

# Sustainability Commission

## Meeting Agenda

Thursday, 28.05.2026, 08:30-17:00 CET

Munich

| Attending in Person   |   | Unable to attend   |
|---|---|--|
| Sari Jormanainen<br>Katrina Galas<br>Jan Skříčka<br>Martin Ohlsson<br>Denise Robrade<br>Marlen Marconi<br>Gunhild Kvistad | <u>Ex officio:</u><br>Tim Farcnik<br>Olle Dahlin<br>Riikka Rakic<br>Theresa Heinsinger<br>Barbara Rettenbacher<br><u>Sustainability Ambassadors:</u><br>Jacques Jefferies | Fabien Saguez<br>Klaus Rambach (represented by Denise Robrade) |

| Agenda Items  |
|---|
| <p><b>Welcome and approval of agenda</b></p> <ul style="list-style-type: none"> <li>• Approved</li> </ul>   |
| <p><b>Roadmap 2030</b></p> <p>Update &amp; Next steps</p> <ul style="list-style-type: none"> <li>• New Roadmap is not yet published as details are still being finessed.</li> <li>• (Espresso) Meetings with key stakeholders will be held in the upcoming weeks <ul style="list-style-type: none"> <li>○ IBU Staff, EB, OCs, NFs</li> </ul> </li> <li>• Communication about sustainability can also be called Future Proof, Ready, Resilient to direct more attention on the topic</li> <li>• Changed from 57 targets to Top 10 Priorities</li> <li>• National Federations have similar intentions, use slightly different wording <ul style="list-style-type: none"> <li>○ E.g. GER does not include Sustainability Communication, but it is included in Organizational Topics</li> </ul> </li> <li>• How will the roadmap be integrated into the Focus Areas <ul style="list-style-type: none"> <li>○ Roadmap has multiple Annexes (links)</li> <li>○ Mapping of previous projects IBU to prioritize (and where not fitting, end)</li> <li>○ Focus Areas will not change</li> <li>○ Roadmap includes mapping the targets to SDGs</li> </ul> </li> </ul> <p>How to keep our leading position in Sustainability? What are we doing better than other sports and where is room for improvement? Where does pressure from sport and society evolve?</p> <ul style="list-style-type: none"> <li>• Peer Review about IBU's Sustainability Work shows that IBU together with some other IFs are in the Leading Pack, but IBU scored the best points in the independent analysis</li> <li>• How did the IBU become the Leader in the first place? Where does this perception come from? <ul style="list-style-type: none"> <li>○ Systematic Approach</li> <li>○ Early Adoption</li> <li>○ Transparency</li> <li>○ Support from Top Level and EB</li> </ul> </li> </ul> |

## Sustainability Communication & (Fan) Travel

IBU Sust. Comms Concept 2026-2030

IBU Sustainability slogan/ Institutional Campaign

- Planned launch in Otepää 2027 with the goal of creating a multi season campaign (4 seasons) and highlight what the IBU stands for off the field of play using the field of play as the platform to tell the story
- Brainstorming about Taglines:
  - Future Ready
  - Family
  - Responsible
  - Committed
  - Pioneering Sustainability
  - Balance
  - Protect/Preserve
  - Opportunity
  - We Care
  - Trust
  - Transparency

WMO Report on Climate Risk in Sport

- **ACTION ITEM:** Share Contact of Daniel Kull with Commission (included in slide deck)
- Idea: compare cost of doing nothing and cost of doing sustainable actions to prepare Sustainability Lab with Deloitte to engage new EB (scheduled in July 2026)

**ACTION ITEM:** Check viability of this approach

Sustainable Aviation Fuel

- Does not impact fan travel directly, but rather indirect contribution
- Scope 3 Emissions: 93% of Total Emissions
  - Travel is 85% of Scope 3 Emissions
  - Air Travel is 41%, Non-Air Travel is 59% of Travel Emissions

**ACTION ITEM:** Develop Guidelines on how to support Athletes and Teams to travel sustainably

Trial at LOF with Travel Assistant ([You.Smart.Thing](#))

- Travel Assistant to be piloted at Loop One Festival 2026
- Offers personalized travel options for spectators
- Potential integration in other IBU events

## Discussion with Development Commission / How to get NFs prioritize Sustainability?

Development categories (other criteria, not only sports related – Governance, Sustainability etc.)

- Advanced Structure (Cat A) currently only requires sport related/performance classification criteria (Top 5 World Cup performance)
- Development support system project funding is linked to NF's development category
- Developed Structure (Cat B) requires WC participation, a licensed venue, certain WC NC points
- NF Support includes Development, Participation and Performance
  - Development: Development Support Money, requirements, criteria to guide how the money received is spent
  - Participation: Travel Contribution

- Performance: High-performance results
- National Federation decides which projects to apply for grants – NFs can apply for multiple support grants (e.g. Sustainability and Gender Equality)
- **ACTION ITEM:** Focus on Project Support rather than changing the development criteria currently, focusing on same things as the Roadmap to 2030

Sustainable Business Development projects – adjustments needed?

- Often does not relate to sport performance of the NF, hence why very little applications are received in Sustainability
- Development Commission has defined development goals for NFs e.g. increase NFs in in IBU Events
  - Approval Process is bringing it to the EB in July 2026

Review Constitution criteria on how to become a member federation – implementing Sustainability and Development criteria?

- Not relevant at this point (Congress 2026)
- Allow NFs more time to complete Development project applications (too many deadlines at the same time); possible change of application period to autumn or at least start of January
- Consider changing Sustainability project support to 100% financial support instead of 50/50 rule => Would not be consistent!
- End of September DL for what should be included in the projects from the sustainability side

How can the Sustainability project become more approachable:

- Sustainability project is not easy enough to apply in the short amount of time; other projects are easier to complete => Share case studies of projects supported
- Apply for all 3 for the max amount, but since you can choose 2, Gender Equality and Athlete Involvement is easier to choose
- Information about support if they don't have a strategy yet, before they apply
  - Phase 1 Application: Help with creating a strategy
- **ACTION ITEM:** Review how to make Sustainability Development Support Projects more approachable

### Stakeholder education

How to use learnings from LOF for OCs and NFs?

- Providing template excel sheet, Environmental, Social, People  
**Action Item:** share sustainability planning spreadsheet OCs/NFs
- Timeline plan for OCs what and when to push certain Sustainability actions  
**Action Item:** Organize an online meeting with Sustainability Managers from WC and WCH for knowledge exchange

Roundtable Webinars

- Next Webinar 8<sup>th</sup> June
- Webinars are harder to create communication between participants
- NF GER: German Website on Sustainable Sporting Events: <https://www.nachhaltige-sportveranstaltungen.de/>
- Format could evolve to a more interactive program, with breakout sessions
- Idea: Offer Sustainability Mentoring/Consulting for WCs that are not as experienced

Education sessions for NFs on specific topics (SAF, Lead etc.)

- Themes/Topics are Top 10 Targets

- IBU is not big enough to create its own webinar series => Perhaps use newsletter
- Stage another Webinar when the new Roadmap is launched

New this season: From Sustainability Charter to Event Hosting Declaration – How to report?

- Use information to also bring together WC Organizers and sustainability contacts
- More than one person should have access in
- Conclusion: Keep reporting in Position Green

Mandatory “climate course” for athletes

- Max. 20 minutes course for Athletes
- Similar to Anti-Doping Course (ADEL), required every 2 years
- One course to start, refresh every other year
- To engage athletes to speak up about sustainability
- Use existing Sustainability Education and modify for their needs, including Videos instead of Text, and short questions at the end (see FIS [here](#))
- Challenge: How to make it mandatory?
  - Anti-Doping is linked to athlete profile in Membercenter
  - **ACTION ITEM:** Check what is covered in current WADA Anti-Doping Course (To be considered Active as an athlete you must upload an Anti-Doping course certificate to IBU Membercenter)

#### Next steps

Next meeting:

- Last online meeting 1<sup>st</sup> September 14:00 CET

Next steps for commission?

- Call for Application will be published (4 Year Term 2026-2030)
- National Federations can apply (Up to NFs to submit other people than current commission members)
- Next Board from October onwards will appoint

| Action Item  | Responsible | Status |
|--|-------------|--------|
| Share Contact of Daniel Kull with Commission   | Riikka      | Done   |
| Check option of comparing cost of sustainable initiatives with cost of doing nothing (Deloitte Purpose Lab, inspire.inc)   | IBU         |        |
| Check Content of WADA Anti-Doping Course for Athletes and check how a similar sustainability course could be made mandatory – consider alternative formats   | IBU         |        |
| Check how to make sustainability development projects in 2026/2027 season more appealing and useful <ul style="list-style-type: none"> <li>• Focus Dev Support funding on 10 Targets</li> <li>• By September Commission Meeting, Deadline 30 September 2026</li> </ul> Also consider sharing more case studies / examples of projects that have been supported in the past | IBU         |        |
| Develop guidelines for Athletes/ Teams to travel sustainably   | IBU Team    |        |
| Share the internal sustainability plan from LoopOne with OCs along with general template that is required for incremental OC support / EHD requirements completion   | IBU Team    |        |
| Organise small group WC/WCH Sust contact meeting for practical guidance on how to implement Roadmap and  | IBU Team    |        |

|                  |  |  |
|------------------|--|--|
| lessons from LOF |  |  |
|------------------|--|--|