



IMPACT

(2023)

REPORT

For the past year 2023, we have once again summarised all our impact for you as transparently as possible. The impact on this world that we make together WITH YOU. Our hejhej-community is a very large part and without you, none of this would be possible.

Here are a few selected events that we were able to experience at hejhej 2023.

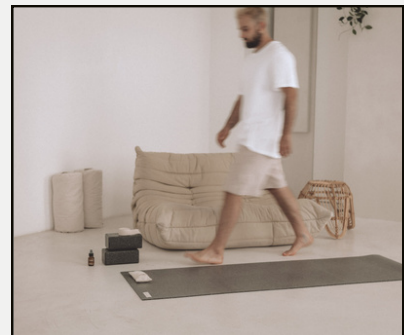
01 YOUTUBE SHOOTINGS



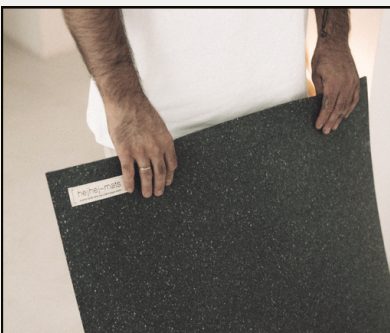
02 B-WARE SPECIAL OFFER



03 NOMINATION FOR THE GERMAN SUSTAINABILITY AWARD



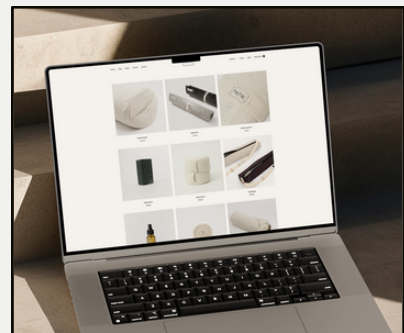
04 WINNER OF THE YOGA MAT TEST BY THE SZ



05 BACK TO NATURE RETREAT



06 NEW HEJHEJ WEBSITE





€1,100

€500

€261

SOCIAL IMPACT

ENVIROMENTAL IMPACT

SOCIAL IMPACT

In 2023, we were able to donate €1,100 to the Earthchild Project.

This will support 45 children with weekly yoga classes and 31 children with weekly environmental education classes in the townships of Capetown.

In 2023, we were able to donate €500 to the Dr Günther Pfann Foundation.

The money will be used for bee hotels on the bee flowering meadows in the Nuremberg region.

In 2023, we were able to donate €261 to Nyuzi Blackwhite.

This money will be used to support the training centre and residential home in Kenya.

25 MATS

TO THREE DIFFERENT INITIATIVES
ACROSS GERMANY

We donated 5 yoga mats to a day centre for the homeless in HAMBURG. We donated 10 yoga mats to a residential home in AUGSBURG for women and girls aged 17 and over who temporarily do not want to live in a mixed-gender community. We have donated 10 yoga mats to an inclusive youth project for people with and without disabilities in BOCHUM: gerthi-cool.

Through recycling and our take-back system, all the resources of hejhej-products are saved again and again. So what resources did we save in 2023?



3538 KG FOAM OFFCUTS



25.84 KG OF GRAPE SEEDS



1492 KG HUSK



On our YouTube channel we take you into the world of yoga. Our goal is to make yoga accessible to everyone. With selected partners and yoga teachers, we produce high-quality yoga classes in various yoga styles.

ACCESSIBLE YOGA & YOGA
ON THE CHAIR/WHEELCHAIR

(5 CLASSES)



BLIND YOGA

(3 CLASSES)

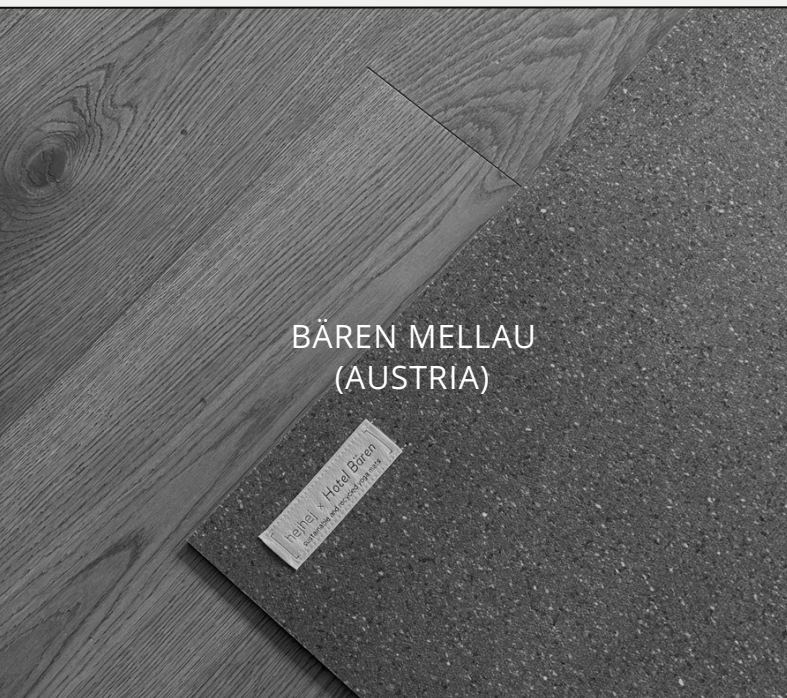


YOGA IN SIGN LANGUAGE

(2 CLASSES)

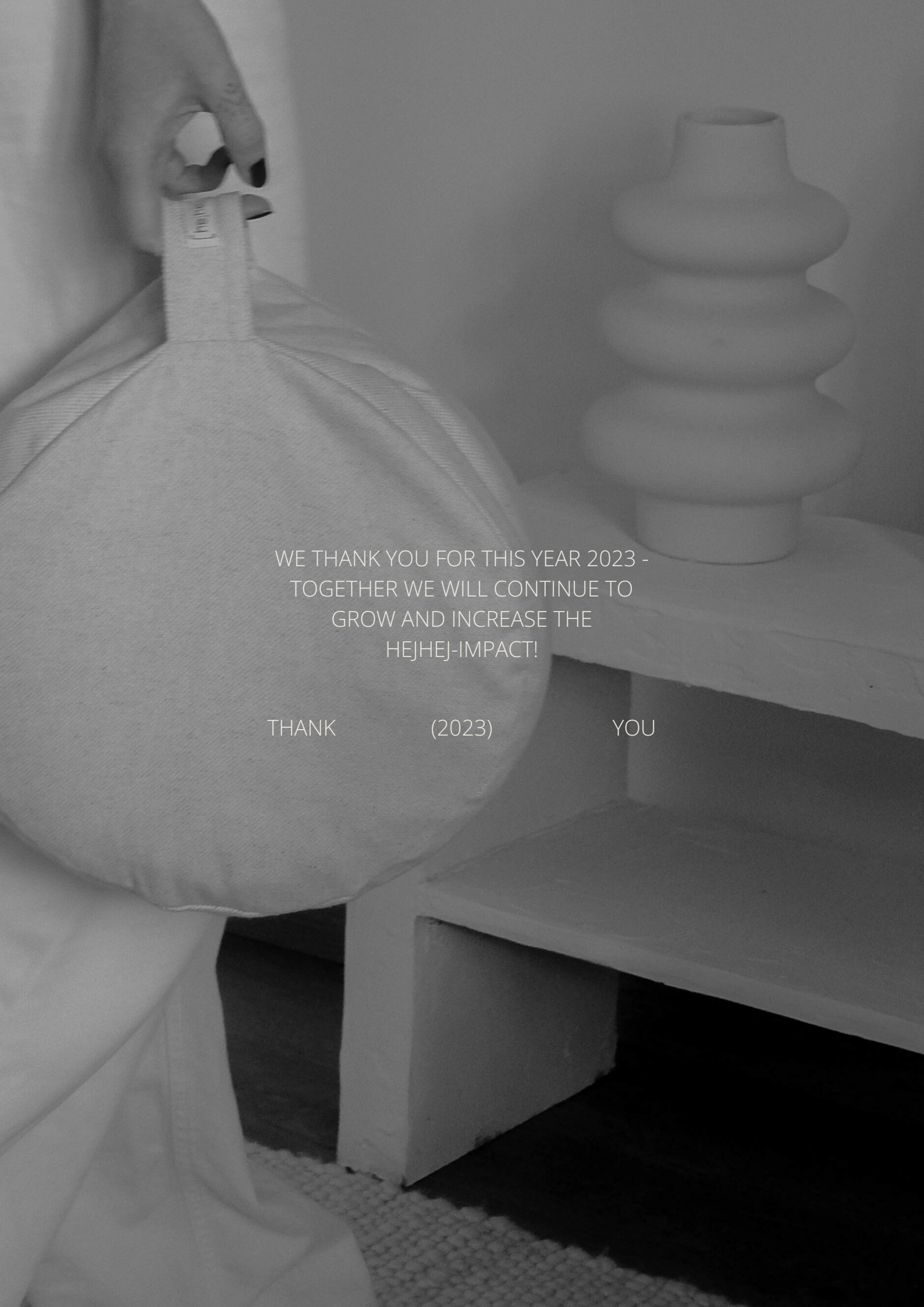


We are especially grateful this year for all the great [hejhej-partners](#) who have chosen to work with us. This collaboration is just so important to us and we are proud to look at such a great list of yoga studios, shops and hotels across Europe.





For six years now, hejhej has been growing together with you and we have been able to continuously increase our impact. As you are part of this, we want to show you all the figures transparently - summed up from the beginning of hejhej till the end of 2023.



WE THANK YOU FOR THIS YEAR 2023 -
TOGETHER WE WILL CONTINUE TO
GROW AND INCREASE THE
HEJHEJ-IMPACT!

THANK

(2023)

YOU