

Hey girls... we're good for logistics...



how Wincanton partnered with hey girls...

We partnered with Hey Girls to implement our period dignity initiative across the organisation. During National Inclusion Week, we launched a communications campaign and distributed period products to all our sites.

The social value that Hey Girls provides was a major factor in our decision to partner with them. At Wincanton, our Million Hour Mission project aims to dedicate a million hours to social value by 2025. Collaborating with Hey Girls helps us foster an inclusive culture and strengthen our social value partnerships - two key pillars of our social value strategy.

Additionally, we are thrilled to be purchasing period products for our colleagues, which also generates donations of period products for our communities.

logistics

Wincanton



business to business



period dignity at
work



the need...

Wincanton proudly embraces diversity and aims to support colleagues who have periods by ensuring they can manage their periods with dignity at work. We chose to partner with Hey Girls, an ethical and environmentally friendly social enterprise, because their values align with our ESG and CSR ambitions. We wanted to raise awareness of our brand and what we do for our colleagues – and tackle the stigmas associated within a traditionally male-dominated industry.

the impact...

We have seen a marked improvement in productivity as colleagues no longer need to leave work to purchase period products. More importantly, the sense of psychological safety has increased, as employees no longer have to hide period products in their bags or sleeves when going to the bathroom.



the products...

We offer our colleagues both period pads and tampons, ensuring they always have a choice of products that suit their needs, prioritising their comfort at work. Additionally, we are now planning to order period pants to support our long-haul drivers and warehouse colleagues.

“providing period products for our colleagues shows that we are caring for our people and demonstrating it – not just saying it”

Karen Govier, Wincanton

about the team...

Collaborating with Hey Girls and Lyreco has resulted in a successful rollout of period products and period care initiatives. United by a shared vision and a holistic approach, we are committed to tackling period poverty and supporting the environment by using sustainable products. Ailsa, our contact at Hey Girls, enriched our wellbeing talk, bringing the subject to life, raising awareness of the initiative, and sparking further conversations. Her expertise has enabled us to embark on an exciting new venture: offering reusable period pants to our colleagues, including those working long hours in the warehouse or as long-haul drivers.



Want to get the period dignity conversation flowing?

Say hey to the team now:

b2b@heygirls.co.uk

say hey...