

# Empowering Sustainable Growth Through the WFSGI Academy

A practical, high-impact learning platform for the sporting goods industry  
– built to accelerate ESG capability building across all functions.

# XU is your partner for real business impact

XU is the expert in modern capability building for the sports ecosystem.

We enable organizations to turn strategy into measurable impact by building the skills, mindsets and structures needed for sustainable transformation.

Through our **Education-as-a-Service model** and scalable platform, we design and deliver tailored learning journeys across:

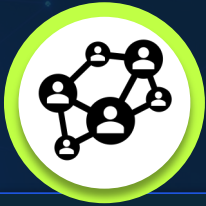
-  ESG & Sustainability
-  Circular Economy
-  AI & Digital Transformation
-  Innovation & Future Skills
-  Tailored Content for your organization via the XU Content Factory

We don't just transfer knowledge –  
we embed capabilities where they create value: in teams,  
processes and day-to-day decision-making.

# The Commercial Value for WFSGI Members: Turning Sustainability Knowledge into Competitive Advantage

This Academy helps the sporting goods industry build real ESG capabilities – strengthening competitiveness, accountability, and long-term impact across the global sports ecosystem

## LEARN



### Strengthen brand value and market positioning

Empower teams to translate sustainability goals into credible actions. Trained employees enable brands to meet consumer, investor, and regulatory expectations — turning ESG leadership into a true differentiator in a competitive global market.

## ACT



### Improve operational efficiency and compliance

Employees trained in sustainability and governance can identify process optimizations, reduce waste, and ensure compliance with evolving standards (e.g. CSRD, supply chain due diligence). This reduces external consulting costs and minimizes risk exposure.

## TRANSFORM



### Accelerate innovation and commercial growth

Understanding sustainability, circularity, and social impact helps teams design better products, services, and partnerships — creating new business models and revenue streams within the sports ecosystem.



# The WFSGI Academy of Sustainable Sports Industries addresses 6 relevant key topics

*This Academy is especially tailored for companies from the sports industry & trade:*

*Covering all major ESG, sustainability, and transformation topics – from awareness to expert-level skills*

## Fundamentals of sustainability:

What does sustainability mean ecologically, socially, economically?

## Economy:

The principles of sustainable value creation

## Roadmap for implementation:

From actuals to ambition: successful transformation



## (E) Environment:

Aspects of environmental protection in the corporate context and circularity in the sports industry

## (S) Social:

Fundamentals of social sustainability

## Governance (G):

Sustainability strategies, fundamentals of sustainability and compliance



Format mix:

**Masterclasses** for different learning types



**Interactive** modules, videos & cases



Regular **content updates**



**Certification** upon completion



Optional **live sessions & engagement** measures



Optional Possibility to create **individual content** via the XU AI Content Factory

# Exclusive WFSGI Member Pricing & Access Model

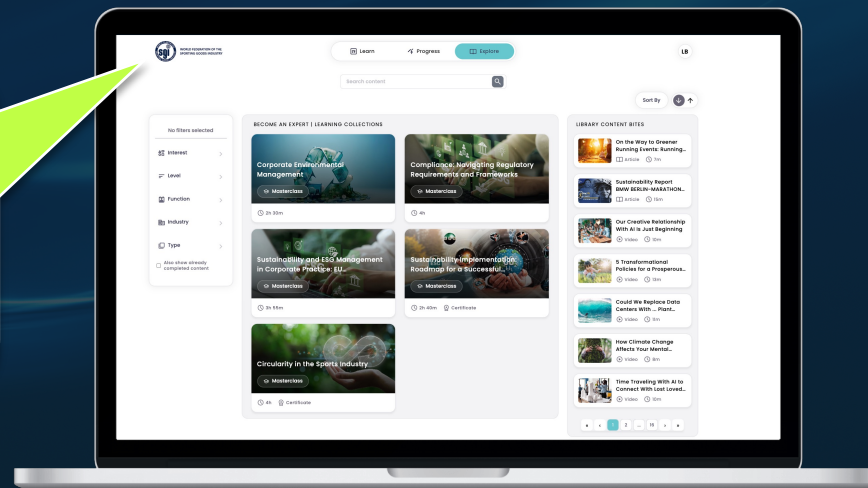
Flexible access for individual companies – scale licenses according to your needs

## WFSGI MEMBER PRICING (VALID FROM YEAR 1)

| Number of Licences   | WFSGI Member Price / Licence (Year 1 – 65 % off) | WFSGI Member Price / Licence (Year 2 – 45 % off) |
|----------------------|--------------------------------------------------|--------------------------------------------------|
| 0 – 100 licences     | € 38.50                                          | € 60.50                                          |
| 101 – 250 licences   | € 31.50                                          | € 49.50                                          |
| 251 – 500 licences   | € 28.00                                          | € 44.00                                          |
| 501 – 1 000 licences | € 24.85                                          | € 39.00                                          |
| 1 001 + licences     | on request                                       | on request                                       |

### Interested?

Book a live demo to explore the Academy and get your questions answered personally.



## WHAT'S INCLUDED IN THE WFSGI MEMBER PRICE

- Learning **access to the Academy of Sustainable Sports**, including **five selected Masterclasses** (~10 hours total) focused on key sustainability and ESG topics
- **Content** structured for **different learner groups**:
  - Corporate Leadership
  - Managers and Experts
  - Employees→ Learners can individually **filter modules** according to their interests and experience level
- Includes access to personal **progress tracking** (not reporting), **certificates** per masterclass and **library content bits**

## WHAT'S NOT INCLUDED (OPTIONAL ADD-ONS)

- **Individual customization** or creation of an **own branded Academy**
- **Curation** or **selection** of specific **learning paths** for single organizations
- Creation of **new content**
- **Engagement & Reporting** Packages (reminders, performance summaries, completion reports)
- **Live Sessions** / Workshops / Coaching with experts

*These services can be commissioned separately upon request and will be quoted individually at preferential WFSGI member rates.*

# Get in touch with WFSGI or the XU team to start your demo access or unlock your exclusive member discount



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