



PRESS RELEASE

WFSGI partners with XU Group to Launch Industry-First ESG Learning Platform for Global Sporting Goods powered by EY Sustainability and Sports Content

Bern, December 16, 2025 - The World Federation of the Sporting Goods Industry (WFSGI) today announced a new collaboration with XU Group to launch the WFSGI Sustainability Academy. It's a sector-first learning platform designed to strengthen ESG capacity building across the global sporting goods industry powered by EY's Sustainability and Sports Content.

Built in direct response to members' growing need for practical, scalable and industry-specific ESG upskilling, the WFSGI Sustainability Academy represents a significant milestone in delivering on WFSGI's sustainability strategy and its commitment to member enablement.

Key Features & Learning Design

The platform covers six core topic clusters: **Environment (E), Social (S), Governance (G), Roadmap for Implementation, Sustainable Value Creation (Economy), and Fundamentals of Sustainability** — each tailored for the sport and sporting-goods ecosystem.

Content is structured via a blend of masterclasses, short micro-learnings, interactive modules, videos and case studies — with certification offered upon completion. Optional live sessions and custom content creation via the XU AI Content Factory are available, enabling bespoke upskilling journeys.

Targeted content spans roles from executives to middle management to general employees, covering themes such as:

- Sustainability reporting frameworks and regulatory – Corporate Sustainability Reporting Directive (CSRD) compliance.
- Sustainable procurement and supply chain due diligence.
- Circular economy applications in sport.
- Climate-action roadmaps, corporate environmental management (water, marine, biodiversity, plastics).
- Digital sustainability transformation and carbon accounting.

WFSGI members will receive exclusive licensing models.

A Platform Designed *for* the Industry, *with* the Industry

The partnership brings together three areas of excellence:

- WFSGI's unique proximity to the sporting goods sector, ensuring the learning journey reflects real operational needs, supply-chain realities and regulatory pressures faced by global brands, manufacturers and federations.



- EY's Sustainability and Sports Content offering the credibility, structure and guidance needed to help organisations navigate fast-evolving ESG expectations.
- XU Group's proven Education-as-a-Service platform, allowing for engaging, scalable and modern learning experiences accessible to companies of any size.

Delivering Tangible Value for Members

The WFSGI Sustainability Academy has been developed to meet members where they are — whether they are building foundational ESG understanding or scaling enterprise-wide sustainability transformation. Key benefits include:

- Accelerated ESG readiness: Equip internal teams with the knowledge and frameworks needed to respond to increasing regulatory, investor and consumer expectations.
- Support for operational transformation: Strengthen competencies across sustainability, governance, supply-chain due-diligence and circular business models.
- Reduced reliance on external consulting: Build in-house expertise that reduces long-term advisory costs and supports ongoing compliance.
- Cross-functional upskilling at scale: Enable executives, managers and frontline teams to speak a common ESG language and take consistent action.
- Preferential access for WFSGI members: Exclusive licensing structures and long-term discounted rates ensure the platform is accessible and cost-effective for organisations of all sizes.

A Meaningful Step Forward for the Industry

As sustainability rapidly becomes a defining force in how sporting goods are designed, produced, transported and consumed, the sector faces increasing pressure to upskill workforces, evolve business models and demonstrate accountability. The WFSGI Sustainability Academy directly addresses these challenges by offering a credible, collaborative and globally consistent learning pathway.

Afsah Alumia-Khan, WFSGI Head of ESG Strategy & Implementation, commented:

"Our members have made it clear that building internal ESG capability is a critical priority — but often difficult to do alone. Through this partnership with XU Group we are providing the sector with a powerful resource to accelerate meaningful progress. The WFSGI Sustainability Academy is not just a training platform; it is an investment in the long-term resilience, competitiveness and responsibility of our industry."

Dr. Christopher Jahns, CEO and Founder of XU Group, added:

"We're proud to partner with WFSGI to empower the global sports industry with modern, scalable learning opportunities. With the WFSGI Sustainability Academy, we're not only equipping organizations with ESG know-how — we're helping them turn learning into measurable, lasting transformation."

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About WFSGI

The World Federation of the Sporting Goods Industry (WFSGI) is the global, not-for-profit trade association for the sporting goods industry. WFSGI is officially recognised by the International Olympic Committee (IOC) as the industry representative within the Olympic Movement. Our members comprise of sports and sports-inspired leisure brands, manufacturers, suppliers, retailers, national/regional federations, industry and trade associations. This represents approximately 70% of the global industry by annual turnover. The purpose of the WFSGI is to unite and support the global sporting goods industry, and ensure a healthier, more active planet for all. www.wfsgi.org

About XU Group

XU Group is a leading provider of scalable learning and transformation solutions through its Education-as-a-Service (EaaS) model. XU enables organizations to develop future-ready skills and capabilities across AI, sports, sustainability, innovation, digital transformation and leadership. Its modular learning platform combines technology, an AI-based content factory, and engagement to drive measurable learning impact at scale. www.xu.de