



ecolibree

Committed to fight for menstrual justice



INTRODUCTION

It was in the dormitories of the Makthar boarding school (Siliana governorate, central Tunisia) that the Ecolibree project was born:

the mattresses of some young girls were damaged, with foam torn out.

Due to a lack of appropriate sanitary protection, several of them were using the foam from their mattresses to create makeshift solutions.

This is how Wallah We Can became aware of the harsh reality of period poverty in Tunisia, and how the Ecolibree project emerged as a comprehensive response: promoting menstrual equity by combining education, access to sustainable protection, and a solidarity-based mechanism.

The project aims to ensure that adolescent girls have access to dignified, safe, and affordable protection, while also breaking social taboos surrounding menstruation.



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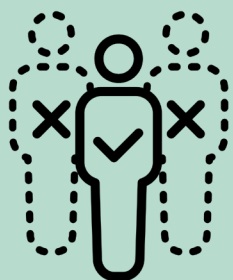


Why Ecolibree ?

Period poverty can lead to both academic and psychological consequences, impacting girls' education.

Lack of information, persistent taboos surrounding menstruation, and the cost of sanitary products reinforce inequalities from adolescence onward.

Period poverty leads to:



School
absenteeism
and dropout



Psychological
consequences



Reinforced
inequalities from
adolescence

Aggravating factors:



Lack of
reliable
information



Persistent
taboos



High cost
of sanitary
products

How does it work?

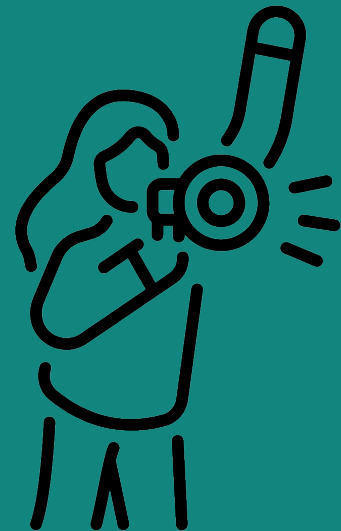
1. Educational workshops

- Health, hygiene, and menstrual education.
- Led by gynecologists, child psychiatrists, and volunteer medical students.



2. Awareness of reusable sanitary products

- Eco-friendly.
- Cost-effective.
- Adapted to everyday life.



3. Educational tools

- Menstrual hygiene guide.
- Sexual and emotional education.



4. Solidarity-based distribution

- Free kits of reusable menstrual underwear.
- Support for girls in vulnerable situations.



IMPLEMENTATION OF A SOLIDARITY-BASED PURCHASING MODEL

Buy 1 = 1 donated

For each kit sold internationally

→ 1 kit donated to a young girl in Tunisia.

- Direct contribution to:
 - Menstrual equity.
 - The fight against school absenteeism.
 - Access to safe and sustainable sanitary protection.

TARGET AUDIENCE

Who is Ecolibree for?



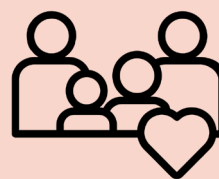
Mothers and daughters
in vulnerable
situations



Schools and educational
institutions



Educational
teams



Families

THE REUSABLE ECOLIBREE MENSTRUAL UNDERWEAR IS A SOLUTION

Healthy

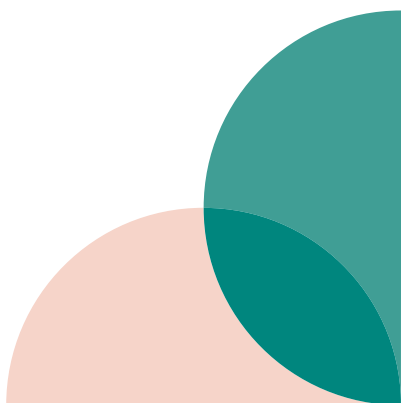
Made from organic materials.

Eco-friendly

Reusable for up to 3 years

Cost-effective

More affordable than disposable sanitary products.



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FROM TUNISIA TO THE INTERNATIONAL STAGE: A GLOBAL RESPONSE FOR MENSTRUAL JUSTICE

Data from the 2024 General Population and Housing Census, published by the Institut National de la Statistique in 2025, indicate that there are approximately 5 million women and girls aged 10 to 44 in Tunisia.

Among them, 21% are estimated to be affected by period poverty nearly one million women and young girls facing difficulties in accessing appropriate sanitary protection and reliable information.

Wallah We Can conducted its own field survey in 2024 with 2,274 adolescent girls across 5 Tunisian governorates to better understand practices, needs, and barriers related to menstrual health.

This initiative led to:

- The organization of 48 educational workshops in 13 schools, reaching 2,274 adolescent girls.
- The distribution of 717 reusable menstrual underwear kits to girls in vulnerable situations.
- The publication and development of the first scientific research dedicated to period poverty in Tunisia.

FROM TUNISIA TO THE INTERNATIONAL STAGE: A GLOBAL RESPONSE FOR MENSTRUAL JUSTICE

Ecolibree was launched in Tunisia, where period poverty is a major barrier to the education and dignity of many adolescent girls.

Building on our experience in Tunisia, we have expanded the Ecolibree project internationally:

- In France, Ecolibree has developed awareness initiatives in educational settings in response to an issue that remains too often overlooked:

Menstrual education workshops and distribution of menstrual underwear kits (Aisne department, Hauts-de-France region).

- The project has also been deployed internationally: Delivery of sanitary products to Vietnam (2023) and distribution of menstrual underwear in Republic of the Congo through a collaboration with the Fondation Eboko (June 2025).



KEY FACTS & FIGURES

2015

- Project launched by Wallah We Can.
- Creation of a production unit in Makthar (Tunisia).

THOUSANDS

of kits distributed.

International action with the distribution of thousands of reusable menstrual underwear kits in Republic of the Congo, Vietnam, and France.

+10 000

beneficiaries

Over 10,000 beneficiaries of the “Puberty, menstrual hygiene, and adolescence” awareness workshops and our menstrual underwear kits

COLLABORATIONS

During an earlier phase of its development, Ecolibree benefited from collaborations with stakeholders in the textile sector. Today, the project relies on a partnership with Mahdco Tunisia, a committed player in a more eco-responsible approach, to support production and distribution aligned with the program’s values.



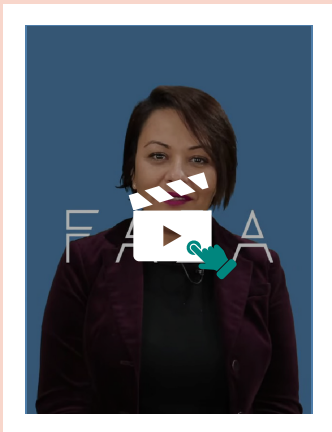
Partnership in the Aisne & agreement with the Fondation Eboko for the distribution of reusable menstrual underwear kits in Republic of the Congo & visit to Château-Thierry for menstrual health and hygiene workshops.



Delivery of reusable menstrual underwear kits to Vietnam.

PRESS ARTICLES

jeune **afrique**



United
Fashion
For Peace
Pour Une Planète Ethique

