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TERMS OF REFERENCE FOR THE DISTRIBUTION OF REUSABLE SANITARY PADS AND AWARENESS RAISING ON MENSTRUAL HYGIENE

1. Background

PLAY International (PLAY) is a non-governmental organization founded in 1999 to design and implement education and integration projects for children and young people in vulnerable situations. PLAY uses sports as a tool to raise awareness of health and social issues. Specifically, the themes addressed include access to schooling for all gender equality, inclusion of children, and social cohesion. PLAY has been operating in Rwanda since 2023.

Currently, PLAY International is implementing a three-year project funded by the French Development Agency (Agence Française de Développement, AFD). This project was inspired by the recognition that women and girls in Rwanda are often excluded from sporting opportunities and do not benefit from the same resources as their male counterparts. In partnership with the National Paralympic committee (NPC), the Rwanda Football Federation (FERWAFA); Humanity and Inclusion (HI) and AKWOS, a local organization promoting women's participation in sports, Toutes En Sport aims to promote sport for young girls and children with disabilities, ensuring they have access to inclusive, dignified, and safe sporting activities.

2. Justification of activity

Under the Toutes en Sport Project, Play International is working with 22 sports clubs and 5 schools across Gasabo, Rwamagana, and Kirehe districts. This initiative encourages these clubs to increase girls' participation by 80%. To support this goal, PLAY will provide sports equipment, including girls-specific materials as well as sportswear and menstrual hygiene products such as reusable sanitary

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pads. Beyond distribution, PLAY will work with clubs to raise awareness and help girls manage menstruation effectively, an issue that not only impacts their sports participation but also their education, often leading to frequent absences or even school dropouts. The selected service provider will teach girls how to use reusable sanitary pads and menstrual hygiene. A selected group of girls from the clubs will receive training after which they will serve as mentors, teaching their peers how to use, wash, and store them properly.

1. Content of the awareness raising on menstrual hygiene:

The content of this awareness training for girls in the sports club will include at least the following elements:

- a. Sex education: basic knowledge for young girls*
- b. Understanding and managing menstrual hygiene*

2. Results of the training

The girls trained in the clubs are expected to (a) Gain a better understanding of menstrual hygiene management (b) are able to properly use reusable pads and are able to share their knowledge with peers.

3. Beneficiaries of the training:

At least 20 girls per club aged 12 to 16 will be trained and will then share the information with their peers through a peer-to-peer support approach. In total 540 girls will be equipped with the knowledge and skills to use properly reusable pads and teach others how to do the same.

4. Tasks and Deliverables

- Distribution of 2000 small packages (Small package of Reusable sanitary pad, 100% cloth, made of 3 layers (fleece on the upper layer, zorb fabric/microfiber inside as absorbent, polyurethane laminate on the back layer) and polyresin snaps to hold it on the underwear. One package contains 5 pieces.

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- Raise awareness on menstrual hygiene management and sexual education among boys and girls from 22 clubs across Gasabo, Kirehe and Rwamagana Districts.
- Produce and distribute training manual and its simplified version (550 flyers) to the club and schools.

Venue: Gasabo, Kirehe, and Rwamagana Districts

Time: December 2025

Details of the assignment by a qualified local company or organisation:

- Produce 2000 reusable sanitary pads packaged in packs of five
- Provide a training manual and flyers in English and Kinyarwanda at least two days before the training.
- Provide a report in English within 5 days of the training.

5. How to apply?

Applicants are expected to submit the following documents:

1. Technical proposal including:

- a. Demonstrate proven experience in carrying out similar missions, including raising awareness among young people in Kinyarwanda and distributing packs of reusable sanitary towels
- b. Provide proof of use of an EBM invoice for payment after completion of the assignment.

2. Financial proposal

The financial proposal should include the cost of 2000 reusable pads, the development and simplification, printing of the training manual (550 Flyers), and the facilitation of 20 sessions (2 hours each) in 9 days on menstrual hygiene.

Only travel costs will be covered by Play International.

All proposals must be submitted electronically to rwanda@play-international.org by **13 November 2025 at noon** (Kigali time). Late-submitted proposals shall not be considered.

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Done at Kigali, 30/10/2025

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