



hey girls...

we're good for workplaces...



how Balfour Beatty partnered with hey girls...

Balfour Beatty wanted to address period poverty and stigma in the workplace, particularly within the construction industry, ensuring we create the most welcoming, inclusive environment for both our staff and people visiting our sites.

Hey Girls were also well positioned to meet other corporate social responsibility values. Lyreco, like Balfour Beatty and Hey Girls, strongly value sustainability and environmentally-friendly practices.

Balfour Beatty

business to business



period dignity at work



the need...

Balfour Beatty set out to help eradicate the stigma of periods and period poverty in a very male dominated industry. They aimed to do so in a sustainable manner. Their relationship with Hey Girls, orchestrated by Lyreco, has proven to be a success.

the impact...

Educating staff and making sure fundamental products are readily available and on-hand whenever they're needed goes a long way in creating a period positive environment. It's not just a charitable effort, it is a solution to a real problem faced by thousands of people.

the products...

Balfour Beatty provides day pads and plant-based applicator tampons.



"we wanted to address the stigma associated with periods in the construction industry and ensure we create the most welcoming, inclusive **environment for both our staff and people visiting our sites**"

Emma Harding,
Balfour Beatty

about the team...

At Lyreco, the blossoming relationship between Balfour Beatty and Hey Girls has been a joy to be a part of. "It's been fantastic to aid with such an important and rewarding initiative." Philip Lewis says, "The whole process has been very smooth from the start, with great communication and support all-round. We look forward to continuing to support this project in the future".



Want to get the period dignity conversation flowing?
Say hey to the team now:
b2beheygirls.co.uk

say hey...

