

IBU Award for Excellence in Sustainability

What is this?

An annual award for the Biathlon Family members including the National Federations and the Organising Committees hosting events in the IBU World Cup, IBU Cup and IBU Junior Cup series, including the relevant Championships, that implement concrete sustainability actions.

Why the Award?

To promote impactful and replicable sustainability actions implemented successfully to contribute to the overall aims of the [IBU Sustainability Strategy 2020-2030](#):

- Climate
 - Reduce the carbon footprint of biathlon as a sport by 50% (baseline 2019) to become climate neutral by 2030
- Sport
 - Ensure environmental neutrality of the sport (air, water, and soil)
- Venue & Event
 - Enable biathlon venues and events to have a long-term positive impact on their host communities and the environment.
 - Ban single-use plastic and ensure 100% waste is re-used, recycled, or composted.
- People
 - Become the leading winter sport in terms of good governance, gender equality and diversity.
- Communication and Awareness
 - Lead in advocating for climate action and sustainable development within the biathlon family and winter sports for the global fans.

Who should participate?

Many IBU Member Federations and Organising Committees are already doing excellent work to become more sustainable, and this Awards enables them to share their experiences and share the know-how with the rest of the Biathlon Family for the benefit of society and the environment.

What do winners receive?

Winners are awarded at the Congress respectively the Presidents' Meeting annually. They will receive an iconic trophy, praise and glory, as well as a money prize to support their future sustainability initiatives in the following two categories:

1. IBU Organising Committees: €10'000
2. IBU National Federations: €10'000

Award Rules

This award is focused on highlighting actions, rather than general approaches to sustainability programmes. The Jury will reward details of a *specific* undertaking to address, or solve, a clear issue.

Each Full National Federation Member and IBU Organising Committee that organised a series event during the just completed season is eligible to apply with one action. If an Organising Committee carried out events

as part of several IBU series, they must apply in the category for the highest level of series they participated in. The OC's application will need to be supported by the National Federation of the OC.

To be eligible, the action must contribute to the overall aims of the IBU's Sustainability Strategy 2030.

- The application period will run from 1 April until 31 May 2024.
- The awards will be presented at the annual Congress respectively Presidents' Meeting.
- A NF or an OC may only submit a winning action once. A winning organisation may submit another action in the following year(s).
- The application will be submitted digitally including:
 - Action description
 - Explanation on how the action contributed to a more sustainable event
 - Concrete data to demonstrate sustainability impact.
Examples could include the number of people educated, number of fans engaged, data highlighting impact/adoption of new behaviours, adoption of an innovative process or product, amount of waste eliminated, amount of single-use plastic avoided, etc.
 - Description of how the how the action aligns with the IBU Sustainability Strategy 2020-2030, 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 three independent sustainability experts 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. Sustainability 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 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 Sustainability impact

Does the organisation provide data to evidence the actual impact?

Examples could include the number of people educated; number of fans engaged; or figures highlighting adoption of new behaviours; adoption of an innovative process, or product, by event staff; amount of waste eliminated; amount of single-use plastic avoided; and so on.

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.

Also consider the cost-benefit principle (i.e. do the costs of the action rule out replication by other organisations?).

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 organisation could benefit from?