

Weleda Academy wins the Comenius-EduMedia-Green Up Award 2026

Innovative learning platform for sustainable education in the cosmetics industry honoured

Ramstein-Miesenbach, 26 June 2026

The Weleda Academy, a pioneering learning platform for sustainable education in the field of certified natural cosmetics, was today presented with the **Comenius-EduMedia-Green Up Award 2026**. The award recognises digital educational media that combine sustainability, innovation and social responsibility – values that lie at the heart of Weleda's philosophy.

The platform was designed and implemented by **Innovation Campus Xtended Learning Solutions GmbH**, a Ramstein-based specialist in digital learning solutions.

Sustainable education for the future

The Weleda Academy goes beyond a traditional learning platform: it not only imparts knowledge about certified natural cosmetics in accordance with the **NATRUE standard**, but also promotes practical advisory skills and an awareness of sustainable consumption. Developed for staff at perfumeries and Weleda employees in the D-A-CH region, the platform utilises modern, interactive teaching methods such as:

- Gamification
- Blended learning
- Accessible design

Sustainability in practice

The Weleda Academy puts sustainability into practice not only in its content but also in its technical implementation:

- **Green servers:** Operated in European data centres using 100% green electricity.
- **Resource-efficient production:** All partners involved use green electricity, paperless offices and energy-efficient e-mobility.
- **Digital sovereignty:** No use of US proprietary software; use of open-source solutions and GDPR-compliant data processing in Germany.
- **Social innovation:** A reward system motivates learners, whilst a KPI dashboard measures the success of the training courses.

Quote from Weleda

"We are proud that our Weleda Academy has been honoured with the Comenius-EduMedia-Green Up Award. This recognition underlines our commitment to education that not only imparts knowledge but also promotes sustainability and digital responsibility. The platform makes a tangible contribution to the UN Sustainable Development Goals and demonstrates how digital innovation and environmental responsibility can go hand in hand."

– Nicola van der Bijl, Training Manager at Weleda D-A-CH

About Weleda

Since 1921, Weleda has stood for the health and beauty of body and mind. As the world's leading provider of certified natural cosmetics and anthroposophic medicines, sustainability is an integral part of the brand's identity.

With its '**Growth with Responsibility**' strategy, Weleda is continuously expanding its portfolio and is committed to fair supply chains, biodynamic farming and climate protection.

About Innovation Campus Xtended Learning Solutions GmbH

With its nationwide partner network, Innovation Campus Xtended Learning Solutions GmbH has been a leading provider of bespoke B2B training and learning platforms for over 20 years. The company was responsible for the technical and pedagogical implementation of the Weleda Academy.

Specialising in high-quality content using open-source software, data protection (GDPR) and sustainable server infrastructures, the company works with international brands such as **LVMH (Christian Dior), Shiseido Group, Coty and M2 Beauté**. With the Weleda Academy, it once again demonstrates its expertise in developing multilingual, AI-supported learning ecosystems.

Contact for enquiries

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