



# Annual Impact Report

2025

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"Ibikoresho by'isuku mu gihe cy'imihango"

▲ BIRARAMBA: KUGEZA KU MYAKA IBIRI

▲ BIRAHENDUTSE·RIZIGAMA 2024

# Organizational Overview

Kosmotive is a social enterprise based in Kigali, Rwanda, established in 2014. Our mission is to equip women and girls in underserved rural communities with affordable and sustainable menstrual and reproductive health solutions. By addressing critical barriers to health and dignity, we work to strengthen individual agency and ensure that women and girls are empowered to participate fully and equally in society.

**i** Kosmotive exists to break the cycle of menstrual poverty and health inequity by combining innovation in product design, inclusive education, and job creation. By addressing the issues of menstrual stigma, lack of health information, and economic exclusion, we empower women and girls to live healthier, more dignified, and economically independent lives.





# Executive Summary

In 2025, we advanced menstrual health, education, and women's economic empowerment across four East and Central African countries, reaching over **8 million girls and women** through integrated, community-based interventions. We distributed more than **183,000 reusable sanitary pad kits** and delivered comprehensive menstrual health education to over **4 million adolescents and community members**, improving access to safe menstrual products, supporting dignity and school attendance, and reducing stigma.

We also strengthened local economies by engaging women and youth in local manufacturing, workforce development, and distribution. In addition, the KosmoHealth digital platform reached over 5,000 users with accurate, youth-friendly health information.

Overall, these interventions prevented an estimated **92 million disposable pads** from entering landfills, demonstrating a scalable and environmentally sustainable model with strong potential for continued sustainable expansion.

# Problem Statement

Across Africa, millions of women and girls face systemic barriers to menstrual and reproductive health. Limited access to affordable and sustainable menstrual products forces many to rely on unsafe alternatives, increasing health risks and contributing to school absenteeism.



**i** In sub-Saharan Africa, studies show that 1 in 4 adolescent girls miss school during their menstrual cycle due to lack of products and sanitation support, while in Rwanda about 18% of girls report school or work absenteeism, highlighting the urgent impact of period poverty. At the same time, inadequate menstrual health education compounded by misinformation, stigma, and silence leave many girls without the knowledge or confidence to manage their health with dignity.

These challenges extend far beyond individual well-being, with drastic consequences on education, economic participation, and gender equality. Girls who miss school regularly due to lack of menstrual products and inadequate sanitation are more likely to fall behind academically and ultimately face a higher risk of school dropout, limiting their future opportunities. Similarly, women who cannot manage menstrual safety at work or in public spaces experience reduced productivity and limited employment opportunities, which reinforces cycles of poverty and social exclusion.

The problem is further compounded by persistent cultural stigma, taboos, and misinformation around menstruation, which perpetuate silence and shame, isolating girls and women and undermining their agency, self-esteem, and ability to fully participate in society.

As a result, period poverty is not merely a personal health issue; it is a structural barrier that restricts educational, economic, and social advancement, particularly for vulnerable populations in Rwanda and across Sub-Saharan Africa.

# Geographical Reach

In 2025, we significantly expanded our regional presence, establishing operations across four countries in East and Central Africa: **Rwanda**, the **Democratic Republic of Congo (DRC)**, the **Central African Republic** and **Kenya**. This strategic growth underscores our unwavering commitment to advancing menstrual and reproductive health by ensuring that women and girls in underserved communities have access to affordable, sustainable solutions. Through this expansion, Kosmotive continues to strengthen its role as a catalyst for health equity, dignity, and empowerment across the region.



# Production & Distribution Impact

In 2025, we produced a total of

**642,339**

*KosmoPads Units*

Of these, **183,720 kits of five KosmoPads** were distributed across various channels to reach women and girls in underserved communities. Distribution of the kits was carried out through three primary pathways:



**10,105**

Direct to customers



**60,811**

Through partners and NGOs



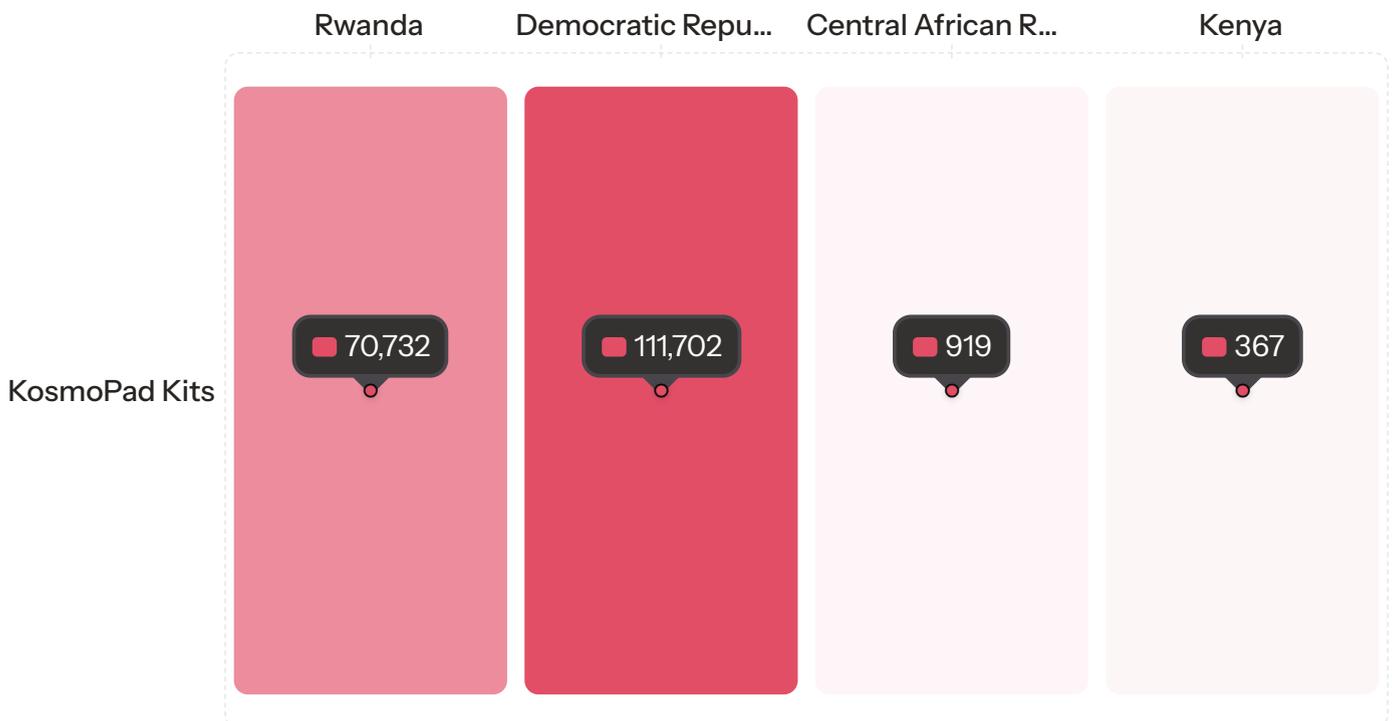
**112,804**

Through distributors

This multi-channel approach ensured that KosmoPads were accessible both at the community level and through institutional partnerships, thereby maximizing reach and impact.

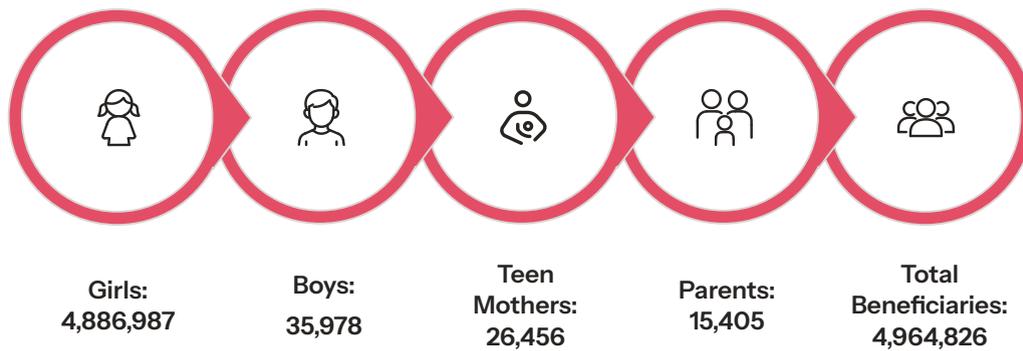
# Distribution Impact per Country

In 2025, the distribution of KosmoPads extended across four countries in East and Central Africa. A total of 70,732 Kits were delivered in Rwanda, while the Democratic Republic of Congo (DRC) accounted for the largest share with 111,702 kits. In the Central African Republic, 919 kits were distributed, and in Kenya, 367 kits reached women and girls in need.



# Menstrual Health Education & Community Outreach

In 2025, we implemented structured Menstrual Hygiene Management (MHM) education sessions designed to enhance knowledge, reduce stigma, and foster gender-inclusive understanding of menstrual health. Through these initiatives, we reached a total of 4,964,826 beneficiaries across diverse groups.



This extensive outreach demonstrates our ability to deliver education at scale while ensuring inclusivity. Notably, the engagement of boys and parents alongside girls reflects a deliberate strategy to normalize conversations around menstruation, dismantle stigma, and build supportive environments. By reaching teen mothers, we also addressed a particularly vulnerable group, ensuring they are equipped with knowledge and confidence to manage their health with dignity. Collectively, these efforts highlight Kosmotive's role in advancing both individual well-being and broader societal change.

# Capacity Building & Staff Training

## Training Overview

In 2025, we invested in staff capacity building to enhance quality assurance, production efficiency, and sales performance. A total of 164 staff members received targeted training across key operational areas.

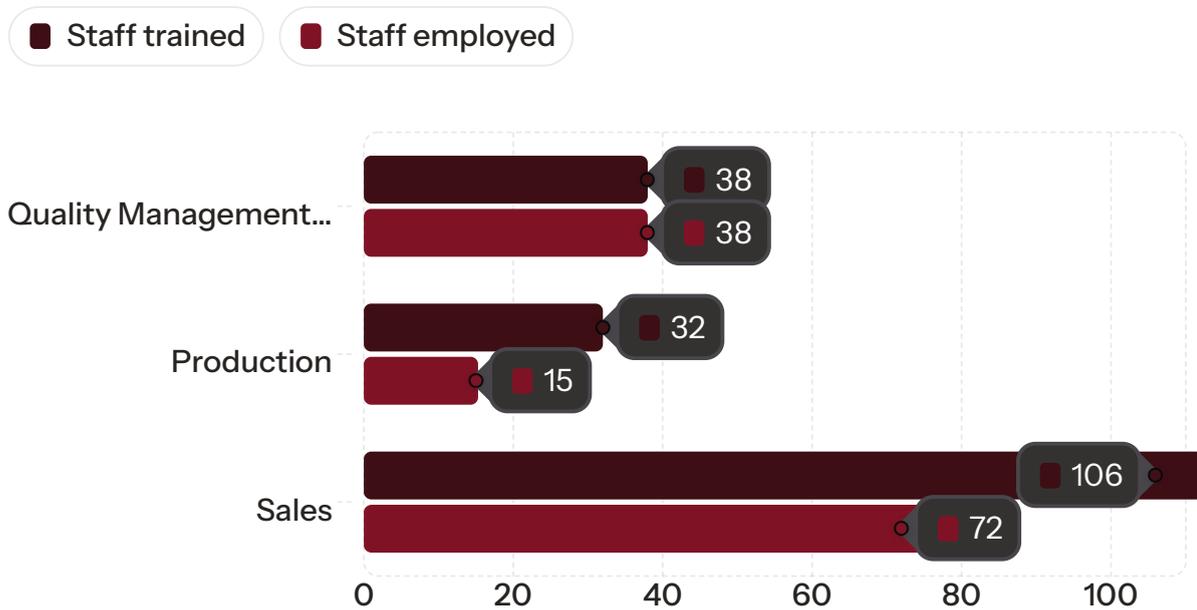
**Quality Management Systems (QMS):** 38 staff

**Production:** 32 staff

**Sales:** 106 staff

## Employment outcomes

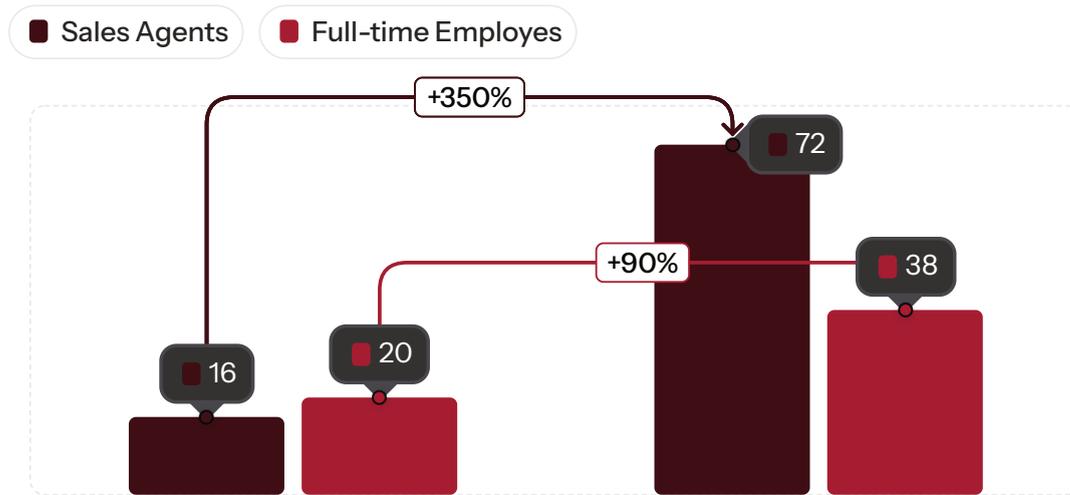
Following these training initiatives, we expanded our workforce to support production and sales operations. By the end of 2025, the organization had employed 15 staff in production, 38 staff certified in QMS and 72 staff in sales, reinforcing our capacity to meet growing demand and sustain regional impact.



**i** This structured training program reflects our commitment to strengthening internal systems and ensuring consistent delivery of high-quality products and services.

# Job Creation & Economic Empowerment

Kosmotive contributed to local economic development by creating new employment opportunities in 2025.



Sales agents and full-time employees 2024 vs 2025

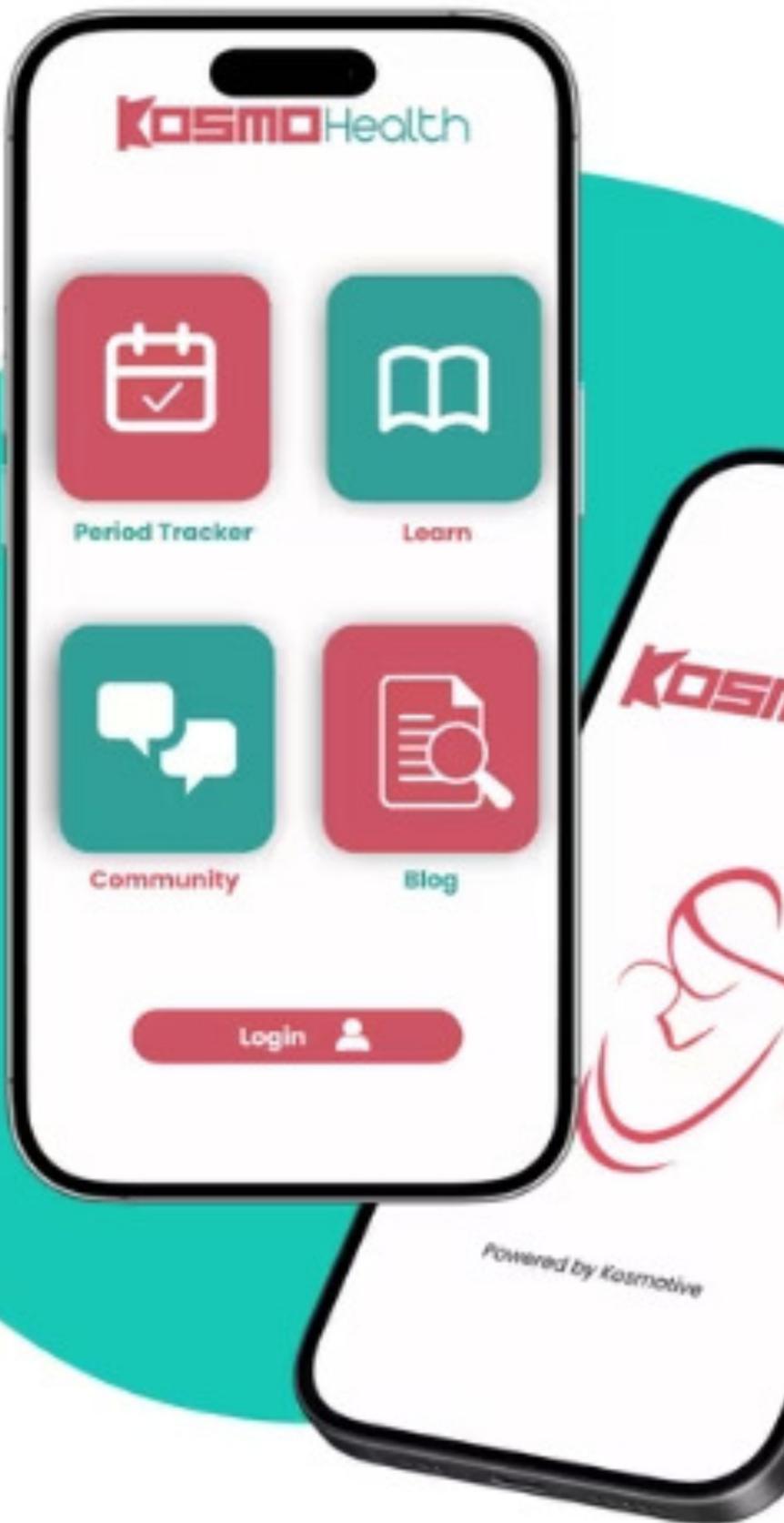
Importantly, this expansion not only supported income generation and skills development but also strengthened women's participation in the labor market. **Of the 74 jobs created, 69 were filled by women**, underscoring our commitment to gender equity and women's economic empowerment.



93.24%

# Digital Reach & Innovation

A major milestone in 2025 was the successful launch of the new version of the KosmoHealth platform, which expanded access to accurate, inclusive menstrual health information across East and Central Africa and beyond. The platform offers **user-friendly, evidence-based content** that empowers women, girls, and communities to make **informed health decisions**.



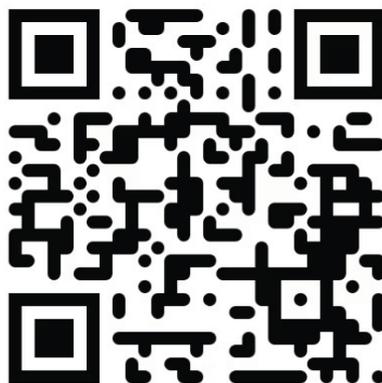
# Digital Reach & Innovation

In 2025, we recorded a total of **8,579,040 visits across all digital platforms**. This level of engagement reflects the growing demand for accessible, reliable information on menstrual, sexual, and reproductive health. The platforms served as critical channels for raising awareness, education, and community interaction, enabling us to reach audiences well beyond traditional outreach activities.

By integrating digital technology into our programming, we strengthened our ability to:

- Break barriers of stigma and silence by offering discreet, accessible information.
- Promote inclusivity by reaching diverse users, including adolescents, parents, and health practitioners.
- Support scalability by complementing in-person education sessions with digital resources.
- Enhance impact measurement through data-driven insights on user engagement and platform reach.

*This digital innovation underscores our commitment to combining product development with technology driven solutions, ensuring that menstrual and reproductive health education is not only accessible but also sustainable and adaptable to evolving community needs.*



Scan for **KosmoHealth**

# Partnerships & Collaboration

In 2025, we strengthened our collaborative framework by establishing 16 new strategic partnerships with schools, NGOs, distributors, and other institutions. These alliances played a pivotal role in scaling menstrual health education programs, expanding product distribution networks, and ensuring that **underserved populations were reached more effectively.**

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Through these partnerships, we were able to

- 1 Enhance educational outreach by integrating menstrual health management sessions into school and community programs.
- 2 Broaden distribution channels by working with NGOs and institutional partners to deliver KosmoPads to remote and marginalized communities.
- 3 Strengthen market presence by engaging distributors who facilitated wider access to affordable menstrual health products.
- 4 Promote sustainability and inclusivity by aligning with organizations that share Kosmotive's vision of health equity and women's empowerment.

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*These collaborations not only amplified our impact but also fostered shared accountability and collective action toward breaking the cycle of menstrual poverty and health inequity. By leveraging the strengths of diverse partners, Kosmotive continues to build a resilient ecosystem that supports education, dignity, and economic participation for women and girls across East and Central Africa.*

# Sustainable Development Goals (SDGs) Contribution

## 3 GOOD HEALTH AND WELL-BEING



We improved menstrual health outcomes and knowledge.

We reduced absenteeism and expanded school-based MHM education.

## 4 QUALITY EDUCATION



## 5 GENDER EQUALITY



We addressed stigma and empowered women with opportunities.

We created jobs and enhanced skills development.

## 8 DECENT WORK AND ECONOMIC GROWTH



## 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



We advanced local production and digital innovation.

# Our Partners

