

Abstract:

Founded in Switzerland, Weleda has stood for the health and beauty of body, mind and soul, in harmony with nature, since 1921.

This is reflected both in its approximately 120 certified natural cosmetics products and in its approximately 1,000 anthroposophic medicines.

As a 'Sustainable Native', sustainability is part of Weleda's brand identity.

Whether in its own biodynamic medicinal plant gardens, its fair supply chains or its long-standing partnerships, Weleda takes care not only to use resources but also to give back to them.

Healthy soils, biodiversity and climate protection are part of the brand's identity.

Weleda is the global market leader in certified natural cosmetics.

As part of its 'Growth with Responsibility' strategy, Weleda expanded its portfolio in September 2025 by adding two new product lines in its core market, the D-A-CH region. These are designed to appeal to new customer groups in the premium segment and are sold via a new sales channel for Weleda: perfumeries.

As customer advice plays a major role in perfumeries, training sales staff is a key factor for success. Weleda is relying on an innovative, sustainable learning platform to train the staff of its perfumery partners in the D-A-CH region. This project combines digital education, environmental responsibility and social innovation – thereby making a concrete contribution to the UN Sustainable Development Goals.

Product details:

The Weleda Academy – a learning platform for sustainable education

Our learning management system not only imparts knowledge about certified natural cosmetics products, but also develops advisory and practical skills in sales and raises awareness of sustainable consumption. It is available in all languages for the DACH region (German, French, Italian).

The learning system stands out thanks to the following sustainability features:

Sustainability in practice:

- Servers are operated in European data centres using 100% green energy.
- Sustainable production conditions across all participating production partners (exclusive use of green electricity, paperless office, resource-efficient e-mobility, health-promoting, ergonomic workstations (height-adjustable desks, ergonomic office chairs, LowBlueLight technology in monitors, etc.).

Digital sovereignty & innovation:

- No use of US proprietary software; use of open-source solutions.
- GDPR-compliant data processing in Germany.
- Responsive design for all device types (desktop, tablet, mobile phone).
- Integrated open-source training management system (online and offline training) with automated processes (registration, cancellation, reminders, waiting lists, venue management) and a differentiated permissions system (administrators, POS trainers, viewers, platform users), etc.

Social & educational quality:

- Loyalty programme to motivate learners.
- KPI dashboard for the training department to measure success.
- Focus on modern usability and accessible design

Target group orientation:

The platform is specifically tailored to the needs of retail staff (POS – Point of Sale) – meaning it is designed to be practical, interactive and motivating.

Learning methods:

Modern teaching approaches are used, e.g.:

- Interactive modules (e.g. quizzes, case studies, videos)
- Gamification (e.g. a loyalty programme to boost motivation)
- Blended learning (a combination of digital training and practical application)
- Accessible design (available to all users, regardless of prior knowledge or technical capabilities)

Learning objectives:

- Knowledge transfer (e.g. on NATRUE standards, product benefits)
- Practical skills (e.g. advisory skills in sales)
- Sustainability awareness (e.g. through practical examples and reflective tasks)

Evaluation:

Success is measured and adjusted using KPIs (e.g. conversion rates, knowledge tests).

Purpose:

Training for staff at Weleda's retail partners (perfumeries) in the DACH region, as well as Weleda staff

Objective

- To communicate the sustainable added value of innovative cosmetic products based on the international NATRUE standard.
- To promote practical skills in advising and sales through engaging digital learning.
- Implementation of the principles of digital literacy and environmental responsibility.

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