



## SHE's Leaning In & Busting a Move



**SHE** has recently formed an instigating power duo that is arguably more powerful than Jay-Z and Beyonce, and that's our HAHA (Health and Hygiene Advocacy) team! Health & Hygiene Officer [Nadia Hitimana](#) (at left) & Advocacy & Policy Manager Jackie Mupenzi (at right), have already teamed up to deliver [menstrual hygiene management \(MHM\) awareness programs](#) to nearly 1100 girls and boys in collaboration with [VSO Rwanda](#).

During those programs, the HAHA team also facilitated open discussions among students and teachers to debunk menstrual taboos and to discover how girls can best manage their menstruation while at school.

**So what's next on the [HAHA Beat](#)?** Training of 50+ teachers at our 10 pilot schools about how to design menstrual hygiene education discussions and lesson plans; a live talk show on Radio Rwanda with the Ministries of Education and Health; recruitment of more Parliamentarians and district officials to lobby for a waiver of value-added taxes on pads (we've already found us a fan in [Senator Nyiramilimo Odette](#), who will make a motion in the East African legislative assembly); and Jackie Mupenzi will present our **SHE** LaunchPad at the [Women Deliver 2013 Conference](#), May 28-30, in Kuala Lumpur, Malaysia. **SHE's** on the move!

## Delivering the Goods

The Omidyar Network recently published a must-read report, [Accelerating Entrepreneurship in Africa](#), and it cites that infrastructure remains a key challenge for Afro-preneurs. **SHE** is overcoming this challenge by setting up our industrial-scale production site at a local vocational school, IPRC, in the Ngoma District. Business Development Officer Sylvere has been coordinating the construction of our production center and is recruiting new fans of our **SHE** LaunchPads along the way - including [female police officers](#). While the [market for expensive cupcakes](#) may have bottomed out, **SHE** has a huge bunch of banana fiber (over 600 kilos!) that's ready to be produced into **SHE** LaunchPads.





## Building the Next Apple or Nike

From the onset of our industrial-scale pilot, **SHE** has been leveraging our focus groups and interviews with girls and young women to ensure our brand becomes as name-worthy and valuable as Coca-Cola ([with a brand value at \\$77.8 billion](#)).

**SHE** is also about changing the game and busting taboos, so our new Rwanda-specific product brand identity of our LaunchPad will be uniquely designed to serve as a vocal

change agent about the way girls and young women think, feel, and act towards menstruation. [Kool Girl Posse](#) is at work designing our packaging, but as always, we are turning to schoolgirls to provide us ideas and energy to have a truly successful product launch. Stay tuned!



## It's More than a Numbers Game

Delivering our **SHE** LaunchPad to market is only the first step. Next up is designing our metrics and evaluation so we can collect essential impact data. The **SHE** team has been working with our consultant Sarah Boeckmann to finalize our log frame and develop M&E tools so we can collect and report data on an ongoing basis. Our M&E will be the roadmap for **SHE** as it scales up in Rwanda and beyond. Stay tuned!



## SHE's Out and About

- **SHE** is now a member of the 1%...[1% for the Planet](#) network, that is! SHE is a new non-profit partner of [1% for the Planet](#), a global network of 1400 businesses, including Patagonia and FIJI, that are committed to creating a healthy planet.
- **SHE** Rwanda COO Julian Ingabire was selected as a [2013 Acumen East Africa Fellow](#), a competitive leadership training program that seeks to develop the next generation of social change leaders - check out her take on the program on our [blog](#).
- On the HABA beat, **SHE** was featured on Radio Rwanda, Izuba Radio, and [The New Times Rwanda](#) for our advocacy initiative.
- For all of you Crimson alumni, Founder and Chief Instigating Officer Elizabeth Scharpf was profiled in the [March 2013 issue of HBS Alumni Bulletin](#) as the inaugural Social Entrepreneurship Fellow.

- Other **SHE** Shout-outs include an article in Heifer International's [World Ark magazine](#) and on AOL.com homepage as the "Cause of the Day."
- **SHE** also wants to give a shoutout to our amazing shutterbug volunteers - photographers [Tash McCarroll](#) and [Perttu Saralampi](#). Tash and Perttu have been "behind the lens" with the **SHE** Rwanda team this year and have captured our team in action.



## Be The Tipping Point

**Invest in us** because we are investing in launching self-sustaining businesses that will address the global demand for access to affordable menstrual pads.

**Provide expertise to us.** We are seeking savvy dealmakers (familiar with structuring partnerships), marketing strategy gurus, manufacturing pioneers, and PR ninjas.

**Connect us** to actors who share our passion and who may offer the aforementioned.

**Buy from us** because you seek affordable, eco-friendly, menstrual products that not only benefit girls and women, but also their communities.

---

## The SHE Team

Elizabeth Scharpf, Founder and Chief Instigating Officer

Julian Ingabire, Chief Operations Officer, Rwanda

CeCe Camacho, Chief Operations Officer, Global

Jackline (Jackie) Fesi Mupenzi, Advocacy and Policy Manager, Rwanda

Connie Lewin, Director of Strategic Partnerships and Marketing, Global

Nadia Hitimana, Health and Hygiene Officer, Rwanda

Gerardine Benimana, Marketing Officer, Rwanda

Sylvere Mwizerwa, Business Development Officer, Rwanda

---

## Connect with SHE

Sustainable Health Enterprises (**SHE**) is a social venture that is on a mission to invest in people and ideas that are typically overlooked (and often taboo) as vehicles of social and economic change. Our first initiative, **SHE28**, is addressing girls' and women's lack of access to affordable menstrual pads causing significant costs to their health, education, productivity, and dignity.

You can find us on the web at [www.sheinnovates.com](http://www.sheinnovates.com)

Email us at [supportshe@sheinnovates.com](mailto:supportshe@sheinnovates.com)

Like us on [Facebook](https://www.facebook.com/SHEnterprises) or tweet us [@SHEnterprises](https://twitter.com/SHEnterprises)

Our office is located at  
175 Varick Street, 6<sup>th</sup> Floor,  
New York, NY 10014.