

## About HERproject

Launched in 2007, BSR's HERproject links multi-national companies and their factories to local NGOs to create sustainable workplace programs that increase women's health awareness. Working with global and local partners, BSR also demonstrates the Return on Investment (ROI) for factory-based women's health programs. HERproject is active in Bangladesh, China, Egypt, India, Indonesia, Kenya, Pakistan, and Vietnam. As of July 2011, HERproject had completed or active programs in more than 80 factories reaching more than 100,000 female workers. For more information about HERproject, visit [www.herproject.org](http://www.herproject.org) or email [getinvolved@herproject.org](mailto:getinvolved@herproject.org).

## Brief: HERproject Delivers Business Returns

HERproject proves that women's health investments can and should be mainstreamed by factories, based on demonstrated women's health needs ([www.herproject.org/resources](http://www.herproject.org/resources)), combined with demonstrated business cases for workplace investments in women's health.

Working in partnership with Extending Service Delivery and the Levi Strauss Foundation, HERproject found business benefits as well as health impacts from an analysis of HERproject programs in four factories in Egypt and Pakistan.

### Health impacts included:

- » Increased awareness of women's health and self-care, especially menstruation, family planning, pre-natal and post-natal care, and personal hygiene;
- » Improved personal and menstrual hygiene practices;
- » Increased utilization of and satisfaction with on-site clinic services; and,
- » Increased role of factory nurses as women's health counselors, service providers, and referral providers to external health services.

**Both quantifiable and non-quantifiable business benefits were achieved;** these are detailed in the chart below.

