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Training and Awareness Raising for Reusable Hygiene Products

PR1/A2: Best Practices Report

Developed by:



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INTRODUCTION & BACKGROUND OF FEMECO PROJECT AND BEST PRACTICES REPORT

It can take 500 to 800 years for a non-organic menstrual product and baby diapers to break down. It is estimated that such products are 90% plastic making them impossible to biodegrade in the environment. The EU ranks sanitary products as the 5th most common single-use waste in its marine environment. In a similar vein, researchers from the University of Manchester (2020) recorded the highest ever accumulation of microplastics discovered on the seafloor (it was found 1.9 mill plastic pieces/square meter). Evidence shows that the most severe impact from the sanitary items in the EU is to be found in their ingestion by marine animals, chemical and microbial contamination of river and sea waters, the economic impact on tourism and fisheries (European Commission). Alongside the negative environmental impact and hazards that menstrual products cause, access to such products should not be taken for granted for all those who need them (Zero Waste Europe, 2018; Kulczyk Foundation, 2020). By not affording such products can lead to a more severe impact on the health and wellbeing of women and girls, particularly among those coming from vulnerable communities.

FEMECO designs and implements an innovative high-performing digital education ecosystem that capitalizes and enhances adult education and higher education resources for delivering quality online learning experiences and making them accessible to learners around the EU. The project aims to cultivate green and entrepreneurship skills for women of any age and motivate them to deploy these skills for their small-scale green and social enterprises.

The project embraces the digital transition, fosters a future-oriented approach and provides adult education institutions with long-sought solutions. It addresses issues such as effective digital capacity planning and development, resource pooling, digital teaching and pedagogies, open educational material, accessibility and inclusion, use of innovative tools and immersive technologies.



- **THE PARTNERSHIP**

- *Full name of the Organization:* Association SEDA



- **NATIONAL GOOD PRACTICES**

The environmental impact of non-reusable/single-use hygiene products, as well as reusable hygiene products.

A good example of an organic company in Poland is YOUR KAYA. They describe themselves as follows: Our menstrual products are biodegradable, our deodorant has replaceable cartridges, our bottle of intimate hygiene fluid is 100% rPET, we reuse cardboard boxes from shipping orders, and we fill packages with water-soluble sprinkler. In 2021 alone, we avoided the use of 2,000 hundredths of plastic bags.

<https://yourkaya.pl/>

Innovative approaches/initiatives to promote eco-friendly hygiene products such as reusable women's pads and baby/seniors' diapers



Main existing networks/associations/informal groups/public bodies supporting the eco-friendly hygiene products such as reusable women pad and baby/seniors diapers	
Name of the initiative	MAM OKRES
Short description	<p>The company "MAM OKRES" distributes organic and reusable products. They sell reusable period products - menstrual cups, reusable sanitary pads and menstrual underwear. Why exactly such products? Because they are eco-friendly and most simply cooler than disposable products.</p> <p>In addition, the company is dedicated to promoting a healthy and genuine approach to menstruation. Their goal is to convince as many people as possible to the reusable side of power.</p>
Link	https://mamokres.pl/
Name of the initiative	Drogeria ekologiczna
Short description	<p>"Drogeria ekologiczna" is an online store. "What sets us apart is that for more than 10 years the store has been created by passionate people. We love what we do and we love our customers! "Drogeria ekologiczna" is today the largest online organic drugstore and store with healthy and specialized food in Poland. Our store's offerings are heavily influenced by our customers, who often suggest interesting products. Our mission from the beginning has been to change the world for the better by changing the shopping habits of our customers, choosing the right manufacturers and providing full organic information."</p>
Link	https://www.drogeria-ekologiczna.pl/
Name of the initiative	Layette

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Description	Layette - “Children are our priority, so it is for them that we create layette with the highest quality materials. One of the first well-developed senses of a newborn is touch, so we make sure that babies are wrapped in natural, soft materials from the first days of their lives. Baby's skin is extremely sensitive, so our products are made of 100% certified bamboo fabric, which is silky to the touch, allows the skin to breathe, has thermoregulatory, antibacterial, anti-fungal and anti-allergic properties. We sew our products in harmony with nature from certified fabrics, while making sure that every additional element of the layette, such as the trim, tags and packaging are made from natural, biodegradable materials. We care about the environment and love nature, which is why all our collections refer to nature and communing with nature.”
Link	https://layette.com.pl/

Provide examples of engaging and inspirational green and social enterprises that impact the environment innovatively.

1) As “Cztery Szpaki”, we have been operating from the beginning by sticking to a few simple principles - our cosmetics have well-thought-out, but unadulterated, effective compositions. They are also as versatile as possible, the vast majority of them are vegan and always friendly to people, animals and the environment - for all intents and purposes. They are based on natural raw materials, which - if we can - we source locally and try to support Polish entrepreneurs. When producing cosmetics, we mainly use traditional recipes and artisanal production methods, supported from time to time by modern technologies that help us develop.

No less important to us than the cosmetics themselves is their packaging - from the first bar of soap sold until now, we have packaged them in the spirit of zero waste, using paper, glass and recycled materials. Sparks also likes good design and design, so our packaging is always visually refined, colorful and simply pleasing to the eye.

<https://4szpaki.pl/>



2) A Polish fashion brand that produces clothing in a conscious and sustainable way. Its mission is to create clothes that will be base collections in our closet. They sew minimalist, single-color products that don't stop being fashionable after one season and can hang in our closet for years to come. All, of course, from 100% organic cotton and other plant-based fabrics. Interestingly, the brand has taken care of even the smallest details: buttons for clothes are made from coconut or tagua nut, for example. In addition, NAGO donates 1% of its profit each year to support organizations that care about the environment.

<https://nago.com/>

Innovative Digital Tools on waste management of hygiene products

According to the CSO's 2020 data, households produce a total of 10.4 million tons of municipal waste per year, while industry produces as much as 109.5 million tons of garbage during the same period. The conclusion comes to mind: industry needs to process more waste.

The Central Statistical Office (CSO) defines recyclable waste as useful waste materials generated in production processes (post-production waste), used products (post-consumer waste) and pre-sorted (segregated) fractions of municipal waste (without processing) unsuitable for direct use in industrial processing. The structure of material consumption indicates that industry is the largest consumer, consuming 70-100 percent of most of the materials surveyed.

<https://www.parp.gov.pl/component/content/article/79357:polskie-firmy-z-branzy-recyklingu-tworza-innowacje-na-skale-miedzynarodowa>



- **THE PARTNERSHIP**

Full name of the Organization:
Euro-Med Youth Federation e. V.



- **NATIONAL GOOD PRACTICES**

The environmental impact of non-reusable/single-use hygiene products, as well as reusable hygiene products.

Good practice of non-reusable hygiene products is Hipp company. This company is a German company as they are selling normal baby diapers which are difficult to recycle. They began as vision is now a trademark: HiPP stands for the best quality from organic farming. Treating nature and natural resources with respect is our declared corporate goal. This has made us one of the world's largest processors of ecological raw materials. For us, sustainability not only means making a valuable contribution to nutrition, but also making the future worth living and loving for future generations.

<https://www.hipp.de/>

Good practice of reusable hygiene products is Certified Natural Cosmetics. This organization sells natural cosmetics that have become a major trend in recent years. There is a growing awareness that we are responsible for the world in which we live, and an increasing concern for our own health. They appreciate the delicate balance of the natural world and strive to maintain this harmony by using environmentally-friendly products that are nurturing to us and as harmless as possible to the earth.

<https://www.kontrollierte-naturkosmetik.de>

Innovative approaches/initiatives to promote eco-friendly hygiene products such as reusable women's pads and baby/seniors' diapers



Main existing networks/associations/informal groups/public bodies supporting the eco-friendly hygiene products such as reusable women pad and baby/seniors diapers	
Name of the initiative	Recognised®
Short description	<p>The Recognised® eco-label identifies environmentally preferable commercial cleaning products.</p> <p>Recognised® products have undergone independent third-party scientific assessment against a rigorous multiple-criteria Standard.</p> <p>Recognised® covers, but is not limited to, the following products for use in commercial applications: hard surface cleaning products including general purpose cleaners, bathroom cleaners, toilet bowl cleaners, glass cleaners, floor cleaners and oven cleaners; carpet & upholstery cleaners; hand hygiene products; laundry detergents; dishwashing products; automotive cleaners; sanitisers.</p>
Link	https://accord.asn.au/sustainability/recognised/
Name of the initiative	StoffyWelt



Short description	<p>This company sells reusable products such as women pad and baby/seniors diapers. However, they focus more on baby diapers.</p> <p>They have washable cloth nappies (diapers) for big children and adults in our range and to be able to offer an environmentally friendly alternative.</p> <p>They give helpful tips on cloth diapers, and everything related. They help you with diaper changing, washing and choosing the right accessories!</p>
Link	https://www.stoffywelt.de/
Name of the initiative	Blanc. Hygienic



Description	<p>Their goal is to bring washing, sanitary and workroom hygiene into perfect condition. They do this from a number of perspectives. For the benefit of our customers, They combine more than 30 years of product development knowledge, market experience and industry know-how into one unit. Since they are not only a hygiene wholesaler, but also a manufacturer of high-quality hygiene products that are coordinated in detail, they can offer a diverse range for numerous industries.</p> <p>At the same time, they see themselves as a service and advice-oriented company. Our customers therefore not only benefit from our extensive range of products, but also from professional advice from hygiene experts. Thanks to their many years of experience, they are able to create a holistic concept for washroom and workroom hygiene, saving money, time, and resources. They also respond to individual concerns directly on site.</p> <p>https://www.blanc-hygienic.de/shop/</p>
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Provide examples of engaging and inspirational green and social enterprises that impact the environment innovatively.

1) GREEN BRANDS are environmentally friendly in their production, always act with a view to their own co-responsibility for the conservation of natural resources and are highly committed to the preservation and balance of nature and sustainability.

GREEN BRANDS are distinguished among others by the following ecological and sustainable business decisions: Energy Saving, Reduction or elimination of the emission of CO₂ and other environmentally harmful substances, Reduction and elimination of the generation of waste, Protection and conservation of natural resources, Ensure protection and cleanliness of natural habitats, Training of employees in conservation of the environment and on sustainability, and Informing consumers about the measures taken to reduce greenhouse gas emissions with the help of the respective products.

<https://green-brands.org/en/>

2) Germany has already achieved a great deal in the field of climate action. In 2019 about 43 per cent of electricity was generated from renewable sources, such as wind and solar power.



Under the Climate Action Programme 2030 and the new Climate Action Act (Klimaschutzgesetz) the German government has made a binding undertaking to reduce greenhouse gas emissions by 55 per cent by 2030. We are phasing out the use of coal to generate electric power. We intend to refurbish more buildings to enhance energy efficiency. We are forging ahead with climate-friendly mobility, and we intend to get everyone on board.

<https://www.bundesregierung.de/breg-en/issues/climate-action/government-climate-policy-1779414>

Innovative Digital Tools on waste management of hygiene products

BASF Eco-Efficiency is an organization that developed a label for products that have been evaluated by an Eco-Efficiency Analysis. The awarding of the label is dependent on demanding requirements: After conclusion of the analysis a third party evaluation (peer review) is requested. Furthermore, publication of the results of the analysis will be undertaken via the internet. The label can be carried on for three years. After that period, a revision of the analysis is required due to cover market developments and product diversity. Requirements Accomplished Eco-Efficiency Analysis according to the methodology certified by TÜV Rheinland/ Berlin-Brandenburg (Germany) and NSF International (USA).

<https://www.basf.com/global/en/who-we-are/organization/locations/europe/german-companies/BASF-Digital-Solutions-GmbH.html>
<https://www.ecolabelindex.com/ecolabel/basf-eco-efficiency>

- **THE PARTNERSHIP**



- ***Full name of the Organization:*** Woman and Young Entrepreneurship Centre Association

The environmental impact of non-reusable/single-use hygiene products, as well as reusable hygiene products.

According to 2019 TUIK (Turkish Statistical Institute) data, the total greenhouse gas emission was calculated as 506.1 million tons. 11.9 percent of this emission is methane gas, that is,

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methane gas emissions for 2019 are 60.3 million tons of CO₂ equivalent. It is stated that 18.1% of methane gas emissions originate from the waste sector. This shows that the amount of methane emissions from waste is approximately 10.91 million tons of CO₂ equivalent (Kaşka, 2022).

When the use of glue in baby diapers is examined, a total of 0.1-0.3 grams of rubber glue is used in a diaper. Considering the annual diaper consumption in Turkey, which is estimated to be 5 billion pieces per year, over 1,000,000 kg of rubber glue is required. According to the Eurostat data, Turkey takes the first place between EU countries waste range as 11.4 million tons at 2019 (Yayla et. all, 2020).

Innovative approaches/initiatives to promote eco-friendly hygiene products such as reusable women's pads and baby/seniors' diapers



Main existing networks/associations/informal groups/public bodies supporting the eco-friendly hygiene products such as reusable women pad and baby/seniors diapers	
Name of the initiative	PEDDON
Short description	Its founder, Miray Reyhan, took the first step of the 'Peddon' story while looking for a solution to the injuries her father suffered in his bed where he was convicted due to Alzheimer's disease. Peddon Menstrual Panties, an alternative to non-reusable/single-use pads designed for women's most sensitive moments. The interest of female users in Peddon Menstrual Panties has brought to sustainable production and OEKO TEX certified solutions beyond.
Link	https://peddon.com.tr/
Name of the initiative	BABYNEO
Short description	After doing contract manufacturing and R&D for many world brands in the disposable diaper industry for many years, the idea of bebyneo emerged in August 2008. With the birth of their child, the rush to find the best product for him came to the fore and they decided not to use any material that does not have the OEKO TEX 100 standard Class 1 certificate. In this way, they started the production of eco-friendly and reusable diapers.
Link	https://www.babyneo.com.tr/
Name of the initiative	PAMUCCO



Description	Pamucco initiative is one of the hundreds of mothers who seek the truth for this reason, who consider it their duty to meet our needs with the most reliable options without harming our children and the environment. This initiative produces reusable sanitary napkins, diapers and accessories.
Link	https://www.pamucco.com/

Name of the Project	2nd Place in the Secondary School Level Sustainable Ecology Category Recycling of Baby Diapers and Using in the Field of Agriculture
Short description	With this project, it is aimed to recycle baby diapers and use them as water traps in agriculture and as fuel in various fields. In addition, it is aimed to reveal the way of recycling the diapers, the income to be obtained from the recycling and the impact of the recycling of the diapers on environmental pollution. For this purpose, the damage of baby diapers to the environment has been investigated. It has been observed that these damages range from environmental pollution to global warming and climate change
Link	http://www.gapgreen.org/proje/166-ortaokul-duzeyinde-surdurulebilir-ekoloji-kategori

Provide examples of engaging and inspirational green and social enterprises that impact the environment innovatively.

Paksumatik: It is an artificial intelligence based water analysis project. Detects dangerous bacteria and harmful particles in water. It uses artificial intelligence and machine learning model for this detection. It monitors the microbiological and chemical structure of water in real time.

Tarlamvar: They want to preserve the yield and quality of trees and soils by using living and nature-friendly production techniques.



Apart from the above, **Bluedot, Local Greens, Sensgreen** are among the most well-known green initiatives in Türkiye.

Innovative Digital Tools on waste management of hygiene products

The 'Where Should I Put It' (Nereye Atayım?) software, developed by the ÇEVKO Foundation and offering a holistic solution to the obligations of the municipalities within the scope of Zero Waste management, provided significant savings and productivity gains. The first step in the studies was to obtain inventory information such as type and amount of waste collection equipment within the Bucak Municipality. The obtained information was transferred to digital media. Each of the equipment in the field was recorded in the 'Nereye Atayım?' software and an identification number was given to each equipment. These numbers were written on the labels that provided ease of application through the program, and the labels were affixed to the visible places of the equipment in the field, buildings or campuses included in the "Zero Waste" application. The tags enable the location and status information of the equipment to be recorded by the personnel in charge of the collection. In 2019, a mobile application was developed in order to share the information of the locations of the equipment placed on the field with the residents of the district. The application, which can be downloaded free of charge for locals, shows the location of the 5 nearest equipment and gives directions.

<https://www.nereyeatayim.com/>



- **THE PARTNERSHIP**

- Full name of the Organization: Magenta Consultoría



- **NATIONAL GOOD PRACTICES**

Ecotech: it is a Spanish company which tries to provide with a hygiene that respects personal health together with the environment. Their products fulfill the requirements of the European Commission to reduce environmental impact. The initiative has 18 products, certified with the European ecolabel since 2007.

2. Innovative approaches/initiatives to promote eco-friendly hygiene products such as reusable women's pads and baby/seniors' diapers

Innovative approaches/initiatives to promote eco-friendly hygiene products such as reusable women's pads and baby/seniors' diapers



Main existing networks/associations/informal groups/public bodies supporting the eco-friendly hygiene products such as reusable women pad and baby/seniors diapers	
Name of the initiative	Nur Project
Short description	Project, carried out by the Spanish company Nur Organic, aimed to promote the usage of eco-friendly products for feminine hygiene
Link	https://www.nurorganic.com/
Name of the initiative	Cyclo
Short description	First Spanish brand of sustainable menstruation. It was founded in 2016 with the aim to educate on how to live with the menstruation in a sustainable and healthy way, plus facilitating the access to eco-friendly hygiene products.
Link	https://ilovecyclo.com
Name of the initiative	Eco by Naty
Description	Spanish Company aimed to promote the change to more sustainable products for babies' hygiene
Link	https://www.naty.com/

Provide examples of engaging and inspirational green and social enterprises that impact the environment innovatively.

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- Ambialia S.L. – Environmental consultancy
- AlgaEnergy – Company that works with microalgae

Innovative Digital Tools on waste management of hygiene products

Tirme: Spanish company dedicated to ecological waste management. Its has a specific waste management model for each type of waste, including menstrual hygiene products, which makes it possible to achieve the strategic objective of 'zero landfill', based on which all urban and similar waste delivered to the system is materially or energetically recovered. It is, without a doubt, an environmentally advanced, socially accepted and economically viable project.



- **THE PARTNERSHIP**

Full name of the Organization: Helping Hand



- **NATIONAL GOOD PRACTICES**

The environmental impact of non-reusable/single-use hygiene products, as well as reusable hygiene products.

Given that Greece is considered a small European market, the country seems to slowly be integrating eco-hygiene products for females and babies in a similar vein to other European countries. In comparison to other larger European vendors, Greek ones and private companies seem to be promoting the use of eco-hygiene products without the assistance or support from the Greek government. Residents and visitors in Greece can search online (independent websites) and physical stores (such as large retail stores in shopping centers) that have sections selling eco-hygiene products.

Moreover, the Greek Ministry of Environment and Energy has enforced environmental legislation in relation to waste management and recycling from the early 2000's. For example, the Greek Ministry of Environment and Energy has put in place the Waste and Recycling Law of 2021 (L.4819/2021) and the Packaging and Packaging Waste Law of 2001 (L. 2939/2001) which also promotes the correct methods of recycling and disposing of female and baby hygiene products.



Innovative approaches/initiatives to promote eco-friendly hygiene products such as reusable women's pads and baby/seniors' diapers

Main existing networks/associations/informal groups/public bodies supporting the eco-friendly hygiene products such as reusable women pad and baby/seniors diapers	
Name of the initiative	Zero Waste Athens
Short description	Zero Waste Athens is a community which is part of the Zero Waste movement aiming at reducing waste that is not recyclable
Link	https://www.facebook.com/zerowasteathens/about/?ref=page_internal
Name of the initiative	Ecological Consciousness and promotion of environmental voluntary service in Ampelokipous municipality
Short description	An environmental act of the Ampelokipous municipality in order to take action for the improvement of the urban environment and the reduction of the pollution.
Link	https://ecologiki-sinidisi.gr
Name of the initiative	Oikologiki eteria anakyklosis
Description	The Ecological Foundation for Recycling is a non-profit organization looking to raise public awareness of human activities on the environment – specifically due to waste and usage of plastic. It has been active since 1990.
Link	https://lifedebag.eu/?p=141

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Provide examples of engaging and inspirational green and social enterprises that impact the environment innovatively.

Regarding Greece as a smaller market in comparison to other EU nations – making green and social initiatives scarcer in regard to female, baby and senior hygiene products. This observation allows small, independent green and social enterprises come to life as younger Greeks have a passion in making a change on the environment. Two green and social enterprises that seem to be tackling such relevant issues include Sapontina (developing blog posts concerning female hygiene and an online store for eco-products) and Wasteless Design (developing blog posts concerning environmental matters and an online store for eco-products).

Innovative Digital Tools on waste management of hygiene products

Greek entities typically communicate their updates and campaigns digitally in order to spread the word around the country about initiatives to protect the environment. Standalone entities, such as Sapontina and Zero Waste Athens, often create blog sections and social media pages as digital tools to spread awareness and sell eco-friendly hygiene products. Moreover, the Greek government openly state their laws and initiatives on relevant governmental websites, which discuss new laws and initiatives in-depth in order to keep up to date the Greek population



- **THE PARTNERSHIP**



Full name of the Organization: ZeweLePE Consultants Limited

The environmental impact of non-reusable/single-use hygiene products, as well as reusable hygiene products.

Considering Cyprus being a small European market, the island seems to slowly be integrating eco-hygiene products for females and babies similar to other European nations. In comparison to other larger European, Cypriot vendors and individual companies seem to be promoting the use of eco-hygiene products without the assistance or support to the Cypriot government. Residents and visitors in Cyprus can commonly find online (independent websites) and physical stores (such as large retail stores in shopping centers) that have sections selling eco-hygiene products. In parallel, the Cypriot Department of Environment has implemented public health and waste management laws from the early 2000's. For example, the Cypriot Department of Environment has put in place the Waste Law of 2011 (L.185(I)/2011) and the Packaging and Packaging Waste Law of 2002 (L.32(I)/2002) which also promotes the correct methods of recycling and disposing of female and baby hygiene products.

Inovative approaches/initiatives to promote eco-friendly hygiene products such as reusable women's pads and baby/seniors' diapers



Main existing networks/associations/informal groups/public bodies supporting the eco-friendly hygiene products such as reusable women pad and baby/seniors diapers	
Name of the initiative	Baby's Dowry
Short description	The project aims at reducing material deprivation, enhancing social inclusion, and reducing the risk of social exclusion specifically for families with babies born as of January 1st 2017.
Link	https://ec.europa.eu/esf/main.jsp?catId=67&langId=en&newsId=9955
Name of the initiative	Let's Make Cyprus Green
Short description	Let's Make Cyprus Green is an independent entity and non-profit organization looking to raise public awareness of human activities on the environment – specifically due to waste and usage of plastic.
Link	https://www.letsmakecyprusgreen.com/
Name of the initiative	Together Cyprus
Description	Together Cyprus (TC) is an independent entity of volunteers that was founded with the aim of actively involving citizens in both environmental and social issues – while implicating the 17 SDGs. TC's website also includes an online store selling ecofriendly products such as menstrual cups.

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Link	https://www.togethercyprus.org/en/
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Provide examples of engaging and inspirational green and social enterprises that impact the environment innovatively.

As mentioned previously, Cyprus is a smaller market in comparison to other EU countries – making green and social initiatives scarcer in regard to female, baby and senior hygiene products. This observation allows small, independent green and social enterprises come to life as Cypriots have the passion to make a change on the island – specifically for the environment. Two green and social enterprises that seem to be tackling such relevant issues include Let’s Make Cyprus Green (developing blog posts concerning female hygiene and an online store for eco-products) and Together Cyprus (organizing green and social campaigns with volunteers and an online store for eco-products).

Innovative Digital Tools on waste management of hygiene products

Cypriot entities typically communicate their updates and campaigns digitally in order to spread the word around the island about initiatives to protect the environment. Standalone entities, such as Let’s Make Cyprus Green and Together Cyprus, often create blog sections and social media pages as digital tools to spread awareness and sell eco-friendly hygiene products.

Also, the Cypriot government openly state their laws and initiatives on relevant governmental websites, which discuss new laws and initiatives in-depth in order to update the Cypriot population.



- **THE PARTNERSHIP**

Full name of the Organization :

Réseau des organisations de solidarité internationale



The environmental impact of non-reusable/single-use hygiene products, as well as reusable hygiene products.

Good practice of non-reusable hygiene products is “Mes cosmétiques Français”. Their mission is to make our numerous organic cosmetic artisans (there are more than 800 in France) accessible to consumers AND professional traders who are looking for organic, healthy and quality beauty products but who have difficulty finding them.

The objective is to reconcile a plethora but inaccessible offer of the classic distribution channels with a demand in strong growth for three years and which accelerated since the confinement.

With its platform, “Mes Cosmétiques Français “promotes a whole sector - the cosmetic craft industry - preserves employment in France and provides diversity for the consumer when 7 large international groups control 90% of the cosmetics market. This company is one of the reference in France.

<https://mescosmetiquesfrancais.fr>

Innovative approaches/initiatives to promote eco-friendly hygiene products such as reusable women’s pads and baby/seniors’ diapers



Main existing networks/associations/informal groups/public bodies supporting the eco-friendly hygiene products such as reusable women pad and baby/seniors diapers	
Name of the initiative	Ecolabel Européen
Short description	<p>The European Ecolabel is an official European eco-label that can be used in all member countries of the European Union. The European Ecolabel aims to design and promote products (goods and services) that are environmentally and health friendly throughout their life cycle (from the extraction of raw materials through to their use and manufacture). It encourages the sustainable production and consumption of products and the sustainable provision and use of services.</p> <p>The Ecolabel was intended to meet both growing consumer demand and the public authorities' desire to provide rigorous and reliable information on products placed on the market.</p> <p>Almost 30 years after its creation, the European Ecolabel is more than ever part of the EU and Member States' policy on sustainable consumption and production, aiming to reduce the impact of consumption and production on the environment, health, climate, and natural resources.</p>
Link	https://www.ecolabel.be/fr
Name of the initiative	La bonne couche
Short description	<p>This company sells cloth nappies for babies that fit all body shapes. The nappies are reusable. The brand has provided nappies for use in the swimming pool and for water activities.</p> <p>There are also products for mothers such as natural make-up removers.</p>
Link	https://labonnecouche.fr
Name of the initiative	Greenspeed

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Description	<p>Greenspeed offers a complete solution of innovative microfibre products, high quality cleaning techniques and durable detergents and cleaning products.</p> <p>Our wide range offers tailor-made products for all substrates and for various applications: interiors, sanitary facilities, kitchens, linen, floors and walls. We leave nothing to chance and aim for continuous development in order to offer the best cleaning concepts and solutions. The factory is located in the Landacres business park in Boulogne-sur-Mer. It is the first industrial park in Europe to be awarded ISO 14.001 certification. In short, the Landacres zone is a green zone with many initiatives in terms of ecology and biodiversity.</p>
Link	<p>https://www.greenspeed.eu/fr-fr/about/</p>

Provide examples of engaging and inspirational green and social enterprises that impact the environment innovatively.

1. Yuka

Yuka is an independent company that deciphers the labels on your food and cosmetic products and analyses their impact on health.

Yuka informs the consumer about dangerous substances that may be present in food or cosmetics. Endocrine disruptors, carcinogens, allergens...

Yuka also provides consumers with better quality substitutes.

<https://yuka.io>

2. French government

The government has launched a major energy conservation plan to save energy.

It is presented in several points such as limiting heating to 19 degrees, encouraging teleworking to avoid travelling by car, reducing the use of hot water in companies, reducing the consumption of public lighting.

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https://www.ecologie.gouv.fr/sites/default/files/dp-plan-sobriete_0.pdf

Innovative Digital Tools on waste management of hygiene products

WIPO GREEN

PadCare Labs, an Indian start-up, is working to find solutions to the problem of menstrual waste management and greener alternatives to incineration, which is the most common method of sanitary waste disposal in many countries. The technology they have developed, Saneco (a sanitary napkin disposal and recycling device), registered in the WIPO GREEN database, allows sanitary waste to be disposed of in a safe and environmentally friendly manner, helping to reduce its negative impact on the environment.

https://www.wipo.int/ip-outreach/fr/ipday/2020/case-studies/sanitary_waste.html



Recommendations:

After analysing the good practices in each partner country, it can be concluded that good practices are successfully applied in every industry and production sector. This means that the production of materials has progressed to such an advanced stage that any entrepreneur can easily and successfully implement green practices in their business. This is the case in clothing, cosmetics, food, industry, transport and other sectors.

Spreading green practices and green habits should start with a deeper knowledge of ecology. This is the first step towards a better future for both people and the planet. Knowledge on such topics is communicated in the FEMECO project but can also easily be found in other projects developed within the framework of the ERASMUS action, in many books as well as documentations and on the wide-ranging internet. Acquiring theoretical knowledge that fills in gaps and undesirable environmental destructiveness is the stage that allows one to move on to practice.

The next step should be to minimise resource consumption and choose sustainable materials. Such action can be implemented in every area of your life, improving the quality of the planet step by step. The actions are endless and these are just small examples of what to do:

- Switching off unused appliances, switching off lights, turning down radiators
- Saving water, drinking tap water (if possible), buying appliances with a water-saving function
- Controlling the temperature, proper lighting
- Reducing waste, separating rubbish, reducing the use of paper and plastic
- Sustainable transport - can be practiced in different ways: commuting by bicycle or public transport
- Multi-functional equipment
- Sustainable cleaning products
- Eco-friendly packaging and paper
- Digitisation of everything possible, e.g. documents

These are just some of the principles and examples of good practice that can be applied in everyday life. It is advisable to implement each of them one by one in your home environment, and to follow the example of the previously mentioned practices among European companies. As the above report shows, many companies offer green and sustainable products among



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their supplies. It is worth focusing on such choices and purchasing from these types of companies, which serve the planet by their good practices.



THANK YOU!!

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