



Impact Report

2022

hejhej

How we donated **26,760€** in five years.

November
**hejhej-husk & pillow
launch**

September
**Launch Youtube Channel
- yoga sessions curated
and produced by hejhej**

August
5-year hejhej anniversary

July
**The design of our
mats was copied from
a big known brand**

July
**The first recycling call
for the hejhej-mats**

March
**900€ donated to the
Ukrainian project of
betterplace.org**

February
**Big co-branding with
Hotel Bezau**

January
An article on our website about the sufficiency strategy

product launches



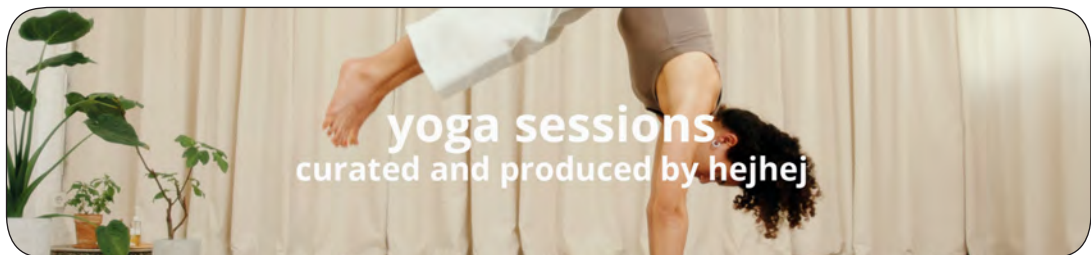
In **November**, we launched the closed-loop meditation pillow. The round hejhej-pillow is similar in design to our bolster. The fabrics are made of organic cotton, recycled cotton, and hemp. For the filling, we used our regional and biological husks.



We launched the hejhej-husk in the same month. We now have a refill option for the bolster and meditation cushion. You can now buy the husk separately. This not only extends the longevity of the product but is also a part of our sustainability concept.

hejhej on Youtube

In **September**, we launched our own Youtube channel. With the videos we want to introduce our incredible partner studios and give yoga teachers a platform. We love the diversity of yoga and that's exactly what we want to display through our videos. This was one of the most exciting projects in 2022 for us.



transparent pricing

We decided to show the pricing of our hejhej-mat transparently. Because hejhej is not about maximizing profits but developing entirely sustainable products and increasing our contribution to the environment and society.

13.66€ Recycling at the end of the lifecycle

29.75€ Company costs

25.36€ Materials

1.00€ Donation

8.40€ Production

22.19€ Taxes

34.81€ Retailer margin

3.83€ Packaging and Logistics



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 EarthChildProject. With every **hejhej-bolster**, **pillow**, **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

3,500€

Earth Child Project

This money allows 139 children to attend weekly yoga classes and 99 children to join classes to educate our environment for one year.

491€

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

1,305€

Dr. Günther Pfann Foundation

The foundation is located in Franconia and committed to preserving biodiversity and natural habitats. With our donated 1305€ they can seed 25,000 sqm of wild flowers 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.

4,876kg **foam leftovers**



49kg **grape seeds**



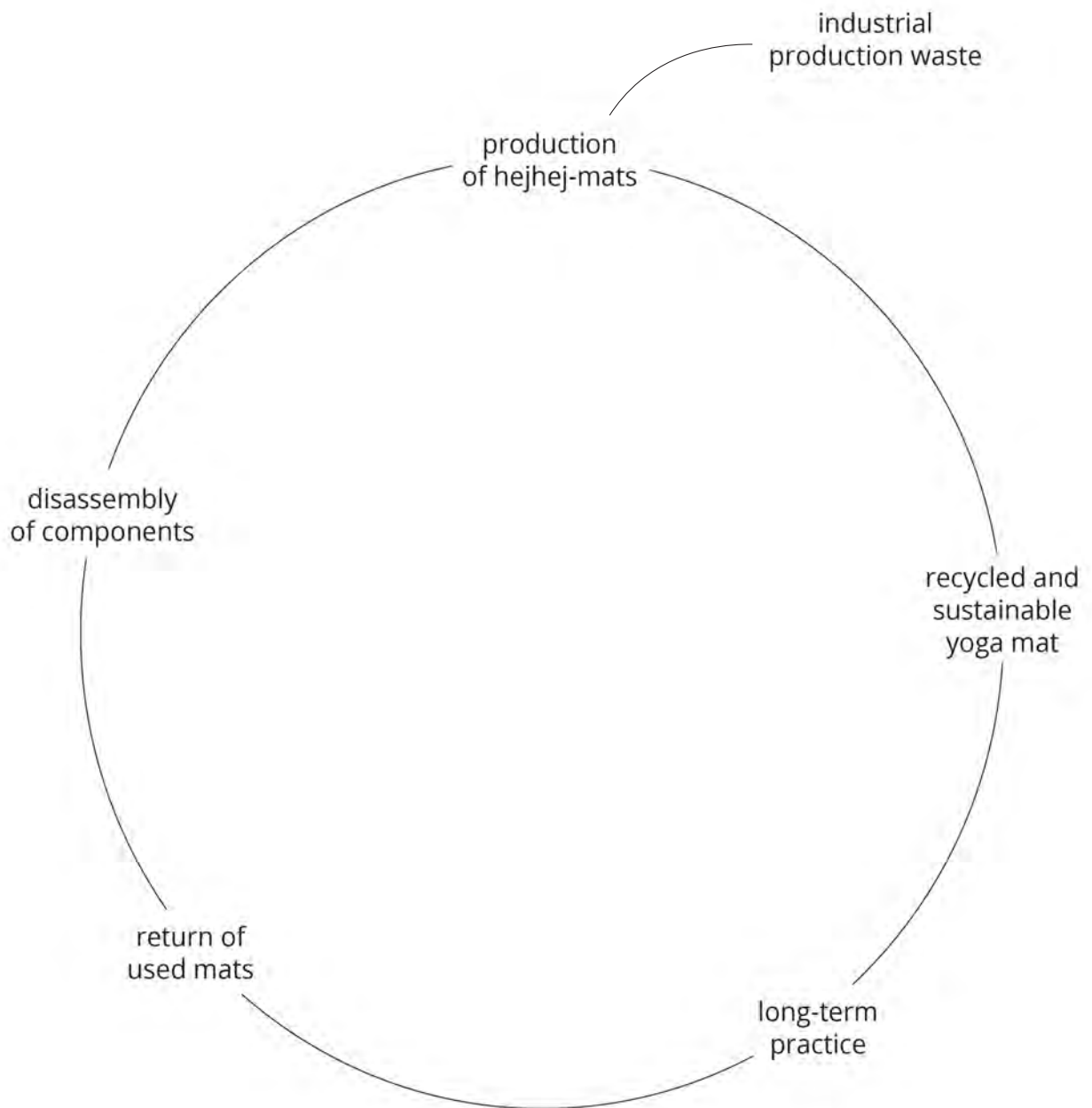
husk 2,129kg



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 - 2022

In total, we **saved 18,606kg of waste** with hejhej, donated **158 yoga mats**, planted **5,134 trees**, donated **18,396€ to Earth-ChildProject** in Cape Town, **589,49€** to the Kenyan project **Nyuzi Blackwhite** and **2,641€** to the Franconian foundation of **Dr. Günther Pfann**.

Thus we were able to donate a **total of 26,760€**.

donated
26,760€
in total

saved
18,606kg
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.