



The Swedish organization MENSEN initiates the concept “Period Works!” focused on menstruators well-being at work

In 2020, MENSEN will be developing educational materials and methods to spread awareness about menstrual health within working life. The concept includes the menstrual certification, which was launched in 2019. The project will be carried out in collaboration with The Body Shop and Swedish labour unions.

“We’re happy to continue the work we began in 2019! When we launched the menstrual certification project we saw a major interest from many companies - now we want to reach out to the rest.” says Klara Rydström, project manager at MENSEN.

The concept “Period Works!” will comprise various educational formats and approaches. By targeting different groups in the labour market, the aim is to contribute to an equal, safe and fair work environment where different needs of menstruating employees are acknowledged and respected. MENSEN strives to reduce the prevalence of unsound work environments where employees risk physical and psychosocial ill health.

As one of the project partners, The Body Shop will function as the pilot workplace and contribute to the development of the educational concept. Matilda Wiechel, Activism & Communications Manager, The Body Shop Svenska AB, is positive:

“We are thrilled to be one of the first companies to be certified and to contribute to the important work that the organization MENSEN is doing. The Body Shop is a company by women for women and it is about time to break the period taboo, for everyone who menstruates. This is an issue that we will address at many markets really soon.”

The collaboration with labour unions is part of MENSEN's strive to develop the content related to employment regulation and work environmental issues. Malin Fröjmark, ombudman at Akademikerförbundet SRR, is one of the participants in MENSEN's reference group:

"Akademikerförbundet SSR perceives menstruation as a labour union issue. Pain and other menstrual-related problems have repercussions in the working life in the form of absence, impact on income and in the long term also possible impact on the pension. Participating in MENSENs project and reference group is a way for us as a union to work with the issue of menstruation and equal conditions in working life."

Want to know more about the project? Contact:

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About MENSEN - forum för menstruation:

Since 2014, MENSEN has been working to increase people's knowledge of the menstrual cycle. We raise awareness through education and opinion-formation. We work with several types of training adapted to different target groups. We use campaigns, events, lectures and training, debate articles and social media to take a stand and spread information about menstruation to the public.