



IBU DEVELOPMENT SUPPORT 2024/2025

Anif, 15/09/2024

BIATHLON FOR ALL
'B4A' or 'Biathlon4All'



INTRODUCTION

Promoting biathlon is a vital part of the IBU Target 26 strategy. IBU wants to inspire and encourage kids and youth to practice biathlon by giving them sustainable, safe equipment and a comprehensive activities toolkit that can be used across the world. In this connection, the IBU, in collaboration with equipment suppliers, wants to develop a program for its members on how to implement laser/optical rifles in their strategy and recruitment. In addition, in the 2024/2025 edition, IBU will launch the **Biathlon for All website** to promote the NF's activities and best practices exchange. In addition, IBU offers NFs a digital package with visual identity and templates to support project promotion in social media and to be used on printed materials. Thus, IBU offers promotional grant support with the laser/optical rifle equipment.

GENERAL PRINCIPLES

The total budget for the project 'Biathlon for All' is \approx 400 000 EUR (season 2024/2025)

1. The project is available to all IBU Member Federations.
2. Each NF may apply up to 10 laser/optical rifle sets (options 3, 5 and 10 are possible).
3. Each NF may apply for promotional support for the project **NEW**
4. The application must be submitted through IBU Scope 2.0 and must include the following information:
 - a. Project Coordinator Name (NF representative responsible for project implementation and reporting during the project, representing NF during workshops and seminars);
 - b. Information about the users of laser/optical rifles;

- c. Dates and deadlines of the various phases/activities of the projects (Promotional and training activities combine laser/optical rifle shooting with running, rollerblading, roller skiing, cross-country skiing, and mountain biking for kids and youths).
 - d. Promotional plan and its budget if support is requested from IBU.
5. The applications will be evaluated by the Development Project Coordinator and Development Director, and the results will be communicated to the Executive Board based on the following criteria:
 - a. Alignment with the objectives and guidelines of the program;
 - b. Feasibility of the proposed activities;
 - c. Realism of the planned promotion budget;
 - d. For NFs granted in the 2023/2024 season, the level of activities and communication during that period will be assessed
6. Following the analysis and approval, the Development Department will confirm the project application in **IBU Scope 2.0 by 14th October 2024.**
7. Following the project's approval, the NF must ensure that the approved activities are completed and comprehensive reporting is provided as indicated in the project. The report generally includes a statement on the achieved goals, a project coordinator report (number of kids, people involved as volunteers, coaches, PE teachers) and a financial report if promotional funds were granted. In addition, a questionnaire about the laser/optical rifles' quality of use.
8. The Project Coordinator must report regularly on activities with high-resolution pictures and/or videos during the project to be used for the Biathlon4All website for past events. For the website, NF engages to provide information about upcoming events regularly. While posting on its social media, it is requested that the post includes **#Biathlon4All #biathlonworld #B4A**
9. All NFs selected for the project will contribute to creating the IBU toolkit (guideline) for National Federations - Kids and Youth's introduction to the biathlon education program through its experience exchange (materials, pictures, videos, examples of training sessions sharing).

10. The Project Coordinators are responsible for participating in Biathlon4All online workshops and seminars. The meeting invitation and date will be announced at least two weeks in advance.
11. As part of the Biathlon4All project, the NFs are obligated to participate actively in **International Biathlon Day, the last weekend of May 2025**. More information about it will be provided in due time.
12. IBU requests, supported by project NFs, that the collected data from registered events about the participants, including their names, year of birth, gender, zip code, and email, to be shared to the maximum extent possible and according to the data protection rules. NF is responsible for collecting the data and all the necessary permissions, and informing participants that the data are shared with IBU for the Biathlon 4 All project.
13. NFs that fail to report their activities must return their laser/optical rifle set to the IBU. Each situation will be analysed individually.
14. In case of damage, the NFs take responsibility for the equipment repair and contact with the providers. The equipment is covered by warranty. NFs should inform IBU about any equipment issues.
15. NF is obliged to refrain from selling or donating sports equipment purchased for their benefit from the IBU contribution to third parties for five years from the date of purchase.
16. Only NFs which report the project from the edition before the next application call can apply for another 'Biathlon4All' support.
17. IBU reserves the right to announced or unannounced visits to check the project implementation and make social media stories. Furthermore, in case of misused support, the IBU might decide to suspend the respective NF from any development support for a certain time.

Call for applications from 16th September until 04th October 2024.

B4A is an ongoing project with the liability of NF to report.

In case of any questions, please contact, Development Project Coordinator majja.savolainen@ibu.at