



TARGET 26 PROJECT STATUS

REPORT FOR EB 162, JUNE 2022

SALZBURG, AUSTRIA



IBU

Target 26 Dashboard - Progress against 2022 Goals as of June 2022

Status of all 46 Goals for 2022

13 Goals Complete 1 Goals Not Yet Started
 32 Goals Ongoing 0 Goal Delayed

1.1 Empowering our federations - IBU Academy

- Clarify structure, mission, objectives of the IBU Academy ✓
- set up organization ✓
- Develop Biathlon Academy programs and initiatives ✓
- Establish a certification program for coaches and other NF roles ✓



1.2 Empowering our federations - NF Support

- Conduct a full review of the current IBU financial support system ✓
- Develop a new distribution system, focusing on strong, sustainable impact, with follow-up ✓
- Explore additional funding opportunities from 3rd parties ✓



1.3 Empowering our federations - Youth Participation

- Conduct a full analysis into existing youth competition formats ✓
- Enhance efforts to promote the sport to young people ✓
- Establish a database of youth participation ✓
- Establish a strategy for regional IBU events* (3.2) ✓
- Host regular intl IBU events outside traditional venues* (3.2) ✓



2.1 Enhancing our events - Event Standards

- Review level of need for IBU support & resources for OCs ✓
- Increase knowledge-exchange among OCs ✓
- Develop clear criteria for event allocation, with year-on-year measurement and improvement ✓



2.2 Enhancing our events - Fan Experience

- Analyze current fan experience at IBU events ✓
- Attract and engage more young people in events ✓
- Implement a fan support system for areas such as accommodation, ticketing and transport. ✓
- Work with existing fan groups to establish new ones (3.3)



2.3 Enhancing our events - Athlete Experience

- Integrate Athletes' Committee in calendar planning / review ✓
- Assess current athlete experience and work with OCs to raise standards ✓
- Implement a strict enforcement of the smoking ban at the venue, with designated smoking areas ✓



3.1 Extending our reach - Digital Ecosystem

- Establish an innovative digital and social media strategy ✓
- Renew IBU website, including event sites & partner opps ✓
- Develop an IBU mobile app ✓
- Review athlete activities across all touchpoints* (3.3) ✓
- Analyze and test potential of e-Biathlon and gamification* (5) ✓



3.2 Extending our reach - Showcase Biathlon

- Establish a strategy for global biathlon coverage* ✓
- Expand coverage to traditional & new markets both on TV & online together with media partner* (split in 2)



3.3 Extending our reach - International Promotion

- Develop an international sponsorship framework with marketing partner



4.1 Upgrading our governance-Principles

- Establish and operationalize the new IBU Constitution ✓
- Review status of gender equality, design and provide gender equality tools and programs for NFs ✓
- Establish and operationalize the Biathlon Integrity Unit ✓



4.2 Upgrading our governance- International Involvement

- Monitor opportunities for Biathlon Family leaders in international roles ✓
- Develop a support framework for the Biathlon Family to gain positions within top sporting bodies ✓
- Analyze hosting opportunities for cross-sport events ✓



4.3 Upgrading our governance - Stakeholder Involvement

- Establish an action plan for increasing transparency of decision-making processes ✓
- Increase stakeholder input in IBU decision-making ✓
- Launch joint projects for IBU leadership and stakeholders on specific issues ✓



5.1 Innovating our future - Street Biathlon

- Conduct a feasibility study for street biathlon and develop an event strategy with venues, rules and regulations ✓
- Review existing procedures regarding shooting and event safety, to include new, innovative ideas in 'street biathlon' ✓
- Establish and implement international street biathlon events in urban environments ✓



5.2 Innovating our future - Digital World

- Analyze the potential of new technology to enhance the performance of athletes and coaches ✓
- Establish a clear strategy to build institutional capacities to monitor, understand and act on technological trends that can better promote the sport



5.3 Innovating our future - Sustainability

- Review all areas to be improved from a sustainability viewpoint ✓
- Establish initiatives to decrease the footprint of IBU events ✓
- Identify opportunities to promote sustainability within biathlon and international sport. ✓





Target 26 Status Report

1. Empowering our federations - IBU Academy

PROJECT SUMMARY

1.1 IBU Academy: Create the IBU Academy

Lead: Dagmara Gerasimuk

Working Group: Niklas Carlsson, Riikka Rakic

EB: Olle Dahlin, Tore Boygard, Jiri Hamza

Stakeholders: NFs, Athletes

PROJECT MISSION

Create the IBU Academy to provide practical support for NFs, athletes and coaches

Establish a centralized, tailored system to develop, train & educate athletes, coaches and NFs

OVERALL PROJECT HEALTH



GOALS BY 2022

- Clarify the structure, mission, values and objectives of the Biathlon Academy, with a distinct IBU department set up to oversee its development **DONE** ✓
- Develop Biathlon Academy programs and initiatives; including the level and type of support **ONGOING**
- Establish a certification program for coaches (and potentially other positions serving in the federation) to support Member Federations in their daily work and development process **ONGOING**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Launched first coaching Basic and Level 1 courses in Q2/2022
- Evaluated and planned initial programs for athletes, coaches and others

NEXT STEPS AND DEADLINES

- Define KPIs for the IBU-A in H1/2022
- Finalize program for Coach Education 2nd and 3rd Levels in H2/2022
- Develop a NF support system for Coach Education in H2/2022
- Develop a licensing system for coaches in Q2/2023

EB DECISION REQUIRED

None at this time



Target 26 Status Report

1. Empowering our federations - NF Support

PROJECT SUMMARY

1.2 NF Support: Establish a more effective financial support system

Lead: Niklas Carlsson

Working Group: Daniel Böhm, Dagmara Gerasimuk, Margit Eidenhammer, Riikka Rakic

EB: Olle Dahlin, Jiri Hamza, Tore Boygard, Franz Steinle

Stakeholders: NFs, Athletes

PROJECT MISSION

Establish a NF support system that

- is tailored to their circumstances
- meets needs of the sport
- enables NFs to grow the sport
- rewards proactivity and impact
- is transparent

OVERALL PROJECT HEALTH



GOALS BY 2022

- Conduct a full review on the current IBU financial support system, with an outline of areas to improve. **DONE** ✓
- Develop more effective regulations for the distribution of financial support, focusing on strong, sustainable impact, with follow-up to ensure the responsible use of such support **ONGOING**
- Explore and communicate additional funding opportunities for Member Federations from third party sources **ONGOING**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Prepared details of prize money, participation and development support as part of new financial support system
- Developed a new process for reach measurement, especially digital
- Established follow-up procedure for the new financial support
- Continued work on identifying new funding opportunities for NFs, in particular with Olympic Solidarity

NEXT STEPS AND DEADLINES

- Roll-out the new financial support system during the financial year 2022/23

EB DECISION REQUIRED

None at this time



Target 26 Status Report

1. Empowering our federations - Youth Participation

PROJECT SUMMARY

1.3 Youth Participation: Enhance youth participation

Lead: Dagmara Gerasimuk

Working Group: Daniel Böhm

EB: Tore Boygard, Max Cobb, Jiri Hamza

Stakeholders: NFs, Athletes, OCs

PROJECT MISSION

Enhance youth participation and create accessible pathways for young athletes by developing concrete measures that:

- attract young people to biathlon
- keep them in the sport

OVERALL PROJECT HEALTH



GOALS BY 2022

- Conduct a full analysis into the existing competition formats offered to young athletes, making the sport as accessible as possible. **ONGOING**
- Enhance efforts to promote the sport to young people across the world, included expanded use of digital and social media platforms. **ONGOING**
- Establish, in collaboration with the Member Federations, a clear database of youth participation producing an analysis on youth participation in biathlon. **ONGOING**
- Host regular international IBU events outside of the traditional central European venues (from 3.2). **ONGOING**
- Establish a strategy for the implementation of regional IBU events, focused on developing biathlon (from 3.2). **ONGOING**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Requested TC to review strategic role of the Regional Event series
- Presented laser rifle initial concept, established a TC laser rifle WG
- Presented a grassroots participation concept to NFs (DRG)
- Reviewed the laser rifle market, presented development plan to NFs

NEXT STEPS AND DEADLINES

- Launch a grassroots participation pilot project by Q3 2022
- Develop IBU laser rifle specifications H1/2023
- Launch a global youth participation database and tracking process (by 1 Sept 2022)

EB DECISION REQUIRED

None at this time



Target 26 Status Report

2. Enhancing our events - Event Standards

PROJECT SUMMARY

2.1 Event standards: Increase the consistency of IBU event standards

Lead: Borut Nunar

Working Group: Christophe Vassallo, Daniel Böhm

EB: Tore Boygard, Jiri Hamza

Stakeholders: NFs, OCs

PROJECT MISSION

Ascertain a consistently high event quality

Continue to improve event standards in search of excellence

Offer hands-on support and facilitate OC knowledge transfer

OVERALL PROJECT HEALTH



GOALS BY 2022

- Conduct an initial review into the need for greater IBU involvement in offering OCs additional on-the-ground support and resources. **DONE** ✓
- Increase knowledge-exchange between OCs, including all functions of the Committees. **ONGOING**
- Develop a clear system for awarding events, using transparent and quantifiable measurement criteria. OCs and NFs will be asked to show clear signs of improvement year-on-year. **ONGOING**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Implemented frames for long-term OC event delivery support by IBU
- Implemented a knowledge exchange program for OCs on the topic of snow management
- Integrated selected topics/education in annual OC Meetings

NEXT STEPS AND DEADLINES

- Implement a knowledge exchange program for OCs, across functions, in cooperation with the IBU Academy from 2022 onwards (Referees, General org matters; OC Guide)
- Define concrete event evaluation criteria and targets to apply from the season 22/23 onwards

EB DECISION REQUIRED

None at this time



Target 26 Status Report

2. Enhancing our events - Fan Experience

PROJECT SUMMARY

2.2 Fan Experience: Improve fan experience at IBU events

Lead: Daniel Böhm

Working Group: Christian Winkler (digital), Engelbert Schweiger, Otakar Binder, Rikard Grip

Silvio Baselgia and Sindre Svadberg

EB: Ivor Lehotan

Stakeholders: NFs, OCs, Athletes, Fans

PROJECT MISSION

Develop measures to recognize loyal, committed fans

Implement a program to further improve event atmosphere

OVERALL PROJECT HEALTH



GOALS BY 2022

- Conduct a full analysis of the current fan experience at IBU events, with close liaison and joint projects alongside the IBU fan groups **ONGOING (COVID-19)**
- Establish a system for IBU, OCs and fan groups to implement plans to attract and engage more young people to events, including the optimization of new technologies. **ONGOING**
- Design and implement a support system for fans, designed to facilitate issues such as accommodation, ticketing and transport. **ONGOING**
- Work alongside existing fan groups to help spread the growth of national biathlon fan groups across the world **YET TO BE STARTED (COVID-19)**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Conducted an on-site fan survey at WC venue during season 2021/22
- Integrated fan experience in new IBU digital channels from digital ecosystem launch in Nov 2021 and increasingly by Nov 2022
- Finalised concept of an Event App as part of the IBU App to serve fans with local details, from Q3/2022

NEXT STEPS AND DEADLINES

- Present the results of the on-site spectator survey at the OC Meeting
- Define a new approach to existing fan groups together with the working group

EB DECISION REQUIRED

None at this time



Target 26 Status Report

2. Enhancing our events - Athlete Experience

PROJECT SUMMARY

2.3 Athlete Experience: Improve athlete experience at IBU events

Lead: Daniel Böhm

Working Group: Lorenz Leitgeb, Borut Nunar

EB: Clare Egan, Max Cobb

Stakeholders: Athletes, NFs, OCs

PROJECT MISSION

Improve the experience of athletes and teams at IBU events
Define and implement measures to optimize the athlete experience, in order to enable top performance

OVERALL PROJECT HEALTH



GOALS BY 2022

- Implement the full integration of the Athletes' Committee into the IBU events calendar planning and review processes (define procedure) **DONE** ✓
- Assess the current level of athlete experience and work with IBU/OCs to raise standards at events **ONGOING**
- Implement a smoking bans at the venue, with designated smoking areas **DONE** ✓

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Implemented a smoking ban at venues as part of EHDs
- Discussed athlete survey outcomes with OCs

NEXT STEPS AND DEADLINES

- Implement structured, continuous communication with the new AC
- Include athlete feedback regularly in the annual OC Meetings; if possible, by inviting Athlete Representatives

EB DECISION REQUIRED

None at this time



Target 26 Status Report

3. Extending our reach - Digital Ecosystem

PROJECT SUMMARY

3.1 Digital Ecosystem: Establish a fully integrated IBU digital ecosystem

Lead: Christian Winkler

Working Group: Niklas Carlsson, Riikka Rakic & external experts as needed

EB: Olle Dahlin, Ivor Lehotan, Max Cobb (as Digital Steering Group)

Stakeholders: NFs, OCs, Athletes, Fans & Followers, Sponsors & Partners

PROJECT MISSION

Guarantee revenue streams for the future

Connect the sport of biathlon with new markets and audiences

Remain ahead of the curve in the digital domain

OVERALL PROJECT HEALTH



GOALS BY 2022

- Establish an innovative digital and social media strategy, identifying key platforms, messaging and priority markets **DONE** ✓
- Implement an upgrading of the IBU website, ensuring it offers a one-stop shop for biathlon followers by integrating event websites and offering possibilities for partner activations **ON GOING**
- Develop a centrally-owned IBU mobile app, providing insightful updates on the sport, including latest news from the IBU **DONE** ✓
- Conduct a full review of potential athlete activities that have touchpoints across the world (from 3.3) **ON GOING**
- Conduct a full analysis and testing into the potential of e-Biathlon and gamification, ranging from a designed console game to integrated elements in an IBU-owned app (from 5.2) **ON GOING**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Launched the IBU App and new website in November 2021
- Launched Releases 1.1. and 1.2 during season 21/22
- Started OC integration into Ecosystem
- Worked with media and marketing partners on digital concepts
- Completed analysis of virtual sports and gaming, by Q2/2022
- Reviewed athlete digital asset options for implementation from 2022/23

NEXT STEPS AND DEADLINES

- Prepare launch of OC concept and App update 1.3 dNov 2022
- Develop and start to implement digital marketing from season 2022/23
- Finalize asset distribution to athletes from season 2022/23
- Implement content hub w Eurovision for digital content distribution
- Complete review and analysis of e-sports by end of Q2/2022

EB DECISION REQUIRED

None at this time



Target 26 Status Report

3. Extending our reach - Showcase biathlon

PROJECT SUMMARY

3.2 Showcase biathlon: Increase opportunities to showcase elite biathlon internationally
Lead: Niklas Carlsson
Working Group: Christian Winkler, Riikka Rakic & external experts as needed
EB:
Stakeholders: NFs, Media Partner

PROJECT MISSION

Ensure IBU platforms share insights and encourage interest in Biathlon
Increase visibility of events and athletes across the world

OVERALL PROJECT HEALTH



GOALS BY 2022

- Establish a strategy for biathlon coverage to be expanded in traditional and new markets, both on TV and online streaming platforms. **DONE (STRATEGY) / ONGOING (IMPLEMENTATION)**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Continued dialogue with Eurovision and key broadcasters wrt implementation of new contract
- Finalizing details of implementation of new contract with media partner especially wrt reserved rights

NEXT STEPS AND DEADLINES

- Finalize the technical arrangements to deliver on new contract from season 2022/2023 onward

EB DECISION REQUIRED

None at this time.



Target 26 Status Report

3. Extending our reach - International promotion

PROJECT SUMMARY

3.3 International promotion: Enhance internationally-viable promotion efforts

Lead: Niklas Carlsson

Working Group: Christian Winkler

EB: Jiri Hamza

Stakeholders: NFs, OCs, Athletes, Fans, Marketing Partner (sponsors & partners)

PROJECT MISSION

Define and apply promotional techniques to enhance awareness and perception of biathlon globally and in core markets

OVERALL PROJECT HEALTH



GOALS BY 2022

- Develop a framework for international sponsorship agreements which promote the sport internationally, alongside the IBU marketing partner **ONGOING**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Implementing a new framework to better leverage international partnerships with the IBU marketing partner from season 2022/2023
- Staging individual meetings with main sponsors about long-term priorities and focus areas for partnership
- Implementing new IBU TV Graphics from season 2022/2023 onward
- Reviewing the potential of IBU's digital marketing rights

NEXT STEPS AND DEADLINES

- Roll out new TV graphics for seasons 2022/2023

EB DECISION REQUIRED

None at this time.



Target 26 Status Report

4. Upgrading our governance- Governance principles

PROJECT SUMMARY

4.1 Governance principles: Strengthen IBU's governing principles and regulations
Lead: Niklas Carlsson
Working Group: Dagmara Gerasimuk, Riikka Rakic, Greg McKenna
EB: Franz Steinle (good governance, BIU), Jim Carrabre (gender equality)
Stakeholders: NFs

PROJECT MISSION

Implement the new rules and regulations to upgrade the sport's governing principles and policies

OVERALL PROJECT HEALTH



GOALS BY 2022

- Establish a modern, progressive IBU Constitution, providing clear divisions of responsibility and the framework for future growth **DONE** ✓
- Conduct a full review into the mechanisms to create gender equality across all IBU levels, designing and sharing gender equality tools and programs for all Member Federations **DONE** ✓
- Complete the establishment of the operationally independent Biathlon Integrity Unit, to manage all integrity-related matters concerning biathlon **DONE** ✓

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Continued bi-annual review and follow up on mitigation actions revealed by IBU Risk Assessment
- Finalized editorial amends to Constitution for Congress
- Staged Gender Equality Forum with IBSF in May 2022
- Implementing a GE mentorship program for NFs

NEXT STEPS AND DEADLINES

- Submit selected Constitutional amends to Congress 2022
- Evaluate the Mentorship programme Q3 2022

EB DECISION REQUIRED

None at this time



Target 26 Status Report

4. Upgrading our governance- International involvement

PROJECT SUMMARY

4.2 International involvement: Expand the involvement of biathlon in international & national sporting affairs

Lead: Dagmara Gerasimuk (NFs) / Niklas Carlsson (International)

Working Group / EB: Olle Dahlin, Riikka Rakic

Stakeholders: NFs, Athletes

PROJECT MISSION

IBU NF leaders are recognized as influential managers who set the direction for the development of sport in their countries

OVERALL PROJECT HEALTH



GOALS BY 2022

- Establish a system for monitoring potential opportunities for IBU leaders and Biathlon Family members to be included in international cross-sporting organizations and committees **ON GOING**
- Develop a framework of systematized support for individuals from the Biathlon Family to gain positions within national / international sporting bodies and political regulatory bodies **ON GOING**
- Conduct a full analysis into potential hosting opportunities of cross-sport events, including specialized seminars and workshops **ON GOING**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Implemented a process for identifying leadership opportunities for developing women in the Biathlon family
- Co-hosted a Gender Equity Forum with IBSF in May 2022

NEXT STEPS AND DEADLINES

- Launch a webinar series of best practises sharing and network building among NFs 'Grow as WE do', Q4 2022
- Develop further educational webinars for international engagement and leadership for biathlon by Q4 2022

EB DECISION REQUIRED

None at this time.



Target 26 Status Report

4. Upgrading our governance- Stakeholder involvement

PROJECT SUMMARY

4.3 Stakeholders: Increase the involvement of stakeholders in IBU decision-making

Lead: Niklas Carlsson

Working Group: Riikka Rakic

EB: Franz Steinle

Stakeholders: NFs, Athletes, OCs, Sponsors & Partners, Fans

PROJECT MISSION

Understand stakeholder expectations and include their views in all governance and management processes

OVERALL PROJECT HEALTH



GOALS BY 2022

- Establish an action plan for increasing transparency with all stakeholders regarding IBU leadership decisions and decision-making processes. **DONE** ✓
- Establish a system that creates additional opportunities for stakeholder input in IBU decision-making processes. **ONGOING**
- Identify and conduct a series of joint projects for IBU leadership to work alongside stakeholder groups to tackle specific issues. **ONGOING**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Continued to implement the Good Governance action plan approved by EB
- Completed initial self-assessment of status of NF good governance
- Reviewed approach to additional committees and options to increase involvement of stakeholders in IBU decision-making (working group)
- Repeated IBU online NF survey in Q2 2022

NEXT STEPS AND DEADLINES

- Conduct regional NF meetings to discuss Good Governance implementation next steps, in June/July 2022
- Stage a governance workshop at Congress 2022 to introduce toolkit

EB DECISION REQUIRED

None at this time



Target 26 Status Report

5. Innovating our future - Street Biathlon

PROJECT SUMMARY

5.1 Street Biathlon: Develop 'street biathlon' as a unique biathlon discipline
Lead: Daniel Böhm
Working Group: Niklas Carlsson, Christophe Vassallo, Borut Nunar, Kristjan Oja
EB: Jiri Hamza, Max Cobb
Stakeholders: NFs, Athletes, OCs, Sponsors & Partners, Fans

PROJECT MISSION

Develop an off-the-snow, accessible, urban variation of biathlon to attract new markets and new demographics

OVERALL PROJECT HEALTH



GOALS BY 2022

- Conduct a feasibility study for street biathlon and develop a strategy to attract a distinct, youthful audience, and detailing potential venues as well as rules and regulations. **ONGOING**
- Conduct a review into existing procedures regarding shooting and event safety, establishing a forum for new, innovative ideas to be included in 'street biathlon'. **ONGOING**
- Establish and implement international street biathlon events in populous, urban environments. **ONGOING**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Defined cooperation details with Blink/MFNF for 2022, incl. sport technical program (qualification, comp. formats etc.)

NEXT STEPS AND DEADLINES

- Align on a common format for the summer series in 2023 ff.
- Work with NF GER for integration of a third event in GER in SB series
- Define an approach to strengthen SB WCH incl. allocation of the event for 2024 and 2025

EB DECISION REQUIRED

None at this time



Target 26 Status Report

5. Innovating our future - Digital World

PROJECT SUMMARY

5.2 Develop capabilities to place the IBU at the heart of developments in the digital world

Lead: Daniel Böhm

Working Group: Niklas Carlsson, Christian Winkler, Riikka Rakic, Borut Nunar, Christian Winkler (Siwidata) & external experts as needed

EB: Max Cobb

Stakeholders: NFs, Athletes, Fans, Sponsors & Partners

PROJECT MISSION

*Understand value of platforms
Investigate e-sports, gaming and other digital solutions
Develop a strategy for biathlon to benefit from these platforms*

OVERALL PROJECT HEALTH



GOALS BY 2022

- Analyze the potential of new technology to enhance the performance of athletes and coaches **ONGOING**
- Establish a clear strategy to build institutional capacities to monitor, understand and act on technological trends that can better promote the sport **ONGOING**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Evaluated digital improvements on the future presentation of biathlon:
 - ✓ shot coordinates (coop either Megalink or TST; in review)
 - ✓ reliable "shooting time" and "time to shot 1"
 - ✓ reliable lane assignment on the shooting range
- Identified and contacted solution providers

NEXT STEPS AND DEADLINES

- Conduct field test(s) at lower-level events, collect feedback from stakeholders (OCs, Coaches, Timing, TV, etc.) season 2022/23, followed by live TV event test (depending on test results):
 - Shooting time and lane assignment test with Swiss Timing at SB WCH 2022, followed by IBU Cup (followed by WC)
 - Implement fully electronic targets

EB DECISION REQUIRED

None at this time



Target 26 Status Report

5. Innovating our future - Sustainability

PROJECT SUMMARY

5.3 Sustainability: Establish biathlon as a leader in promoting sustainability in sport

Lead: Riikka Rakic

Working Group: Dagmara Gerasimuk, Niklas Carlsson

EB: Jim Carrabre

Stakeholders: NFs, OCs, Athletes, Sponsors & Partners, Fans

PROJECT MISSION

Ensure biathlon becomes an increasingly sustainable and environmentally-friendly sport and a thought leader among International Federations

OVERALL PROJECT HEALTH



GOALS BY 2022

- Conduct a full review of areas to be improved from a sustainability viewpoint **DONE** ✓
- Establish initiatives targeted to decrease the footprint of IBU events **ONGOING**
- Identify opportunities to promote sustainability within biathlon and international sport **ONGOING**

ACTIVITIES COMPLETED SINCE NOVEMBER 2021

- Joined Race to Zero campaign in Nov 2021
- Issued IBU sustainability report and Sports for Climate Action 2021 report; received IOC / Dow Carbon Award 2021
- Included sustainability annex, code of conduct in partner agreements
- Joined industry alliance on circular carbon
- Evaluating winter sport industry cooperation options

NEXT STEPS AND DEADLINES

- Finalize IBU CO2 footprint baseline for all sport by end Q2 2022
- Identify and implement concrete emission reduction initiatives with Organizers with focus on World Cup and WCH
- Award first OC Sustainability Award at OC Meeting 2022
- Develop concrete cooperation opportunities with IBU partners
- Establish a NF sustainability network

EB DECISION REQUIRED

None at this time.