



OBERHOF 2023 **IBU SUSTAINABILITY** **SEMINAR**

09 FEB 2023 | **OBERHOF** GER

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**FROM ENERGY
EFFICIENCY TO
LONG-TERM
DECARBONIZATION**

OBERHOF 2023 IBU SUSTAINABILITY SEMINAR

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Dear National Federations, Dear Media Representatives, Dear Partners,

the International Biathlon Union invites you to the

OBERHOF 2023 SUSTAINABILITY SEMINAR

which takes place in Oberhof, Germany on **09 February 2023**.

THURSDAY, 09 FEBRUARY 2022		
TIME	TOPIC	PRESENTERS
14:00	WELCOME AND OPENING	Matthew Campelli HOST, THE SUSTAINABILITY REPORT Olle Dahlin IBU PRESIDENT Thomas Grellmann CEO OBERHOF 2023
14:10	KEYNOTE: WHAT'S THE URGENCY	Dr Sven Kotlarski CLIMATE SCIENTIST, METEOSWISS
14:45	PANEL DISCUSSION: WHAT HAVE WE DONE	Matthew Campelli HOST, THE SUSTAINABILITY REPORT Rikard Grip SECRETARY GENERAL, NF SWE Dr Hartmut Schubert CHAIRMAN ZV-TWZ REGION Robert Portmann HEAD OF WINTERSPORT, EBU Lilli Schmitt SUSTAINABILITY MANAGER, NF GER
15:15	Q&A WITH ATHLETES: ARE WE DOING ENOUGH?	Matthew Campelli HOST, THE SUSTAINABILITY REPORT Adam Runnalls (CAN) IBU SUSTAINABILITY ATHLETE AMBASSADOR Thierry Langer (BEL) IBU SUSTAINABILITY ATHLETE AMBASSADOR Kaisa Mäkäräinen (FIN) IBU TECHNICAL COMMITTEE
15:45	VISSMANN IBU CLIMATE PARTNER	Torsten Stark VISSMANN WINTER SPORT MARKETING
15:55	PANEL DISCUSSION: WHAT OPTIONS AND OPPORTUNITIES DO WE HAVE	Matthew Campelli HOST, THE SUSTAINABILITY REPORT Torsten Stark VISSMANN WINTER SPORT MARKETING Tim Holzmüller SPOKESPERSON BMW GROUP SPORT ENGAGEMENT, REAL ESTATE Benjamin Poetz AREA MANAGEMENT, TECHNOALPIN Marlen Marconi PRESIDENT SNOWSTAINABILITY Tiberio Daddi ASSOCIATE PROFESSOR SUSTAINABILITY MANAGEMENT, SANT'ANNA UNIVERSITY
16:25	WHAT'S NEXT: ROADMAP TO 2030 - LET'S WORK TOGETHER!	Max Cobb IBU SECRETARY GENERAL
16:30	CLOSING by Matthew Campelli	HOST/MODERATOR
16:30	APÉRO	

We look forward to welcoming you in Oberhof!

WORDS OF WELCOME

Dear friends,

We are delighted to invite you to the IBU Sustainability Seminar in Oberhof on the occasion of the Oberhof 2023 IBU World Championships.

The Seminar, entitled 'From Energy Efficiency to Long-Term Decarbonisation', is being organised by the IBU in partnership with DSV and Oberhof 2023 and we are grateful for their support in hosting this important meeting.

Climate change is one of the biggest crises facing humanity and we all have a responsibility to take urgent action. As a snow sport, biathlon is particularly affected and in response the IBU has developed an ambitious strategy 2020-2030. To achieve our ambitious but feasible targets we need the entire biathlon family to be engaged and to play their part.

This seminar will address the urgency of this subject and forge a discussion on what has been done so far and whether we are doing enough. A panel discussion on the options and future opportunities will guide our next steps and the future roadmap.

As is our normal practice, we want the seminar to be as interactive and engaging as possible and encourage you all to contribute.

We look forward to welcoming you to this seminar and hearing your contributions.

Kind regards,



A handwritten signature in blue ink, appearing to read 'Olle Dahlin'.

Olle Dahlin
IBU President

Dear Sir and Madam,
Dear Biathlon friends,

It's our pleasure to welcome you all in Oberhof. After several month of hard work to create an unforgettable IBU World Championship we are more than happy to also invite you to the seminar: 'From Energy Efficiency to Long-Term Decarbonisation' which is a Sustainability Seminar organized by the International Biathlon Union, 'Deutschen Ski Verband' and the 'Oberhofer Sport und Event GmbH'.

Sustainability has become a major role in our daily business. From returnable beakers to modernised sports facilities to reduce emissions as much as possible we are trying our best to be aware of the environmental impact that comes along with such an international sports event.

Oberhofs sports facilities got modernised based on a strong sustainability concept to ensure a contemporary and long-term development of the infrastructure as a prerequisite for elite sport, competitive youth sport, club and school sport, and sport tourism all year around.

Climate change impacts already affect the Thuringian Forest, whereby the planning and implementation of winter sports events become more fragile. Therefore we appreciate to put focus on sustainability during the World Championship and welcome you to the IBU Sustainability seminar.

With best regards



A handwritten signature in blue ink, appearing to read 'Th. Grellmann'.

Thomas Grellmann
CEO Oberhof 2023

GENERAL INFORMATION

The Forum will be organized in the Hotel AWO SANO in Oberhof. You can find further information on the hotel website: www.awosano.de/thueringen-oberhof

AWO SANO FERIENZENTRUM

Zellaer Str. 48
98559 Oberhof
Germany



REGISTRATION

Please register to the Seminar no later than Tuesday, 07 February 2023 via the following link:

<https://www.surveymonkey.com/r/SustainabilitySeminar2023>

In case of any questions or requests, please contact theresa.jost@ibu.at



FOOD AND BEVERAGE

Coffee, drinks and snacks will be provided during the seminar.
After the Seminar we invite all participants to an Ápero with Wine and Beer.

ARRIVAL AND PARKING

Arriving by foot: From Oberhof City Center (15 minutes)

From City Center Oberhof (Stadtpark Oberhof) you walk direction „Sport 2000“ sports store and then follow „Zellaer Straße“ all the way up to AWO SANO Ferienzentrum.

ARRIVING BY CAR

Parking spots at the Hotel are limited, please do car sharing whenever possible or take a walk from the city center to the hotel.

Use the following address for navigation: AWO SANO Ferienzentrum, Zellaer Str. 48, 98559 Oberhof

MODERATOR & KEYNOTE SPEAKER



MATTHEW CAMPELLI **MODERATOR**

Matthew Campelli is a strategist, communicator and content creator specialising in sustainability and sport. He is sustainability partner for Touchline, where he has supported the sustainability work of the Birmingham 2022 Commonwealth Games, SailGP, the IBU, World Athletics and a number of National Olympic Committees. He is also the founder and editor of The Sustainability Report.



Dr SVEN KOTLARSKI **KEYNOTE SPEAKER**

Dr. Sven Kotlarski is a trained hydrologist and since more than 15 years active in the field of climate modelling, climate services and regional climate analysis with a focus on Central Europe and the Alps. In 2002 he graduated with a diploma in Hydrology at the University of Freiburg i.Br. (Germany) and obtained a PhD degree in Meteorology at the University of Hamburg / Max-Planck-Institute for Meteorology (Germany) in 2007. After a 5-year Postdoc/ Senior Scientist appointment at ETH Zurich in the field of regional climate modelling he is currently working as a Senior Scientist at MeteoSwiss and is head of the Climate Evolution group. Among others, he is a member of the D-A-CH expert team Klima.Schnee.Sport.

SPEAKER



MAX COBB

Max Cobb has been a member of the IBU Executive Board from 2016-22, when he stepped down and was appointed IBU Secretary General. He was Vice-President Sport of the IBU Executive Board between 2016 and 2018. His work as the president and CEO of US Biathlon began in 1989 as the head of the domestic race series after being an active biathlon club competitor during his college years at Dartmouth. In 1990, he was named Assistant Coach and Manager of the National Team, and in 1994 became the Program Director. Elected to the IBU's Technical Committee (TC) in 2002, he was the chairman for the period of 2010-16.



TIBERIO DADDI

Tiberio Daddi is Associate Professor in Sustainability Management at S.Anna School of Advanced Studies a public University located in Pisa (Italy). His research interests range from corporate environmental management to sustainable consumption and production, from Environmental footprint, performance and LCA to circular economy. He is author of numerous scientific publications and project manager of relevant international projects funded mainly by European Commission.



RIKARD GRIP

Rikard Grip is the Secretary General of the Swedish Biathlon Federation since August 2020 having experience as a head coach and sport director in the Swedish ski federation and as Games preparation director in the Swedish Olympic committee. He participated in 3 Olympics and 5 World Championships as a coach with the Swedish Cross-country national team.



TIM HOLZMÜLLER

In his current role, as Spokesperson BMW Group Sport Engagement, Real Estate, Tim is responsible for the global public relations communication of these areas. This includes the company's initiatives in golf, tennis, running and winter sports as well as the topics from the real estate team, responsible for the management and development of all sites owned and operated by the BMW Group.



MARLEN MARCONI

As President of Snowsustainability, Marlen is committed to sustainable snow sports. Snowsustainability is an initiative by Swiss-Ski and its sustainability partner BKW to support projects for sustainable snow sports. This initiative is part of Swiss-Ski's sustainability strategy, which Marlen is responsible for developing and implementing in her role as Head of Strategic Projects. Her other areas of responsibility at Swiss-Ski include the topics of gender and ethics in sport.



BENJAMIN POETZ

Benjamin Poetz is a graduate engineer in mechanical engineering with a specialisation in 'Renewable energies'. In 2009 he started working at TechnoAlpin in the sales area, launching the product 'SnowFactory' and is currently responsible for partnerships with IBU, FIS and National Federations. Furthermore, he is member of the TechnoAlpin internal Sustainability team.



ROBERT PORTMAN

Robert is the Head of Winter Sport at the EBU since 2019 and before that he worked as the Head of Sport&Sportrights at the Finnish Broadcasting Company, YLE. Robert has an extensive experience in Broadcasting and productions since 20+ years as he has acted as Producer and Executive Producer for a variety of TV Productions spanning from news and entertainment to events, among others leading the YLE Olympic Projects and productions at 5 Olympic Games. Robert is a great fan of sports, doing squash, golf and alpine skiing himself, but consuming all sorts of sports on TV with true pleasure.



LILLI SCHMITT

Lilli Schmitt is working as Sustainability Manager at the German Ski Association since October 2022 taking care of the strategic planning and implementation of the sustainability strategy among other responsibilities. She has also worked as a Research Assistant at the Chair of Sport Ecology at the university of Bayreuth. Lilli holds a Master degree in Sport, Business & Law at the University of Bayreuth as well as in Sustainable Resource Management at the Technical University of Munich.

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Dr HARTMUT SCHUBERT

Dr. Hartmut Schubert holds very important roles for Oberhofs winter sports centre. He is the representative for Oberhof and the BMW IBU World Championships Biathlon and Luge World Championships in 2023. In 2017 he took over the Chairman of the Zweckverband Thüringer Wintersportzentrum (TWZ). Besides he is the state secretary of the Thuringian Ministry of Finance. His active drive to create a sustainable future is a significant support to reach Oberhofs climate goals and to become climate neutral.



TORSTEN STARK

Torsten Stark is working as Head of Wintersport at Viessmann being responsible for Event-, Athlete- and Federation-Sponsoring including Climate partnerships. Torsten is also responsible for online and analogue activations.

ATHLETES



THIERRY LANGER (BEL)

**IBU SUSTAINABILITY
ATHLETE AMBASSADOR**



KAISA MAKARAINEN (FIN)

IBU TECHNICAL COMMITTEE



ADAM RUNNALLS (CAN)

**IBU SUSTAINABILITY
ATHLETE AMBASSADOR**