



Press release: June 8th 2021

TOWARDS A MORE IMPACTFUL ORGANIZATION: MADAMI BY MH HUB

Learning and growing from the expertise gained from launching and growing [Menstrual Hygiene Day \(28 May\)](#), the MH Hub emerged in 2016 to fill a gap as a place and space to advocate for collective impact under the banner of menstrual health and sow the seeds to professionalize the then nascent movement. Thanks to the early support of partners like [The Case for Her](#), [WoMena](#), and the [Society for Menstrual Cycle Research \(SMCR\)](#), the MH Hub was able to get its feet off the ground and establish an online space where people and actors working on menstruation could find out about each other and progress around research, education, policy, and innovation.

In 2017, the Global Menstrual Health Registry was launched at SMCR's 40-year anniversary conference in Atlanta, Georgia. Later that year, the MH Hub took 2nd place at [the eBay Startup Cup - Germany](#) and launched the beloved 'Menstrual Memo' to inspire and share the latest news and victories from the world of menstrual health. In 2018, the MH Hub legally registered as the Menstrual Health Hub gUG in Berlin, Germany, shortly after being recognized by Forbes Magazine as [one of the top 60 women-led startups that are shaking up tech across the globe](#). And in 2019, the MH Hub was given the ['Power Together' Award by the Nobel Women's Initiative](#) for its work to 'End Period Poverty' and the stigma of menstruation.

Since then, the MH Hub has become a major player in the menstrual and female health space. With over 900 entities registered, more than 1400 resources in the Knowledge Hive, notable achievements also include influencing and shaping the MHH agenda at high-level UN-hosted events, launching the [Berlin Female Health Collective](#), hosting on- and offline events, and partnering with various organizations aligned on menstruation matters.

Today we are proud to take **one step forward towards the achievement of our goals**. Through increased thought leadership, female health expertise, and an entrepreneurial mindset, the MH Hub's commitment to social impact has led to the transition of our organization into [Madami](#), a social impact agency specializing in gender, female and menstrual health.



- Through Madami, we will **INFORM** others by bridging the gap between the public and private sector to support women* to make informed health decision-making.
- We will help others **INNOVATE** using WCD and leveraging female health consumer and market intelligence to ignite and enhance the development of solutions needed across the FH lifecycle.
- We will drive **INVESTMENT** into female health solutions because we believe that women's* health markets can yield incredible social and financial returns.
- We will continue to generate **IMPACT** with everything we do in order to create a more gender-equal world for women, girls and people who menstruate.

With Madami bridge the gap between the public and private sectors through:

1. **Strategic services:** Advising businesses, institutions, and financial actors on how to create more inclusive, sustainable business practices and design Women-Centered products and services, including workshops and other client requests.
2. **Social impact projects:** Working with partners on awareness-raising, advocacy, research and related projects to continue collective social impact efforts
3. **The [Menstrual Health Hub](#):** Our learning and networking platform that unites and strengthens the global menstrual community. The platform provides an online space to connect with those working on menstrual and female health and hosts free access to a large database of relevant menstrual health resources

The aims of the Menstrual Health Hub will continue to be to:

1. Bring together the global community working on the topic
2. Offer a free, cross-sectoral evidence base of MH resources
3. Professionalize the menstrual health field

Our name has been changed to cover a wide range of women's health issues, including menstrual health. We have always advocated for the concept of menstruation and menstrual health as a gateway to women's health, and now it is time for us as an organization to open that door. In summary, our name has changed but not our principles, goals, and beliefs. We hope you can join us and celebrate with us on this important next step.

For more information, contact: madami@mhub.org



Concrete calls to action:

- Follow [our new Instagram @Madami_Co](#) for all the latest
- [Sign up for the Madami Memo](#), a new newsletter featuring consumer insights from the world of female health.
- Get in touch at madami@mhhub.org for any and all questions.

Downloadable visual assets

- 6 images can use used and downloaded here:
<https://photos.app.goo.gl/TobhBTWqDtYhVix97>

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