

## IBU Gender Equality Award

### What is this?

An annual award for the National Federations that implement concrete gender equality actions.

### Why the Award?

To reward and promote impactful gender equality actions implemented successfully to contribute to the overall aims of the [IBU Gender Equality Strategy 2021-2026](#) and encourage more National Federations to adopt gender equality-related initiatives.

**Governance:** ensuring that women are recruited to senior management governance and leadership positions and are assigned roles of influence with decision-making responsibilities while entrenching gender equality in national and international biathlon organisations through statutes, policies, and the electoral process.

**Sport:** increasing the recruitment and development of women coaches, referees, and officials at the highest level of the sport while keeping the existing equal balance in international competition participation, formats and sport technical rules, and equal pay. Safeguarding athletes from harassment and abuse in sport.

**Portrayal:** avoiding prejudice and stereotypes in the portrayal of women and men in all biathlon areas by raising awareness of what constitutes bias, both conscious and unconscious and ensuring an equal media presence.

### Who should participate?

Applications are open to Full National Federations members. NFs enter best practice case studies showcasing the great work that the organisation is doing in one of the main focus areas: governance, sport or portrayal. The exception to this is that any NF that wins the GE Award will be exempt from submitting the application for the following year.

### What do winners receive?

The winner 2025 will be awarded at the Loop One Festival in Munich in October 2025. NF will receive an iconic trophy, praise and glory, as well as a €10'000 prize to support their future gender equality initiatives.

### Award Rules

This award is focused on highlighting actions that have made a significant difference to women in their National Federation. Applications that include full details of project outcomes with measurable KPIs will be assessed favourably.

Each Full National Federation Member is eligible to apply with one action.

To be eligible, the action must contribute to the overall aims of the IBU's Gender Equality Strategy 2026.

- The application period will run from 1 April until 30 June 2025.
- The awards will be presented at the annual Congress, respectively Presidents' Meeting.
- An NF only submit a winning action once. A winning organisation can't submit another action in the following year.
- The application will be submitted digitally, including:
  - Action description
  - Concrete data to demonstrate project impact.  
Examples could include the number of females involved in the project, which has created opportunities for women to become leaders in biathlon as Board members and committee members, as well as developing as coaches and officials; the extent to which the initiative has influenced the formal policies and practices or culture that may strengthen or help overcome barriers to the engagement of women and girls.
  - Although having a documented gender equality strategy is not a prerequisite for an application, all NFs are encouraged to develop and share their gender equality strategies as part of the application process;
  - Description of how the action aligns with the IBU Gender Equality Strategy 2026 and which overall aims it contributes to.
  - Suggested use for the prize money should the organisation win the Award.

#### **Award Jury**

- The Award winners will be decided by a jury consisting of the IBU DEI working group and two IBU Athlete Ambassadors.

#### **Award Criteria**

The submitted Actions will be evaluated based on four criteria, each carrying equal weight:

1. Effective management of solution
2. Gender equality impact
3. Replicability (i.e., ease of implementation by another organisation)
4. Proposed next steps and proposed use of award prize money

## Criteria Descriptions

### **Criterion #1 Effective management of the solution**

How was the implementation managed?

Does the action represent an ad hoc, reactive approach to a challenge/opportunity, or did the organisation take a more proactive, strategic approach to execute the action?

### **Criterion #2 Gender Equality impact**

Does the organisation provide data to evidence the actual impact?

Examples could include the number of people educated, the number of women and girls engaged, or figures highlighting the adoption of new behaviours – females elected as board members, members of committees, number of coaches, and officials.

### **Criterion #3 Replicability**

How easy would it be for another organisation to implement this action?

An action that was implemented as a solution to a challenge that is specific only to that organisation would receive a low score, whereas one that can be replicated at any organisation would receive a high score.

### **Criterion #4 Proposed next steps and use of award prize money**

Does the organisation suggest how it will use the prize money should the action win the Award?

Are the proposed next steps SMART – i.e. specific, measurable, achievable, relevant, and time-bound? Are they clearly connected to the action, i.e. do they suggest an obvious continuation towards achieving the original objective or an extension of that?

Would the next steps provide good practice that other organisations could benefit from?