

Our Theory of Change:

For Employees:

Short-term outcomes:

- More confident
- Better understanding of menstrual health
- Better mental & physical health
- Less anxiety and stress
- Feel more supported at work

Medium-term outcomes:

- Better life work balance
- More control of working hours & practices
- Greater trust in employer
- Better working relations
- Higher morale
- More productive

Long-term outcomes:

- Greater freedom & autonomy
- Long-term improved physical & mental health
- More stability
- Better career progression

For Employers:

Short-term outcomes:

- Happier workforce
- Improved HR systems
- Demonstrate practical & thought leadership
- Positive PR for that leadership

Medium-term outcomes:

- Positive internal culture shift
- Reputational gains
- Increased retention of staff
- Lower recruitment costs
- Employees with greater trust
- Managers with greater empathy
- Higher productivity

Long-term outcomes:

- Better performance
- Reduced gender pay gap
- More inclusive workplaces

For Society:

Short-term outcomes:

- More positive conversations about menstrual health
- Donations to BGP, enabling delivery of core work

Medium-term outcomes:

- A more open and supportive work culture
- More openness from men & those who don't menstruate to engage with menstruation

Long-term outcomes:

- Accelerated gender equality at work
- Wider cultural shifts
- More human workplaces fit for now, 2030, 2050 and beyond