erdbeerwoche – sustainable feminine hygiene

THE INNOVATORS
Bettina Steinbrugger and Annemarie Harant

WHAT WE HEARD IN HAMBURG
“erdbeerwoche” (transl. strawberry week) is an awareness raising platform as well as an innovative online shop for sustainable feminine hygiene and organic-fair trade underwear, which aims to bring the feminine hygiene sector into the sustainability debate. So far, erdbeeroewe was able to substitute more than one million conventional hygiene products through organic as well as reusable products.

WHERE THEY ARE NOW
Since we won the Innovation Lab, we started a big project named erdbeeroewe@school. The project aims at raising awareness about menstruation and sustainable feminine hygiene among teenagers aged between 13 and 16. The goal of the project is the development of an innovative digital platform that directly addresses youngsters and educates them about the most important issues in the field of “erdbeerwoche”.

WHAT COMES NEXT
We’ve just started our project “erdbeerwoche@school” and already finished the first milestone: A survey among 1,100 teenagers about their knowledge and attitude towards menstruation and feminine hygiene. The results show: Most of the youngsters have a negative attitude towards their body and are not aware at all about the ecological effect of feminine hygiene products. This needs to be changed. That is why we are currently developing the digital platform.

GET IN TOUCH
Website: www.erdbeerwoche.com
Shop: www.erdbeerwoche-shop.com
Email: office@erdbeerwoche.com