

Unlocking Financing for Structural Changes in the Menstrual Hygiene (MH) Marketplace

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AT A GLANCE



- 300m+ cannot access menstrual products - with negative socio-economic impact as a result.
- A lack of standards and reforms restricts access to innovations for low-income users.
- It is challenging to develop cost-effective models that target Base of the Pyramid (BoP) consumers.
- Strategic financing to tackle structural inequities in the MH marketplace lag behind.

How does this contribute to the Menstrual Health Supplies Workstream's focus areas of markets, standards, and menstrual health/SRHR integration?

- Finance standards development and adoption.
- Identify and support regulatory reforms to drive investment and reduce costs along the value chain.
- Support models for route-to-market targeting BoP.
- Create structural financing solutions for market based approaches to MHH.

BACKGROUND



Menstruators rely on markets to access safe, quality and affordable menstrual products, even if these markets don't deliver yet. For too long the root-causes of these market failures have been neglected. To create a thriving Menstrual Hygiene (MH) marketplace requires targeted interventions in resolving market barriers, developing a robust ecosystem of companies across the value chain, and deploying grant-based catalytic financing to unlock further investment to scale models that can deliver access to the full range of menstrual products to Base of the Pyramid (BoP) consumers in Low and Middle Income Countries (LMICs). As the UN fund for SDG 6.2, the Sanitation and Hygiene Fund's (SHF) global strategy aims to bring about this change with catalytic financing models that will scale market-based MHH approaches to increase access to menstrual products.

SHFs MHH strategy - Phasing and financing



- 1. Market readiness** - Addressing barriers and unlocking enablers that are a prerequisite for building a thriving MH marketplace
 - Driving global development, national participation and national adoption of ISO standards for menstrual products.
 - Key public sector reforms that address regulatory enablers to reduce costs and increase financial viability.
- 2. Market building** - Support the development of an ecosystem of actors with different MHH models for low-income users.
 - Incubate innovations that impact product quality, affordability and sustainability (externalities).
 - Incubate new models with existing market players for route-to-market & demand generation for the BoP.
 - Introduce catalytic financing instruments to expand funding options for MH actors.
- 3. Market acceleration** - Provide Technical Assistance (TA) and financing to scale-up validated MHH models.



CONCLUSION



- SHF brings together public and private donors and financing institutions to fund a portfolio of interventions aimed at structural reform of the MH marketplace to permanently change the way menstruators access menstrual products.
- A fund that has the ability to provide long term targeted financing that benefit the overall ecosystem.
- Funding that will unlock the basic requirements for the MH marketplace to develop, nurture an ecosystem of MH actors and uses catalytic financing to crowd in public and private financing actors to make MHH fundable and investable.