

LOOP ONE

BIATHLON OPENING FESTIVAL



SUSTAINABILITY AT THE LOOP ONE FESTIVAL 2025

Post-Event Report

AT A GLANCE

The first LOOP ONE Festival combined environmental, social and economic sustainability actions across the venue, the programme and the visitor experience.



32.6%
MAIN TRAVEL
MODE: PUBLIC
TRANSPORT

5,000
BIATHLON 4 ALL
VISITORS

68,000
BIATHLON
FANS OVER
TWO DAYS

152
VOLUNTEERS
COMPLETED THE
SUSTAINABILITY
COURSE

30
TREES PLANTED,
INSTEAD OF
PRESENTING
WINNER
BOUQUETS

108
BIBS UPCYCLED
INTO BAGS

2,803.41 t
CO₂e
ESTIMATED
CARBON
FOOTPRINT

99.8%
LEAD
COLLECTION
RATE





FROM COMMITMENTS TO OUTCOMES

ENVIRONMENTAL

COMMITMENT	STATUS	NOTE
Renewable electricity and lower-carbon temporary energy	Delivered	Olympiapark uses 100% certified green electricity; 1,205 litres of HVO were used for TV production.
Sustainable spectator mobility	Delivered	Public transport was the main mode of spectator travel; a third of surveyed spectators travelled from within 20 km of the venue.
Circularity and reusable service ware	Delivered / Partly delivered	All food and drink stands used a deposit-based system for dishes and cups, although no wider recycling concept was in place.
Water refill	Delivered	Two basic water stations were provided on site.
Environmental protection	Partly delivered	Lead collection at the shooting range was highly effective; biodiversity / “leave no trace” planning was more limited than intended.
Accommodation	Delivered	Hotel partners were surveyed on sustainability practices, including vegetarian and vegan options.



FROM COMMITMENTS TO OUTCOMES

SOCIAL

COMMITMENT	STATUS	NOTE
Accessibility and inclusive participation	Delivered	Free access to many festival activities and family-friendly participation were core features of the event.
Para Biathlon inclusion	Delivered	Para Biathlon competition was integrated into the programme, with para athletes from seven nations competing.
Sustainability education	Delivered	More than 1,000 attendees completed the sustainability quiz; a sustainable nutrition panel discussion was also held.
Volunteer sustainability training	Delivered	A mandatory volunteer course was developed, with 73% completion (152 people).
Community engagement	Partly delivered	Protect Our Winters (POW) Germany and Kinderheim partnerships were in place, but wider community outreach was more limited than hoped.
Healthy food and beverage	Delivered	Across 38 food stands, 4 were fully vegetarian/vegan, 2 were around 80% vegetarian/vegan, and all others offered at least one vegetarian or vegan dish.



FROM COMMITMENTS TO OUTCOMES

ECONOMIC

COMMITMENT	STATUS	NOTE
Local partnerships and regional value	Partly delivered	Most vendors came from Munich and the surrounding region, although no final quantitative breakdown is available.
Reuse, upcycling and legacy	Delivered / partly delivered	Bibs were upcycled into media gifts. Significant reuse of technical infrastructure but wider reuse bannering and some other elements was not achieved as intended.

ENVIRONMENTAL HIGHLIGHTS

CARBON FOOTPRINT

WHAT WE DID

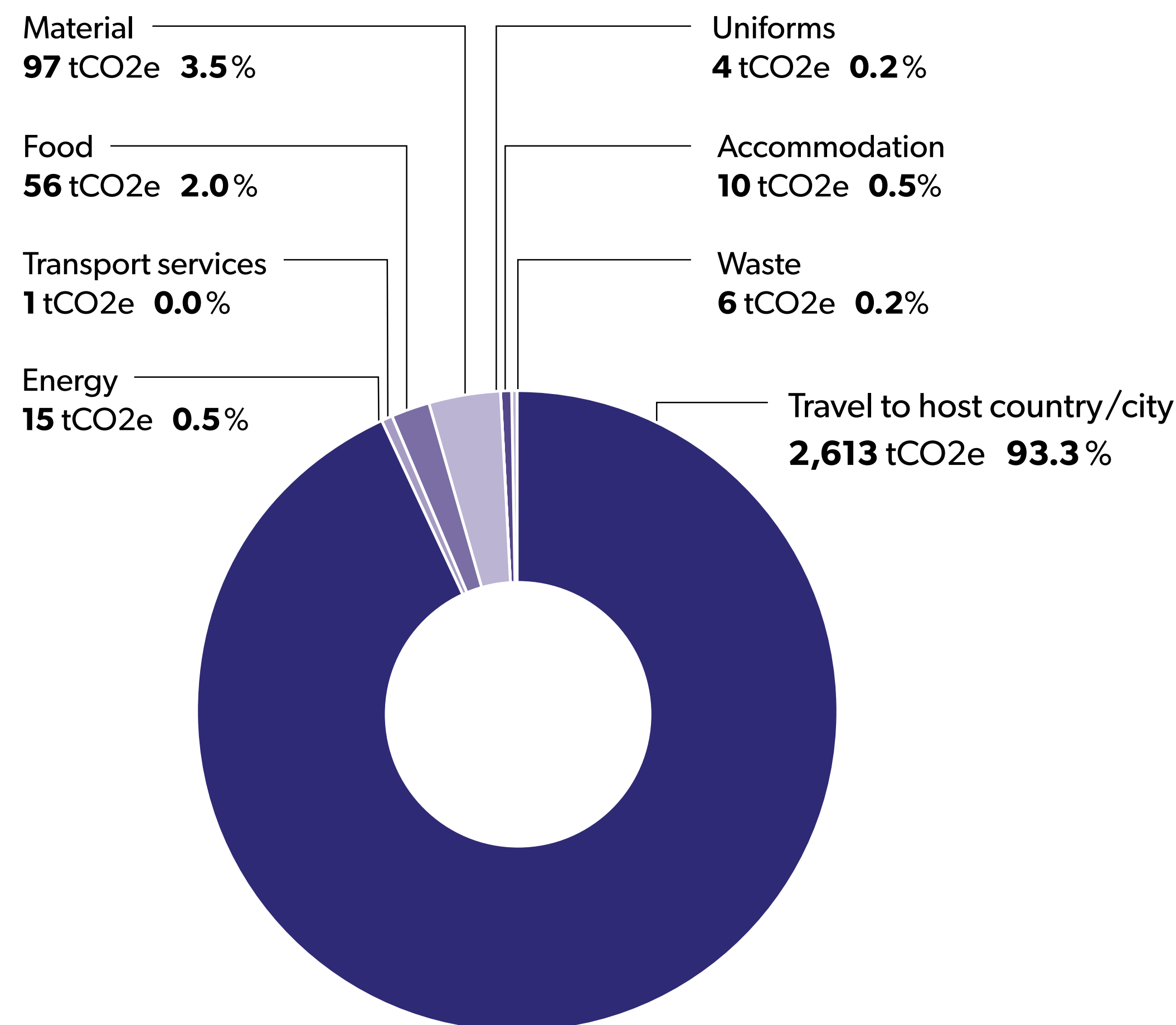
We estimated the event’s carbon footprint across the main event-related sources, including travel, materials, food, energy, accommodation, waste, uniforms and transport services.

WHAT CHANGED

The current estimated total footprint is **2,803.41 tCO₂e**. Travel to the venue is by far the largest source, accounting for **2,613.0 tCO₂e**, or around **93%** of the total. Spectator travel alone represents **2,538.8 tCO₂e**, making it the main emissions source by a wide margin. Excluding spectators, the estimated footprint is **222.2 tCO₂e**.

EVIDENCE 2025 LOOP ONE Festival GHG emissions workbook.

CO₂ EMISSIONS BY CATEGORY (tCO₂e)



ENVIRONMENTAL HIGHLIGHTS

SPECTATOR TRAVEL

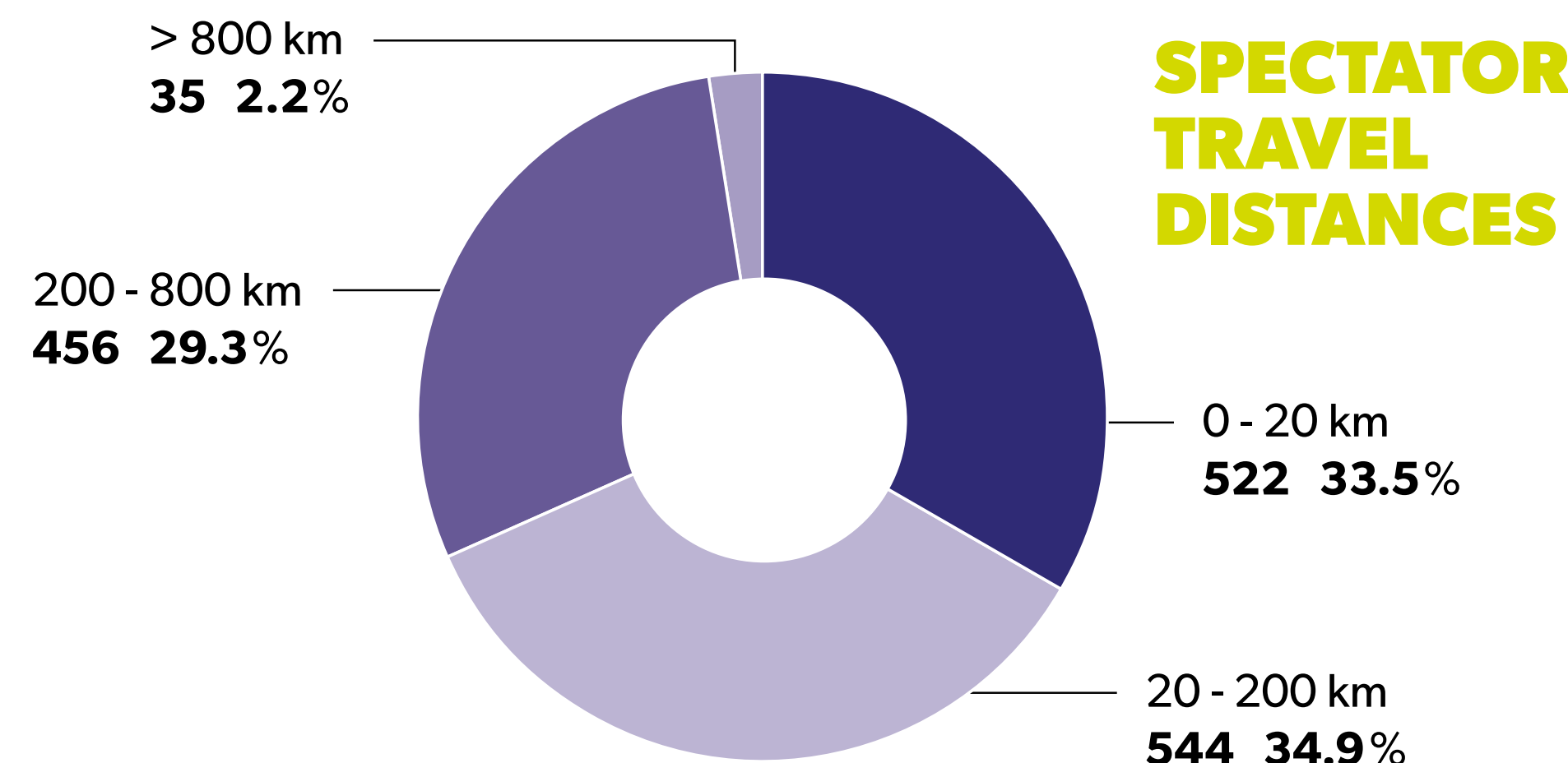
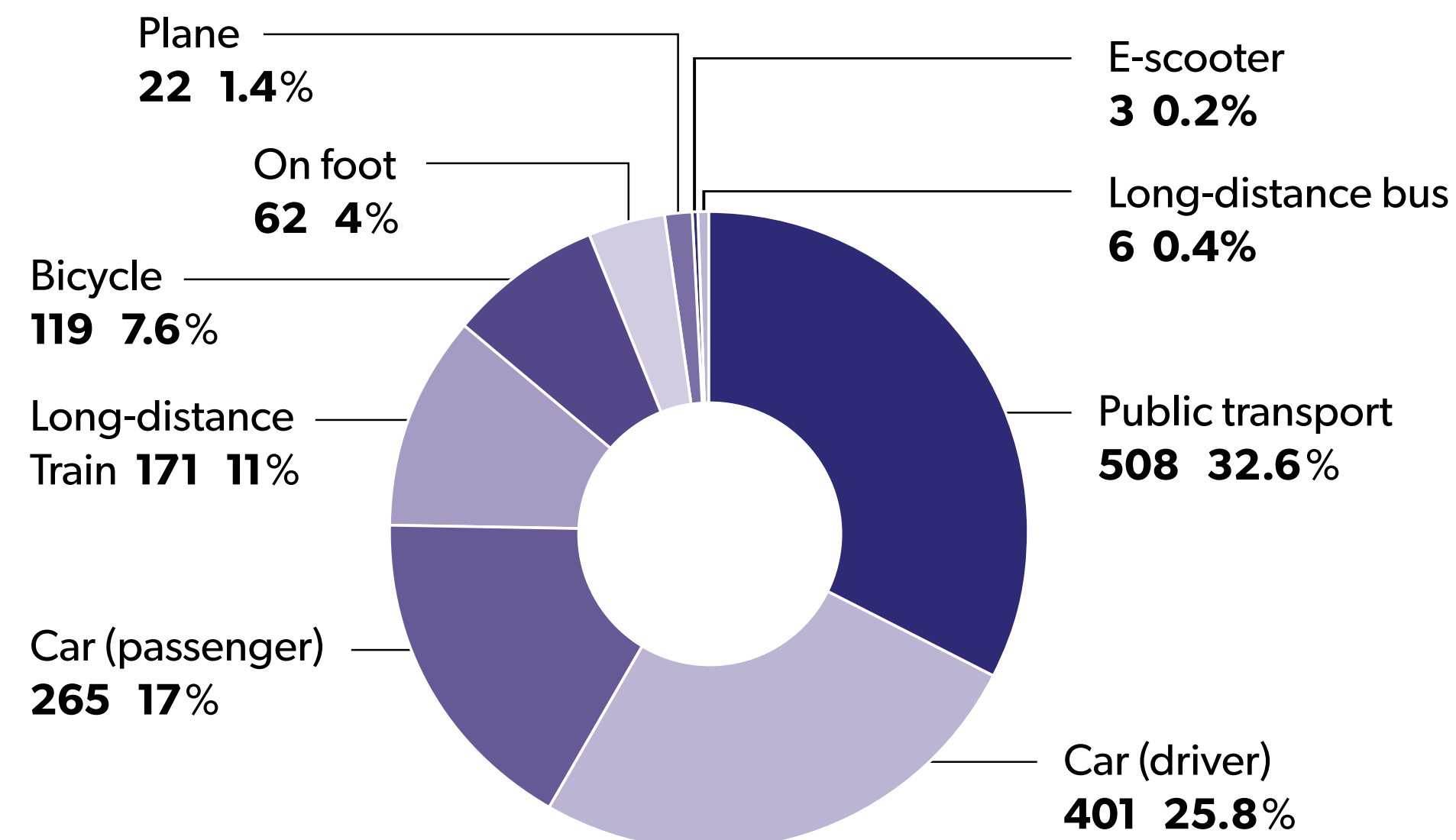
WHAT WE DID

We encouraged lower-impact travel to the venue, including public transport access linked to ticketing and practical support for local access.

WHAT CHANGED

A representative spectator survey suggests mobility was one of the stronger environmental aspects of the event. Public transport was the single largest main mode of travel (**32.6%**), while around one-third of respondents travelled from within **20 km** of the venue. Among this local group, around **34%** arrived on foot, by bicycle or by e-scooter. Air travel was limited to just **1.4%**. Car travel (**42.8%**) nevertheless remained significant, particularly beyond the local catchment.

EVIDENCE Based on a survey completed by 1,557 spectators. Where people reported more than one type of transport, the analysis uses the main mode of travel.



SPECTATOR TRAVEL DISTANCES



ENVIRONMENTAL HIGHLIGHTS

ENERGY USE

WHAT WE DID

The LOOP ONE Festival took place at Munich's Olympiapark, which uses 100% certified green electricity.

WHAT CHANGED

This meant that event operations could make use of renewable grid power throughout the venue. For TV production, a generator was still required on site, but fossil diesel was replaced with 1,205 litres of hydrogenated vegetable oil (HVO), a lower-carbon alternative to conventional diesel.

EVIDENCE Olympiapark electricity information and measured HVO use for TV production.



ENVIRONMENTAL HIGHLIGHTS

CIRCULARITY

WHAT WE DID

We adopted a circular approach for public catering through a deposit-based reusable cups and plates system, implemented in cooperation with Munich Olympiapark.

WHAT CHANGED

Reusable tableware was used across all catering stands. While the production team, partners and suppliers followed a general recycling concept, no separate waste system was available for spectators. This remains an area for improvement for future editions.

EVIDENCE Event delivery information and post-event organiser feedback.



ENVIRONMENTAL HIGHLIGHTS

WATER REFILL

WHAT WE DID

We encouraged visitors to bring their own bottles and refill them on site.

WHAT CHANGED

Two basic water refill stations were provided at the venue for visitors. While no usage data was collected, the stations supported bottle reuse during the event.

EVIDENCE Venue photo evidence and event site map.



ENVIRONMENTAL HIGHLIGHTS

LEAD COLLECTION

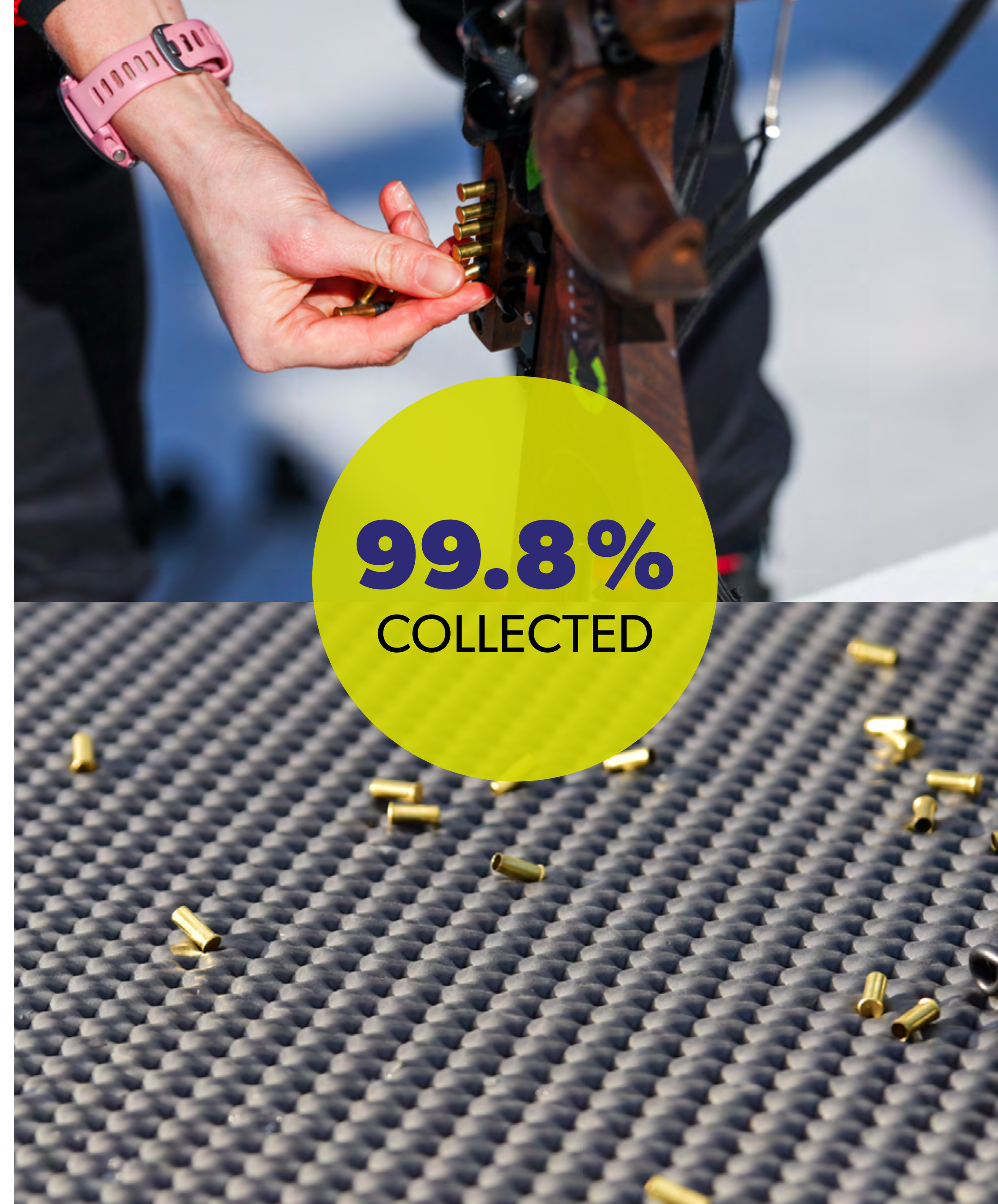
WHAT WE DID

We used a fully electronic shooting range set-up that supported controlled lead recovery after competition.

WHAT CHANGED

A total of **19 kg** of lead was used during the event, with only **32 g** not collected. This means that almost all lead used at the range was recovered after competition.

EVIDENCE Lead was measured before use and after collection.



99.8%
COLLECTED

ENVIRONMENTAL HIGHLIGHTS

TREE-PLANTING INITIATIVE

WHAT WE DID

We joined a collaborative tree-planting initiative in Scharitzkehl, Germany, together with athletes from Snowboard Germany and the German Ski Federation (DSV).

WHAT CHANGED

Instead of presenting traditional flower bouquets, the IBU planted **30 trees** in honour of the winning athletes at the first LOOP ONE Festival.

EVIDENCE Photo evidence and [event article](#) on the tree-planting initiative.



SOCIAL HIGHLIGHTS

BIATHLON 4 ALL

WHAT WE DID

We created the largest Biathlon 4 All area to date at the LOOP ONE Festival, giving visitors the chance to try biathlon first-hand.



WHAT CHANGED

The activation attracted **5,000 visitors**. Across the festival grounds, three shooting ranges with **30 laser rifle lanes** were supported by **50 instructors**, helping large numbers of visitors take part. One site also offered specialised rifles for visually impaired participants.

EVIDENCE Photo evidence and published [event article](#).



SOCIAL HIGHLIGHTS

COMMUNITY PARTNERSHIPS

WHAT WE DID

We worked with community partners to connect the festival with local social and environmental initiatives.

WHAT CHANGED

On Saturday, three children from Caritas Kinderdorf Irschenberg joined the festival as guests. On Sunday, two representatives from POW Germany collected donations through the reusable cup and plate deposit scheme.

EVIDENCE Photo evidence.



SOCIAL HIGHLIGHTS

PARA BIATHLON

WHAT WE DID

We showcased the world's top para biathletes at the LOOP ONE Festival.

WHAT CHANGED

Para athletes representing seven nations competed across the three para biathlon categories: standing, sitting and visually impaired. This helped raise the visibility of para biathlon and gave visitors the chance to experience the sport in a more inclusive and diverse format.

EVIDENCE Photos and event competition information.



SOCIAL HIGHLIGHTS

SUSTAINABILITY QUIZ AND PANEL DISCUSSION

WHAT WE DID

We created a six-question sustainability and fair sport quiz for youngsters and the young-minded, available both on tablets at the venue and on mobile phones. We also hosted a panel discussion on sustainable nutrition.

WHAT CHANGED

More than **1,000 participants** completed the sustainability quiz as part of the LOOP ONE Pass, making it one of the main learning activities at the festival. The panel discussion added a live space for exchange on sustainable nutrition beyond sport participation.

EVIDENCE Photos and quiz participation data. Panel attendance ~15 people.



SOCIAL HIGHLIGHTS

FOOD AND BEVERAGE OFFER

WHAT WE DID

We aimed to offer food and drink that balanced healthier choices and local providers.

WHAT CHANGED

Across 38 food stands, 4 offered fully vegetarian or vegan food and 2 offered menus that were around 80% vegetarian or vegan. All other food stands included at least one vegetarian or vegan option. The Night of Biathlon dinner was served without red meat.

EVIDENCE Post-event catering summary. No sales split between vegetarian/vegan and meat dishes was available.

**A NIGHT
OF BIATHLON**
LOOP ONE Opening Party

BAR MENU

ECONOMIC HIGHLIGHTS

LOCAL PARTNERSHIP AND UPCYCLING

WHAT WE DID

We partnered with a local social enterprise to upcycle old bibs into media gifts for Loop One.

WHAT CHANGED

A total of 108 bibs from the 24/25 season were turned into bags. The upcycling was carried out by Frauenanderskompetent, an organisation that supports women facing barriers to re-entering the workforce.



EVIDENCE Photo evidence and partner information.

LOCAL SOURCING

WHAT WE DID

We aimed to work with local and regional providers wherever possible.

WHAT CHANGED

Most vendors came from Munich and the surrounding region (around 150 km), supporting regional value creation, although no final numerical breakdown is available.

EVIDENCE Post-event organiser summary.



WHAT WE LEARNED AND WHAT WE'LL IMPROVE

Visitor satisfaction with the sustainability measures implemented at the LOOP ONE Festival was notably high, achieving a score of 71 out of 100. All sustainability aspects – particularly transport and mobility options – were rated as better than expected, reflecting visitors' appreciation for the IBU's commitment to designing a sustainable event. **At the same time, the first edition also highlighted several areas where earlier planning, stronger partnerships and better data could help strengthen delivery in future.**

COMMUNITY OUTREACH

Our short-term approach to inviting underprivileged children to the festival resulted in lower participation than hoped. For the next edition, we will begin outreach earlier and work with a wider range of charities and community organisations.

CIRCULARITY AND WASTE SEPARATION

A reusable deposit-based system was in place, but no spectator recycling concept was provided Olympiapark due to time constraints, and there was no possibility to organize separate waste collection independently. For the next edition, we will explore setting up dedicated recycling bins with support from a waste management partner.

BIODIVERSITY PLANNING

We wanted to align more closely with a common biodiversity approach, but the partnership with Olympiapark was not in place early enough to develop related actions together. In addition, biodiversity measures in the park are subject to specific constraints, as the entire Olympiapark is under monument protection and no changes are permitted in the outdoor areas. In future, earlier joint planning with Olympiapark will be essential.

WHAT WE LEARNED AND WHAT WE'LL IMPROVE

LOCAL PROVIDERS AND REUSE OF INFRASTRUCTURE

In the pre-event report, we set out the ambition to work more closely with local providers and to reuse infrastructure already used by other Olympiapark events. These actions were only partly achieved in practice. For the next edition, we will aim to prioritise local providers more systematically and implement stricter sustainability criteria with hotels and suppliers.

TECHNICAL POWER AND TRANSPORT SERVICES

The first edition showed further opportunities to reduce fossil-fuel-based energy use, particularly in temporary technical power for broadcasting and in transport services. While HVO was used instead of fossil diesel for TV production, future editions could explore additional lower-carbon alternatives where feasible.



LOOP ONE

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BIATHLON OPENING FESTIVAL



WHAT'S NEXT

The first LOOP ONE Festival created a strong foundation for future editions. The next step is to build on what worked – especially public engagement, inclusive programming, volunteer education, renewable venue electricity and lower-impact spectator travel – while improving planning, partner coordination and data collection in areas such as waste, biodiversity and local sourcing.



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