

9..1. REPORT DEVELOPMENT

1. IBU Academy

a. COACH EDUCATION

Past Courses

- **First Level Course 24/25, Week 2, 9-15 October 2024 in Pokljuka:** 19 Coaches (7 female, 13 male) from 19 National Federations accomplished the second course week with Jonas Johansson, Ilario Maddalin, and Nusa Pogacar as IBU Educators.
- **Pilot Third Level Course 24/25, Week 1, 5-7 November 2024 in Oslo:** 10 Coaches from 9 National Federations started this high-level course at the Norwegian School of Sport Science (NIH) with Siegfried Mazet, Jonne Kähkönen, Wolfgang Pichler as IBU Educators.

Upcoming: In November 2025, we will announce and Call for Applications for the Coach Education Courses for the season 2025/26 (Basic Course, Regional Basic Courses, First and Second Level Courses).

Please find more information on the IBU Coach Education here: [LINK](#).

b. E-LEARNING PLATFORM: LEARNING SUITE

- Updates: AI implementation for video transcription.
- Currently, more than **3,000 users** have access to the public content of the IBU LearningSuite (free educational content, webinar recordings, current research findings, etc.). The goal is to increase the number of active users and encourage them to use the platform regularly.
- A para biathlon safety course was completed in November 2024.

c. WEBINARS/SEMINAR 2025

Webinar/Seminar Plans for 2025 (Topics TBC):

- **IBU Coach Webinar:** June 2025
- **IBU Coach Webinar:** July 2025
- **IBU Athlete Webinar:** September 2025
- **IBU Technician Seminar:** September 2025
- **IBU Coach Webinar:** October 2025

d. RESEARCH GRANT PROGRAMME

- Joint Agreements with the 3 selected projects from the cycle 2024/25 were signed and the projects are running. Selected projects are:
 - Physiologic and Biomechanical Effects of Manipulating Rifle Carriage Position (high vs low) and Harness Tightness – **Montana State University**

- Monitoring and managing menstrual cycle symptoms in high-performing female biathletes: a biopsychosocial approach – **Mid Sweden University**
- Symptoms of REDs in young elite biathletes, a cross-sectional study of three age cohorts – **Ostfold University College**
- For the 6 selected Universities of the cycle 2023/24, we have conducted the final meeting with the presentation of the project's results and conclusions. The final research reports have been received. The findings of this report will be shared with the NFs via all IBU channels within the next weeks.

All details about the Research Grant Programme can be found here: [LINK](#)

e. NEXT STEPS for the IBU ACADEMY by February 2025

1. Launch of the IBU Academy Website in November 2024
2. Launch of the IBU Academy Newsletter in December 2024
3. Launch the 3rd edition of the Journal of Biathlon Coaching in January 2025
4. Plan all coach educational courses for the year 2025
5. Evaluating the past IBU Academy Programmes (Coach Education, Webinars, Research Grant Programme, Dual Career).
6. Set the course framework for the education of executives and managers.

2. Development Programmes

a. NF's Development Projects Support 2024/2025

Customised project of NF Norway is Liatoppen Festival. Application for this project is open and deadline for applications is 30.11.2024. Only 7 National Federations will be approved for the project.

b. REGIONAL EVENTS

REGIONAL SUMMER and CITY EVENTS 2024

14 Regional Summer Events were carried out according plans. Totally 26 NF's took part in these events (22 NFs in summer 2023). Participation increased with 18% compared to summer 2023 (girls/boys, youth and juniors).

NF	Event	Venue	Date	Budget Approved	Final support	Travel contribution	Total IBU Support	Participants (G, B, Y, J)	NF's participating
1 NF-United States (USA)	U.S. Biathlon Summer Nationals & North American Champ.	Ethan Allen	02-04.8.2024	7500	7500	4300	11800	78	2
2 NF-Belgium (BEL)	Belgian open Championships	Elsenborn	16-18.8.2024	7350	7350	7800	15150	66	4
3 NF-Canada (CAN)	North American Summer Cup	Whistler	23-25.8.2024	3000	3000	3300	6300	60	4
4 NF-Croatia (CRO)	IBU REGIONAL EVENT SUMMER BALKAN CUP 1	Delnice	28.8-1.9.2024	7500	7500	6800	14300	64	6
5 NF-Czech (CZE)	Central European Cup	Letohrad	30.8-1.9.2024	7500	6000	9500	15500	216	4
6 NF-Bulgaria (BUL)	Summer Biathlon Regional Balkan Cup 2	Bansko	4-7.9.2024	7250	6780	8700	15480	58	7
7 NF-Slovakia (SVK)	Central European Cup	Osrblie	6-8.9.2024	7000	7000	6900	13900	86	3
8 NF-Estonia (EST)	Summer Biathlon Baltic Biathlon Cup	Otepää	6-8.9.2024	7500	5950	10500	16450	204	4
9 NF-Canada (CAN)	North American Summer Cup	Valcartier	6-8.9.2024	3000	1500	1000	2500	16	2
10 NF-Serbia (SRB)	Summer Biathlon Regional Balkan Cup 3	Sjenica	12-14.9.2024	6500	5100	8500	13600	45	6
11 NF-France (FRA)	IBU Regional Event Biathlon Summer Tour FFS	Les Tuffes	20-22.9.2024	4900	4390	8300	12690	321	4
12 NF-Poland (POL)	Summer Polish Championship rollersk	Czarny Bór	26-28.9.2024	6500	5473	7300	12773	96	3
13 NF-United States (USA)	U.S. Biathlon Fall Festival & International Team Trials	Soldier Hollow	4-6.10.2024	7500	7500	6500	14000	70	3
14 NF-France (FRA)	IBU Regional Event Biathlon Summer Tour FFS	Arcon	18-20.10.2024	4900	4900	9700	14600	363	5
Total				87900	79943	99100	179043	1743	26 different NFs

Three City Events were organised according to plans and aligned with budget.

NF	Event	Place	Date	Kids/youth competition part of program	Showcasing biathlon	Open qualification spots	Total IBU Support
1 NF-Norway (NOR)	Blinkfestival	Sandnes	31.7-3.8.2024	YES	YES	YES	20000
3 NF-France (FRA)	Martin Fourcade Nordic Festival	Anancy	30.8-1.9.2024	YES	YES	NO	15000
2 NF-Germany (GER)	City Biathlon	Dresden	15.9.2024	YES	YES	NO	15000
Total							50000

REGIONAL WINTER EVENTS 2024/2025

The decision was made to support 24 Winter Regional Events with a budget of 279.800,00 €. The meeting with all OC/NFs took place on 14 October 2024.

In 2024/25, we will start with Membercenter integration of REs by:

- Mandatory Athlete registration in Membercenter (**NFs**) (*Athletes participating in Regional Events should be registered with the type of registration "New Athlete (Basic)"*)
- Event and competition schedule in Membercenter (**IBU**) <http://www.biathlonresults.com/>
- Transmission of final results to Membercenter (**OCs/timekeeping**)

The Visitation Plan to Regional Events:

1. BalticCup, Imatra/FIN 13-15.12.2024
2. Central EuropeanCup, NoveMesto Na Morave/CZE 27-29.12.2024
3. Alpen Cup, Hochfilzen/AUT 08-11.01.2025
4. Balkan Cup, Bansko/BUL 08-11.01.2025
5. National Tour FFS, Col De Porte/FRA 31.01-02.02.2025
6. Alpen Cup, Valdidentro/ITA 14-16.02.2024

7. Central European Cup, DusznikiZdrój/POL 28.02-02.03.2025

8. Canadian Biathlon Championships, Valcartier/CAN 08-13.03.2025

The visits are coordinated with the S&E department. The purpose of the visits is to support organizers and better understand the region's specifications for future development.

NF	Event Name	Event venue	From	To	Budget Approved
Finland (FIN)	IBU Regional Event - Baltic Biathlon Cup	Imatra	13.12.2024	15.12.2024	10500,00
Slovenia (SLO)	IBU Regional Event - FESA Biathlon Alpen Cup	Pokljuka	20.12.2024	22.12.2024	17500,00
Czech (CZE)	IBU Regional Event - Central European Regional Cup	Nové Město na Moravě	28.12.2024	30.12.2024	13500,00
Canada (CAN)	IBU Regional Event - Prince George	Prince George	03.01.2025	07.01.2025	6000,00
Austria (AUT)	IBU Regional Event - FESA Alpen Cup Biathlon	Hochfilzen	08.01.2025	11.01.2025	17000,00
Bulgaria (BUL)	IBU Regional Event - Balkan Cup 2024/25	Bansko	08.01.2025	11.01.2025	12000,00
Estonia (EST)	IBU Regional Event - Baltic Biathlon Cup	Haanja	17.01.2025	19.01.2025	14000,00
Sweden (SWE)	IBU Regional Event - Swe Cup Lima	Lima	17.01.2025	19.01.2025	5650,00
Canada (CAN)	IBU Regional Event - Western Canadian Championships	Whistler	23.01.2025	26.01.2025	5000,00
Slovakia (SVK)	IBU Regional Event - Central European Regional Cup	Osrblie	24.01.2025	26.01.2025	14300,00
France (FRA)	IBU Regional Event - Biathlon National Tour	Le Col De Porte	31.01.2025	02.02.2025	6175,00
Lithuania (LTU)	IBU Regional Event - Biathlon Baltic Cup	Ignalina	31.01.2025	02.02.2025	13500,00
United States (USA)	IBU Regional Event - North American Continental Cup	Fort Kent	31.01.2025	02.02.2025	10000,00
Italy (ITA)	IBU Regional Event - FESA Alpen Cup Biathlon	Valdidentro	14.02.2025	16.02.2025	16500,00
Bosnia and Herzegovina (BIH)	IBU Regional Event - Balkan Cup 2024/25	Pale	19.02.2025	22.02.2025	14000,00
Norway (NOR)	IBU Regional event - Markane	Markane	21.02.2025	23.02.2025	6500,00
Canada (CAN)	IBU Regional Event - Eastern Canadian Championships	Prince Edward Island	21.02.2025	23.02.2025	4000,00
Poland (POL)	IBU Regional Event - Central European Regional Cup	Duszniki Zdrój	28.02.2025	02.03.2025	16000,00
Germany (GER)	IBU Regional Event - FESA Alpen Cup Biathlon	Arber	06.03.2025	09.03.2025	16000,00
Latvia (LAT)	IBU Regional Event - Biathlon Baltic Cup	Madona	07.03.2025	09.03.2025	16000,00
Canada (CAN)	IBU Regional Event - Canadian Biathlon Championships	Valcartier	08.03.2025	13.03.2025	16000,00
France (FRA)	IBU Regional Event - Biathlon National Tour	Peisey Nancroix	14.03.2025	16.03.2025	6175,00
Romania (ROU)	IBU Regional Event - Balkan Cup 2024/25	Cheile Gradistei	20.03.2025	23.03.2025	8500,00
United States (USA)	IBU Regional Event - U.S. Biathlon Senior Nationals and Spring Festival	Bozeman	26.03.2025	29.03.2025	15000,00
Total					279800,00

c. IBU IOC Camps and International Youth Camp (IYC) 2024

With Olympic Solidarity Funds Support

IBU-IOC Summer Development Camp 2024

From August 12th to 19th, Otepää welcomed 47 talented athletes from 13 NFs (BRA, NMKD, HUN, CRO, BiH, GRE, MDA, GEO, KGZ, SRB, GBR, ESP, DEN) for training and preparation for the upcoming last Summer World Championships! Under the guidance of IBU Head Coach Matthias Ahrens, along with supporting coaches Martina Seidl, Kristiina Kresmer, and Lukas Jakeliūnas, our athletes had the perfect setting with great weather to hone their skills and get ready for the season ahead.

We were honored to have athlete role model **Regina Ermits** deliver an inspiring presentation that motivated everyone to push their limits! The camp also included educational sessions: Lucie Rothauer (BIU) led an essential discussion on anti-doping, Kristjan Oja, IBU IOC Cup Race Director, emphasized biathlon safety, and Matthias Ahrens provided an insightful lecture on coaching soft skills exclusively for our coaches. More [here](#)

International Youth Camp in NMNM, 21-26 October in collaboration with OC NMNM

The IBU Youth Development Camp concluded another successful edition in Nové Město na Moravě, with 76 young athletes from 21 National Federations (AUS, GBR, BRA, GRL, DEN, SRB, SVK, KAZ, CZE, ESP, EST, KGZ, LAT, BUL, LTU, ROU, MKD, BIH, HUN, POL, GRE), benefiting from a week of intense training, expert coaching, and fun. Held under perfect autumn conditions, the camp provided a dynamic program designed to enhance biathlon skills and overall athletic development.

Supported by funding from the IOC's Olympic Solidarity Program, the camp's training schedule was led by top-level Czech coaches, including Ondřej Rybář, Sport Director of the Czech Biathlon Union, and Ondřej Moravec, multiple Olympic and World Championships medalist and current National Coach.

In addition to technical training, the camp also emphasized the importance of teamwork, sportsmanship, and personal growth. Educational activities and seminars were incorporated into the schedule, covering topics such as mental focus and healthy living. More [Here](#)

Next Camp:

1. IBU IOC Camp in Martell, 23 November – 01 December

d. Biathlon for All (B4A)

IBU received 33 applications for the second application round for Biathlon for All – project. The decision was to support 15 National Federations in season 2024/2025. For this round was selected two providers of laser/optical rifles, EcoAims and KiwiPrecision. The rifle sets will be delivered to NFs by the end of year 2024.

In addition to equipment we support the funds for promotional materials produced by NFs based on project visual identity.

National Federation	Dev. cat.	Supplier	Approved IBU Support for promotional activities	Approved IBU Support for rifle sets
NF-Hungary (HUN)	C	EcoAims	7500,00	10
NF-Poland (POL)	B	KiwiPrecision	7500,00	5
NF-Switzerland (SUI)	B	EcoAims	5000,00	10
NF-Finland (FIN)	B	KiwiPrecision	7500,00	10
NF-Canada (CAN)	B	EcoAims	7500,00	5
NF-Slovenia (SLO)	B	KiwiPrecision	7500,00	10
NF-Belgium (BEL)	B	EcoAims	5000,00	10
NF-Lithuania (LTU)	B	EcoAims	7500,00	5
NF-Latvia (LAT)	B	EcoAims	7500,00	3
NF-Romania (ROU)	B	EcoAims	7500,00	10
NF-Great Britain (GBR)	C	Targets from EcoAims	6000,00	0
NF-Austria (AUT)	B	KiwiPrecision	7500,00	10
NF-United States (USA)	B	KiwiPrecision	3000,00	10
NF-Australia (AUS)	C	KiwiPrecision	0,00	10
NF-Kazakhstan (KAZ)	B	KiwiPrecision	7500,00	10
Total			94000,00	118



14 more National Federations will be considered for support in season 2025/2026, depending on the B4A budget EB decision (BIH, BRA, BUL, CRO, CZE, DEN, GRE, ITA, JPN, KOR, LBN, MKD, SWE, TPE). Four applications didn't fulfil the project criteria (CHI, EST, GEO, POR).

Next steps for Biathlon 4 All:

1. Launch B4A Homepage (end of November 2024)
2. Finalise the concept of International Biathlon Day 2025

9.2 Development Department Plans 2025

DD presents the department's action plan for the 2025 proposal to start the preparation process during the winter season, open the application calls, and communicate with NFs so they can also plan development activities accordingly.

1. Development Commission meeting online – 28/29 January (TBC) (development support principles for 2025/2026)
2. Development Info Day online – 26 March 2025
3. Academy First level Course, week 3, 31.03.-07.04.2025, Ramsau/AUT
4. Academy Second Level Course, week 2, 11-16.04.2025, Lillehammer/NOR
5. **Basic Course**, 24-30.04.2025, Rif/AUT
6. **Academy First Level Course**, week 1, 4-10.05.2025, Hochfilzen/AUT
7. Academy Third Level Course, week 2, 18-21.05.2025, Oestersund/SWE
8. **International Biathlon Day**, 24.05.2025
9. Development Commission Meeting, 27-28.05.2025, Salzburg/HQ
10. Academy Second Level Course, week 3, 01-07.07.2025, Ruhpolding/GER
11. **Academy Mentorship Programme**, 14-16.06.2025, Salzburg/HQ (TBC)
12. **IBU IOC Camp**, 29.06.-05.07.2025, Lillehammer/NOR (TBC)
13. Academy Third Level Course, week 3, 08-11.07.2025, place TBD
14. **Academy Regional Basic Course**, 20-25.07.2025, place TBD
15. **Academy Regional Basic Course**, 24-29.08.2025, place TBD, optional
16. **Academy Regional Basic Course**, 01-06.09.2025, place TBD
17. **Academy Second Level Course**, week 1, 15-19.09.2025, Oberhof/GER
18. **Academy Course for Executives/Sport Managers**, 23-26.09.2025, place TBD
19. Academy First Level Course, week 2, 09-15.10.2025, TBD
20. **International Youth Camp**, date and place TBD (optional)
21. **GE/DEI Forum in partnership with other winter IFs (IIHF, WC)**, 04-05.11/12-13.11.2025
TBC, place TBD
22. **IBU IOC Camp**, 01-07.12.2025, place TBD
23. Material Distribution, 09-12.12.2025, Hochfilzen/AUT



DIGITAL REACH BONUS 24/25

EB MEETING

DIGITAL REACH BONUS ATTRIBUTION

DIGITAL REACH BONUS: € 1.1M

BROADCASTING BASED

50% for NFs with **TV** rights holders for IBU events based on broadcasting hours viewed per country.

DIGITAL/SOCIAL BASED

50% divided among the NFs connected to their **digital/social media** KPIS.

Same Amount and Split as 2023/2024

OVERALL GUIDING PRINCIPLES

- Only NFs that submit a complete data record (5 months) are eligible for the bonus (OC data may be submitted on separate sheets and will be added to NF data)
- A basic contribution of € 5.000 for all NFs with live transmission.
- Basic contribution of €1.000 for digital reach for every reporting NF with a website and at least one social media channel.
- Maximum share of 30% of total for one NF
- Multi-sports channels (i.e. non-exclusive websites or social media accounts that cover sports other than biathlon) will be treated proportionally to disciplines they include. NFs are required to put the best efforts to report on biathlon content only.

No changes vs 2023/2024

DIGITAL/SOCIAL MEDIA KPIS FOR REACH BONUS 2024/2025

Website KPIS will contribute to the Digital/Social based bonus for **1/4** of the overall value.
(This represents 1/8 of the overall reach bonus)

Social Media KPIS will contribute to the Digital/Social based bonus for **3/4** of the overall value.
(This represents 3/8 of the overall reach bonus)

Split Evolution:

2023/2024: Website 1/3 and Social Media 2/3

2024/2025: Website 1/4 and Social Media 3/4

WHY?

The increasing relevance of social media channels and their **direct impact in growing the reach and visibility of biathlon** are the reasons why we think it would be fair to give more importance to social media activities than website traffic.

SOCIAL MEDIA CLUSTERING WILL BE BASED ON

- Unique Reach
- Engagement Rate
- # Followers

WEBSITE CLUSTERING WILL BE BASED ON

Unique Users/Visitors

KPIs EVOLUTION:

2023/2024: Unique Users for Website and a combination of Reach and Engagement Rate for Social media.

2024/2025: Unique Users for Website and a combination of Reach, Engagement Rate and number of Followers for Social media.

WHY:

By considering 3 KPIs, we will further **improve the reporting accuracy and the bonus distribution fairness.**

(i.e. consider reach/followership only might penalize small NFs; at the same time, considering Eng. Rate as the unique KPI could be beneficial for channels with few but very active followers)

SOCIAL MEDIA KPIS CALCULATION PRINCIPLES

- NF reports on their choice of 3 social media platforms
- Unique Reach, Engagement Rate and # Followers are reported and rated separately by channel before being merged in 1 unique and combined ranking (same weighting for each social media channel)
- Instagram Reels and Stories are included into the calculation.
- Monthly Data and a final view including the overall seasonal data have to be reported (details in calculation sheet)

No major changes vs 2023/2024

TRACKING PERIOD

From 1 November 2024 to 31 March 2025

Submit the monthly reports using the official tracking sheet no later than Friday **April 25th**

Reach Performance Bonus payment in Summer 2025.

Evolution

2023/2024: tracking Period Nov-Apr
2024/2025: tracking period: Nov-Mar

WHY?

April is already in the off-season. The bonus should be based on the activities performed during the season.



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