



AWANA

Impact Report FY23



AWWA is a period care brand that deeply reflects the relationship and connections between oneself, our environment, and planet.

Our products help people all around the globe to manage their monthly cycles with confidence and connection without the negative impact associated with single use period products. AWWA lives and breathes inclusivity for all who menstruate or experience minor bladder weakness.

We are rooted by indigenous traditions that celebrate ikura (Māori translation for period) and aim to reconnect our growing community to traditional wisdom and practices that are equally relevant in today's world. We believe everyone has a part to play in bringing about change, to reduce the impact we have on Papatūānuku and eradicate period poverty in Aotearoa.

We are committed to being transparent and accountable to our actions, so are excited to share our FY23 impact report with you all. This reflects on what we have achieved over the past year and what we are still working on. Our B Corp certification, net climate positive status, traceable supply chain and Designed to Give donations scheme are all ways we are working towards a more sustainable, inclusive world, where people and planet are prioritised in all our decision making.

We feel proud of what we have achieved in the past financial year and acknowledge that we could not achieve what we do without the support of the community we have created.

We welcome any feedback you have on this report, our sustainability goals, or areas you would like to see us work on.

The AWWA Team



## DESIGNED TO GIVE

In the 12 months to 31 March 2023, AWWA donated 8,861 pairs of underwear to over 30 different registered charities, NGOs, Police and schools throughout NZ to help eradicate period poverty and reduce inequalities between the genders. Since AWWA launched we have donated over 22,000 pairs of underwear.

We are grateful for the partnerships we have formed with organisations throughout NZ, as this ensures our underwear get into the hands of those most in need. Key partners to note are **Dignity, NZ Police, Woven Earth and Māia Collective.**

We are committed to donating 2% of our annual revenue by way of product donation to our partners to ensure that individuals no longer miss out on education or attending work because of a lack of access to period products during their ikura.

We measure the impact of our donations by asking those who receive AWWA to complete an anonymous survey:

# 41%

of those who responded to the survey reported that at times they had not been able to access adequate period products when they needed. **This is less than in 2022 when 57.1% of respondents reported a lack of access.**

We are encouraged by this result, which we believe is a result of the governments free period products in schools programme.

AWWA

# 66%

66.7% of recipients will continue to use AWWA period underwear every month to manage their period, and **a further 25% will use them some of the time.**

# 33%

Prior to receiving the underwear 33.3% did not attend school or work due to a lack of access to period products.

# 91%

91.7% of donated pairs will continue to help individuals save money and reduce their impact on the planet.

# 100%

of respondents believe that AWWA are good for the environment.



DESIGNED TO GIVE



Pictured: Various recipients from Designed to Give donation scheme.

“We'd like to express our deepest gratitude to AWWA for their support and the commitment they have to working together with Dignity, to end period poverty in Aotearoa. Their regular donations of free period underwear have made a significant impact, alleviating the financial burden and empowering individuals to navigate their menstrual cycles with dignity. By offering sustainable and reusable products, AWWA is not only helping us to address immediate needs but are also inspiring a movement for change. We're grateful to partner with you and for your dedication, compassion, and commitment to creating a more equitable society.

Lisa Maathuis, General Manager | Dignity



*“Woven Earth gives practical help to families who have fled family violence by furnishing their homes and lives. We ensure that they are afforded the dignity of having possessions of their own and a beautiful home to rest, recover and begin their rebuild journey. Woven Earth is proud to have been chosen as a recipient of AWWA ethical period underwear to give out to families we support. Over the past 12 months, since we began our partnership, we have gifted over 250 pairs of underwear to families who are referred to our service. Poverty is one of the many underlying issues the families are struggling with, to give them AWWA period wear is an incredible support to the wahine in each home. The reaction to being given your product is always one of such surprise and joy. The common feedback we receive is around how they have always wanted these but cost prevented them having means to purchase. We are so very honoured to have this long term relationship and see it as such an integral part of our service offering. Thank you AWWA for your support and belief in the value and power of community to change the lives of those brave survivors who have made the decision to live a life free of violence.”*

Kerryn Thrupp, CEO and Founder | Woven Earth

*“In the last year, over 60 pairs of AWWA underwear have been donated to specifically identified young people in the Hamilton community whom were experiencing period poverty, generalised poverty, emergency housing accommodation, and/or truancy. These young people had come to Police attention in some way or another, whether it be through offending, victimisation or concern regarding their future trajectory. In addition to these young people, through our partnership with community groups such as the teen parent unit at a local school, we have been able to donate further AWWA underwear to those populations that are identified as being statistically at risk of continued social service support, violence victimisation, or poverty/inequality driven criminality. The impact of AWWA donations through our Op Flow programme has been that these donations have put us in a position to better the trust and confidence with our community. These donations continue to allow us a foot in the door with whānau in need, so that we can assess and address other issues requiring support and intervention, whilst relieving the barriers and burdens that menstruating brings.”*

Hannah Francis, Youth Development | NZ Police



# 35,335,440 single use pads and tampons saved from landfill.

Our customers decision to switch to AWWA period underwear continues to significantly reduce the number of single use pads and tampons ending up in landfill and waterways in NZ and around the world.

To the end of FY23 we calculate that AWWA customers have prevented 35,335,440 single use pads and tampons going to landfill. This is a HUGE achievement. We are so proud of everyone who has made the shift to reusables to manage their ikura.



## FREE PERIOD PRODUCTS IN SCHOOLS

The government rolled out free pads and tampons in schools in June 2021. We believe this initiative is one of the reasons we have recorded a reduction in the number of individuals who report missing out on work and education in our impact survey results. This is a fantastic result and we feel proud that we were part of the process, having met with Ministers in 2019 advocating for such a policy to be developed.

However, we believe the policy can be developed further by introducing reusables as an option. This will have many benefits:

1. Reducing the number of single use period products ending up in landfill.
2. Changing the way the next generation of menstruators manage their periods.
3. Empowering our youth to have a CHOICE as to how they want to manage their ikura.



## SIGNIFICANT REDUCTION IN GHG IN 2023



Our 2022 carbon measurement results came as a bit of a shock – 63.12% (102.52 tCO<sub>2</sub>e) of our total emissions came from inward air freight, compared to just 0.69% (1.11 tCO<sub>2</sub>e) from sea freight. Equal volumes of freight were brought in via each method.

In FY23 we made a commitment to bringing stock in via sea freight, even if this resulted in having to push back new product launches. We saw this as a critical step to reducing our emissions.

We are proud to report that we significantly reduced our overall emissions by half (80.57 tCO<sub>2</sub>e from 162.42 tCO<sub>2</sub>e), and our inward air freight to just 22.65 tCO<sub>2</sub>e (28.11% of total emissions).

We will continue to prioritise sea freight and will see if we can further reduce these figures in FY24

Read our Sustainability and Progress report [here](#).





## OTHER ACHIEVEMENTS

### Best Emerging Business at the Westpac Auckland Business Awards 2022 - WINNER

This recognised our growth over the past three years, as well as our commitment to reducing our impact on the planet

### Deloitte Fast 50 - PLACED 32ND

Placed 32 in the fastest growing businesses in NZ. This was a huge achievement and demonstrates that prioritising people and planet does not mean you can not achieve significant revenue growth results.

### Sustainable Business Network Awards in the Social Impactor - FINALIST

This category is for an organisation that is consistently improving peoples lives through its day to day business practices.

### Sport and Recreation Awards, Commercial Partnership - FINALIST

This was a result of the positive partnership we have developed with Sport Waikato.



The past year has been a journey of growth. Growing in our knowledge by putting better practices in place and through the strengthening of our relationships with our suppliers and Designed to Give partners.

As always, thank you for being part of our community. We remain grateful for your ideas, questions and feedback.

