

# Mooncup and City to Sea call for more focus on menstrual health and gender equality to tackle climate change

Mooncup Ltd becomes the menstrual cup partner of the environmental non-profit City to Sea



Leading British menstrual cup brand Mooncup® has partnered with environmental non-profit City to Sea. The two organisations call for focus on menstrual health and gender equality as ways to tackle climate change.

Educating girls and family planning were ranked as number 2 and number 5 top solutions in [Project Drawdown](#), the most comprehensive plan ever proposed by a coalition of scientists and change-makers to stop further climate change and reduce greenhouse gases in the atmosphere. The empowerment and education of women and girls are some of the most impactful tools available for avoiding emissions. Improved access to education and family planning reduces unplanned pregnancies, resulting in better health prospects for both parents and children, and less pressure on resources.

The Rapid Transition Alliance also found that for every additional year of schooling a girl receives on average, her country's resilience to climate disasters is [improved significantly](#). By staying in education longer, girls have improved opportunities to gain skills and knowledge, which puts them in a better position to become community leaders.

Mooncup release

Menstrual health is a key part of reproductive education and is intrinsically linked to four of the UN's Sustainable Development Goals: including goal 3 for health and well-being; goal 4 for education; goal 5 for gender equality and goal 6 for clean water & sanitation for everyone.

City to Sea, a non-profit organisation that campaigns to prevent plastic pollution at source, combines reproductive health education with environmental awareness through its [Plastic-Free Periods](#) campaign and [Rethink Periods](#) schools program. The campaign has reached over 3 million people to date, whilst Rethink Periods has trained more than 1,000 teachers and school nurses nationwide.

**Jasmine Tribe, Campaign Manager at City to Sea, comments:**

“We are facing the biggest challenge of our time, and it's crucial that we understand the root causes of our unsustainable behaviours, which are largely rooted in social injustice, inequality and lack of quality education.

The toxic combination of societal shame and lack-of health education has created a growing environmental problem. Not only are we empowering people to take care of their bodies and the planet, we are also working collaboratively and across sectors, creating strong bonds and community. We can only have environmental justice when we have social justice, and for social justice to manifest we need gender equality.”

**Kath Clements, Mooncup Ltd. Director, comments:**

“Centuries of stigma, shame, miseducation and sexism around menstruation aren't just causing period poverty. They're preventing people from receiving proper education about what is happening in their bodies. People are unaware of what's normal, what products they can use to help manage their periods and how those products might impact the environment.

We at Mooncup Ltd. have been transforming the conversation and smashing the period taboo for almost two decades through education, activism and our ground-breaking advertising campaigns. We are proud to join forces with City to Sea and support their campaign to stop period plastic pollution, to reach more people than ever together- including those who have been historically excluded from the conversation.”

As part of the partnership, £1 will go to City to Sea to support their Plastic Free Periods Campaign, for every Mooncup sold in the UK through [www.mooncup.co.uk](http://www.mooncup.co.uk).

For more information about Mooncup, and hi resolution images, please contact Ginny at [pr@mooncup.co.uk](mailto:pr@mooncup.co.uk).

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**About Mooncup®**

Based in Brighton and manufactured in the UK since 2002, the Mooncup menstrual cup is made from platinum-cured medical grade silicone and made to the highest regulatory standards. The Mooncup was the first silicone menstrual cup in the world, leading the way in transforming the sanitary product category, once monopolised by throwaway tampons and pads. Thanks to Mooncup® users worldwide, over 2.8 billion tampons and pads have been diverted from landfill and our oceans. The

## Mooncup release

Mooncup® is widely available in the UK including via independent health food stores, Boots, ASOS, Holland & Barrett, Amazon and mooncup.co.uk with an RRP £20.95. The Mooncup is available in two sizes; A (for those who are 30 and over, and all who have given birth vaginally regardless of age) and B (for those under the age of 30 who have not given birth vaginally.) For more information about Mooncup® please visit [www.mooncup.co.uk](http://www.mooncup.co.uk)

## About City to Sea

City to Sea is a not-for-profit organisation, campaigning to stop plastic pollution at source. Their award-winning campaigns are tackling the single-use plastic items most found on our beaches and in our rivers and oceans by providing practical solutions and championing reuse over single-use.

City to Sea are behind the award-winning Plastic Free Periods campaign, the Refill Campaign, which has saved 100 million plastic bottles from entering our waste stream and #SwitchTheStick preventing over 478 tonnes of single-use, plastic-stemmed cotton buds being produced each year.

<https://www.citytosea.org.uk>