



hejhej

How we donated **21,464€** in four years.

December
hejhej-spray launch

November
hejhej-eyepillow launch

October
**Buy one - donate one
with ONE TEAM (50 mats)**

October
hejhej-block launch

June
**Community-created video
for World Yoga Day**

May
**Biggest production
round of 3,000 mats**

February
hejhej-bolster launch

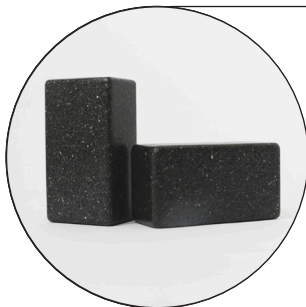
April
**1st donation to the
Dr. Günther Pfann Foundation**

January
Conversion from GbR to GmbH

product launches



In **February**, we launched the closed-loop yoga bolster. We've carefully thought through each detail from the zip to our upcycled husk filling. By upcycling the husk we give a new life to a side product and get a high-quality filling. #smallthingsmatter



In **October**, we launched the hejhej-block. After working on our yoga block for more than two years, we finally launched the first closed-loop yoga block. It is made from the same material as our mats, foam cuttings. Our blocks are produced by hand in Germany.



Later on in **November**, we launched the sustainable eye pillow in cooperation with Nuzyi Blackwhite. It is the first product that is not completely produced in Germany, but in Kenya as well. In this way, we create jobs and support the local economy.



The fourth product launch was our yoga spray in **December**. All high-quality ingredients are sourced from Germany and Italy. There is a refill option that can be ordered. We are proud that we have produced the most sustainable and natural spray possible.

transparent pricing

With our hejhej-eyepillow launch we decided to show the pricing transparently. Because hejhej is not about maximizing profits but developing entirely sustainable products and increasing our contribution to the environment and society.



Since the beginning of hejhej's journey, we have been donating a contribution per product sold to make the world a more ecological and social place.

For each **hejhej-mat** and **block** sold we donate 1€ to EarthChild-Project. With every **hejhej-bolster**, **strap**, and **bag** we donate 1€, and with every **hejhej-spray** 0.5€ to the Dr. Günther Pfann Foundation. And per **hejhej-eyepillow**, 1,92€ goes to Nyuzi Blackwhite.

social impact

3,987€

Earth Child Project

This money allows 125 children to attend weekly yoga classes and 89 children to join classes to educate our environment for one year.

98€

Nyuzi Blackwhite

In a school and training center, sewers are given a future. By supporting local businesses, we support the regional economy. Our donation here goes mainly to the nearby children's home.

environmental impact

1,336€

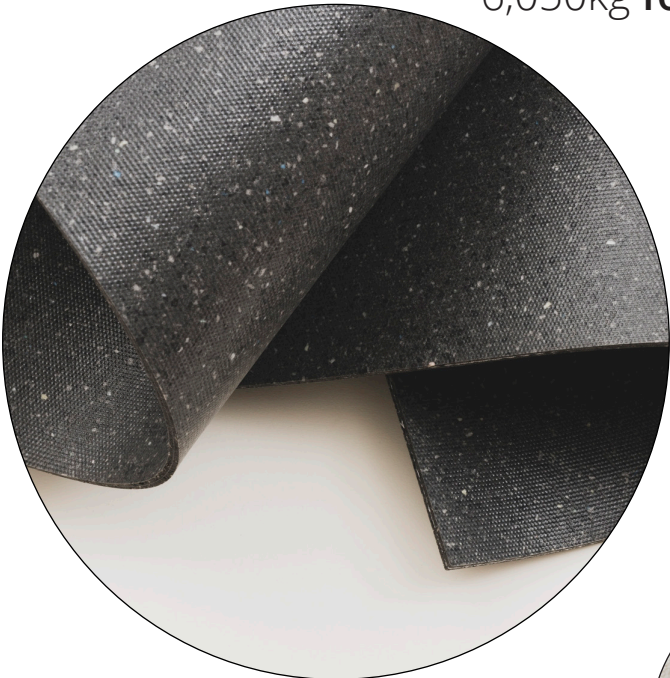
Dr. Günther Pfann Foundation

The foundation is located in Franconian and committed to preserving biodiversity and natural habitats, for example by planting trees or sowing wildflower meadows.

resources saved

Through our closed-loop approach, we want to use existing materials as much as possible for new hejhej products. Below is a list of all the materials we have saved and given a new life. All values are approximate estimates.

6,050kg **foam leftovers**



10kg **grape seeds**



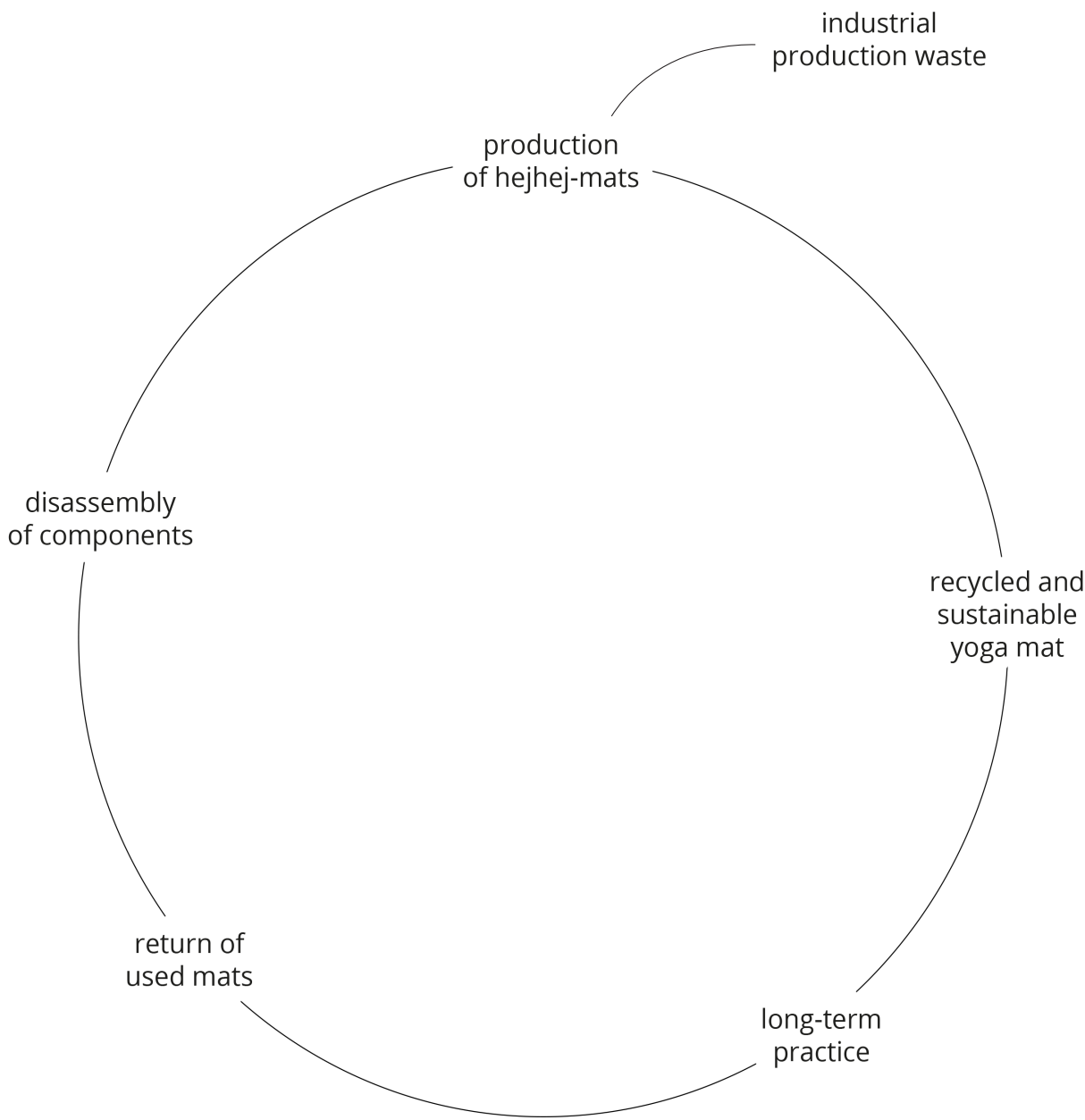
husk 1,204kg



recycled **cotton**

we close the loop

Our products are designed in line with the circular economy. All hejhej products can be returned to us at the end of their life and will be recycled. So your used hejhej piece does not end up as waste but can be used as a resource for new hejhej products. This way, everything stays in circulation, we close the loop.



2018 - 2021

In total, we **saved 13,729 kg of waste** with hejhej, donated **158 yoga mats**, planted **5,134 trees**, donated **14,896€ to Earth-ChildProject** in Cape Town, **98€** to the Kenyan project **Nyuzi Blackwhite** and **1,336€** to the Franconian foundation of **Dr. Günther Pfann**.

Thus we were able to donate a **total of 21,464€**.

donated
21,464€
in total

saved
13,729kg
of waste

With each new product, we continue to grow our influence and can therefore collect more donations. We are very much looking forward to next year and to increasing our impact.