Integration of SDGs in

- Institutional governance/strategic level
- SDGs in research
- SDGs in campus operations
- SDGs in curriculum development
- SDGs in student engagement activities
- SDGs into community activities
- SDGs at a whole-institution level

Focus on

- Goal 1 - No poverty
- Goal 2 - Zero hunger
- Goal 3 - Good health and wellbeing
- Goal 4 - Quality education
- Goal 5 - Gender equality
- Goal 6 - Clean water and sanitation
- Goal 7 - Affordable and clean energy
- Goal 8 - Decent work and economic growth
- Goal 9 - Industry, innovation and infrastructure
- Goal 10 - Reduced inequalities
- Goal 11 - Sustainable cities and communities
- Goal 12 - Responsible consumption and production
- Goal 13 - Climate action
- Goal 14 - Life below water
- Goal 15 - Life on land
- Goal 16 - Peace, justice and strong institutions
- Goal 17 - Partnerships for the goals

Summary:

Campaign: Period Poverty

In partnership with Hey Girls, a period poverty-focused social enterprise, colleagues in the Facilities, Residential and Commercial Services team have been coordinating the provision of free sanitary products in bathrooms on campus. Sanitary products have been distributed in male, female and gender-neutral bathrooms on campus to ensure that all people who have periods can access the products. The enterprise is built upon two core goals: ending period poverty and supporting sustainability. Hey Girls believe that access to period products should be a right, not a privilege, and that creating plant-powered period products that align with the UN's Sustainable Development Goals should be at the heart of that.

There is a misconception that sustainability is just about the environment, however addressing the issues associated with period poverty connect strongly to many of the UN Sustainable Development Goals, including SDG 1 (no poverty), SDG 3 (good health and well-being), SDG 4 (quality education), SDG 5 (gender equality), and SDG 6 (clean water and sanitation). The University has joined forces

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with Hey to offer free, plant-powered period products to all staff and students. This is just one of the ways the University is taking action to end poverty and protect the environment, helping us to become net zero by 2035.

Outline the 3 key benefits of integrating this theme:

1. In partnership with Hey Girls, a period poverty-focused social enterprise, colleagues in the Facilities, Residential and Commercial Services team have been coordinating the provision of free sanitary products in bathrooms on campus.

Since starting the roll out in July 2022, sanitary dispensers have been installed in the following buildings: Sydney Jones Library, Sherrington, Life Sciences, Harold Cohen Library, Eleanor Rathbone, Central Teaching Labs, 502 Teaching Hub, Management School, Waterhouse Building (Blocks C and D), Rendall, Cedar House and the Harrison Hughes building. We are continuing to rollout the provision of free sanitary products, installing dispensers across campus. We have provided baskets with free sanitary products for our Leahurst campus in the meantime and plan to extend the dispenser installations to Leahurst and Ness Gardens in the near future.

Sanitary products have been distributed in male, female and gender-neutral bathrooms on campus to ensure that all people who have periods can access the products. The next phase of the project will see dispensers installed with the Hey branding in all bathrooms listed previously.

The enterprise is built upon two core goals: ending period poverty and supporting sustainability. Operating on a buy-one, donate-one scheme, they believe access to period products should be a right, not a privilege.

2. Hey Girls only create biodegradable or recyclable period products with materials that are responsibly sourced so that sustainability is at the heart of their work. An estimated 4.6 million period products are flushed down UK toilets every day. Plastic tampon applicators and period pads are the 5th most common items found on UK beaches and UK water blockages cost the UK £6.5 million each year.

With a long-term goal of becoming 100% carbon neutral, Hey Girls support the Forestry and Landscape Scotland to offset their carbon footprint and donate 10% of all profits to help restore degraded habitats. They've also signed up to the UN's Sustainable Development Goals and are one of the UK's 'Business Climate Leaders', pledging to halve their carbon emissions by 2030 and become net-zero by 2050.

3. This initiative has provided an ideal opportunity to increase education of period health, through advertisement, lesson plans and resources. Statistics show that 48% of girls are embarrassed by their period, 71% are embarrassed to buy period products and 49% of girls have missed an entire day of education because of their period. The fact that 71% of girls are embarrassed to buy period products should not be acceptable in our society. Knowledge about menstrual health by breaking down the stigma and taboo for all who menstruate can reduce gender income and health inequalities supporting the most vulnerable women to understand their bodies and get help when they need it. We are dedicated to improving period dignity, ending the stigma surrounding menstruation and ending period poverty.

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Outline the barriers or challenges encountered in integrating this theme and how you overcame these:

We had to cease the rollout after receiving some feedback from the LGBTQ+ Sub-Committee, regarding the advertising not being inclusive. We took their concerns on board regarding the branding and contacted the company to relay the feedback, in order to see if we could find a resolution. In the meantime, we purchased a large quantity of plastic baskets to put the free sanitary products in and we have distributed them in ladies' toilets and gender-neutral toilets in all buildings around campus. There was also a request that we place free sanitary products in male toilets, with a view to include transgender and non-binary people. As you can imagine this caused some controversy and confusion, even though posters were displayed. Initially this caused issues with products being thrown down toilets and on the floor or removed completely and placed in the female toilets.

Hey Girls have now amended their branding and I have attached the amended dispenser label and new poster for your information

Please outline your conclusions and recommendations to others:

Not only does provision of free products ensure dignity for everyone, it also improves corporate social responsibility and shows we are invested in the wellbeing of our students and staff. Education, employment and mental health are all impacted by the lack of access to the basic care that is needed. By working with Hey Girls we are helping to encourage sustainable choices in the workplace and reach environmental and societal goals.