

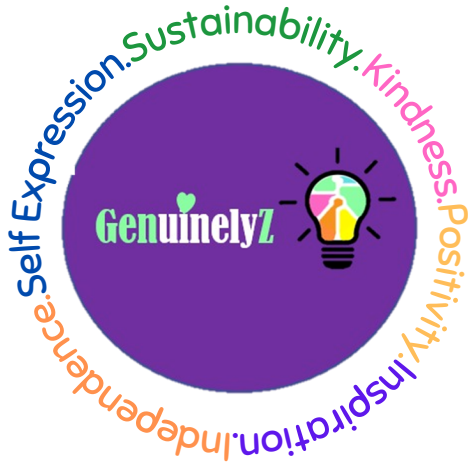


# Team Econnovation



Ecology + Innovation

## Our Core Values



### Who we are?

GenuinelyZ is a platform that takes up various projects that would build a well-informed and independent youth community.

### What we aim?

To build a safe and accommodating space to discuss topics that concern our generation, to break barriers and overcome years of stigmatization.

### Meet the Team:



**Elizabeth Stanley**  
Team Leader



**Shania Dsouza**  
Social Media Manager



**Sanjana Nagarajan**  
Project Manager

## Challenges



An estimated 500 million menstruating women do not have access to menstruation products.



The stigma associated with menstruation feeds into the cycle of gender-based discrimination.



It takes 500-800 years for a menstrual pad to degrade owing to its non-biodegradability,

**120+**  
HOURS  
SPENT



### Our Solution:



**Period+ve**



**25+**  
VOLUNTEERS

Surveys conducted:

1. **Period+ve survey for menstruators** <https://forms.gle/6G2jWzj2BbjjD8SKA>
2. **Period+ve survey for non-menstruators** <https://forms.gle/UsAMpw2G43rR6pVF7>
3. **Donate a Pad Campaign** <https://forms.gle/Gw8CETAsFwfZCLA79>

TOTAL RESPONSES RECEIVED FROM ALL FORMS: **300+**



<https://www.instagram.com/genuinelyz/>



[teameconnovation@gmail.com](mailto:teameconnovation@gmail.com)

**100+** Followers  
**3500+** Persons Impacted

# Our Journey

## Taking the Road Less Traveled

**DONATIONS** - We have donated about Dhs 200 to NGOs across Latin America and Africa which provide eco-friendly pads to deprived menstruators to ensure menstrual hygiene for all .

**GENUINELYZ ACCOUNT** - We have started an Instagram account where we share posts, reels and videos on various aspects pertaining to menstruation, to bring an end to the stigmatization of menstruation. We have also done discussions, collaborations and released song and artworks.

**BIODEGRADABLE PADS** - We have collaborated with a fashion studies student and designed DIY biodegradable pads. We even posted a reel to inspire our followers to make their own reusable pads.



Team Econnovation

Dear Team,

Thank you for your gift of \$25.00 on April 29, 2022.



### Donation Summary

Menstrual Equity for Girls in Latin America (ID #44702)  
by Days for Girls International

DAYS FOR GIRLS  
\$25.00

## Further Down the Road



**WEBINARS** - We plan to conduct interactive sessions for menstruators from diverse backgrounds.

**PODCASTS** - We plan to upload on Google Podcast so as to strengthen our follower base.

## Testimonials

Your project is bold, ambitious and high achieving. Through information sharing, your project seeks to enable other young people to gain important knowledge to benefit their lives and the lives of others.

- Global Goals Hero

I really appreciate initiating this step forward. Despite being Genz, I can tell you that my friends aren't yet comfortable talking about menstruation. Let's make a difference in peoples' perspectives.

- Rishika (Follower)

## Bumps in the Road

**WIDENING OUR REACH** - We initially found it difficult to gain followers due to our lack of knowledge in the field. Fortunately, a varied approach and consistent posting helped tackle the same.

**DEPENDENCY ON SECONDARY DATA** - We could only dependent on secondary data for research. But, we made sure that our content was reliable through better methodological research.

### Our insights when we just started

|                      |       |
|----------------------|-------|
| Accounts Reached     | 198 > |
| Content Interactions | 312 > |

### Our insights now

|                  |         |
|------------------|---------|
| Accounts reached | 3,131 > |
| Accounts engaged | 215 >   |

## On the Road

**DONATE A PAD CAMPAIGN** - We are working on a donation of 50 boxes of Pads to the Dubai Foundation for Women and Children. We further plan donate to other NGO's around the world to achieve good health and well being of all menstruators.

**COLLABORATIONS** - We plan to engage in conversations with professionals and activists so as to act as an effective link between them and our followers.

### With A Kind Contributor



Dear Elizabeth,  
Kindly note that we accept your donation a 50 boxes, and you can deliver the donation on the 9th of May 2022.  
Thank you so much for your donation.  
Best regards

## 500+ Sanitary Products Collected

### Takeaway:

The project helped hone our analytical and social skills. We learned to work together as a team and delegate work according to the expertise of each member. We helped each other grow as responsible and aware individuals. Our study helped understand the causes and effects of menstruation as a taboo in society. It helped us determine the best way to combat the issue at hand, while being sensitive to others' experiences. Exploring the various dimensions of the SDGs chosen opened our eyes to the harsh realities of the world and how we can assume the role of active citizens, focused on creating a positive impact.