

PSI-EUROPE

ANNUAL REPORT

A photograph of a woman and a young girl. The woman is in the foreground, wearing a black headscarf with a red and white checkered pattern and a green t-shirt. She is smiling and looking towards the camera. The young girl is behind her, wearing a blue headscarf with a pink and white pattern, and a blue patterned dress. She is also smiling. The background is a simple, light-colored wall. The year '2024' is overlaid in large white numbers at the bottom of the image.

2024

*“We have to imagine the world
we want to see, the world we
want to hurry toward.”*

*Mary Robinson,
former President
of Ireland and
UN High
Commissioner
for Human
Rights*



STEADFAST IN GLOBAL SOLIDARITY

FOREWORD BY MANAGING DIRECTOR

In 2024, the global community faced unprecedented environmental challenges, with record-breaking temperatures and devastating natural disasters underscoring the immediate need for robust climate action and integrated approaches to build climate-smart, resilient health systems. Yet, amidst these crises, political shifts in Europe signalled a retreat from global solidarity, with countries like the Netherlands, Germany, and France implementing more inward-looking policies across the board—increasing focus on migration control and national interests over international cooperation. This turn inward is part of a broader trend of conservative pushback against international development, which impacts programming across sectors including climate, gender equality and sexual and reproductive health and rights. It threatens decades of progress and places the lives, dignity, and autonomy of women and girls at risk.

The retrenchment of USAID early this year sent shockwaves throughout the development sector. The sudden withdrawal of funding has disrupted countless programs - including those focused on human rights, gender equity, and public health. The ripple effects are already being felt across the globe. The Guttmacher Institute has warned of millions of unintended pregnancies and thousands of preventable maternal deaths. Even more concerning is the trickle-down effect this move has had on European donors: many European donors have slashed their ODA budgets, with the Netherlands leading the way with the largest cuts in its history. The Dutch government's decision to cut its aid budget by billions of Euros marks a troubling shift, abandoning long-standing commitments to global solidarity at a time when the world is facing multiple interconnected crises that demand multisectoral and sustainable solutions.

This unprecedented reduction not only jeopardizes the future of international development projects, but also undermines the Netherlands' role as a key player in global efforts to combat poverty, gender inequality, and health crises.

The Advisory Council on International Affairs (AIV) in the Netherlands has warned that recent development aid cuts risk undermining the essential role of NGOs in advocating for human rights, empowering communities, and promoting accountability.

Yet in this challenging context, PSI Europe remains resilient and determined. We continue to invest in innovation, explore new financing models, and deepen our partnerships with both traditional and non-traditional allies. Our leadership in the menstrual health space - through our novel collaboration with Agence Française de Développement (AFD) and a powerful consortium of feminist and grassroots organisations - demonstrates our commitment to inclusive and impactful programming.

We further expanded our engagement in key global platforms such as the Dutch Global Health Hub, the Dutch Global Health Alliance, the Reproductive Health Supplies Coalition and the Global Menstrual Collective, collaborating on issues ranging from health systems strengthening, pandemic preparedness to climate and health. These alliances are more important than ever, as we work together to defend shared values and strengthen health systems worldwide. We also exchanged learnings with other organisations at international fora and events, such as World Water Week and the World Health Summit.

Last year, we finalized our new multi-year strategy in response to the ongoing polycrises and widening inequity gaps. It is a forward-looking and inclusive framework, shaped by critical reflection and co-creation with our partners, stakeholders, and PSI programme partners. But we are under no illusion: a strategy is only as strong as its execution. In today's volatile environment, we must remain agile, responsive, and bold in how we implement it. The shrinking funding landscape and shifting donor priorities demand creativity, urgency, and courage - qualities that define PSI Europe's approach.

To help shepherd us in this new strategy, we welcome Dr. Ebere Okereke as the new Chair of the Board of Directors of PSI Europe! A highly respected global health physician and leader, Dr. Okereke brings extensive expertise in public health policy, health system strengthening, and global health security. We also extend our deepest gratitude to Mirella Visser LL.M. for her remarkable leadership and dedication during her tenure as Chair of the Board of PSI Europe.

In these uncertain times, our commitment is unwavering. Inspired by leaders like Mary Robinson, we are reminded that envisioning a just and equitable world is the first step toward creating it. PSI Europe will continue to show up, adapt, and lead - with purpose and with people at the centre.

Odette Hekster

Managing Director, PSI-Europe

Odette Hekster



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ABOUT US



PSI-Europe is the European hub of Population Services International (PSI), a global non-profit organization working to strengthen health systems and improve health outcomes in low- and middle-income countries. From our base in Amsterdam, we connect European donors, policymakers, and partners with local solutions that center people—especially women and girls—as agents of change in their own health journeys.

We focus on expanding access to quality, affordable health products and services by aligning funding and policies, building evidence on neglected health issues, and facilitating bold, cross-sectoral partnerships. By advancing health equity and unlocking sustainable investments, PSI-Europe helps to shape a world where it's easier for everyone to lead healthier lives.

Our Vision: As a member of the PSI network, we envision a world in which it is easier for all people to lead healthier lives.

Our Mission: PSI-Europe aligns stakeholders across Europe and from low- and middle-income countries (LMICs) to address health inequities by shaping policy, funding, and capital flows, strengthening the evidence on under-researched issues, and shifting donors and partners toward a common agenda.



OUR EVOLVING STRATEGY: SHAPING HEALTH BEYOND HEALTHCARE

In 2024, PSI-Europe launched a refreshed strategy to accelerate our mission of addressing global health inequities—especially for women and girls. As a vital connector between European donors and stakeholders and communities in low- and middle-income countries, we are focused on shaping systems that make it easier for all people to lead healthier lives.

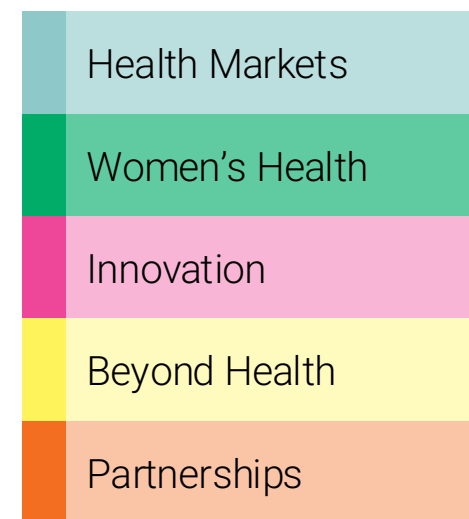
Our strategy centers on three core pillars:

- **Shape** policy and funding to bring underserved health issues—like menstrual health, climate-related health risks, and broader women’s health needs—into focus.
- **Strengthen** the evidence base by partnering with researchers and institutions to spotlight under-researched women’s health topics.
- **Shift** donors and stakeholders toward new partnerships with PSI and Viya Health, helping to drive innovation and long-term systems change.

We deliver on these pillars through four interconnected pathways: sustaining strong health programs, expanding into adjacent health areas, growing cross-cutting disciplines, and linking our work to broader social and environmental determinants.

Key to our strategy is supporting the development of strong **health markets**, helping to shape markets that serve marginalized populations better—especially in the realm of **women’s health**. We’re also pushing **innovation** by supporting early-stage solutions and amplifying local voices that are often left out of traditional global health systems. And we’re looking **beyond health** itself—recognizing that true health equity requires engaging with climate, water, education, and other foundational systems that affect well-being. We cannot do this alone: we are building strong **partnerships** and affirming our commitment to global solidarity.

This strategy positions PSI-Europe to be a catalyst for smart investments, bold partnerships, and inclusive solutions that advance health—not just healthcare.





SHAPING MARKETS FOR MENSTRUAL HEALTH

Menstrual health remains one of the most critical yet underserved areas of women's health, particularly in low- and middle-income countries. Despite being a universal biological process, menstruation is often surrounded by silence, misinformation, and social stigma—barriers that limit access to accurate information, adequate services, and affordable products. These challenges have far-reaching implications, not only for health outcomes but also for educational attainment, economic participation, and gender equality.¹ PSI Europe has been a thought leader and champion in advocating for improved menstrual health by, among other things, shaping markets for menstrual health.

One promising avenue for systemic change lies in the rise of Sustainable Social Enterprises (SSEs)—community-rooted initiatives that bridge public and private approaches to deliver meaningful, scalable impact. These enterprises are redefining what inclusive markets for menstrual health can look like by placing people, purpose, and planet at the center of business models.

SSEs act as powerful market facilitators, filling gaps where public systems fall short and mainstream markets overlook or underserve. In many countries, market failures persist, stemming from limited access to information, innovation roadblocks, strict regulatory frameworks, and well-meaning solutions that unintentionally reduce market demand. As a result, products are often too expensive, of poor quality, or unavailable in rural and underserved areas.²

For example, in Côte d'Ivoire, a 2022 UNICEF analysis found that 20% of school-aged girls miss class during their periods due to limited access to menstrual products and inadequate sanitation facilities.³ This disruption in education reflects a broader challenge seen across low income countries, where an estimated 61% of women and girls lack access to adequate menstrual products.⁴

SSEs respond to these gaps with locally produced, culturally appropriate, and environmentally sustainable menstrual products. By reinvesting profits into their communities, they also ensure that solutions remain grounded in local realities. By embedding menstrual product innovation and access within local economies, SSEs help transform markets from passive recipients into active hubs of manufacturing, innovation, and informed consumer choice. Their impact extends beyond product provision—they help create resilient, decentralized systems for menstrual health that are adaptable and responsive to community needs.

Innovation Anchored in Women's Realities

Innovation is central to SSEs' contribution to menstrual health. Across Africa, Latin America, and Asia, SSEs are developing affordable alternatives like reusable sanitary pads, compostable products, and menstrual cups adapted to cultural and infrastructural contexts. These innovations not only address cost and waste concerns but also offer users greater autonomy and choice.



Notably, many of these enterprises are founded and led by women. By integrating production, distribution, and awareness-raising into their models, they create employment and leadership opportunities for women and girls—advancing both health and economic agency. This dual impact makes SSEs a uniquely powerful lever for both health equity and gender equality.



Beyond Products: Breaking the Stigma

While access to products is essential, it is not enough. In many settings, menstruation is still treated as a taboo topic, leading to

harmful myths and practices. This stigma impedes open discussion, delays help-seeking, and deepens exclusion.⁵

SSEs are well positioned within communities, making them well-suited to spark difficult conversations and challenge restrictive social norms. By embedding menstrual health into broader gender and health dialogues, SSEs contribute to a cultural shift where menstruation is acknowledged as a normal part of life—not a source of shame or silence.



Creating Enabling Environments

Despite their promise, SSEs face significant barriers to scale. Many operate in fragile policy environments, with limited access to financing, weak regulatory support, and fragmented supply chains. Addressing these systemic barriers requires partnerships that extend beyond the health sector and connect social enterprises to the tools, networks, and policies needed to thrive.

PSI Europe works as a facilitator to strengthen the enabling environment for SSEs by linking them with technical support, financing pathways, and policy advocacy.

Our work focuses on understanding the barriers SSEs face and working with partners to dismantle them through research, dialogue, and coordinated action. Many SSEs lack clarity on

standards or access to government procurement channels, limiting their reach. By bringing visibility to these challenges and co-creating solutions with local stakeholders, we are helping create a policy and market landscape where SSEs can scale impact sustainably.



Partnership for Long-Term Change

SSEs cannot achieve systemic change in isolation. They require a supportive ecosystem—funders, governments, NGOs, civil society groups, private sector allies—to flourish. PSI Europe actively builds and coordinates these partnerships, ensuring that menstrual health is not only on the agenda, but prioritized across sectors.

Our involvement in the Sang pour Sang (Uni.e.s pour la Dignité) project exemplifies this approach. By collaborating with feminist organizations and local SSEs, we are building stronger, more inclusive menstrual health markets across nine countries. This

initiative underscores our commitment to shared leadership and fostering dynamic local ecosystems through national forums and cross-country learning exchanges.

Our work is grounded in the belief that transforming menstrual health requires not just better products, but better systems—and that change is most powerful when driven by those closest to the challenge.



Looking Ahead: A Market that Works for All

The growing recognition of menstrual health as a public health and human rights issue has opened the door for more inclusive, market-based approaches. SSEs are already laying the groundwork for what these markets can look like—equitable, sustainable, and deeply connected to community realities.

The future of menstrual health lies not only in scaling access but in building markets that reflect the needs, voices, and rights of all menstruators. SSEs are showing us the way—and we are proud to walk alongside them.

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LEADING WITH DIGNITY: GROUNDBREAKING CONSORTIUM LAUNCHES SANG POUR SANG UNI.E.S POUR LA DIGNITÉ

2024 saw the launch of our flagship menstrual health & dignity project: Sang pour Sang Uni.e.s pour la Dignité* is a three-year project funded by the French Development Agency AFD and implemented by a consortium of four organisations, led by Fòs Feminista and including Equipop, the Global South Coalition for Dignified Menstruation, and PSI Europe.

The project addresses the structural drivers of menstrual discrimination, advancing women's health in nine countries across three regions (Benin, Cameroon, Côte d'Ivoire, Dominican Republic, Guinea, Haiti, Nigeria, Pakistan and The Philippines) so menstruators in all their diversity have the information, services and products, infrastructure, and supportive environment to exercise their right to menstruate with dignity.

The main project mechanism consists of supporting local feminist organisations with small grants, capacity-building and ecosystem facilitation. As part of the consortium and in line with our market-based approach to menstrual health (see 'Markets for Menstrual Health' above), **PSI Europe** plays a key role as a market facilitator, directly supporting social enterprises to provide access to a wider choice of quality menstrual products that are affordable and ecologically friendly.

“For me, a period-friendly world would be a world where both women and men are aware of the importance of the menstrual cycle in women, where a man is able to advise his partner on menstrual hygiene and attends to it with her. A world where women and men, hand in hand through the practice of menstrual hygiene, avoid various types of STIs.”



GRACE SENDRA AZONNAKPO,
Cotonou perurbano

AFD FOS Global South Coalition PSI

“For me it means being able to live our process with more peace and tenderness because unfortunately living in a world that is always moving and is also patriarchal forces us to continue even when we need to rest. Therefore, it is important to have these spaces to reconcile and embrace our processes, for some it can be light but for others, very difficult.”



MARIA JOSÉ TREJO,
25 years old,
Quintana Roo,
Mexico.

AFD FOS Global South Coalition PSI

“A respectful world would be one where the menstrual period can be a topic to talk about without being ashamed, without having to hide and we can feel comfortable and safe.”



CLAUDIA MARTÍNEZ,
20 years old,
Mano Vuelta,
Oaxaca, Mexico.

AFD FOS Global South Coalition PSI

Fòs Feminista and Equipop support Civil Society Organisations working in awareness-raising, education, social norms change, feminist action research, and advocacy. They will help strengthen local ecosystems by creating forums for collaboration and coordination. To support collective growth, the **Global South Coalition for Dignified Menstruation** will lead a South-to-South learning programme, enabling feminist organizations to connect, inspire, and learn from one another across borders.

Concurrently, the consortium will implement a joint communications and advocacy agenda at the global level, aimed at changing the narrative around menstruation while amplifying voices from the Global South. PSI-Europe leads the coordination of these efforts. In particular, the project aims to shift the conversation away from ‘menstrual hygiene’ towards Menstrual Health and Dignity, recognizing the right to menstruate with dignity as a human right, and its absence a discrimination that limits opportunities for menstruating people in almost every aspect of their lives.

Officially launched in Abuja, Nigeria in October 2024, the first year of the project focused on establishing strong coordination, launching key initiatives, and laying the groundwork for long-term impact:

- A population-based baseline survey was completed in all nine countries, revealing that 93% of menstruators experience some form of menstrual discrimination, confirming the urgency of the project’s interventions.
- PSI-Europe and Fòs Feminista developed the project’s communications strategy and launched the project’s first external engagement on global MH Day. The campaign reached over 118,000 people and featured voices from diverse menstruators, including trans and nonbinary individuals.
- PSI-Europe conducted a mapping in all project countries that included policy analysis, detailed mapping of organizations and interventions, an analysis of product access, and legal and regulatory frameworks impacting Sustainable Social Enterprises (SSEs), revealing significant gaps in policy support for these enterprises.

Sang pour Sang is shifting the menstruation conversation from hygiene to health, human rights and dignity.

We are challenging menstruation-based discrimination, improving access to products, & advocating for menstrual rights.

**In French, inclusive writing (écriture inclusive) uses dots to reflect both masculine and feminine grammatical forms—for example, “uni.e.s” includes both “unis” (masculine) and “unies” (feminine). This approach promotes gender inclusivity in language.*

“

I'd like everyone to feel comfortable going out and buying their sanitary pads and for men not to reject us during this period.

”

- *Raihanna Moussa, 23 years old, Woman for a Change, Cameroun*





ADVOCATING FOR MARKET-BASED SANITATION SOLUTIONS: WORLD WATER WEEK

Over 700 million people in Sub-Saharan Africa—60% of the region's population—lack access to basic sanitation.

As global progress toward SDG 6 remains off-track, we must urgently redefine how sanitation solutions are designed, financed, and delivered. With climate change accelerating risks and donor landscapes shifting, it is more important than ever to invest in scalable, equitable systems that deliver health, dignity, and opportunity. PSI Europe is committed to building the partnerships and advocating for the solutions needed to close the sanitation gap and improve lives for millions.

At World Water Week 2024 in Stockholm, PSI and PSI Europe and Amref Health Africa and Amref Health Africa Netherlands co-hosted the high-level event 'Total Sanitation Movement for Thriving Communities in Africa,' bringing together policymakers, practitioners, and development partners to tackle this urgent sanitation crisis in Sub-Saharan Africa. This crisis is exacerbated by climate change, rapid urbanization, and recent public health emergencies, including widespread cholera and Mpox outbreaks.

Sanitation was framed not only as a basic human right but also as a strategic investment, with every dollar invested yielding significant health and economic returns. Speakers emphasized the need for bold, systemic approaches. John Sauer, Deputy Director of WASH at PSI, urged for sustainable, market-based solutions that are inclusive and climate-resilient, while Dr. Githinji Gitahi, Group CEO of Amref Health Africa, stressed earlier in a press release that "sanitation is the bedrock of public health."



Representatives from USAID, UNICEF, and several African governments added insights into the political, financial, and implementation barriers that must be overcome to meet SDG 6 – clean water and sanitation for all - by 2030.

The event's agenda included keynote addresses, high-level panels, and breakout sessions focused on four critical areas: political will and governance, market systems development, financing, and areawide sanitation. Each discussion helped shape a roadmap to accelerate access to safely managed sanitation. One key outcome was the formation of a collaborative impact group to maintain momentum and ensure follow-through on the commitments made.

PSI's contributions were grounded in its 2024 Sanitation Strategy, which aims to enable access to sanitation for 30 million people by building at least 10 inclusive sanitation markets. The strategy emphasizes four pillars: systems strengthening, market-backed solutions, agile expertise, and diversified investing. PSI showcased its practical impact through examples like the USAID Transform WASH project in Ethiopia's Amhara region, where it is supporting government efforts to scale sanitation enterprises, improve supply chains, and promote market-based behaviour change. These approaches demonstrate PSI's commitment to creating sustainable sanitation ecosystems that empower local actors and ensure lasting results.

PSI-Europe played a central role in convening diverse actors to advance this shared agenda. As a co-host, PSI-Europe facilitated essential dialogue between governments, donors, multilaterals, and private sector players to unlock coordinated solutions. One of the key panel discussions was moderated by PSI-Europe Managing Director Odette Hekster, who underscored the importance of political leadership, inclusive financing, and locally driven strategies. Through its convening power and technical leadership, PSI-Europe is helping shape a more collaborative and resilient approach to sanitation across Africa.



“

“Progress toward Sustainable Development Goal (SDG) 6 – Clean Water and Sanitation – is significantly off track. With the growing impact of climate change, it is more critical than ever to develop sustainable sanitation markets and prioritise system-based, equitable, and inclusive solutions.”

”

– John Sauer, Deputy Director of WASH at PSI

UNLOCKING GENDER- INCLUSIVE FUNDING IN CLIMATE AND HEALTH: WORLD HEALTH SUMMIT 2024

As climate change intensifies, its impacts on human health are becoming increasingly evident—disrupting supply chains, heightening the risk of disease, and deepening existing inequalities.

As climate change intensifies, its impacts on human health are becoming increasingly evident—disrupting supply chains, heightening the risk of disease, and deepening existing inequalities. Women and girls in low- and middle-income countries are especially vulnerable, facing greater risks of unintended pregnancies, complications during pregnancy, and food insecurity. Health systems are the foundation for individual and community level resilience, serving as critical structure when climate hazards strike, yet these health systems—often under-resourced—are struggling to adapt. Addressing these interconnected challenges requires climate-smart, resilient health systems and integrated approaches that recognize the complex realities people face, particularly at the intersection of gender, health, and climate.

At the 2024 World Health Summit, PSI Europe co-hosted a pivotal side event alongside the Margaret Pyke Trust, and with support from the Case for Her, spotlighting the urgent need for gender-inclusive funding at the intersection of climate change and health. The session, titled 'Putting Women and Girls at the Center,' convened global experts, government representatives, funders, and advocates to catalyze action toward integrated solutions.



Speakers emphasized that health disparities, particularly those impacting women and girls, must be central to climate adaptation and mitigation strategies. Panelists shared evidence from diverse geographies including Bangladesh, Madagascar, Uganda, Zambia, and India—highlighting how SRHR access, when embedded in climate resilience programs, enhances health outcomes, supports economic empowerment, and strengthens community climate adaptation.

Notable case studies illustrated transformative impacts. In Madagascar, PSI and partners supported women in climate-vulnerable

communities to access family planning, become health workers, and lead disaster recovery efforts—doubling household incomes and ensuring continued care during crises. In Bangladesh, rising groundwater salinity correlated with increased maternal health risks, underscoring the urgency of linking climate and health data for targeted interventions.

The event called for dismantling funding silos and advancing multi-sectoral investment models. Examples included Foundation S's \$14 million commitment to women-led climate projects and the Netherlands' leadership in securing a WHO resolution that integrates gender and health into climate frameworks. PSI also showcased its Urban Sanitation Program, which employs market-based solutions to empower women in climate-resilient infrastructure development.

Recommendations from the session centered on three pillars: flexible, integrated funding mechanisms; generation of localized evidence; and strong policy advocacy to embed SRHR in global climate agendas. Across discussions, a unified message emerged—climate resilience is not achievable without investing in the health, rights, and leadership of women and girls.

This event reaffirmed PSI Europe's commitment to equitable, evidence-based solutions that place women and girls at the heart of climate and health strategies. It marked a step forward in building alliances, influencing policy, and shaping funding landscapes to address today's most urgent global challenges.

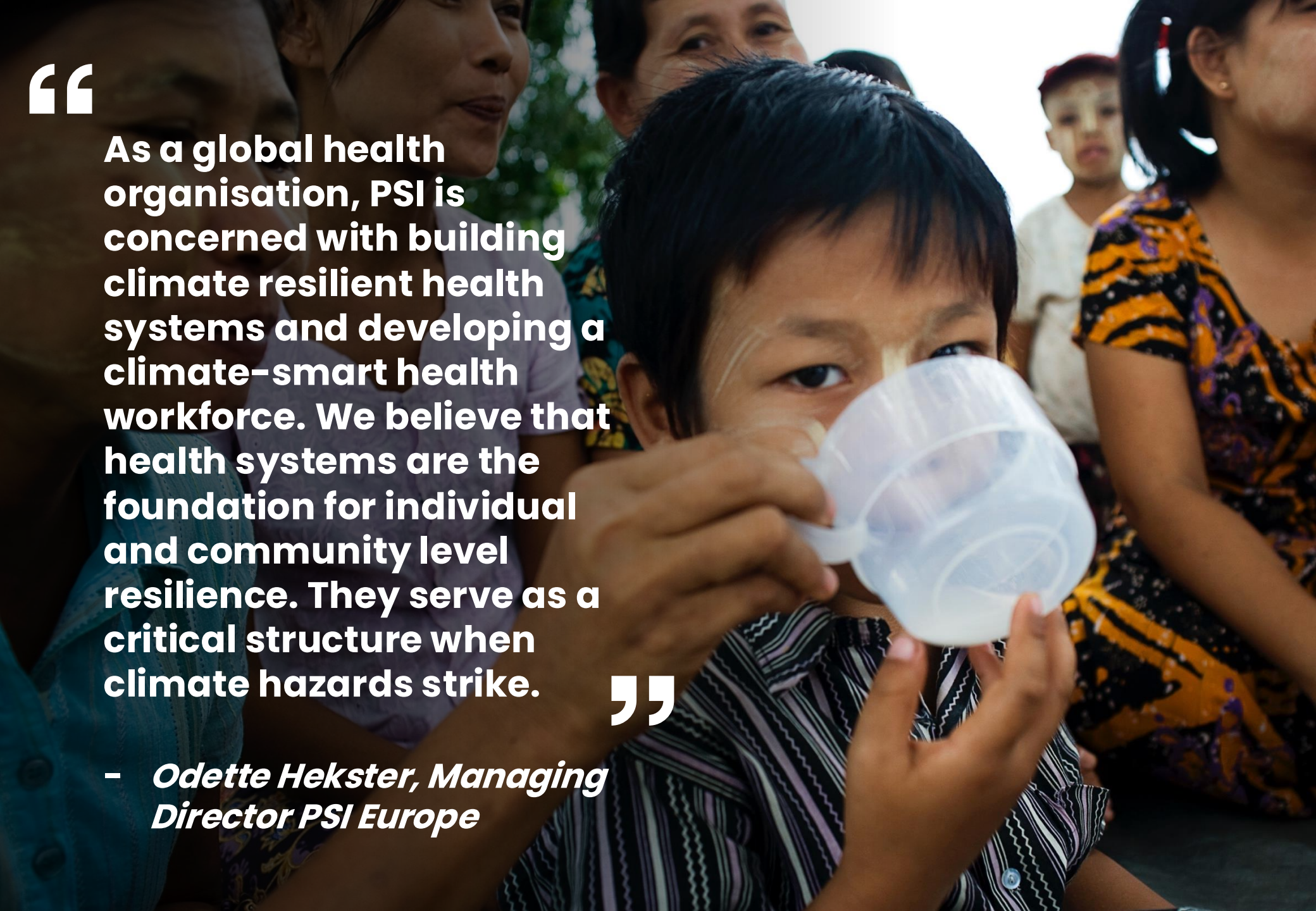


“

As a global health organisation, PSI is concerned with building climate resilient health systems and developing a climate-smart health workforce. We believe that health systems are the foundation for individual and community level resilience. They serve as a critical structure when climate hazards strike.

”

- *Odette Hekster, Managing Director PSI Europe*





As a long-standing partner to the Dutch Ministry of Foreign Affairs and other European stakeholders, PSI Europe continues to amplify PSI's global voice in policy and donor spaces across the continent. We champion often-overlooked areas in global health, foster collaboration across sectors, and bring evidence-based insights shaped by decades of hands-on experience in the Global South.

Our engagement in the Global Health Hub Netherlands builds on this commitment. As a member deeply connected to PSI's network of over 40 country programs, PSI Europe brings local realities into global conversations—bridging communities, policy, and practice. Our work spans key areas including Sexual and Reproductive Health and Rights (SRHR), health

systems strengthening, climate and health, and pandemic preparedness. Across all areas, our focus remains clear: promoting equity through people-centered design, innovation, and strategic partnerships.

In 2024, PSI Europe was actively involved in all three of the Hub's Communities of Practice:

- Strengthening Health Systems
- Pandemic Preparedness
- Climate Change and Public Health.

These spaces have allowed us to co-create solutions, shape policy recommendations, and exchange knowledge with like-minded partners committed to advancing health equity.

Our leadership within the Hub was underscored by the appointment of Ify Ejidike-Ike, representing PSI Europe, as Chair of the Hub's Community of Practice: Strengthening Health Systems. PSI Europe has played a key role in convening stakeholders, contributing to strategic working groups, and championing inclusive approaches that connect implementation with innovation.

This year also saw us deepen our collaboration with the Dutch Ministry of Foreign Affairs, ensuring that global health broadly and SRHR, HIV, pandemic preparedness and climate & health specifically, remain on the political agenda despite cuts to the development budget of the Government of the Netherlands.

PSI Europe remains a trusted connector—translating local realities into global dialogue, ensuring that community perspectives shape both policy and practice, and health systems are not only built to serve people, but built with them. Together with fellow Hub partners, PSI Europe remains committed to elevating voices from the field, driving evidence-based solutions, and advancing our mission: transforming health, together.



**Global
Health Hub**
Nederland



JOINING FORCES TO ADVANCE GLOBAL HEALTH: NEW MEMBERSHIP OF DUTCH GLOBAL HEALTH ALLIANCE

PSI Europe was thrilled to join the Dutch Global Health Alliance (DGHA) in 2024. By becoming part of the DGHA, PSI-Europe aligns itself with a coalition of leading Dutch organizations dedicated to advancing global health through coordinated advocacy and policy engagement.

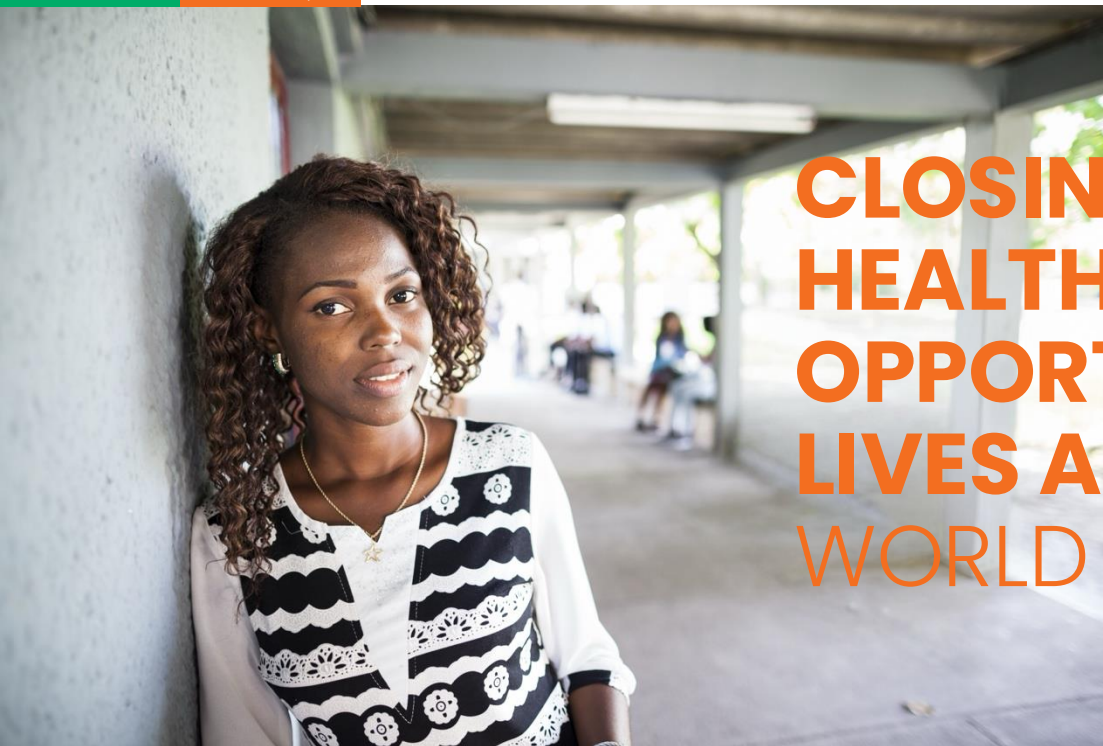
This membership enhances PSI-Europe's capacity to contribute to interdisciplinary efforts aimed at strengthening health systems, promoting health equity, and

influencing Dutch and EU-level health policies.

Through this collaboration, PSI-Europe reinforces its commitment to improving health outcomes worldwide by leveraging shared knowledge and advocacy within the Netherlands' global health community.



**DUTCH GLOBAL
HEALTH ALLIANCE**



CLOSING THE WOMEN'S HEALTH GAP: A \$1 TRILLION OPPORTUNITY TO IMPROVE LIVES AND ECONOMIES

WORLD ECONOMIC FORUM

At the 2024 World Economic Forum in Davos, the McKinsey Health Institute and the World Economic Forum unveiled the report *Closing the Women's Health Gap: A \$1 Trillion Opportunity to Improve Lives and Economies*. The report highlights that women spend 25% more of their lives in poor health compared to men, largely due to systemic underinvestment in conditions such as menopause, endometriosis, and migraines. Addressing these disparities could not only enhance women's health outcomes but also add up to \$1 trillion to the global economy annually by 2040.

PSI Europe's Managing Director attended the

McKinsey-hosted side event at Davos, engaging with key stakeholders across public, private, and civil society sectors to explore collaborative approaches to closing the women's health gap. This presence underscored PSI-Europe's commitment to advancing strategic dialogue and action on underserved health issues.

This initiative closely aligns with PSI Europe's mission to improve women's health and tackle neglected health areas. PSI Europe promotes consumer-powered healthcare, with a focus on integrating menstrual health into broader sexual and reproductive health and rights (SRHR) and water, sanitation, and hygiene

(WASH) programs. Our approach complements the McKinsey report's call to invest in often-overlooked health needs that disproportionately affect women.

Furthermore, PSI Europe's engagement in initiatives such as the Equity 2030 Alliance, founded by UNFPA, reflects its drive to advance women's health through innovative partnerships and policy advocacy. By aligning with global efforts like those spotlighted at the World Economic Forum, PSI Europe continues to elevate its impact on women's health and health equity worldwide.



Women spend **25%** more time in “poor health” than men.

Nearly **50%** of health burden affects women of working age.

Women are **7x** more likely than men to have a heart condition misdiagnosed or be discharged during a heart attack.

McKinsey Health Institute. Closing the Women's Health Gap: A \$1 Trillion Opportunity to Improve Lives and Economies. McKinsey & Company, 2024.

MCKINSEY HEALTH INSTITUTE: DATA GAPS UNDERESTIMATE WOMEN'S HEALTH BURDEN, LIMITING INNOVATION AND INVESTMENT

2024

PSI GLOBAL IMPACT

**24.6
million**

people reached by the PSI Network and partners with catalytic interventions.*

**63.8
million**

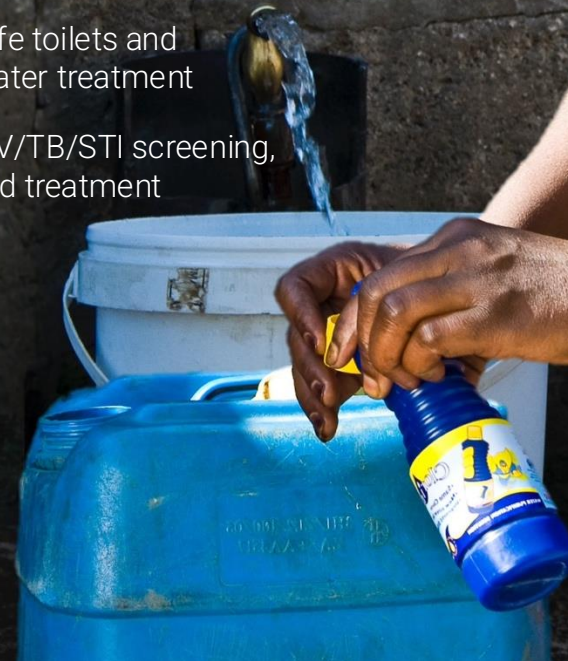
people reached directly with products and services.

**7.1
million**

of these 63.8m people reached through Viya Health, PSI's social business, a sustainable and growing social business model.

- **29.7m** people with mosquito nets, **10.3m** people with Malaria testing, and **6.9m** people with Malaria treatment
- **4.2m** people with modern contraception, **2m** people with condoms, and **1.1m** people with safe abortion products
- **3.4m** with safe toilets and household water treatment
- **1.7m** with HIV/TB/STI screening, diagnosis, and treatment

*These market and system-level interventions sustainably supported the delivery of HIV, Malaria, and Family Planning products and services.



PSI EUROPE GOVERNANCE

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.

PSI-Europe is governed by a Board of Directors, consisting of members with highly relevant professional experience in health and development-related fields. The Board is responsible for overseeing the overall operations of the organisation and ensures high standards of transparency and accountability. The Board approves PSI-Europe's strategic plan, annual budget, and annual accounts.

Day-to-day management and the power of representation are delegated to the Managing Director, Odette Hekster. The senior management team of PSI-Europe includes the Managing Director, Odette Hekster and the Finance Director, Robert Bal.

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



INTEGRITY AT PSI EUROPE

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 2024. 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.



PSI EUROPE BOARD

As of December 31, 2024 the PSI Europe Board was represented by:

Dr. Joerg Maas
Board Member



Mirella Visser
Board Chair



Dr. Ekua Yankah
Board Member



Michael Holscher
Board Member



Dr. Christine Fenenga
Board Secretary

As of 4th of March 2025, Mirella Vissers's resignation as a member of the Board of Directors of Stichting PSI-Europe was accepted and Dr. Ebere Nkem Okereke was appointed as the new statutory director of Stichting PSI-Europe, with the title Chair of the Board. We thank Mirella Visser for her contributions to PSI Europe, and welcome Dr. Ebere Nkem Okereke!

2024 FINANCIALS

Total Expenditures



Expenditures by Objective



PARTNERS & COLLABORATORS



2024

FORWARD, TOGETHER.

This is not the end of the story - it's the beginning of a new chapter. Despite the setbacks, despite the uncertainty, we continue—because the need has never been greater, and our purpose has never been clearer.

PSI Europe remains rooted in hope and driven by action. We will keep challenging injustice, pushing boundaries, and building alliances that centre people, rights, and equity. Our strategy sets the course, but it is our shared determination that will bring it to life. Together with our partners, we will keep showing up - adaptable, resilient, and bold.

The world we imagine is still within reach. And so, we move forward—together.



2025



If you'd like to partner with us,



VISIT US

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



EMAIL US

ContactPSIEurope@psi.org



FOLLOW US

<https://www.linkedin.com/company/PSIEurope>