



PRESS RELEASE

GSBS and Right Hub Announce Strategic Partnership to Advance Sustainability and Accountability in Global Sport

London / Milan – 20.01.2026 - The Global Sustainability Benchmark in Sports (GSBS) and Right Hub have signed a strategic partnership agreement to strengthen sustainability measurement, transparency and responsible value creation across the global sports industry.

The partnership reflects a shared ambition to support organisations across sport with decision-grade sustainability insights, while accelerating the international reach and impact of both organisations.

Both GSBS and Right Hub operate with an intentionally international perspective. GSBS supports sports organisations across disciplines and regions, while Right Hub brings a strong footprint and experience across multiple markets, with offices in Milan, Tokyo and Chicago, and active engagement across Europe, North America and Asia, including Japan.

This strategic partnership combines complementary strengths: GSBS's independent benchmarking, research and industry-wide dataset, and Right Hub's international capabilities and practical expertise in delivering high-impact sustainability and communications solutions for major sports and business stakeholders.

Supporting Better Decisions Through Measurable Sustainability Progress

The sports industry is experiencing growing expectations from investors, sponsors, governing bodies, fans and communities. Sustainability and responsible governance have become central to maintaining trust, long-term competitiveness, and access to partnerships and capital.

Through this partnership, GSBS and Right Hub will continue to support the sports ecosystem to demonstrate measurable performance, credible reporting and peer-relative benchmarking.

Leadership Commentary

Christian Hartmann, Founder and CEO of GSBS, said:

“Right Hub is an outstanding partner for GSBS - internationally positioned, deeply knowledgeable, and highly credible in how they approach sustainability and strategic communications across sport. We share the view that sustainability in sport should be measured, managed and communicated with the same rigour as performance on the pitch or track. This partnership will strengthen our ability to scale GSBS globally and to support sports organisations with insights that enable real accountability and meaningful improvement.”

Luca Guzzabocca, Founder & CEO at Right Hub, said:

“We are proud to partner with GSBS and support its mission to elevate sustainability standards across global sport. GSBS has created a unique benchmarking platform with the potential to transform how sport measures progress and drives transparency. This partnership is an opportunity to combine our international reach and experience with GSBS’s data-led approach, helping organisations and stakeholders understand performance, manage risk and build long-term value through sustainable leadership.”

About GSBS

The **Global Sustainability Benchmark in Sports (GSBS)** supports professional sports organisations with independent sustainability benchmarking, performance insights and accountability frameworks. GSBS works across sports and geographies to help organisations understand their position relative to peers, strengthen governance and reporting, and accelerate progress through measurable outcomes.

Learn more: www.thegsbs.org

About Right Hub

Right Hub is an international advisory and solutions provider supporting organisations in sustainability strategy, communications and engagement. With offices in **Milan, Tokyo and Chicago**, Right Hub operates across regions including Europe, North America and Asia, helping clients navigate evolving expectations on sustainability, reputation, governance and stakeholder trust.

Learn more: <https://www.righthub.it/en/>

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