

# **PSI-EUROPE**

## **ANNUAL REPORT**

### **2022**



## FOREWORD

# TACKLING GENDER EQUITY IN CRISIS

While 2022 continued to be a time of compounding crises, it also paved the way for feminist change. Several governments, including France, Germany, Luxembourg, the Netherlands and Spain in Europe, launched or rolled out their Feminist Foreign Policy. Many of these policies are grounded in the four “Rs”, promoting inclusive participation of women and LGBTQI+ people in decision-making by focusing on **rights**: these groups should be able to claim their rights and be protected from violence, **representation**: they should be represented and participate in decision making, **resources**: they need to have adequate access to resources to realize these goals, and **reality check**: policy goals need to be tailored to the local context and needs.

The feminist wave comes at an urgent time - according to UN Women, achieving full gender equality could take close to 300 years if the current rate of progress continues. Also in parts of Europe, the focus on feminist policies and approaches is dwindling. With other crises like the war in Ukraine, the refugee crisis, and rising inflation; feminist priorities are losing momentum and sometimes getting rolled back.

For example, the recent agreement between the EU and Tunisia to stem migrant departures from Tunisia to Europe puts the onus on Africa to keep European borders safe from African arrivals and puts the burden and the blame on migrants for escalating tension, ignoring feminist principles like human security.

At PSI-Europe, we believe that feminist principles can help new partnerships thrive and can benefit from them as well, particularly in a time of crisis. 2022 was a crucial year for expanding existing partnerships and planting the seeds for new ones. We signed a partnership grant with Invest International to assess the health impact and financial viability of a smartphone-powered portable and AI-based ultrasound scanner, BabyChecker, by Delft Imaging in private clinics in Uganda. BabyChecker will be offered to women through PSI's digital women's health ecosystem VIYA. We also realised a partnership with the Sanitation & Hygiene Fund to strengthen the evidence base on the impact of menstrual health & hygiene interventions to catalyse more funding and investments in this area. We look forward to deepening these and other existing relationships, including with the Dutch Ministry of Foreign Affairs, and will nurture new ones including with the French Development Agency AfD, and the German Development Bank KfW.

Many of our partnerships exist in formal and informal (advocacy) networks that are rooted in solidarity through which we successfully put urgent and under-funded health and human rights topics, including menstrual health and dignity and safe abortion, on the agenda last year. You will find some examples in this report. We thank our current partners and invite new partners, donors, civil society and other stakeholders to join us and the entire PSI network in the continuous fight for sexual and reproductive rights. Only as allies and equal partners can we uplift the intersectional feminist movement and close the enormous gender gap.

In 2023, PSI-Europe will undergo a strategy refresh. During this process, we will consider our history and role in a changing world and development landscape, including the role of colonialism and neo-colonialism. We plan to unpack how this will impact our future ways of working and identify the ways in which we have succeeded and failed so far in including, amplifying and leading with the voices, knowledge, and experiences of our consumers. This introspection will be particularly important for our advocacy work—currently most prominent in menstrual health—in which we play a global thought leadership role yet seek to bring diverse representatives from the Global South to the table as leaders and owners of the movement. We will invite existing and new partners to help us self-reflect and join us in paving the way for the next three years. And this will not be a one-time exercise, we see this as an ongoing process requiring permanent attention and action, self-checking and correction.

Being a member of PSI's global network of locally rooted organisations in 40+ countries, and with partners and allies, we will remain purposeful and unswerving in the pursuit of our mission to support and promote the work that makes it easier for all people to live healthy lives and plan the families they desire.

**Odette Hekster**

Managing Director, PSI-Europe

*Odette Hekster*





# ABOUT PSI-EUROPE

**PSI-Europe makes it easier for all people to live healthy lives and plan the families they desire.**

We aim to mobilise support for the PSI network by shaping the policies and priorities of European donors and stakeholders. By doing this, we offer organisations, companies, and governments in Europe the opportunity to reimagine healthcare to meet the urgent health needs of people in the Global South.

With our network of 8,000 local PSI staff in 40+ countries worldwide, we identify solutions to health challenges; and we work with European donors and stakeholders to make those solutions a reality. Together, we drive impact, no matter the challenges we might face within the contexts in which we work.

We continuously look for partners in building stronger communities through innovative health solutions.



# WHAT WE DO

At PSI-Europe, partnerships help mobilise funds, capabilities, technical resources, and networks from partners across sectors to enable collective action and deliver meaningful and sustained impact at scale. PSI-Europe employs a five-step approach to partnering that involves gap analysis, landscaping, mutual benefit discussions, and roles and responsibilities; all with the explicit goal to complement, not duplicate, and to leverage and maximise resources

PSI-Europe's mission is to mobilize support for the PSI network by shaping policies and engaging European stakeholders and donors. Population Services International (PSI) is a network of organizations working across 40+ countries to support stronger, more resilient health systems and make quality, affordable health care accessible to people where and when they need it. PSI began as a social marketing organization focused on sexual and reproductive health and rights (SRHR), but now supports work across multiple health areas in both the public and private sectors to accelerate progress toward universal health coverage (UHC).

Based in Amsterdam, PSI-Europe builds strong and lasting relationships with European donors, partners, and stakeholders in order to help shape their agendas and priorities. PSI-Europe brings together PSI's global technical expertise and local operational excellence to identify and raise those topics most important and relevant for our European partners. We help to create the link between local and global needs and European stakeholders' priorities, funding, and focus.

01



We advocate for and mobilise resources for innovative, rights-based and sustainable solutions to the world's toughest health issues, contributing to achieving UHC.

02



We influence and contribute to global agendas, supporting the achievement of the Sustainable Development Goals, strengthening private sector engagement for UHC, and improving primary care networks and consumer-powered care to strengthen health systems.

03



We work toward bridging equity gaps by advocating and supporting innovative and consumer-powered approaches to reach the vulnerable and underserved, such as adolescent girls and youth in fragile contexts.

04



We shift policies and funding for priority and under-resourced topics that contribute to a world in which no one is left behind by actively engaging with European stakeholders and donors.



## 2022 SPOTLIGHT

# STRENGTHENING HEALTH SYSTEMS WITH DRONE DELIVERY

PSI-Europe advocates for evidence-based innovations that can improve health service delivery and strengthen health systems, to make efforts to move toward UHC more 'consumer powered.' Our vision for health systems strengthening (HSS) is to have strong and resilient mixed (public + private) health systems, in which the consumer can seamlessly and safely access affordable, quality primary healthcare (PHC).

One innovative component of a strong mixed health system is the use of drones for last-mile delivery. Drones operate within broader systems that national governments and donors have struggled for years to strengthen and provide an opportunity to resolve long-standing challenges effectively and efficiently. The use of technology such as drones for last-mile delivery of medicines and medical supplies to previously underserved communities is part of PSI's strategy to bring care closer and apply a consumer-powered approach, but the challenge is to coordinate government and donor efforts to design drone delivery programs that are fully integrated into national supply chain systems and that further strengthen the delivery of primary health care in a financially viable and sustainable manner. The strategy must aim to shape more robust, resilient, and equitable health systems.

In particular, we see four key opportunities for drones in a HSS strategy:

- 1. Last Mile Delivery:** Drones can deliver medical supplies and equipment quickly and efficiently, especially to rural or remote areas with limited access to healthcare.
- 2. Quality of care:** They can reduce delivery time, which can be a matter of life or death in emergency situations, and they can improve the overall quality of healthcare delivery, particularly in resource-limited settings.
- 3. Cost-effectiveness and Environmental impact:** They can decrease the need for road transportation, which can be problematic due to flooding, poor road conditions, and other challenges.
- 4. Health Emergency Preparedness:** They can help healthcare providers monitor and track disease outbreaks and conduct surveillance in hard-to-reach areas.

This strategy builds on the successful drone project in Madagascar. With initial support from the Global Fund and ongoing support from USAID and other donors, including from 2023 the Agence Française de Développement (AFD) through the Fonds d'Innovation pour le Développement (FID), PSI/Madagascar is supporting the national supply chain system to use proven drone technology to dramatically improve the 'last mile' availability of health commodities at some of the most remote facilities in the country. The Ministry of Public Health is increasingly engaged in operational decision-making at the central and local levels through a new technical working group, which will also support advocacy with future donors. Between 2019 and 2022, PSI completed over 2,500 flights and delivered 4,300 kg of commodities. This includes over 151,000 child health vaccines and over 23,800 COVID-19 vaccines. In 2023, a randomized control trial will measure the impact on health for communities serviced by drones relative to control sites. The results of this study will further support PSI-Europe's efforts to advocate for this innovative piece of the health system.



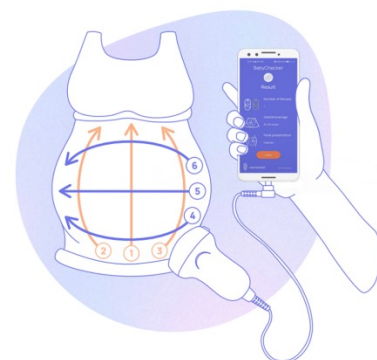
# LEVERAGING DUTCH TECHNOLOGY TO SUPPORT LOCAL SOLUTIONS TO ACHIEVE THE SDGS



Credit: PSI, VIYA

In December 2022, Invest International Development B.V. (former FMO, Dutch Development Bank) awarded PSI-Europe a Development Accelerator Development Contribution for a partnership with Dutch social enterprise, Delft Imaging. This was the result of active engagement with Invest International for over two years.

Delft Imaging developed the BabyChecker, a smartphone-powered portable ultrasound that uses artificial intelligence to detect abnormalities in pregnancies. The project focuses on assessing the financial viability and health impact of using the BabyChecker in private clinics that are linked to PSI Social Business Unit's digital ecosystem, "VIYA," in Uganda. BabyChecker will be included in VIYA's offering of health services that are linked to the digital platform.



VIYA is a digital lifestyle brand for women who want customized, easy, and on-the-go access to quality sexual health information and services, and that respects their privacy. VIYA's offering starts with content and community – creating a safe space on digital channels for women to engage on the topics of sexual wellness and reproductive health, to receive information about sexuality pleasure, contraception, menstrual health, and pregnancy (where the BabyChecker scan fits); and to exchange with experts to obtain recommendations and referrals for products and services. Over time, the VIYA offering will expand to include connections to e-commerce platforms, telemedicine and e-prescriptions.



# LEADING THE WAY IN UNDERSERVED WASH AREAS

## TOWARDS GLOBAL GOALS FOR MENSTRUAL HEALTH & HYGIENE TO ACHIEVE WASH FOR ALL

PSI-Europe has been actively involved in co-organising an official side event at the #UNWaterConference2023. This is an example of how we join forces and raise our voice to call attention to underserved and under-resourced health areas such as Menstrual Health (MH) in WASH. Despite its relevance in achieving multiple Sustainable Development Goals (SDGs) and the Water Agenda, MH is not explicitly mentioned in the SDGs. However, WASH plays a critical role in a person's ability to work, learn, play and fully engage with the world during their period. Without clear international and national goals, MH will remain a low priority and progress will continue to be fragmented at best.

In the absence of an international target on MH, very few governments have defined clear national goals for MH, dedicated budgets, or set up systems to monitor progress. Without clear international and national goals, MH will remain a low priority and progress will continue to be fragmented at best. To create a world where no woman or girl is held back because of her period, we need to change that and create measurable goals at the international, national and donor levels.

The target audience of our advocacy is twofold; we persuade governments and donors to acknowledge the importance of MH towards achieving the SDGs and Water Agenda and to commit to accelerating global and national level monitoring of MH. And we encourage MH implementing organizations to support and provide expertise to strengthen global and national level monitoring and to support advocacy towards post-2030 goals that include MH.

MH is intricately connected to people's ability to exercise their rights. Ignoring MH is a missed opportunity—therefore we need MH to be in place if we want to reach the SDGs by 2030. There is a growing base of evidence that shows that investing in MH can positively benefit many areas across women and girls' lives, including economic benefits, participation in education, empowerment, and health and mental health—thus MH is central to advancing gender equality as a whole and to realizing the SDGs. Our current research commissioned by the Sanitation and Hygiene Fund aims to contribute to this evidence base.

Our ultimate goal is to shift policy and funding of governments and donors towards MH and include MH in all WASH programming for implementing organizations.

### MH in WASH

- **Clean water** is needed to wash reusable period products, hands and bodies.
- **Sanitation facilities** are needed to discreetly throw away single-use period products and other disposable materials.
- **Private, safe and clean spaces** are needed to change menstrual products at school, in the workplace and in other public/community settings.



# STRATEGIC PARTNERSHIPS IN WASH

PSI-Europe is a unique partner organization in the field of WASH and Menstrual Health. With a strong presence in Africa and Asia, both directly and through its in-country members within the PSI network, PSI-Europe has unparalleled access to valuable resources and experiences that can be leveraged for the advancement of WASH and MH initiatives. This enables us to draw upon and share with our partners a wealth of on-the-ground knowledge, evidence-based solutions, and best practices.

PSI's WASH programs focus on increasing access to and utilization of essential WASH and MH products and services in low- and middle-income countries, such as household water treatment, sanitation facilities, faecal sludge management, and handwashing with soap.

PSI accomplishes this by employing a market-based approach and working with diverse partners, using the following key strategies:

- **Strengthening Supply Chains:** PSI works to enhance the capacity and coordination of private sector actors involved in the WASH supply chain, including manufacturers, distributors, retailers, service providers, and installers. This approach ensures a sustainable supply of affordable and desirable WASH and MH products and services even after the conclusion of specific programs.
- **Creating Consumer Demand:** PSI stimulates consumer demand for WASH and MH products by offering improved, affordable options and implementing effective sales, marketing, and behaviour change communication campaigns. By streamlining delivery mechanisms and facilitating access to financing options, PSI makes it easier for individuals to obtain WASH and MH products, thereby increasing adoption rates.
- **Enabling Environment:** PSI-Europe recognizes the importance of a favourable financial and regulatory environment for successful WASH and MH market development. We engage with governments to advocate for policy changes and resource allocation that encourage private investment and prioritize the needs of vulnerable populations. We also work with key influencers to address period stigma that hinders menstrual equity. This comprehensive approach ensures that WASH and MH market players can thrive and reach those who are most in need.

We contribute to impactful and lasting improvements in WASH and MH outcomes through our ability to leverage the knowledge and accomplishments of the PSI network and our focus on sustainable market development, consumer demand generation, and enabling policy environments.





# MENSTRUAL HEALTH

One of PSI-Europe’s flagship advocacy goals is to set the agenda for menstrual health (MH) to realize global menstrual equity. PSI-Europe provides technical expertise on MH to the PSI network and other actors in the community of practice and plays a key role in building the evidence base and convening stakeholders to seek support for MH.

A growing base of global evidence shows that good MH is a prerequisite for gender equality and women’s empowerment and the key to unlocking positive outcomes across the lifecycle of females and those who menstruate. At the same time, available evidence on MH intervention **impact** is still limited. The benefits from different types of MH interventions relative to their costs are not well understood. To address these evidence gaps and provide critical data needed for investments and intervention planning, the Sanitation & Hygiene Fund (SHF) commissioned PSI-Europe in August 2022 to work with SHF to undertake evidence building to quantify the potential and impact of selected MH interventions. The study will run for 12 months and will contribute to a better understanding of the needs, gaps, opportunities and costs associated with different types of MHH interventions; and estimates of the health, education, economic and environmental impacts from improved access to MH products and services.

The study results will further make the case that investing in MH promotes human rights and allows for improved health and participation in education and social and economic opportunities. To target the obstacles to universal MH, solutions are needed that increase MH product accessibility; integrate menstrual needs into SRH and WASH infrastructure; tackle stigma and discrimination; and prioritize periods on government agendas. Cross-cutting interventions to create enabling environments, and help develop a market to identify, prioritize, and finance potential solutions are needed. These require national stewardship, with specific goals, a coherent funding stream, and institutional coordination.

”


***In the past years, we have seen a welcome shift acknowledging the importance of MHH\* to national sanitation and hygiene goals, and other related SDGs, but progress has been piecemeal and severely lagging. We need to do better to understand which interventions are needed, where, when and how they can be best set up to work and that is what this study will enable sector experts and decision-makers to do.***

- Sue Coates, Deputy Executive Director, SHF and lead on the fund’s MHH work.


\*Menstrual Health & Hygiene

PSI works across five main areas to advocate for greater awareness of global MH issues and bring MH products and services closer to those who need it.


01.




Advocating for and providing guidance to meaningfully integrate MH into SRHR and WASH programming, policies and funding
02.




Strengthening voice, choice and agency through comprehensive and period positive MH information
03.



Advocating to give consumers a choice about which period products she wants to use
04.



Building the evidence base for the integration of MH into SRHR and WASH programming
05.



Increasing global technical expertise on MH

# GLOBAL MENSTRUAL EQUITY

On MH Day 2022, PSI-Europe co-organized a webinar together with the German BMZ's Sanitation for Millions. The webinar, titled, "Menstrual health and hygiene (MHH): the missing link in adopting a true feminist development cooperation policy?" was opportune, as many governments were –and some still are–in the process of developing a Feminist Foreign Policy.

The key message of the webinar was that MH is far more than dealing with periods and access to safe hygiene facilities. It is key to unlocking positive outcomes across the lifecycle of females and those who menstruate, leading at the same time to positive social and economic development. The lack of highlighting MH under the Sustainable Development Goals (SDGs) and the missing tangible indicators challenge the implementation of MH programming. Nonetheless, evidence proves that investments in cross-sectoral MH programming positively affect several aspects of the lives of women, girls, and those who menstruate.

PSI-Europe's and Sanitation for Millions' in-country colleagues shared learnings of their programmes in Ethiopia and Pakistan. Other speakers included: Dr. Puleng Letsie, Fast Track Advisor UNAIDS; Dr. Mike Enskat, Head of Section for Energy, Water and Mobility GIZ; Ms. Wendy Anderson, Partner & Co-Founder of The Case for Her; Ms. Kiran Qazi, UNICEF Pakistan; Ms. Metsehate Ayenekulu, AYSRH/RISE Director, PSI Ethiopia; Ms. Thérèse Mahon, WaterAid and Coordinator of GMC; and Mr. Sipiwu Matshoba, Department of Women, Youth & Persons with Disabilities, South Africa. The session was moderated by media journalist and menstrual health champion, Janet Mbugua.

Dr. Puleng Letsie delivered a keynote speech, providing unique insights by seeking similarities between the HIV movement and the menstrual health movement. Both seek to reduce inequalities and confront disparities while focusing on i) maximizing equitable and equal access to services and solutions, ii) breaking down barriers and iii) fully resourcing and sustaining the response and integrating it into systems for health, social protection, humanitarian settings and pandemic responses.

PSI-Europe was also part of one of the Pandemic Period Webinar Series on Menstrual Health, in which PSI-Europe's Managing Director spoke about why realizing menstrual health is critical to achieving Universal Health Coverage, zooming in on the linkages between MHH and SRHR.

***"How can we promote SRHR as a critical component of UHC, without including dignified MH? The undeniable reality is, that: we can't. The menstrual cycle is central and critical to the reproductive system and the entire life cycle, and therefore key to delivering comprehensive SRHR.....and to achieving UHC."***  
– Odette Hekster

***MH is about far more than periods. It is the key to unlocking positive gender outcomes across the lifecycle.***  
– Dr. Puleng Letsie



2022

# GLOBAL CATALYTIC IMPACT



35.5 MILLION

USERS REACHED WITH PRIMARY  
HEALTHCARE

14.6 MILLION

USERS REACHED THROUGH ACCELERATED  
MARKET GROWTH AND SYSTEMS CHANGE

5.8 MILLION

USERS REACHED THROUGH OUR SOCIAL  
BUSINESS

PSI is evolving,  
and so are the  
ways we  
demonstrate  
health impact.  
Learn more  
about PSI's  
**Measurement  
(R)Evolution**  
[here.](#)



# PSI-EUROPE BOARD



**Mirella** Visser  
Board Chair



**Dr. Joerg** Maas  
Board Member



**Michael** Holscher  
Board Member



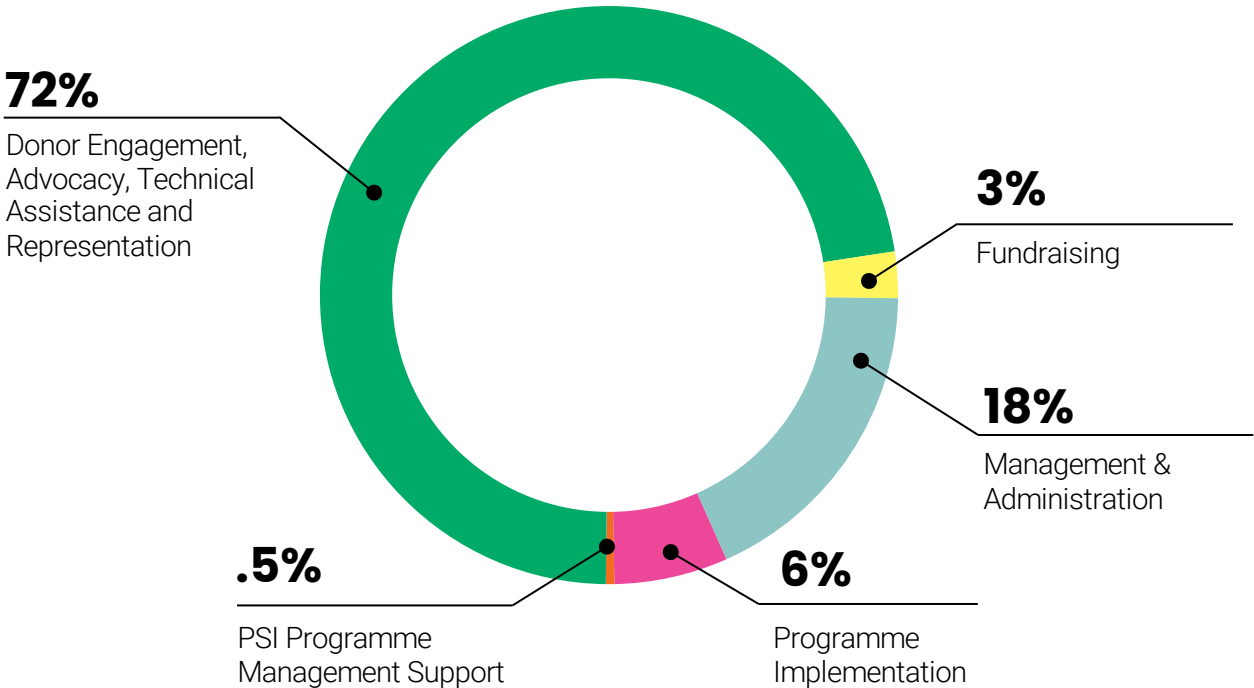
**Dr. Christine** Fenenga  
Board Member



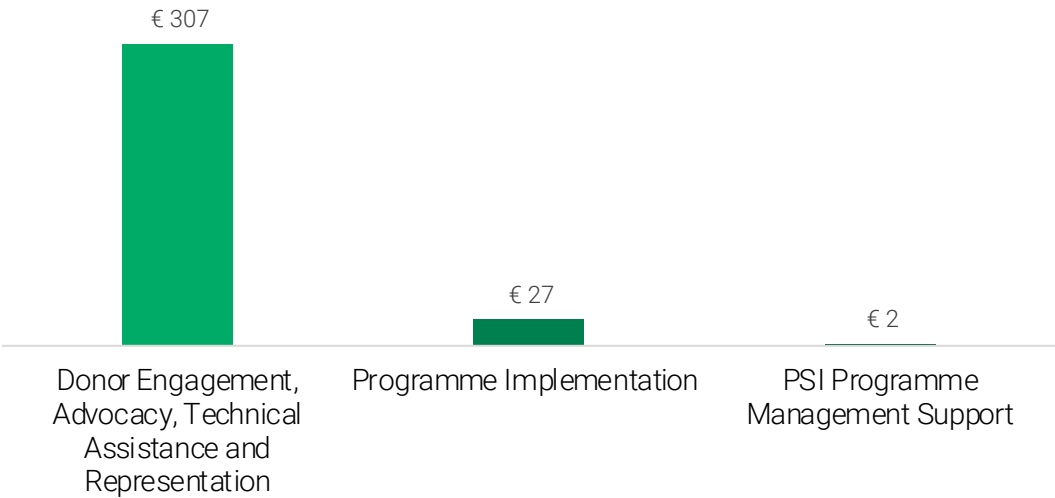
**Dr. Ekua** Yankah  
Board Member

# 2022 FINANCIALS

## Total Expenditures



## Expenditures by Objective (€'000)



# PARTNERS & COLLABORATORS





# PSI-EUROPE GOVERNANCE

## INTEGRITY

PSI-Europe requires the highest level of integrity and professionalism from all its staff, partners and other representatives.

PSI-Europe has adopted PSI's Global Code of Conduct and Ethics. This code of conduct is explicit about inappropriate behavior and describes the procedures to be followed (e.g. reporting and corrective action) in case of such behavior. Violation of PSI's code of conduct can be reported through various channels (management, PSI's General Counsel, Human Resources, Ethics Point or the Global Human Trafficking hotline). PSI-Europe takes all reports of possible misconduct seriously. We will investigate the matter confidentially (in collaboration with PSI), make a determination whether the code or the law has been violated and take appropriate corrective action. In its code of conduct, PSI specifically mentions its Commitment to Non-Retaliation, which means that it does not tolerate retaliation against anyone who makes a good faith report of suspected misconduct or participates in an investigation, whether the report or investigation is internal or involves outside investigators or law enforcement.

PSI-Europe has one integrity advisor who works closely with PSI's Director of Global Security & Safeguarding for all safeguarding issues. PSI-Europe's Managing Director liaises with PSI's General Counsel for other violations of the code of conduct.

PSI-Europe has also adopted PSI's whistleblower policy which protects against retaliation. PSI-Europe reports all allegations and case outcomes to its Board of Directors and to PSI if relevant.

No reports on allegations or breaches of its code of conduct were received by PSI-Europe in 2022. There were also no other integrity issues or cases of fraud detected.

PSI-Europe takes its code of conduct very seriously. Staff are required to complete an annual training on the Code of Conduct and Ethics. Upon completion of the training, staff are required to complete an annual Conflict of Interest form that is reviewed by their managers to mitigate any potential conflicts. At the time of their election, Board Members must also complete a Conflict of Interest form that is reviewed by Senior Management.

## REGISTRATION

Established in 2008, Population Services International (PSI) - Europe is a locally registered non-governmental organisation based in Amsterdam and is a member of the PSI network of more than 40 countries throughout Africa, Asia and Latin America.

Herengracht 124-128, 1015 BT Amsterdam, The Netherlands, +31-20-240-2982  
RSIN/Fiscal Code: 819850810, IBAN NL19ABNA0589934236,  
KvK/Chamber of Commerce-nr.: 34310776





If you'd like to partner with us,



**VISIT US**

<https://www.psieurope.org/>



**EMAIL US**

[ContactPSIEurope@psi.org](mailto:ContactPSIEurope@psi.org)