

Shortlisted Target Project Proposal

Project: Wing Woman Lebanon (WWL)

Organization: Stand for Women (SfW)

Location: Lebanon



Description of the Project

Stand for Women (SfW), through their project Wing Woman Lebanon (WWL), seeks to reduce waste in Lebanese landfills and address (menstrual) period poverty by producing and distributing affordable and reusable feminine hygiene pads as well as reusable diapers to vulnerable families. A large part of their distribution will take place during community training sessions.

Impacts

Impact on the environment/climate: The production and distribution of 16,000 reusable pads and 1,740 reusable diapers for infants will significantly cut landfill waste caused by plastic disposable diapers and pads, both in the community and in refugee camps.

Addressing gender equality: WWL, wholly owned and operated by women, works to reduce the stigma and shame surrounding periods and to normalize and encourage the use of reusable products. Women with an interest in sustainability will be identified and provided with specific training and mentorship on this topic including skills as tailors and awareness session trainers. Through continued mentoring in organizational skills, at least two women will be placed in positions beyond manufacturing.

Supporting the community: The scheduling of about 78 environment/period awareness training sessions will impact 2,300+ families in Lebanon including refugees. All materials for the pads and diapers are purchased in Lebanon, thereby supporting local markets.

Achieving/reaching sustainability: With a lifespan of between 2.5 to 3 years, these reusable products, pads and diapers aim to respond to the deteriorating environmental situation in Lebanon by providing access to a long-term solution to everyday needs. The organization plans to sustain the program through product sales, mentoring and educating women.

SDGs addressed: (using UN icons):



Budget: \$131,318

56% of funding will go to salaries for marketing, communications, training coordinator, and sales officer. 34% of funding will go to program costs and 9% for administrative costs. Reinforced accounting and reporting systems are to be developed.

Proof of Concept:

Since November 2021 SfW-WWL has created 20 sustainable jobs while producing and distributing over 16,000 reusable period pads to over 2000 women through 15+ (I)NGOs and CSOs in Lebanon. They have also provided more than 25 tailored education and awareness sessions on period poverty all over Lebanon alongside distributions.

Proposed Marketing Support for Clubs:

WWL will record videos, take pictures, and gather testimonials. The communication team will focus on the environmental impact of the project and ensure the visibility of FAWCO in their publications. The WWL team is also planning a public event which will be documented and can be shared with the FAWCO Member Clubs.

For additional information, you are invited to learn more about the organization by visiting their multiple social media platforms ([Facebook](#) , [Instagram](#), [LinkedIn](#)). You may request a copy of the application by contacting Tharien van Eck, Target Selection Chair at target-application@fawco.org.