



Positivity
Report

2021

kaaita

turning guests into friends



INTRO

Notes from the Journey Towards Zero Waste

Simple ideas flowering into a powerful impact. It is always nice to have a good idea. But a much more interesting thing is a vision, supported by a network of conscious, focused and passionate partners. In 2021, our joint vision continued to change the hospitality world, slipper by slipper.

ENCOURAGING PRIVATE USE OF HOTEL SLIPPERS

In the last year, many of our partner hotels have continued to invite guests to take the slippers home and continue to use them. To better communicate the message, hotels most often used paper bands (wrapped around the slippers), in-room cards and information published on their websites and social media accounts. The end result is an 8% increase in take-away, rising to 62% in 2021.

REDUCING THE NUMBER OF SLIPPERS

An interesting new trend caught our attention and we would love to see it strengthening in the future. More and more hotels are excluding slippers from a standard room offer and instead are happily gifting them at the reception desk or spa area upon request, an important step towards minimising waste.

REUSING SLIPPERS AT THE HOTEL

In this year's report we focus on felt slippers as they represent the great majority of KAAITA slippers in action. Results show that on average our slippers are washed 3 times. The majority of hotels follow our recommendation and wash with a Guppy Friend Washing Bag (which we can supply).

MANAGING WASTE

Our partner hotels dispose of waste slippers in three ways. The most efficient way is by using Kaaita Recycling Service, where the slippers are transformed into alternative fuel. Recycling them in a plastics recycling bin is the second-best option. We would like the third option to slowly disappear completely, as it means disposing of slippers in general waste.

GIVING NEW LIFE TO THE OLD

We are glad to hear about many noble gestures, such as donations of slippers to employees and the local community. We are also eager to hear about your other innovative ideas for how to prolong lifecycle of Kaaita slippers.

CUMULATIVE RESULTS FOR ALL HOTELS

From perspective of your hotel, you already know it – if we focus on actions that matter, some very impressive results can be reached.

Our mission goes on, and waste keeps shrinking

62%

Percentage of slippers taken home by guests after their stay was over.

+8% from 2020

3

The average number of washing cycles of felt slippers.

GOOD PRACTICES

- Inspiring guest to take slippers home.
- Responsible washing of felt slippers.
- Gifting washed slippers to employees

WASTE DISPOSAL



Let's get better on this in 2022.



38,768

plastic bottles recycled into the annual quantity of slippers. That's 8 Mount Everests!

143,235

plastic bottles recycled from 2015–2021 That's 33 Mount Everests!

THE KAAITA
PARTNER
HOTELS

Big or small, everyone can make a difference

AUSTRIA

mama thresl
Hotel Alpina Obertauern
der Daberer. das Biohotel
Quartier am Bauernstadl
Seewirt Mattsee
Der Steinerwirt
m3 Hotel
Waldchalets Brandnertal
Mocking Apartments

GERMANY

Seehotel Töpferhaus
The Hearts Hotel
Hotel Maier
Hotel Zur Alten Post

UNITED KINGDOM

The Scarlet Hotel
No.15
No. 1
HOST St Ives
Lundies House

SWITZERLAND

Chetzeron
Hotel La Cordée des Alpes
Seminarhotel Lihn
Cervo Mountain Resort
Hotel Capricorn

ICELAND

Ion Adventure Hotel
Ion City Hotel

SLOVENIA

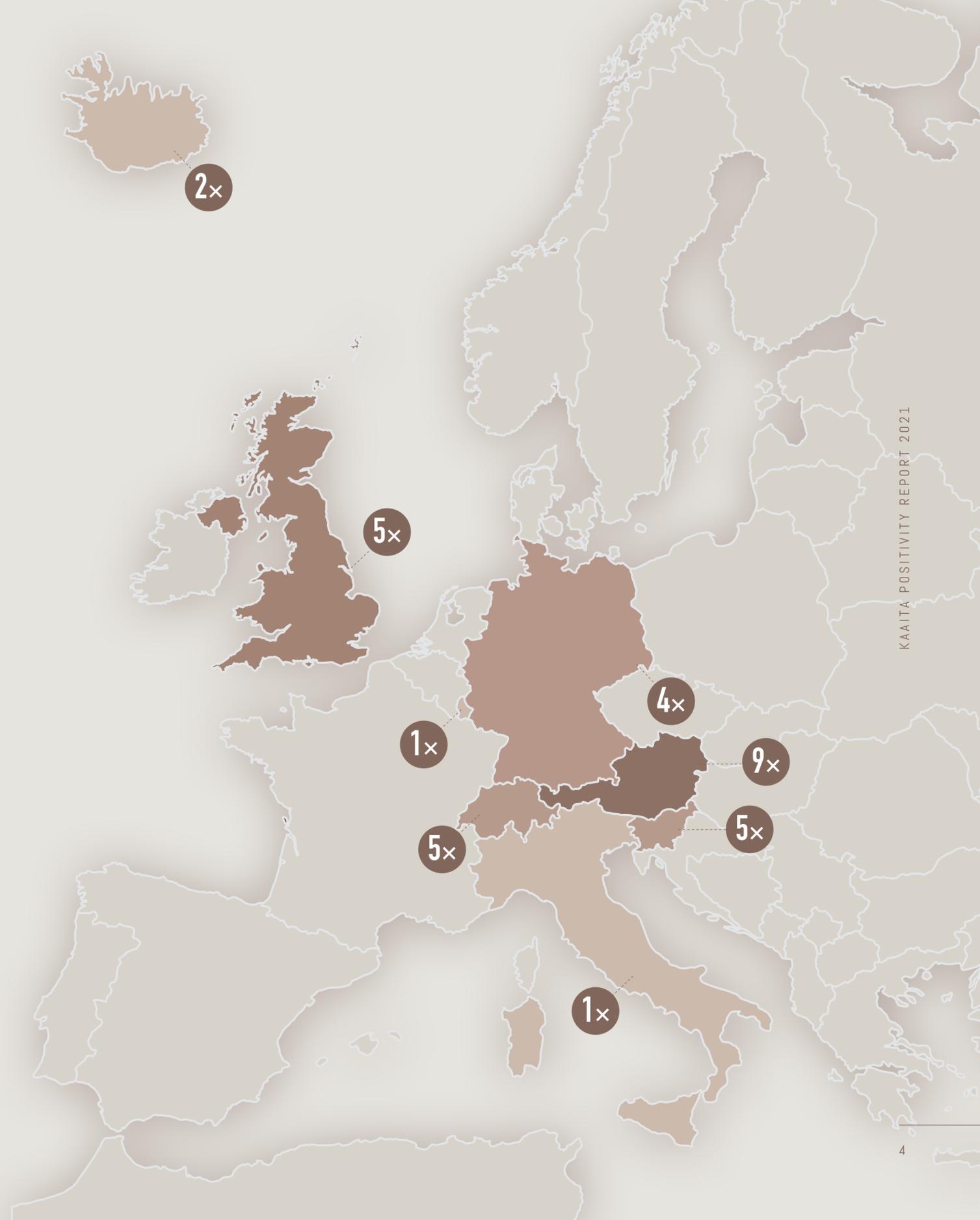
Hiša Artes
Alma Vista
Zlata Ladjica
Gentry 11
Hotel Bohinj

ITALY

Parcloft

LUXEMBOURG

Graace Hotel





CONCLUSION

New in 2022

A Few Things to be Excited About

NEW RECYCLING SERVICE

We are in the process of setting up a network of partners that will recycle used slippers by integrating them into a new textile, cleaning clothes or alternative fuel. Our goal is to offer this service as close to your door as possible.

WORKING WITH CHARITIES

Worn-out slippers have so much more to give. Charities are doing noble work helping people in need and we will be providing you with useful links to them.

MONO-MATERIAL

We have been working for years to reach 100% recycled material content in our slippers. In June 2022 we finally made it – our future shipments will be something to brag about.

NEW STUDIO

A former industrial building, but later also cinema and dance studio, seemed large and inspiring enough place to be remodelled into a new Kaaita studio. Here, our seamstresses will work closely with the rest of the team and write a wonderful new chapter about respectful design and manufacturing practices.

A big shout out to you all.

————— Kaaita Team. —————



**YOU ARE MAKING THE WORLD A
BETTER PLACE. ONE GUEST AT A TIME.**

From a perspective of a boutique supplier, a world of small improvements can be done daily. The broader the view of our role in the society, the wider the set of opportunities for a positive change can be spotted. I'm super proud and grateful to have a team with a passion to walk the roads less traveled, the courage to challenge the comfort zone and the stamina to deliver responsible solutions to your doorstep and beyond.

Thank you for being so ambitious and pushing us to new levels of sustainability.

Stay best. Stay in touch.

— Alenka, Founder and Creative director

kaaita