



# Sustainable Journey

Unlocking the solution to sustainable procurement



# Hospitality & Textile Industries face Sustainability Challenges

Resource Intensity  
Waste Generation  
Carbon & Water Footprints  
Pollution  
Chemical Use  
Supply Chain Transparency  
Consumer Demand  
Regulatory Compliance

**Circular  
Value Chain  
Innovation**  
can contribute to  
their **Climate Action**





A photograph of a large industrial laundry facility. In the foreground, there are metal racks with white linens hanging from them. To the right, there are shelves filled with neatly folded stacks of white towels and linens. The background shows more racks and shelves, all filled with white linens. The overall scene is clean and organized.

**A 200 room hotel  
disposes 1.5 tons of linens every year...**

# CHALLENGE



**Private sector** faces practical challenges to adapt to sustainability and ethical practices, driven by consumer demands for ethical products and regulatory pressures.

**Small women producer groups** face systematic and logistical barriers that hinder their entry into the market and their ability to thrive. These barriers are systemic inequities and a lack of access to crucial resources like market opportunities, business knowledge, and design innovation.

**BRIDGING GAPS**  
**CRAFTING SOLUTIONS**

**Sustainable Journey** is committed to empowering **small women producer groups** with innovative **sustainable procurement solutions**, integrating **circular economy practices** to ensure sustainable livelihoods.

As the vital link between these underserved groups and the private sector, we facilitate partnerships that promote **environmental stewardship** and uphold **fair trade principles**, driving positive **social and ecological change**.

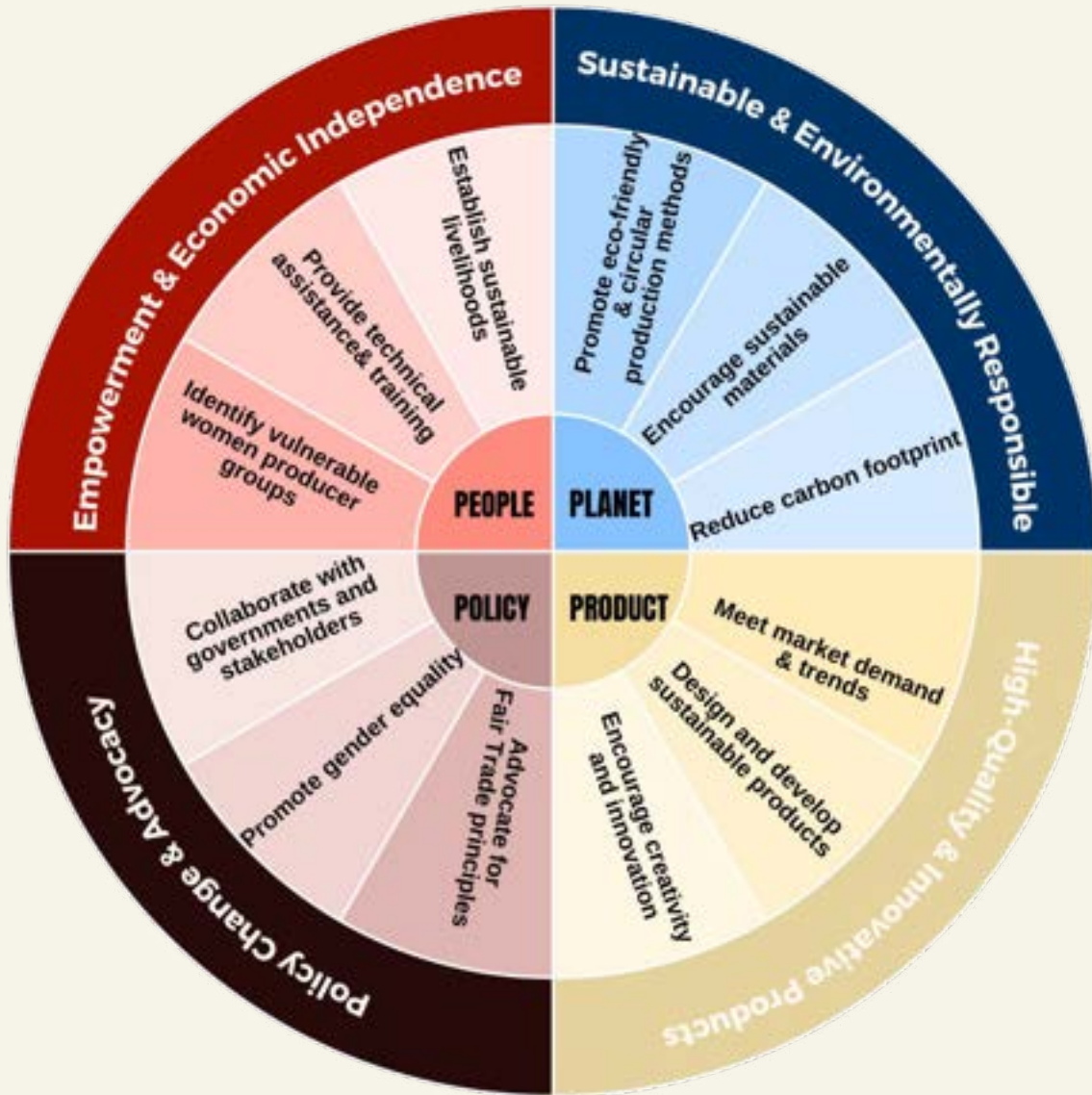
“Making sustainable procurement  
a no brainer”





# Our Theory of Change

As a transformative enterprise, our approach rooted in four pillars: **People, Planet, Product, and Policy**.



- ❑ We ensure environmental responsibility by executing eco-friendly, sustainable and circular production methods to reduce ecological footprint of the hospitality industry.
- ❑ We connect underserved groups with the private sector, by developing high-quality, market-aligned products that promote environmental stewardship and fair trade.
- ❑ We advocate for gender equality and fair trade, driving impactful policy changes through strategic partnerships.
- ❑ We champion economic independence by providing technical assistance and creating sustainable livelihoods.

# OUR TEAM



Izabela Erşahin  
*Executive Director*



Başak Demir  
*Internationalization*



Ahmet Batat  
*Business Development*



Zeynep Gümüş  
*Production & Ops.*



Mine Koşar  
*Human Resources*



Esin Emre  
*Social Impact*



Ayşe Ariak Tunaboğlu  
*Finance*



Vincent Bouvard  
*Communication*



Ülkü Neslihan Aktaş  
*Project Development*



Leyla Batat  
*Communication*

# LINENS FOR LIFE PROGRAM

Linens for Life (L4L) Program, an innovative circular value chain innovation mechanism designed to repurpose used hotel linens into **value added products for hotel chains** and **sustainable livelihoods for underserved women communities** starting from Türkiye, the Middle East, and Africa.

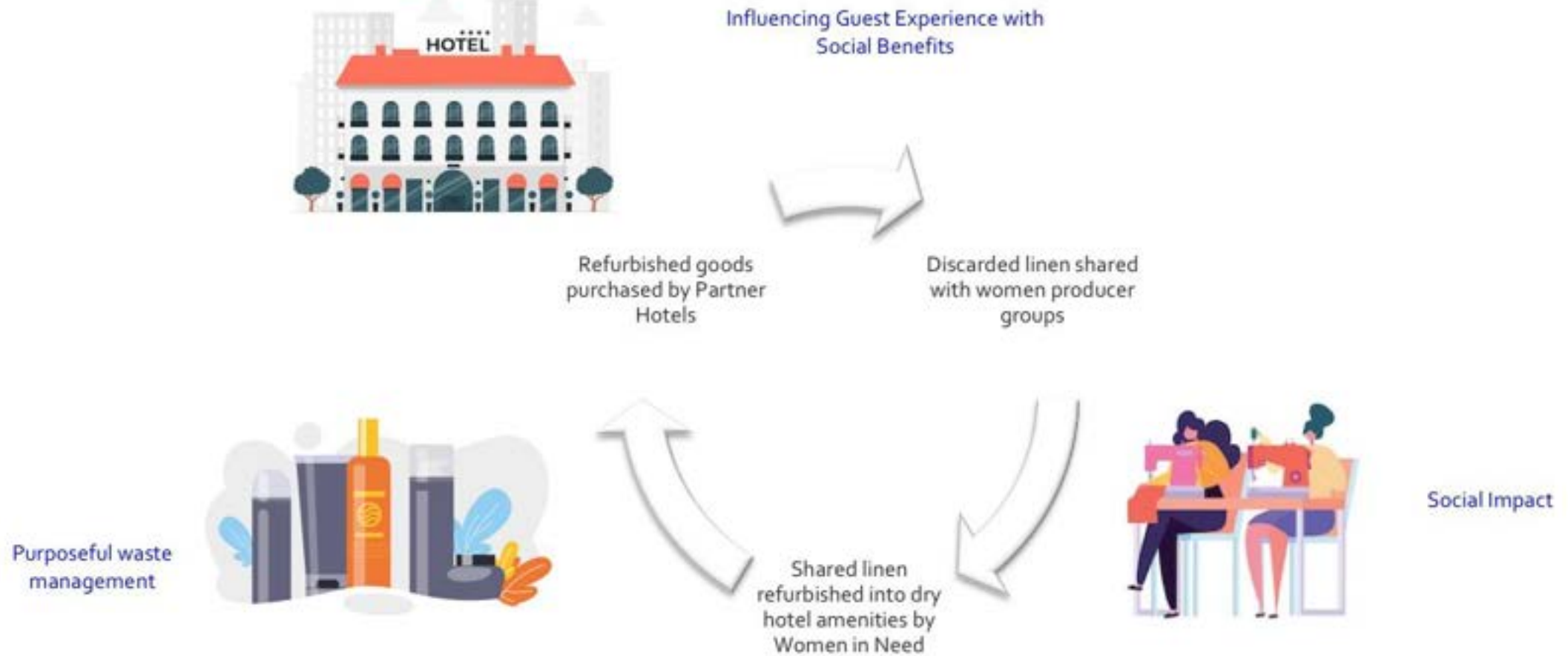
## Programme Partners



## Hotel Chain Partners







**Giving Second Life to Linens with Linens for Life Program Gives New Opportunities to Women**

## Hotel Guest Amenities

Laundry Bags

Hair Dryer Bags

Shoe Bags

Slippers

Eye Bants

Hair Bants

Reusable Makeup Removal Pads

Lavender Pouchs

Cotton Bud Pouchs

Wash Cloths

Feminine Care Products





## Pool & Beach Products

Beach Hats

Towel Bags

Towel Scrunchies

Glass Pouch



Guest Gift  
Promotional Products  
Toys and Bags  
Gift Items



# LINENS FOR LIFE PRODUCTS EXAMPLES



Purposeful waste management to support corporate goals; improving circular economy metrics;  
and driving efficiency through women's empowerment



Partnering with hotels and women producers to upcycle and transform used linens into high-quality and marketable products across Türkiye and MEA region.



Developing a diverse range of value added upcycled / recycled products that meet the needs, quality standards and preferences of (hotel) customers to support Climate Action



Raising awareness among key stakeholders in the hospitality industry and beyond through designing effective communications strategies about the environmental and social impact of L4L program.

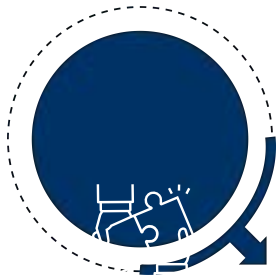


Improving livelihood opportunities for local communities. Identifying and securing appropriate marketing and selling channels, including online marketplaces, retail stores, and direct sales, to promote and distribute the upcycled products for local communities.

# OUR COMPASS: GUIDING VALUES FOR A SUSTAINABLE FUTURE

## Collaboration

We value the power of partnerships with NGOs, private sector companies, and the communities we serve, leveraging collective strengths for greater impact.



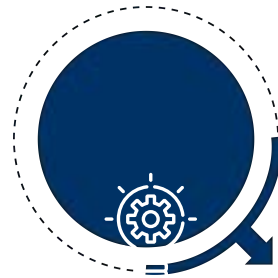
## Integrity

We uphold the highest ethical standards, ensuring our actions consistently reflect our commitment to empowering women and protecting the planet.



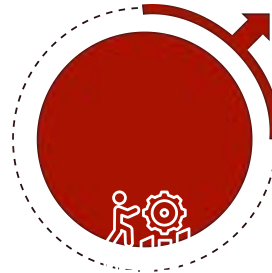
## Innovation

We seek creative, sustainable solutions to meet today's needs and anticipate future challenges.



## Resilience

We embrace resilience, persevering through obstacles and learning from each experience to adapt and improve.



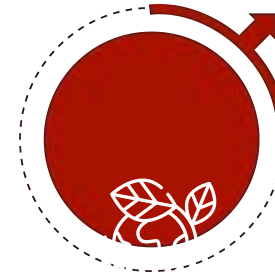
## Empathy

Our deep empathy for the communities we work with guides our approach, fostering respect and understanding.



## Sustainability

We strive for solutions that are eco-friendly, economically viable, and socially equitable, ensuring long-term benefits for all stakeholders.



## Accountability

We set clear goals, measure our impact, and maintain transparency to stay focused and effective in our mission.





# LINENS FOR LIFE PROJECTED IMPACT

		Target Waste Collected (kg)	Number of Women	Number of Items Sold
Pilot	2024	1500	42	36,500
Y1	2025	110,250	255	918,750
Y2	2026	257,438	596	2,145,313
Y3	2027	332,500	770	2,770,833
Y4	2028	377,438	874	3,145,313
Y5	2029	437,000	1012	3,641,667
Total		1,514,625	1012	12,621,875

# LINENS FOR LIFE EXPANSION PLAN

		Country	Hotels	Budget Needs (\$)	Gross Revenue (\$)
Y1	2025	Türkiye, Egypt	40-50 H (2 Chains)	108K	131,572
Y2	2026	Türkiye, Egypt Morocco	3 Chains	136K	172,950
Y3	2027	Türkiye, Egypt Morocco, Jordan	4 Chains	164K	258,442
Y4	2028	Türkiye, Egypt Morocco, Jordan, KSA	5 Chains	192K	353,927
Y5	2029	Türkiye, Egypt Morocco, Jordan KSA, UAE	6 Chains	220K	462,051



Thank you!

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