

## Partnership Overview

This partnership is between Marie Stopes International - an international not-for-profit reproductive health social business and the Pou Yuen Industrial Holdings Ltd – a subsidiary of multinational footwear manufacturer Pou Chen Group. The partnership aims to improve access to sexual and reproductive health services for 45,000 female factory workers in the Pou Yuen factory outside of Ho Chi Minh city. The partners seek to strengthen the quality of service provision whilst generating demand for the uptake of available services. The project is underpinned by an understanding that addressing women's health is a catalytic tool for achieving long-term, broad development objectives benefiting women, their families and their communities.

## Creating Shared Value

The availability of sexual and reproductive health services at the Pou Yuen factory clinic, particularly long-term methods of family planning, is limited. This is contributing to high rates of unplanned pregnancy amongst workers. Increased access to high quality sexual and reproductive health services will support a healthier, more engaged workforce, with reduced absenteeism. In turn, this will increase overall productivity of Pou Chen's factory operations.

### Marie Stopes International

Marie Stopes International (MSI) is a results-based social business, specialising in the delivery of reproductive health services in 37 countries worldwide. In Australia, the organisation is a DFAT-accredited Australian NGO, supporting country programs in the Asia Pacific region with a range of bilateral, multilateral and philanthropic donor funded projects. In Vietnam, MSI offers high quality family planning and reproductive health care in 35 provinces across the country.



### Pou Chen Group

Pou Chen Group is a leading global manufacturer of athletic footwear, supplying to more than 60 brands including Nike, Adidas and New Balance. In 2014, Pou Chen produced more than 203 million pairs of shoes worldwide. As the local business partner in this partnership, Pou Chen will provide funding to improve access to critical health care for its predominantly female workforce at its Pou Yuen factory. This health care will be provided through the existing health clinic at the factory, including its medical staff, medical equipment and supplies.



### Department of Foreign Affairs and Trade (DFAT)

DFAT's expertise in development contributes to building stronger, more inclusive private sector growth in the Asia-Pacific region. DFAT does this through sharing its deep knowledge of business, political and regulatory environments, access to professional networks and catalytic funding. The BPP is designed as an entry point for new partners, Australian and overseas entities, to work with DFAT to deliver social impact and commercial returns in the region. The BPP actively promotes initiatives that drive women's economic empowerment.



**Location**



**Country**  
Vietnam  
**Region**  
South-East and East Asia

**Total Funding**  
\$1,000,000



DFAT  
Contribution  
\$500,000

Private Sector  
Contribution  
\$500,000

**Shared Value Proposition**



**Redefining productivity in the value chain**

**Sector**



**Health**



The BPP delivers critical health care information and services to Pou Yuen female factory workers.