

The background of the entire page is a photograph showing several hands of dark-skinned individuals holding bright pink menstrual cups. One hand in the center holds a cup with the brand name 'Lunette' visible on its rim. Another hand at the top right holds a cup, and a third at the bottom left holds another. The image is slightly blurred, focusing attention on the text and the central hand.

LUNE GROUP OY LTD

UNITED NATIONS GLOBAL COMPACT

# Communication on Progress 2021

**Lunette®**

# Forewords and statement of continued support

It has been an exciting year on many fronts, although the challenges we are still facing with the global pandemic are undeniable. The company has experienced a long journey since 2005, yet, it has stood by its promise to continue breaking the taboos and strengthen women's empowerment globally. Lunette became a part of Peptonic Medical AB in June 2020 and the first year of combining business efforts has been interesting and full of new opportunities, and we are all excited about the future possibilities together.

I'm pleased to confirm that Lune Group Oy Ltd (Lunette) reaffirms its continued support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption. In this fourth annual Communication on Progress (2020-2021), we describe our actions to continually improve the integration of these principles into our business strategy, culture and daily operations. We also commit to sharing this information with our stakeholders.

The holistic approach to sustainability is a vital part of good business strategy, and sustainability and human rights lie at the core of Lunette's business operations, today more than ever. Covid-19 crisis has left its mark on our various efforts in developing countries with the activities aimed to support girls and women. We take great pride in our products and put effort to promote the sustainable values that we were founded on. Corporate social responsibility is in the core of our business, yet undoubtedly, a lot remains to be done.

Despite of being a small company, we have achieved raising discussion on menstrual health to the forefront. We continue fearlessly raise difficult questions related to sexual and reproductive health and women's empowerment through our network, partnerships, speaking engagement in global events and our social media. We believe we can achieve greater systemic change together with your partners and stakeholders.

A warm thanks to all our partners, supporters, and loyal customers. Our shared journey of building a better world continues. I know that we are on the right path, and we can do this together.

Sincerely,



**HELI KURJANEN**, CEO & Founder, Lune Group Oy Ltd  
Contact: Heli Kurjanen, Email: [info@lunette.fi](mailto:info@lunette.fi)



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This report covers the period of July 2020 until June 2021.



# About Lune Group Oy Ltd (Lunette)

Lunette is a company based in Juupajoki, Finland with a subsidiary in the US and established presence in the UK, Sweden and Austria. We primarily specialize in sales and promotion of Lunette Menstrual Cups manufactured in Finland, but also deal with other menstruation related products. The products were, in 2020-2021, sold through a retailer network in almost 50 countries.

Lunette was founded in 2005 and continues being one of the leading menstrual cup producers in the world. The high quality of our main product continues to be an important factor in positioning ourselves successfully in a competitive global marketplace, largely dominated by non-sustainable disposable period care products. During the reporting period, Lunette has also launched high quality Lunette reusable pads - we believe in giving all the menstruators a choice. Breaking menstrual taboos, promoting inclusive menstruation and availability of SRHR services to all are our core company values and we invest a good amount of our time in advancing these agendas.

In June 2020 Lunette became a part of Peptonic Medical AB. Peptonic, which trades on the Spotlight Stock Exchange in Stockholm, is an innovative Swedish medical development company offering femtech products for women's health that contribute to increased sustainability and quality of life. The collaboration with Peptonic Medical is a natural step for Lunette given the shared values regarding the right to a safe reproductive health. Lunette will continue to trade as a separate business unit under Peptonic Medical AB business entity. After the first year under Peptonic we can conclude that Lunette's core values - inclusion, menstrual equity, and quality, have been welcomed and embraced at Peptonic and the wider reach we can have under this umbrella helps us also in widening our reach in our mission.

We have in the last year received important awards, which speak volumes of the organization's entrepreneurial journey, and talent, as well as our values. We have continued being fully committed to female empowerment and sustainability as part of our business model and spirit.

## LUNETTE'S CEO HAS RECEIVED THE FOLLOWING AWARDS IN 2020-2021:

- JCI Ten Outstanding Young Persons of the World (TOYP) Winner - Finland
- JCI Ten Outstanding Young Persons of the World (TOYP) - Global shortlisted TOP 20

## FURTHER, THE LUNETTE MENSTRUAL CUP HAS RECEIVED THE FOLLOWING AWARDS:

- German Sustainability Award Design 2020 winner
- Best possible rating from the consumer magazine Ökotest (Germany)
- Mumsnet approval (UK)





## Sustainable products

Lunette specializes in environmentally friendly, high-quality menstruation related products. In addition to menstrual cups, Lunette has designed and launched reusable pads and is in process of launching period panties. Lunette also sells e.g. cup wash, cup wipes, intimate cleanser among others. Throughout the product range we innovatively seek for environmentally friendly, plastic-free and biodegradable solutions for product and packing materials.

## Lunette Menstrual Cups

Lunette Menstrual Cups are a high quality, sustainable solution for menstruators. They are made from medical grade silicone. Silicone, a polymer made with oxygen, is extracted from silica and passed through hydrocarbons derived from fossil energy. Thus, production of silicone is not carbon neutral nor is the product biodegradable, although it has been established that it can be burned safely at the end of its lifespan. However, due to its long lifespan, menstrual cups have the smallest carbon footprint as compared to any other menstrual solutions. Medical grade silicone is tested for allergens and made as pure and inert as possible.

The supplier of the silicone material, that Lunette cups are manufactured of, is a member of UN's Global Compact and adheres to Responsible Care® and Together for Sustainability initiatives. Lunette Cups are manufactured in Finland. Lunette places emphasis on environmental standards and development of environmentally friendly packaging. The packaging of our menstrual cup is 100% recyclable with environmentally friendly window made of wood pulp / cellulose.



Lunette Menstrual Cup is registered with the Vegan Society and carries the Finnish Keyflag Emblem and Design from Finland certifications.

## Lunette Reusable Pads

Used alone during menstruation, in connection with a menstrual cup, or to deal with minor bladder leakage or post-partum bleeding. Cloth pads are made in Finland of soft organic cotton fabric, bamboo viscose for great absorbency and a layer of waterproof

coated PUL-fabric to block moisture. All fabrics are Öko-tex 100 certified. Pads and packing are biodegradable, apart from the thin layer of PUL, which is necessary for waterproofing.

## Other products

To make life easier for menstrual cup users, we are providing Cup Wipes, an easy option for sanitizing the menstrual cup when water isn't available. The wipes are made from viscose - a biodegradable material.

One can also use menstrual cup without purchasing a Cup Cleanser, but many prefer to use our liquid cleanser which is safe for the silicone menstrual cup and hence may

increase the lifetime. Totally organic, vegan, and with as short as possible INCI. The cleanser is a highly concentrated formula, so just one single drop is enough protecting the environment and our clients' wallet. The tube is made from 55 % recycled (post-consumer-recycled) plastic developed during this reporting period and the wrapping is biodegradable.

# IMPLEMENTING THE UN Global Compact principles

## Human rights

### - PRINCIPLE 1 -

Business should support  
and respect the protection  
of internationally proclaimed  
human rights

### - PRINCIPLE 2 -

Business should ensure that  
they are not complicit in  
human rights abuses

## ACTIONS AND RESULTS

**Commitment:** Lunette respects and sees as paramount the protection of all internationally recognized human rights and is fully committed to the UN Guiding Principles on Business and Human Rights. We are conscious of our own responsibilities as part of our own operations and towards our staff and consumers and any of the communities we are active in. Our critical suppliers are expected to protect human rights, placing great importance to complying with human rights and fair business practices. They are further expected to follow the OECD Guidelines for Multinational Enterprises, the ILO Core Labor Standards and the UN Guiding Principles on Business and Human Rights.

While we carry out small scale due diligence assessments and audits internally and of our suppliers and partners, and require certifications for risk raw materials, we are aware that more needs to be done to prevent adverse human rights impact. As an SME our resources are very limited in this regard, and to date we have no staff dedicated to human rights issues. However, we do see ourselves as forerunners within the inclusive menstruation sphere. We underline and advocate for human rights of all menstruators. During the reporting period Trasek ry, a Finnish association for transgender and intersex rights, trained all

our staff to be even more inclusive and we have incorporated the teachings within our communication strategy.

Our message is that 'Not all women have periods and not all people who have periods are women.' We have received positive feedback from the transgender and non-binary community, who are generally ignored within the discourse related to menstruation and SRHR in general. Also, we have received a great number of questions, and sometimes even faced fury, due to our advocacy mission. We hope that the raised conversation and our fact-based replies to questions and feedback change attitudes towards these groups.

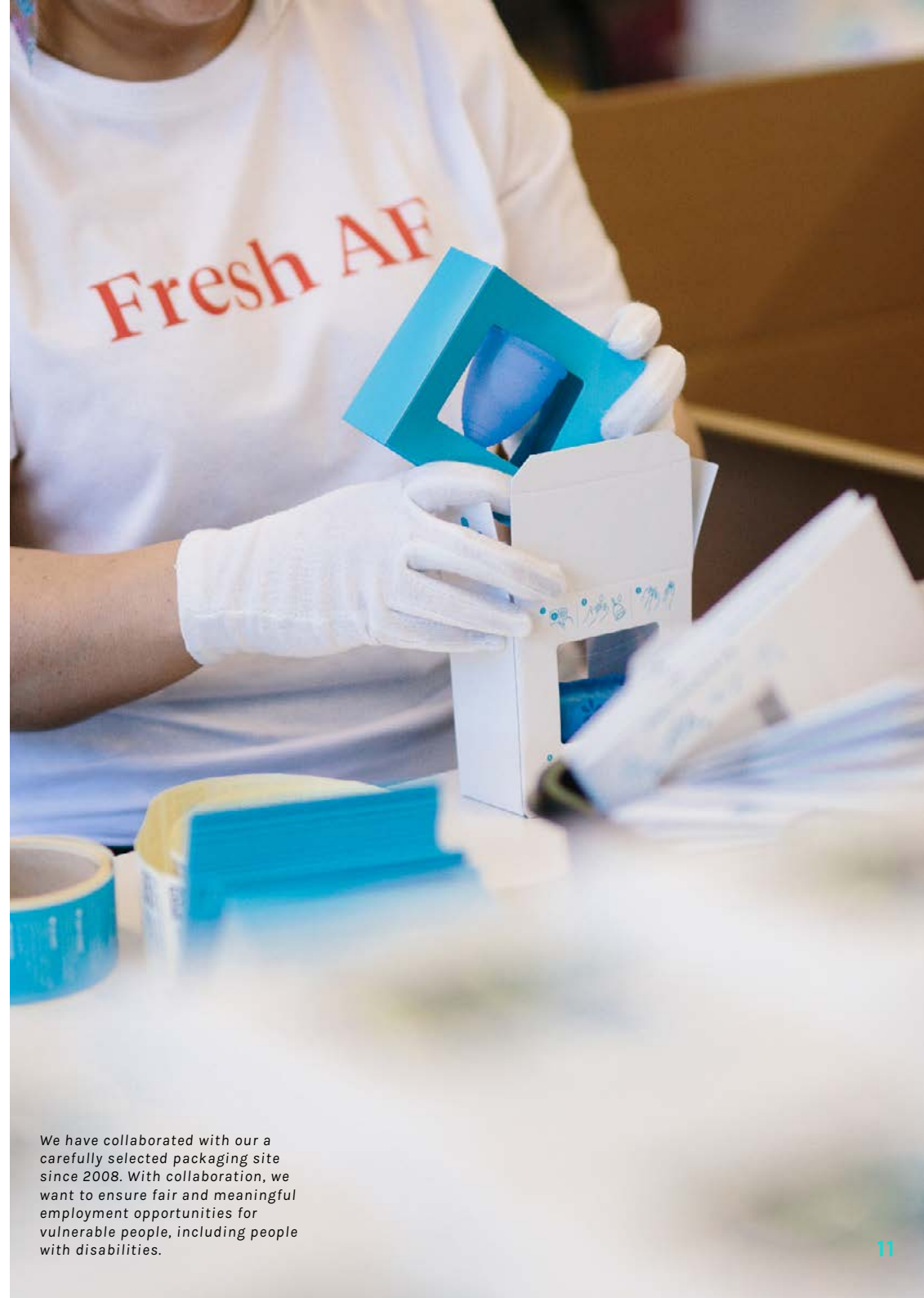
With strong focus on improving sexual and reproductive health and rights nationally and globally, we have adopted and are following a human rights-based approach as part of all of our project interventions in developing countries, in line with the UN Guiding Principles. Among the most salient potential human rights risks, we have identified issues in terms of the right to health, especially in junction with use of the cup in unhygienic settings. We have also ensued partnerships that could be critical for us in light of ensuring that we achieve maximum positive impact, and have collaborated with governments, UN organizations, international NGOs, local NGOs, universities, private sector to increase our leverage where possible.

## ACTIVITIES 2020-2021

- Continued implementation of a robust and improved Quality Management System (QMS), which also includes human rights related aspects (2020-2021)
- Advocated for inclusive menstruation, and human rights of all menstruators including transgender and non-binary community through our social media and collaboration with several organizations.
- Provided open-for-all & online MHM advisory services with our menstrual mentors. Answered 3573 questions related to MHM and SRHR during the reporting period.
- Annual audits for critical supplier and supplier self-evaluations on quality, sustainability and human rights (2020)
- Continued as a member of the #Ykkösketjuun -campaign, advocating for mandatory human rights due diligence in Finland, which has been placed in Finland's Government programme as of 2019.
- Provision of access to labour for vulnerable persons in Finland, through continued focus on a disability programme supporting employment and employability of disabled persons, through our packaging operations and relevant partnership enabling such efforts.
- Through our partners we have provided training and products to vulnerable girls and women in developing countries, including on sexual and reproductive health and rights, and work against FGM (e.g. Red Cross Finland, World Vision Finland). More of this under the contributions to SDGs.
- Member of The Menstrual Cup Coalition, the organization that supports the safe use of affordable menstrual cups by sharing knowledge and good practice globally.

## LOOKING AHEAD

- We continue to place high value on the quality and safety of the materials used. We also continue with research initiatives, to continue monitoring issues related to health and safety.
- We continue advocating inclusive menstruation and influencing the sexual and reproductive health and rights-discourse globally.
- Increased attention on development of internal due diligence processes. In terms of our suppliers, distributors and partnerships we will continue site-visits and continue monitoring respect for human rights issues among the suppliers, through better documentation and improved audit processes. Annual audits and internal audit ensure the implementation of policies.
- Continue to uphold strategic partnerships for the activities we carry out and events and networks we engage in, to accelerate positive human rights impact, and raise awareness, including in developing contexts.



*We have collaborated with our a carefully selected packaging site since 2008. With collaboration, we want to ensure fair and meaningful employment opportunities for vulnerable people, including people with disabilities.*

# Labour rights

## - PRINCIPLE 3 -

Uphold the freedom of association and the effective recognition of the right to collective bargaining

## - PRINCIPLE 4 -

Support the elimination of all forms of forced and compulsory labour

## - PRINCIPLE 5 -

Support the effective abolition of child labour

## - PRINCIPLE 6 -

Eliminate discrimination in respect of employment and occupation

## ACTIONS AND RESULTS

**Commitment:** Lunette employs most of its staff directly in Finland, while few are employed elsewhere in Europe and the USA. Lunette commits to the prevention and elimination of any discrimination in respect of employment and occupation inside and outside the company, and the same standards are expected of our suppliers. Lunette proclaims responsibility for equal employment opportunity in all our recruitment. In addition, our packing operations are run by a PLWD team, and we are hence providing employment opportunities for vulnerable people. The company is also committed to employee welfare and sustainable employment. We

strive to provide an interesting, attractive, and inclusive workplace for all employees. Our employees will be at liberty to progress in their job and develop. We focus on a staff policy with emphasis a safe and healthy working environment, which is safe and offers opportunity to thrive. We want to ensure the right of workers to join trade unions and do not tolerate discrimination and harassment. We ensure that all employees, as well as contracted temporary staff, involved in various projects are paid a competitive wage, and avoid excessive overtime hours. Finally, we offer working conditions that comply with the law, relevant ILO standards and the standards of the UN Global Compact.

## ACTIVITIES 2020-2021

- Lunette fully respects labor rights and has committed to a non-discrimination policy, and continues to follow these principles in all its operations. These principles were also employed when staff were contracted elsewhere including in developing contexts.
- We continued to support equal employment opportunity to PLWD within our packing operations.
- New packaging operations facilities with more advanced working condition ergonomics and higher energy efficiency.
- Continuous improvement of good HR practices e.g. yearly appraisal process, providing company benefits, supporting work-life balance and providing training and development opportunities. Staff satisfaction measured through a survey.
- Advocating for the right to decent work and economic empowerment for women in developing country contexts, through various platforms, events and fora.
- Supported a study measuring different menstrual products' impact on women's self-confidence, health, and impact on working life (more under SDG 8).

## LOOKING AHEAD

- We will continue developing our internal policies and measure staff satisfaction.
- We will continue improving occupational health and wellbeing for our staff and measure impact and satisfaction levels through an ongoing survey.
- We will continue providing employment opportunities inclusively.
- Continue developing possibility for flexibility in terms and conditions of employment conditions (such as working hours, location), especially in light of the constraints put before us due to Covid-19.
- We will continue advocating for safe menstruation globally, and especially in developing countries collaborate with organizations who thrive to improve menstruators' access to safe menstrual products and SRHR training and hence improve their possibility to fully take part in the working life.

# Environment

## - PRINCIPLE 7 -

Support a precautionary approach to environmental challenges

## - PRINCIPLE 8 -

Undertake initiatives to promote greater environmental responsibility

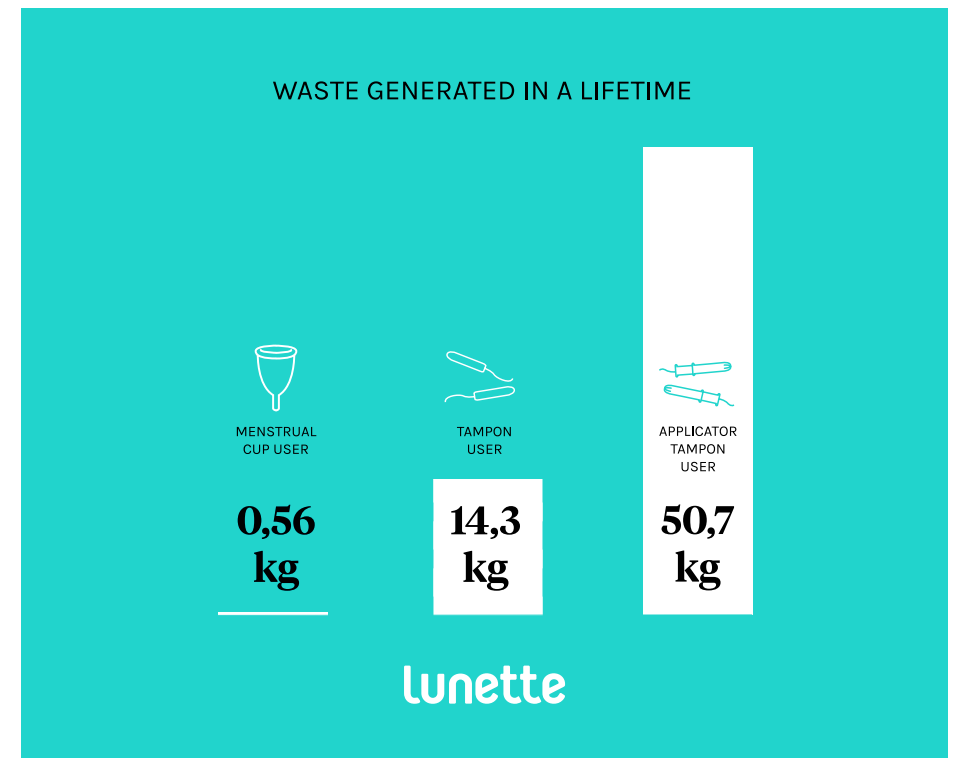
## - PRINCIPLE 9 -

Encourage the development and diffusion of environmentally friendly technologies

## ACTIONS AND RESULTS

**Commitment:** Lunette's core product, the Lunette Menstrual Cup, reduces the carbon footprint and waste load of menstrual health management to a minimum. As we believe in giving menstruators options within the sustainable menstrual product range, during this reporting period we have also launched Lunette reusable pads and continue developing other reusable options. Lunette places emphasis on environmental standards and the development of environmentally friendly supply chain, with co-agreed goals and guidelines for waste management, logistics, energy and material consumption. The innovative packaging of the Cups is fully plastic-free and therefore, recyclable. Lunette

packaging constantly thrives on optimizing material consumption and finding creative solutions for packaging and delivery of goods. Lunette has eliminated the need for single-use packaging plastics, common in high volume packaging. We have already on the most parts moved away from paper shipping and customs documents and done the transition to paperless trade in every trade occasion where possible. We minimize travel and flights and invest in our team collaboration and online conferencing tools to reduce our operations' climate impact as a company.



Source: Report from Swedish Parliament / RUT



## ACTIVITIES 2020-2021

- We have continued to assess our packaging to use the most environmentally friendly materials available. In the reporting period we launched a new more environmentally friendly tube for the Lunette Cup Wash. It is now made of 55 % recycled (post-consumer-recycled) plastic.
- We replaced our colourful satin pouches with ones that are more environmentally friendly and made from recycled plastic bottles replacing approximately 1880kg of virgin plastic annually.
- We continued using paper raw materials sourced from certified sustainably managed forests (FSC certified).
- Continued developing and providing training materials (e.g. free e-training

## LOOKING AHEAD

- Lunette is committed to further innovate with environmentally friendly materials and products, and enhance its supply chain management and operations to reduce the climate impact.
- Conduct Lunette life cycle carbon footprint assessment. Lunette product specific LCA for carbon footprint will help internal operation development, responding to authority and customer demands, supporting decision-making and process development, and for environmental communication.
- Lunette will join Sedex as a supplier member in order to streamline the communication, learn from practical tools, services and community. Sedex

material related to menstruation, menstruation related products and SRHR more widely to healthcare and educational professionals (2020-2021).

- Member of the Finnish Water Forum, to ensure we are more actively part of an environmentally aware business community, advocating for environmentally friendly solutions (since 2018).
- Advocating for zero-waste lifestyle through the choice of our influencers, e.g. @zerowastenerd, @going.zero.waste, @rocket\_\_science
- Cooperation with City to Sea for reducing plastics in the oceans (more under SDGs 11-14)

is an online database which allows companies to store and view data on ethical and responsible business practices.

- We also commit to raise awareness about the environmental benefits of cup use over disposable and other reusable menstrual health management solutions, especially through increased efforts with the educational and healthcare professionals and in social media and wide-reaching channels.
- We will continue supporting various events with the objective to increasing awareness about sustainable and environmentally friendly consumption solutions.

# Anti-corruption

- PRINCIPLE 10 -

Business should work against corruption in all its forms, including extortion and bribery

## ACTIVITIES AND RESULTS

**Commitment:** When it comes to our own business practices, we oppose any form of corruption, including blackmail and bribery. We conduct our commercial activities in accordance with international, national

and local laws and regulations relevant to our business. At Lunette we believe that transparency and efforts for anti-corruption is the only way forward for a better economy and better societies.

## ACTIVITIES 2020-2021

- Lunette strives for transparency in our commercial decisions and practices. We expect that our employees and any distributors abide by the law and are corresponding national legislation in the countries in which we operate.
- As part of all our registration procedures we have taken steps to ensure no corrupt practices take place during any part of the process (2020-2021).

## LOOKING AHEAD

- Continue developing a public anti-corruption commitment.
- Written expectation of anti-corruption commitments of contractors.



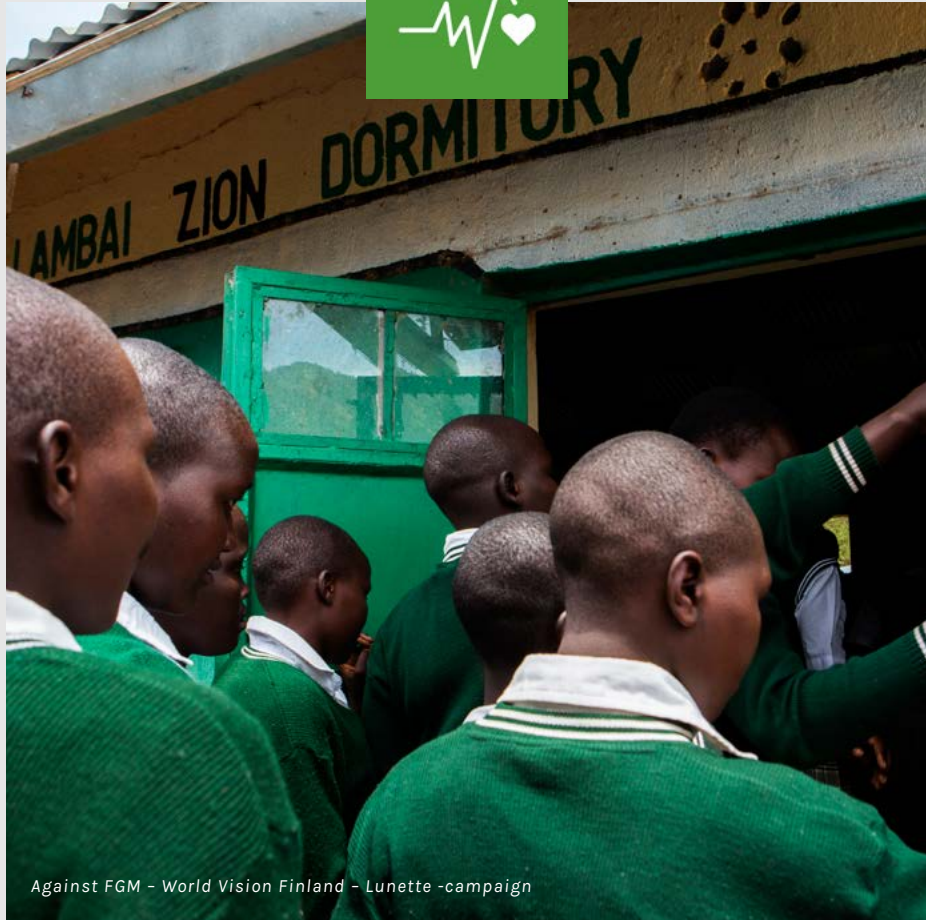
Local students at Nairobi  
Innovation Week in Kenya 2018

# Contributing to UN Sustainable Development Goals





### 3 GOOD HEALTH AND WELL-BEING



Against FGM – World Vision Finland – Lunette -campaign

### GOAL 3

## Good health and well-being

The core of our mission is to improve menstruators health and well-being by providing top quality, safe menstrual products, by educating and informing on menstruation related topics, by advocating for inclusion in relation to menstruation and SRHR.

In addition, we work with partners to improve health and well-being in areas which are

out of our reach. Below some of our targeted actions to increase SRHR and well-being:

### AGAINST FGM – WORLD VISION FINLAND – LUNETTE

World Vision Finland has for over 20 years worked to end female genital mutilation (FGM) in Kenya and Somalia. More than 200 million women and girls around the world are living with the results of the dangerous practice of female genital mutilation (FGM/C), also known as cutting, according to a report by UNICEF, the U.N. children's agency. In the next decade, 30 million more are at risk of being mutilated.

World Vision Finland and Lunette started a partnership on the International Day of a Girl Child in October 2020 by launching an orange campaign cup, where 2 € is donated to World Vision Finland for FGM prevention work. During the reporting period about

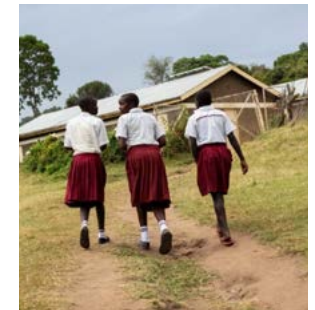
2000 € were donated. With this donation, trainings informing about the harmfulness of FGM were held at the community level, and eight girls who fled FGM were supported with a business starter pack in Sook, Kenya. The starter pack included a sewing machine, and other supplies for starting a business. With the starter pack the girls are able to start a business as a seamstress and to earn a living. In addition, in March 2021 a one-month advocacy campaign was organized online and in Ruohonjuuri, a Finnish ecostore, to raise awareness on the harmful practice, which indirectly also helps Finnish girls who are in the risk of being mutilated.



[Blog text about FGM \(in Finnish\)](#)



[Blog text about the campaign \(in Finnish\)](#)



[Blog text about the campaign at Ruohonjuuri \(in Finnish\)](#)

### THE FEDERATION OF MOTHER AND CHILD HOMES AND SHELTERS X LUNETTE

On 11th Oct 2020, the International Day of a Girl Child the Federation of Mother and Child Homes and Shelters, vlogger Maiju Voutilainen and Lunette launched a campaign to support work against gender-based violence. Vlogger Maiju Voutilainen raised conversation on healthy relationships, intimate partner violence and cyberbullying

with her followers for five days. At the time Lunette launched, and is till date selling a campaign cup, where 1 EUR is donated to supporting federations' work. Lunette supported the marketing activities in paid and own channels, and in addition, products were donated to shelters to be distributed to the menstruators.



Collaboration with Fida International

#### GOAL 4

## Quality education

### #NOMISSEDSCHOOLDAYS PROJECT - THE GUIDES AND SCOUTS OF FINLAND - UGANDA SCOUTS ASSOCIATION - UGANDA GIRL GUIDE ASSOCIATION

Menstruation affects girls school attendance globally, in Uganda World Vision has estimated that even 50% of girls are absent from school due to menstruation. The scouts and girl guides from Finland and Uganda have joined hands to curb this.

Lunette has contributed to the project by conducting a Tone of Voice –training on

inclusive menstruation to the team. Also 'A buy one give some' - campaign was held at Lunette, with every tenth menstrual cup donated to the #NoMissedSchoolDays. 50 Lunette cups are ready to be distributed through the SRHR trainings to be held under the #NoMissedSchoolDays in Uganda.

### COLLABORATION WITH FIDA INTERNATIONAL IN EASTERN AFRICA

The joint Finnpartnership projects finished in 2019, but the impact of the project continues. Pentecostal churches in Tanzania, Uganda, DRC and Kenya institutionalized the menstrual advocacy work by making the MHM ambassadors permanent employees within the organizations. This shows that the project resulted in raised awareness at the organizational level and convinced institutions to continue SRHR and MHM work to support the menstruators within the communities. Fida has also continued supporting SRHR work with the partners

through trainings, advocacy events, and by distributing menstrual products. The SRHR training package co-developed by Fida, The Cup and Lunette is still in use, e.g. in Tanzania 657 adults (436F/221M/) including community and religious leaders, teachers, and parents, and Maasai communities and 110 youth (64M/46F) were trained between July 2020 and June 2021, and in total 89 cups distributed. During the reporting period Lunette has contributed by sending material for sewing reusable pads locally.

### LUNETTE AUSTRALIA & NEW ZEALAND WORKING ON EDUCATION

The Sustainable period project provides free resource kits to schools educating about sustainability, including a menstrual cup, reusable pads, period panties and information material. The project was launched 2017 in Australia/New Zealand. Lunette has been a keen supporter from the start, and donated all the menstrual cups needed for the kits and part of the info materials. All highschools in Australia and New Zealand (over 3000 schools) have received their kits by 2020. Project continues in primary schools, over 1200 of which have received a kit. Also Lunette's donations from Menstrual Hygiene Day 2021 went to support more kits for Primary Schools.

[www.sustainableperiodproject.org.au](http://www.sustainableperiodproject.org.au)

Collaboration with the Sustainable Period Project and the Body Shop April to June 2021 to raise awareness on sustainable periods.

[www.thebodyshop.com](http://www.thebodyshop.com)

Also, 150 Sustainable Period Project kits have been delivered to The National Aboriginal Community Controlled Health Organisation (NACCHO) that provides over 150 free health clinics in indigenous communities to educate and provide treatment. They will start using them from next year.



## EDUCATIONAL MISSION IN GENERAL

Lunette invest great deal of time to education. The company has global menstrual mentors, whose advice can be accessed from anywhere online. The menstrual mentors' advice in menstrual cup related questions, but also in wider concerns related menstruation and SRHR. During the reporting period 3573 questions were replied. Only roughly 40% of the questions are Lunette product related. They come from all over the world and relate to wider SRHR theme.

Lunette is encouraging open discourse around menstruation and SRHR towards youth and has created a MHM training package Period Power Pack for Finnish PE teachers and health care professionals.

Lunette has published A little booklet about menstruation, which informs on the basics of menstrual cycle. The booklet is available in Finnish and English and is available for downloading on Lunette website: [www.info.lunette.com/a-little-booklet-about-menstruation](http://www.info.lunette.com/a-little-booklet-about-menstruation)

Lunette staff also visit in near-by schools to talk with the students directly, e.g. in Juupajoki town, where the company is based, a training was organized in spring 2021 for all 9-12 year-olds.

## LUNETTE AMBASSADOR PROGRAMME

The global programme was launched in June 2020 with a goal to normalize conversation about menstruation and periods. Lunette works with passionate period champions from around the world whose mission is to inspire their communities to break the menstrual taboos. By end of the

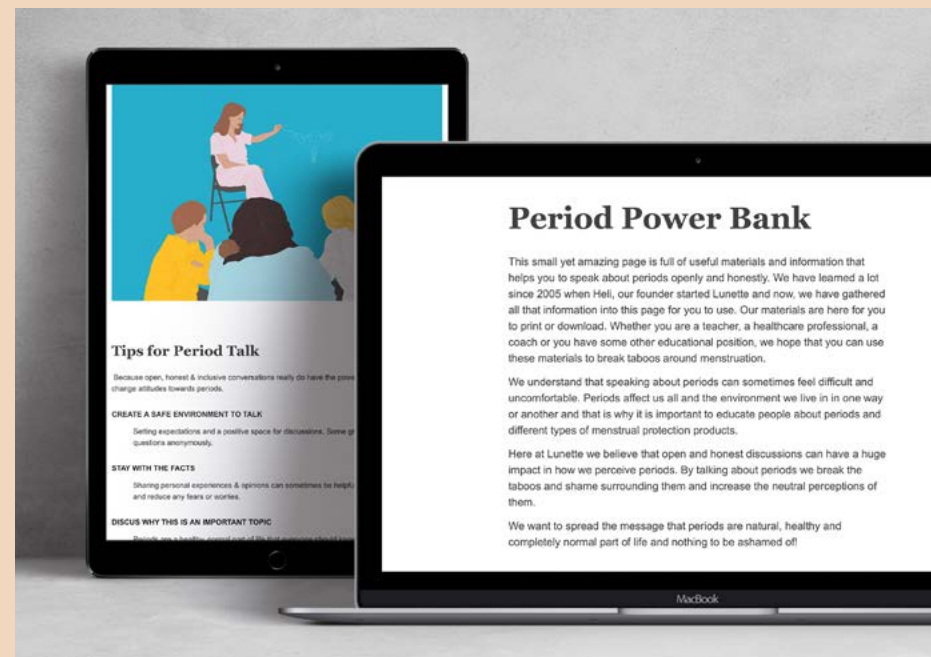
Lunette also applies a mutual learning approach for engagement with several Finnish organizations dealing with SRHR related topics. Lunette's expertise is in the taboo free manner of inclusively speaking about menstruation, and of course reusable MHM products. Lunette is always ready to learn more, not least for the menstrual mentors to be able to advice and direct community to the right source of information. Co-learning sessions have been held during the reporting time with

- Pelvicus (Pelvicfloor Physiotherapists Association) had a 4-hour webinar hosted and sponsored by Lunette in May 2021
- Gynäkologinen potilasjärjestö Korento ry, who are an association for persons living with gynaecological conditions like endometriosis.

In addition, Lunette has contributed to development of MOONA, an app for recording menstrual symptoms, and which is designed to assist in early detection of gynaecological conditions. The app is owned by Korento. Lunette is part of the steering committee for MOONA.

reporting period 50 inspiring young people were selected. The programme includes networking, information sharing, mutual learning, product gifts, earning possibilities.

More about the programme: [info.lunette.com/people-for-periods](http://info.lunette.com/people-for-periods)





School girls in Kibera, Nairobi, Kenya

GOAL 5 | GOAL 10

## Gender equality Reduced inequalities

We actively promote for equal world and advocate for SRHR rights to all, including non-binary and transgender people. Core of our company values is breaking menstrual taboos and raising conversation around inclusive menstruation. In addition to reducing the impact menstruation has to many menstruators world-wide, e.g. statistics in many countries showing that girls attend less school or women have lower capacity to work, we also actively lift up different menstruators.

We have during the reporting time donated to Punks With Lunch, a non-profit organization in West Oakland, run by volunteers and dedicated to building community by providing life-saving services, along with harm reduction resources to underserved and marginalized individuals. Lunette

gave a menstrual cups to marginalized menstruators – a cup can really make a difference e.g. for a homeless person.

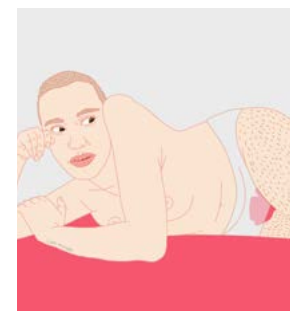
We are a proud signatory of Women Empowerment Principles:  
[www.weeps.org/companies](http://www.weeps.org/companies)

### NOT ALL WOMEN HAVE PERIODS AND NOT ALL PEOPLE WHO HAVE PERIODS ARE WOMEN

The above is one of our mantras, we promote for inclusive speech around menstruation and actively inform communities about and advocate for the rights of all menstruators including people who are not women or girls. This is one of the core philosophies within our communication strategy, and a fundamental part of all our communication. We cooperate with influencers like @tjlucasbox, @jammi.dodger and @dakotarobinn to press this point, and celebrate feedback, positive & negative, because it all creates the needed

discourse to break the taboos around this silenced topic. In addition to raising conversation within social media, we train our partners in inclusive language around menstruation. During the reporting time these trainings have been conducted with The Guides and Scouts of Finland, Red Cross Finland, World Vision Finland, and several smaller NGOs.

More on inclusive menstruation in our blog:



Inclusivity in Language - When There's More To It Than Just Words



Bleeding for Freedom - My First Period as a Non-binary Menstruator

### BODY POSITIVITY

Another stigmatized aspect of humanity is our relationship with body. We advocate for body positivity and approval for different looking people. We do this by choice of our influencers, models, and campaigns in social media.

## FINNISH RED CROSS X LUNETTE

Finnish Red Cross runs youth shelters in the largest cities in Finland. Many of the young people using this service struggle financially and buying menstrual products every month becomes a burden. Period poverty is not a myth – even in Finland, one of the leading

welfare states in the world. Lunette donated 1496 menstrual cups during the reporting period, out of which 200 were sold in the Red Cross online store to raise funds for the shelters, and the rest distributed to menstruators in need through the shelters.



[Red Cross Youth Shelters](#)



[Campaign page \(in Finnish\)](#)



[Blog text about period poverty \(in Finnish\)](#)

## THE CUP X MONKI X LUNETTE

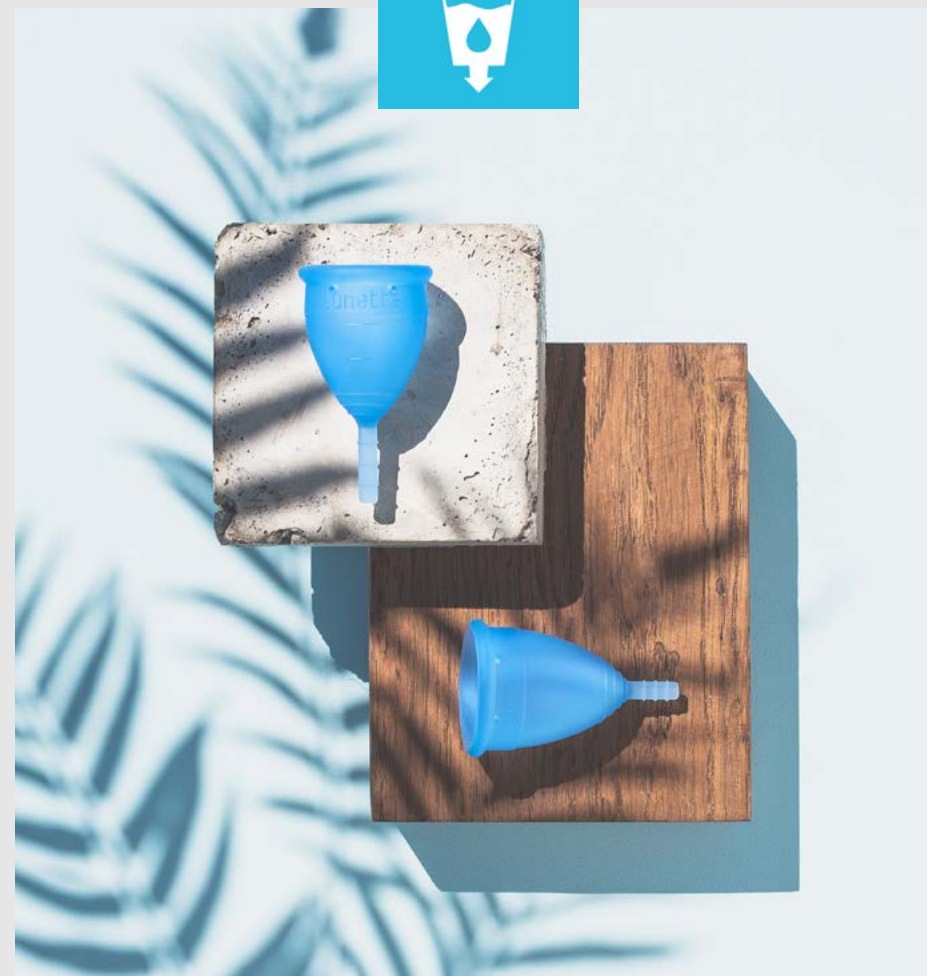
The long-lasting partnership is still on, but due to COVID-19 field activities have been on hold. Instead, The Cup has been using the time by developing a new SRHR training concept called Rafiki and designed for low-resource settings. The Cup's work will expand to Ivory Coast, and will be reported in next

years' UN COP. Also in Kenya work is to be continued in other slums than Kibera, where a lot of organizations are active. The Cup has identified new partners e.g. from Kayole-Soweto slum and orphanages elsewhere in the country.

## DAY OF THE GIRL CHILD - 11.10.2020

October 11th was the International Day of the Girl Child, a day for recognizing the challenges facing girls around the world. Girls' rights were advocated in Lunette social media. In addition to the campaign in Finland

to raise awareness on healthy relationships, intimate partner violence and cyberbullying Lunette Australia generously donated 100% of their profits from the day to YWCA Australia - Australia's leading feminist organization.



### GOAL 6

## Clean water and sanitation

Menstrual cups reduce menstrual waste from entering sanitation systems and clogging them, and especially in the global south, lessening women's burden of managing taboo waste.



8 DECENT WORK AND  
ECONOMIC GROWTH



Campaign with Kaiko Clothing

## GOAL 8

# Decent work and economic growth

## KAIKO X LUNETTE

Kaiko Clothing is a Finnish social enterprise with a mission to create fair jobs for Nepalese women. The cashmere collection is made in Nepal following the principles of Fair Trade.

During Oct-Nov 2020 for every cashmere item sold, one Lunette menstrual cup was donated to Nepal.

## FEMME INTERNATIONAL – EMPOWERING YOUNG WOMEN AND GIRLS, EVERY DAY OF THE MONTH. LUCSUS LOGO - SIANI

Past MHM research has overwhelmingly focused on adolescent schoolgirls, leaving a knowledge gap about women between 20-50 years of age. Few MHM studies have been conducted that target the link between health – economy – well-being outcomes. To cover this knowledge gap in developing country context Femme International and Lund University's Centre for Sustainability Studies, with major funding from Lunette, did a study applying an integrated and mixed methods study approach in Moshi, Tanzania.

According to the results, an extended menstrual cup use has multiple direct and indirect health outcomes, including reduced incidence of urinary tract infections, bacterial vaginosis and skin rashes, less mental anxiety and higher self-confidence in addition to lowering health care costs,

impacting both physical and physiological health. This contributes to women's ability to fully take part in the working life. Research is required, especially in the global south, where the intervaginal solution is still in many areas considered a taboo and assumed to be unhealthy. With better evidence it is easier for MHM actors to promote for giving menstruators alternatives, including menstrual cups.

The policy brief developed basing on the study can be found here:

[www.lucsus.lu.se](http://www.lucsus.lu.se)

Blog text at LUCSUS website:

[www.lucsus.lu.se](http://www.lucsus.lu.se)





GOAL 11 | GOAL 12 | GOAL 13 | GOAL 14

# Sustainable cities and communities

## Responsible consumption and production

## Climate Action

## Life below water

According to wen.org disposal of single use menstrual products - tampons, pads and applicators generates 200,000 tonnes of waste per year. Environmental friendliness is one of the core values at Lunette. In addition to offering environmentally friendly and reusable products, Lunette is an active advocate for environmentally friendly lifestyle. We work with influencers like Zero Waste Nerd, Going Zero Waste, and RocketScience to promote for zero-waste products, and reduced carbon footprint. According to our own estimations the cups and reusable pads we have sold during the reporting period save around 50 million single use products from the landfills, assuming that the alternative to the sold products would have been single use pads or tampons.

We collaborated with City to Sea, UK based environmental organization, campaigning to stop plastic pollution at source. We have a common goal of fighting the irresponsible consumerism, of which the Black Friday is an embodiment of. The opportunity to buy an essential item at a discounted rate is an attractive proposition, however, Black Friday merely perpetuates consumer culture which leads to significant adverse effects to the environment. So, rather than offering discounts during Black Friday, Lunette

donated 25% of all sales between November 27th and December 1st to City to Sea and launched a limited edition of tees made to crush taboos and inspire conversation surrounding menstruation and donating 15% of proceeds to City to Sea. City to Sea will use this for their campaigns and research related to well-being of the oceans.

We also want to raise conversation of different menstruators, including people with disabilities. Following blog text published for sharing experience of Katie-May, 39-year-old woman who has Muscular Dystrophy and uses a wheelchair.

More of the campaign:

[www.citytosea.org.uk/lunette-combatting-black-friday-waste/](http://www.citytosea.org.uk/lunette-combatting-black-friday-waste/)

[www.lunette.com/blogs/news/black-friday-it-comes-with-a-cost](http://www.lunette.com/blogs/news/black-friday-it-comes-with-a-cost)

[www.citytosea.org.uk/using-a-menstrual-cup-when-disabled/](http://www.citytosea.org.uk/using-a-menstrual-cup-when-disabled/)

The actions related to product and company operations during this reporting period are listed under the environment related principles above.

## Sources

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<https://www.lucsus.lu.se/article/new-study-shows-multiple-health-outcomes-women-using-menstrual-cups-tanzania>