

RECFAM produces organic and biodegradable sanitary pads – PRIDE Pads – out of banana and plantain fibre for schoolgirls and women. Women are integrated into the whole value chain, receiving training and income opportunities.



## RECFAM – PRIDE Pads, Ghana

### 🏆 SAG-SEED AWARD WINNER 2017 🏆

#### BUSINESS MODEL

PRIDE Pads are biodegradable, accessible, affordable, and quality sanitary pads for schoolgirls and women in rural and peri-urban impoverished communities. Locally manufactured banana and plantain fibre serves as raw material for the production process. Women are integrated in the whole value chain from raw material production to manufacturing and distribution.

The enterprise provides menstrual health education to women and girls in Ghana. To reach customer target groups, the pads are sold during weekly market days in villages.

#### ENTERPRISE FAST FACTS:

Location	Accra, Ghana
Year founded	2016
Sector	Manufacturing
Product/Service	PRIDE sanitary pads

#### Contribution to the SDGs:



#### Social impacts:

- Enabling three million girls to continue to attend school during menstruation, which was previously inhibitive, by providing them access to affordable sanitary products and educational programmes.
- Fostering gender equality by empowering women through job creation, leadership training, education and social entrepreneurship.

#### Environmental impacts:

- Reducing environmental pollution through the production of organic and biodegradable products and packaging.
- Providing education on disposing of used pads.
- Eliminating carbon emissions by using manually operated production machines.

#### Economic impacts:

- Creating employment for 10 factory workers and income for 120 female farmers in the extraction of fibre.
- Ensuring the production of consistently high-quality and environmentally friendly sanitary pads by maintaining a state-of-the-art, yet cost-efficient factory and laboratory.

” RECFAM has distributed 7,000 packages á 10 pads to schools and communities. 4 schools and 2 communities have already benefited from menstrual health hygiene education.

### Scaling up activities:

- Facilitate distribution of PRIDE sanitary pads to schools and women throughout Ghana in collaboration with Ghana Education Service.
- Collaborate with partners to train women in intercropping on their banana and plantain farms to boost their yields, which in turn boosts their economic livelihood.
- Target 80 communities and 50 to 60 women per community for the production and supply of banana and plantain fibre in 5 years.
- Establish 3 self-sustaining sanitary pad factories in Ghana within the next 5 years.



### Partnership

● **Research & Counselling Foundation for African Migrants (RECFAM)** is the Ghanaian NGO out of which the production and distribution of PRIDE sanitary pads evolved.

● **Ghana Education Service (GES) and School Health Education Programme (SHEP)** support the distribution of PRIDE sanitary pads as well as the execution of menstrual hygiene education in schools and communities.

● The **Ministry of Food and Agriculture (MOFA)** trains and advises banana and plantain farmers on the extraction of fibre and intercropping.

● The **Gratis Foundation** supports in the manufacturing and maintenance of sanitary pad production machines.

### Contact

**Mr. Alfred Mbinglo**

● mbinglonsodu@yahoo.co.uk

● www.pridepad.org / www.recfam.org



The 2017 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are supported by SWITCH-Africa Green, which is implemented by UNEP with the assistance of the European Union.

### About SEED

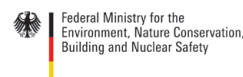
SEED is a global partnership for action on sustainable development and the green economy. Founded by the United Nations Environment Programme, the United Nations Development Programme and the International Union for Conservation of Nature at the 2002 World Summit on Sustainable Development in Johannesburg, SEED supports innovative small scale and locally driven enterprises around the globe which integrate social and environmental benefits into their business model. The 2017 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are part of the multi-country project “Promoting Eco-Entrepreneurship in Africa” implemented by SEED under SWITCH-Africa Green (SAG). SAG is implemented by UNEP with the assistance of the European Union. Other project partners in SAG are UNDP and the United Nations Office for Project Services (UNOPS). South African Awards are co-financed by the Government of Flanders.

[www.seed.uno/sag](http://www.seed.uno/sag)

#### SEED Founding Partners



#### SEED Partners



#### SEED Hosting Partner



#### SEED Corporate Partner

