



IBU Gender Equality Award 2025 – Shortlist

Winner: Norway

Jury for the Award:

Carlotta Giussani, Head of Funding, EOC EU Office

Pedro Dias, IOC Gender Equality & Inclusion Manager

Guro Johnsen, CEO SheSkillzGlobal

BRAZIL – Women´s Athlete Development Model for Cross-Country Skiing and Biathlon

Developed a tailored methodology to support the long-term development of female athletes in snow sports, tackling physical, social, and structural barriers.

Launched under the national “Side by Side” programme, promoting systemic change through safe sport, leadership, participation, and education.

Already applied in national development centres and supported by the Brazilian Olympic Committee, involving all-female leadership and mentoring teams.



NORWAY – Coaching forward: Empowering women in Norwegian Biathlon

Annual coaching internship introduced as part of Norway's Gender Equality Strategy (2022–2026), aimed at increasing female representation in elite coaching roles.

The program offers practical experience with national teams, networking opportunities, and builds confidence for future leadership.

Since its launch, four women have participated; one now holds two national-level coaching roles, including head coach of the Para National Team – a first for Norway.

The initiative addresses the lack of female coaches and creates a sustainable pathway for women to enter and grow in high-performance environments.



CANADA – Raising awareness on the topic of menstrual health in biathlon

Biathlon Canada launched a research-based initiative focused on raising awareness around *menstrual health (MH)* in sport, aiming to reduce stigma and improve support for female athletes.

Led by national coach and researcher Helene Jørgensen, the project included workshops, podcasts, publications, and youth education, impacting both athletes and coaches across the country.

Outputs include two podcasts (national and international audience), academic publications, and a workshop for 20 youth athletes, supported by the IBU Research Grant Programme.

Future plans include distributing *Menstrual Kits* to coaches and embedding MH topics in formal coach education to normalize conversations and improve female athlete support.

