



**IBU**

# Target 26 Project Status





Report for EB 159, November 2021



IBU

# Target 26 Dashboard - Progress against 2022 Goals as of November 2021

## Status of all 46 Goals for 2022

9 Goals Complete  2 Goals Not Yet Started   
 35 Goals Ongoing  0 Goal Delayed 

### 1.1 Empowering our federations - IBU Academy

- Clarify structure, mission, objectives of the IBU Academy, set up organization
- Develop Biathlon Academy programs and initiatives
- Establish a certification program for coaches and other NF roles

### 2.1 Enhancing our events - Event Standards

- Review level of need for IBU support & resources for OCs
- Increase knowledge-exchange among OCs
- Develop clear criteria for event allocation, with year-on-year measurement and improvement

### 3.1 Extending our reach - Digital Ecosystem

- Establish an innovative digital and social media strategy
- Renew IBU website, including event sites & partner opps
- Develop an IBU mobile app
- Review athlete activities across all touchpoints\* (3.3)
- Analyze and test potential of e-Biathlon and gamification\* (5)

### 4.1 Upgrading our governance-Principles

- Establish and operationalize the new IBU Constitution
- Review status of gender equality, design and provide gender equality tools and programs for NFs
- Establish and operationalize the Biathlon Integrity Unit

### 5.1 Innovating our future - Street Biathlon

- Conduct a feasibility study for street biathlon and develop an event strategy with venues, rules and regulations
- Review existing procedures regarding shooting and event safety, to include new, innovative ideas in 'street biathlon'
- Establish and implement international street biathlon events in urban environments

### 1.2 Empowering our federations - NF Support

- Conduct a full review of the current IBU financial support system
- Develop a new distribution system, focusing on strong, sustainable impact, with follow-up
- Explore additional funding opportunities from 3<sup>rd</sup> parties

### 2.2 Enhancing our events - Fan Experience

- Analyze current fan experience at IBU events
- Attract and engage more young people in events
- Implement a fan support system for areas such as accommodation, ticketing and transport.
- Work with existing fan groups to establish new ones (3.3)

### 3.2 Extending our reach - Showcase Biathlon

- Establish a strategy for global biathlon coverage\*
- Expand coverage to traditional & new markets both on TV & online together with media partner\* (split in 2)

### 4.2 Upgrading our governance- International Involvement

- Monitor opportunities for Biathlon Family leaders in international roles
- Develop a support framework for the Biathlon Family to gain positions within top sporting bodies
- Analyze hosting opportunities for cross-sport events

### 5.2 Innovating our future - Digital World

- Analyze the potential of new technology to enhance the performance of athletes and coaches
- Establish a clear strategy to build institutional capacities to monitor, understand and act on technological trends that can better promote the sport

### 1.3 Empowering our federations - Youth Participation

- Conduct a full analysis into existing youth competition formats
- Enhance efforts to promote the sport to young people
- Establish a database of youth participation
- Establish a strategy for regional IBU events\* (3.2)
- Host regular intl IBU events outside traditional venues\* (3.2)

### 2.3 Enhancing our events - Athlete Experience

- Integrate Athletes' Committee in calendar planning / review
- Assess current athlete experience and work with OCs to raise standards
- Implement a strict enforcement of the smoking ban at the venue, with designated smoking areas

### 3.3 Extending our reach - International Promotion

- Develop a international sponsorship framework with marketing partner

### 4.3 Upgrading our governance - Stakeholder Involvement

- Establish an action plan for increasing transparency of decision-making processes
- Increase stakeholder input in IBU decision-making
- Launch joint projects for IBU leadership and stakeholders on specific issues

### 5.3 Innovating our future - Sustainability

- Review all areas to be improved from a sustainability viewpoint
- Establish initiatives to decrease the footprint of IBU events
- Identify opportunities to promote sustainability within biathlon and international sport.

### PROJECT SUMMARY

1.1 IBU Academy: Create the IBU Academy

Lead: Dagmara Gerasimuk

Working Group: Niklas Carlsson, Riikka Rakic

EB: Olle Dahlin, Tore Boygard, Jiri Hamza

Stakeholders: NFs, Athletes

### PROJECT MISSION

Create the IBU Academy to provide practical support for NFs, athletes and coaches

Establish a centralized, tailored system to develop, train & educate athletes, coaches and NFs

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Clarify the structure, mission, values and objectives of the Biathlon Academy, with a distinct IBU department set up to oversee its development **DONE** ✓
- Develop Biathlon Academy programs and initiatives; including the level and type of support **ON GOING**
- Establish a certification program for coaches (and potentially other positions serving in the federation) to support Member Federations in their daily work and development process **ON GOING**

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Initiated partnerships with the selected educational partners
- Presented the IBU-A concept to NFs at Presidents' Meeting Sep 21
- Completed the IBU Academy Handbook for content
- Selected E-learning platform provider
- Established a TC Working Group focused on referee education

### NEXT STEPS AND DEADLINES

- Launch first coaching Basic/Level 1 course in Q1/2022
- Define KPIs for the IBU-A, Q1/2022
- Evaluate initial programs by Congress 2022 (athletes and coaches by end of 2021, other 2022)

### EB DECISION REQUIRED

None at this time

### PROJECT SUMMARY

1.2 NF Support: Establish a more effective financial support system

Lead: Niklas Carlsson

Working Group: Felix Bitterling, Dagmara Gerasimuk, Margit Eidenhammer, Riikka Rakic

EB: Olle Dahlin, Jiri Hamza, Tore Boygard, Franz Steinle

Stakeholders: NFs, Athletes

### PROJECT MISSION

Establish a NF support system that

- is tailored to their circumstances
- meets needs of the sport
- enables NFs to grow the sport
- rewards proactivity and impact
- is transparent

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Conduct a full review on the current IBU financial support system, with an outline of areas to improve. **DONE** ✓
- Develop more effective regulations for the distribution of financial support, focusing on strong, sustainable impact, with follow-up to ensure the responsible use of such support **ON GOING**
- Explore and communicate additional funding opportunities for Member Federations from third party sources **ON GOING**

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Presented concept at Presidents' Meeting in Sept 2021
- Continued work on identifying new funding opportunities for NFs
- Finalized the new financial support system to apply from financial year 2022/23 onward

### NEXT STEPS AND DEADLINES

- Prepare details of prize money, participation and development support for EB 160
- Establish follow up procedure for the new financial support system including relevant questions for the regular NF surveys
- Continue work on identifying new funding opportunities for NFs

### EB DECISION REQUIRED

None at this time

### PROJECT SUMMARY

1.3 Youth Participation: Enhance youth participation

Lead: Dagmara Gerasimuk

Working Group: Felix Bitterling

EB: Tore Boygard, Max Cobb, Jiri Hamza

Stakeholders: NFs, Athletes, OCs

### PROJECT MISSION

Enhance youth participation and create accessible pathways for young athletes by developing concrete measures that:

- attract young people to biathlon
- keep them in the sport

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Conduct a full analysis into the existing competition formats offered to young athletes, making the sport as accessible as possible. **ONGOING**
- Enhance efforts to promote the sport to young people across the world, included expanded use of digital and social media platforms. **ONGOING**
- Establish, in collaboration with the Member Federations, a clear database of youth participation producing an analysis on youth participation in biathlon. **ONGOING**
- Host regular international IBU events outside of the traditional central European venues (from 3.2). **ONGOING**
- Establish a strategy for the implementation of regional IBU events, focused on developing biathlon (from 3.2). **ONGOING**

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Established Development Reference Group (DRG)
- Presented a revised Regional Event concept and calendar for season 2021/22 to TC with request to review strategic role of the series
- Presented laser rifle initial concept to the TC and DRG, established a TC laser rifle working group

### NEXT STEPS AND DEADLINES

- Following approval of IBU's new strategic framework, develop and present a grassroots participation concept to NFs by Q2 2022
- Review the laser rifle market and development possibilities, Q12022
- Launch a global youth participation database and tracking process by 1 Sept 2022

### EB DECISION REQUIRED

None at this time

#### PROJECT SUMMARY

2.1 Event standards: Increase the consistency of IBU event standards

Lead: Felix Bitterling

Working Group: Christophe Vassallo

EB: Tore Boygard, Jiri Hamza

Stakeholders: NFs, OCs

#### PROJECT MISSION

Ascertain a consistently high event quality  
Continue to improve event standards in search of excellence  
Offer hands-on support and facilitate OC knowledge transfer

#### OVERALL PROJECT HEALTH



#### GOALS BY 2022

- Conduct an initial review into the need for greater IBU involvement in offering OCs additional on-the-ground support and resources. **ON GOING**
- Increase knowledge-exchange between OCs, including all functions of the Committees. **ON GOING**
- Develop a clear system for awarding events, using transparent and quantifiable measurement criteria. OCs and NFs will be asked to show clear signs of improvement year-on-year. **ON GOING**

#### ACTIVITIES COMPLETED SINCE JUNE 2021

- Defined frames for long-term OC event delivery support by IBU and corresponding obligations and discussed at OC meeting in Bled
- Began to implement a knowledge exchange program for OCs with the topic of snow management

#### NEXT STEPS AND DEADLINES

- Implement a knowledge exchange program for OCs, across functions, in cooperation with the IBU Academy from 2022 onwards (Referees, Snow Management, General org matters; OC Guide)
- Integration of selected topics/education in annual OC Meetings
- Define concrete event evaluation criteria and targets by Q2/22 from season 22/23 onwards

#### EB DECISION REQUIRED

None at this time

### PROJECT SUMMARY

2.2 Fan Experience: Improve fan experience at IBU events

Lead: Felix Bitterling

Working Group: Christian Winkler (digital), Engelbert Schweiger, Otakar Binder, Rikard Grip

Silvio Baselgia and Sindre Svadberg

EB: Ivor Lehotan

Stakeholders: NFs, OCs, Athletes, Fans

### PROJECT MISSION

*Develop measures to recognize loyal, committed fans  
Implement a program to further improve event atmosphere*

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Conduct a full analysis of the current fan experience at IBU events, with close liaison and joint projects alongside IBU fan groups **ONGOING**
- Establish a system for IBU, OCs and fan groups to implement plans to attract and engage more young people to events, including the optimization of new technologies. **ONGOING**
- Design and implement a support system for fans, designed to facilitate issues such as accommodation, ticketing and transport. **ONGOING**
- Work alongside existing fan groups to help spread the growth of national biathlon fan groups across the world **YET TO BE STARTED**

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Included representatives of three more OCs in the working group
- Presented findings from 2020/21 Fan Surveys and defined a joint action plan with OCs at OC meeting in Sept 2021
- Prepared a fan survey focusing on the event experience at each venue incl. topics such as sustainability to be conducted during season 2021/22

### NEXT STEPS AND DEADLINES

- Integrate fan experience in new IBU digital channels from digital ecosystem launch in Nov 2021 and increasingly by Nov 2022
- Each OC to issue the fan experience survey after the respective event - feedback to be collected by IBU with Two Circles, by Q1/2022
- Finalise concept of an Event App as part of the IBU app to serve fans with local details, by Q1/2022

### EB DECISION REQUIRED

None at this time

### PROJECT SUMMARY

2.3 Athlete Experience: Improve athlete experience at IBU events

Lead: Felix Bitterling

Working Group: Lorenz Leitgeb, Borut Nunar

EB: Clare Egan, Max Cobb

Stakeholders: Athletes, NFs, OCs

### PROJECT MISSION

*Improve the experience of athletes and teams at IBU events  
Define and implement measures to optimize the athlete experience, in order to enable top performance*

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Implement the full integration of the Athletes' Committee into the IBU events calendar planning and review processes (define procedure) **DONE** ✓
- Assess the current level of athlete experience and work with IBU/OCs to raise standards at events **ONGOING**
- Implement a strict enforcement of the smoking ban at the venue, with designated smoking areas **ONGOING**

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Enforced smoking ban at venues from season 2021/22 onwards as part of EHDs (with a transition period for certain areas)
- Shared athlete survey outcomes with individual OCs to identify points for improvement

### NEXT STEPS AND DEADLINES

- Prepare new athlete survey for 2021/22 season (hopefully less about COVID19 and more centered on concrete future proposals)
- Brief new Athlete Committee Reps about procedure and chances for interaction
- Include the feedback regularly in the annual OC Meetings; if possible, by inviting Athlete Representatives

### EB DECISION REQUIRED

None at this time





**IBU**

# Target 26 Status Report

## 3. Extending our reach - Digital Ecosystem

### PROJECT SUMMARY

3.1 Digital Ecosystem: Establish a fully integrated IBU digital ecosystem

Lead: Christian Winkler

Working Group: Niklas Carlsson, Riikka Rakic & external experts as needed

EB: Olle Dahlin, Ivor Lehotan, Max Cobb (as Digital Steering Group)

Stakeholders: NFs, OCs, Athletes, Fans & Followers, Sponsors & Partners

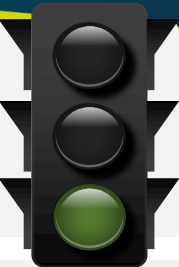
### PROJECT MISSION

Guarantee revenue streams for the future

Connect the sport of biathlon with new markets and audiences

Remain ahead of the curve in the digital domain

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Establish an innovative digital and social media strategy, identifying key platforms, messaging and priority markets **DONE** ✓
- Implement an upgrading of the IBU website, ensuring it offers a one-stop shop for biathlon followers by integrating event websites and offering possibilities for partner activations **ON GOING**
- Develop a centrally-owned IBU mobile app, providing insightful updates on the sport, including latest news from the IBU **ON GOING**
- Conduct a full review of potential athlete activities that have touchpoints across the world (from 3.3) **NOT YET STARTED**
- Conduct a full analysis and testing into the potential of e-Biathlon and gamification, ranging from a designed console game to integrated elements in an IBU-owned app (from 5.2) **ON GOING**

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Following consultations with NFs and OCs, presented plans for Ecosystem at Presidents' Meeting and OC meeting in Sept 2021 and separately to NF heads of communication
- Defined post-launch roadmap for dev. of Ecosystem in 2021/2022
- Developed a communication campaign for the App launch
- Developed a concept for analysis of virtual sports, gaming and NFTs
- Hired a JDM to enhance institutional capabilities

### NEXT STEPS AND DEADLINES

- Launch the IBU App and new website in November 2021
- Prepare App Releases 1.1. and 1.2 for launch during the season
- Start OC integration into Ecosystem during the season 21/22
- Complete analysis of virtual sports and gaming, by Q2/2022
- Establish concept for athlete touchpoint review by Q2 2022

### EB DECISION REQUIRED

None at this time

### PROJECT SUMMARY

3.2 Showcase biathlon: Increase opportunities to showcase elite biathlon internationally

Lead: Niklas Carlsson

Working Group: Christian Winkler, Riikka Rakic & external experts as needed

EB:

Stakeholders: NFs, Media Partner

### PROJECT MISSION

Ensure IBU platforms share insights and encourage interest in Biathlon

Increase visibility of events and athletes across the world

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Establish a strategy for biathlon coverage to be expanded in traditional and new markets, both on TV and online streaming platforms. **DONE (STRATEGY) / ONGOING (IMPLEMENTATION)** ✓

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Established dialogue with key broadcasters together with media partner on the implementation of new contract through participation at Sportel, EBU Sport Assembly and some bilateral meetings

### NEXT STEPS AND DEADLINES

- Continue dialogue with key broadcasters together with media partner wrt implementation of new contract
- Finalize details of implementation of new contract with media partner by end of 2021
- Implement new media agreement from 2022

### EB DECISION REQUIRED

None at this time.

#### PROJECT SUMMARY

3.3 International promotion: Enhance internationally-viable promotion efforts

Lead: Niklas Carlsson

Working Group: Christian Winkler

EB: Jiri Hamza

Stakeholders: NFs, OCs, Athletes, Fans, Marketing Partner (sponsors & partners)

#### PROJECT MISSION

Define and apply promotional techniques to enhance awareness and perception of biathlon globally and in core markets

#### OVERALL PROJECT HEALTH



#### GOALS BY 2022

- Develop a framework for international sponsorship agreements which promote the sport internationally, alongside the IBU marketing partner **ON GOING**

#### ACTIVITIES COMPLETED SINCE JUNE 2021

- Maintained continuous dialogue with marketing partner
- Held individual meetings with main sponsors about long-term priorities and focus areas for partnership
- Defined a brief for a project to review IBU TV Graphics for implementation

#### NEXT STEPS AND DEADLINES

- Continue to develop a framework to better leverage international partnerships with the IBU marketing partner during season 2021/2022
- Continue to hold individual meetings with main sponsors about long-term priorities and focus areas for partnership
- Review IBU TV Graphics for implementation in season 2022/2023

#### EB DECISION REQUIRED

None at this time.

### PROJECT SUMMARY

4.1 Governance principles: Strengthen IBU's governing principles and regulations

Lead: Niklas Carlsson

Working Group: Dagmara Gerasimuk, Riikka Rakic, Greg McKenna

EB: Franz Steinle (good governance, BIU), Jim Carrabre (gender equality)

Stakeholders: NFs

### PROJECT MISSION

Implement the new rules and regulations to upgrade the sport's governing principles and policies

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Establish a modern, progressive IBU Constitution, providing clear divisions of responsibility and the framework for future growth **DONE** ✓
- Conduct a full review into the mechanisms to create gender equality across all IBU levels, designing and sharing gender equality tools and programs for all Member Federations **ONGOING**
- Complete the establishment of the operationally independent Biathlon Integrity Unit, to manage all integrity-related matters concerning biathlon **DONE** ✓

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Implementing actions revealed by IBU Risk Assessment
- Presented a tracking of good governance measures at EB 157
- Present NF Good Governance self-assessment at Presidents Meeting
- Presented editorial amends to Constitution at Presidents Meeting
- Implementing Gender Equality action plan with NFs
- Launched a GE mentorship program for NFs
- Recorded a historic high number of female candidates at TC for TDs

### NEXT STEPS AND DEADLINES

- Stage regional NF meetings to discuss Good Governance implementation, Q4/2021

### EB DECISION REQUIRED

EB 159: Approve IBU Safeguarding Policy

### PROJECT SUMMARY

*4.2 International involvement: Expand the involvement of biathlon in international & national sporting affairs*

Lead: Dagmara Gerasimuk (NFs) / Niklas Carlsson (International)

Working Group / EB: Olle Dahlin, Riikka Rakic

Stakeholders: NFs, Athletes

### PROJECT MISSION

*IBU NF leaders are recognized as influential managers who set the direction for the development of sport in their countries*

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Establish a system for monitoring potential opportunities for IBU leaders and Biathlon Family members to be included in international cross-sporting organizations and committees **ON GOING**
- Develop a framework of systematized support for individuals from the Biathlon Family to gain positions within national / international sporting bodies and political regulatory bodies **ON GOING**
- Conduct a full analysis into potential hosting opportunities of cross-sport events, including specialized seminars and workshops **ON GOING**

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Implementing a process for identifying leadership opportunities for and supporting development of women in the Biathlon family
- Identified specific seminar/conference hosting opportunities

### NEXT STEPS AND DEADLINES

- Develop educational webinars for international opportunities and leadership for biathlon by Q2 2022

### EB DECISION REQUIRED

None at this time.

### PROJECT SUMMARY

4.3 Stakeholders: Increase the involvement of stakeholders in IBU decision-making

Lead: Niklas Carlsson

Working Group: Riikka Rakic

EB: Franz Steinle

Stakeholders: NFs, Athletes, OCs, Sponsors & Partners, Fans

### PROJECT MISSION

Understand stakeholder expectations and include their views in all governance and management processes

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Establish an action plan for increasing transparency with all stakeholders regarding IBU leadership decisions and decision-making processes. **DONE** ✓
- Establish a system that creates additional opportunities for stakeholder input in IBU decision-making processes. **ONGOING**
- Identify and conduct a series of joint projects for IBU leadership to work alongside stakeholder groups to tackle specific issues. **ONGOING**

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Finalized IBU Vision, Mission and Objectives with unanimous approval by the Presidents' Meeting in Sep 2021
- Continue to implement the Good Governance action plan approved by EB (ongoing)

### NEXT STEPS AND DEADLINES

- Review approach to additional committees by Q1 2022
- Repeat the online NF survey in Spring 2022

### EB DECISION REQUIRED

None at this time.

### PROJECT SUMMARY

5.1 Street Biathlon: Develop 'street biathlon' as a unique biathlon discipline

Lead: Felix Bitterling

Working Group: Niklas Carlsson, Christophe Vassallo

EB: Jiri Hamza, Max Cobb

Stakeholders: NFs, Athletes, OCs, Sponsors & Partners, Fans

### PROJECT MISSION

Develop an off-the-snow, accessible, urban variation of biathlon to attract new markets and new demographics

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Conduct a feasibility study for street biathlon and develop a strategy to attract a distinct, youthful audience, and detailing potential venues as well as rules and regulations. **ON GOING**
- Conduct a review into existing procedures regarding shooting and event safety, establishing a forum for new, innovative ideas to be included in 'street biathlon'. **ON GOING**
- Establish and implement international street biathlon events in populous, urban environments. **ON GOING**

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Prepared a summer biathlon concept in the Working Group and presented short-term proposal at EB 158 & Presidents' Meeting '21
- Held meetings with main SB organizers (Blink/Wiesbaden/MFNF); Cooperation with Blink/MFNF in progress, Wiesbaden not held in '22
- Specifics for Gala Mass Start at SB WCH 2022 in Ruhpolding defined at TC59 (Oct.21)

### NEXT STEPS AND DEADLINES

- Define cooperation details with Blink/MFNF for 2022 (and 23-24), incl. sport technical program (qualification, comp. formats etc.)
- Work with NF GER for integration of third event in GER for SB series from 2023 onwards
- Further strengthen SB WCH incl. allocation of the event for 2024 and 2025 (Fall 2022)

### EB DECISION REQUIRED

None at this time.

### PROJECT SUMMARY

5.2 Develop capabilities to place the IBU at the heart of developments in the digital world

Lead: Felix Bitterling

Working Group: Niklas Carlsson, Christian Winkler, Riikka Rakic, Christian Winkler (Siwidata) & external experts as needed

EB: Max Cobb

Stakeholders: NFs, Athletes, Fans, Sponsors & Partners

### PROJECT MISSION

*Understand value of platforms  
Investigate e-sports, gaming and other digital solutions  
Develop a strategy for biathlon to benefit from these platforms*

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Analyze the potential of new technology to enhance the performance of athletes and coaches **ONGOING**
- Establish a clear strategy to build institutional capacities to monitor, understand and act on technological trends that can better promote the sport **ONGOING**

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Evaluation of digital improvements with potentially positive effect on the future presentation of biathlon:
  - ✓ shot coordinates (coop either Megalink or TST (in review)
  - ✓ reliable "shooting time" and "time to shot 1" (Coop project with Swiss Timing)
  - ✓ reliable lane assignment on the shooting range (Coop project with Swiss Timing)

### EB DECISION REQUIRED

None at this time

### NEXT STEPS AND DEADLINES

- Solution providers identified and contacted
- Possible field test at lower-level events, incl. feedback from stakeholders (OCs, Coaches, Timing, TV, etc.) season 2022/23, followed by live TV event test (depending on test results, '22/23):
  - Test with Swiss Timing planned at SB WCH 2022, followed by IBU Cup (finally: WC)
  - WC test with Megalink targets (Holmenkollen Season 2022/23)
  - Test of TST system TBC



### PROJECT SUMMARY

5.3 Sustainability: Establish biathlon as a leader in promoting sustainability in sport

Lead: Riikka Rakić

Working Group: Dagmara Gerasimuk, Niklas Carlsson

EB: Jim Carrabre

Stakeholders: NFs, OCs, Athletes, Sponsors & Partners, Fans

### PROJECT MISSION

Ensure biathlon becomes an increasingly sustainable and environmentally-friendly sport and a thought leader among International Federations

### OVERALL PROJECT HEALTH



### GOALS BY 2022

- Conduct a full review of areas to be improved from a sustainability viewpoint **DONE** ✓
- Establish initiatives targeted to decrease the footprint of IBU events **ONGOING**
- Identify opportunities to promote sustainability within biathlon and international sport **ONGOING**

### ACTIVITIES COMPLETED SINCE JUNE 2021

- Staged inaugural IBU Snow Network workshop and completed an OC baseline survey on sustainable snow management
- Included carbon footprint calculation in EHDs
- Launched OC Sustainability Prize
- Launched Athlete Ambassador program, conducted 3 training sessions
- Reached out to several supplying partners and NFs

### NEXT STEPS AND DEADLINES

- Join Race to Zero campaign during COP26
- Prep IBU sustainability report, Carbon Award submission, End 2021
- Finalize sustainability annex and code of conduct as part of supplier agreements by February 2022
- Explore winter sport industry cooperation options by Q1 2022
- Establish NF sustainability network by Q1 2022
- Measure initial CO2 footprint for all sport by Q2 2022

### EB DECISION REQUIRED

None at this time.