



IBU

VISION, MISSION AND OBJECTIVES

INTRODUCTION

One of the main responsibilities of the International Biathlon Union is to govern the sport of Biathlon. This includes the responsibility to guide the Biathlon Family towards its future goals.

In late 2019, the IBU together with its National Federation members created and approved our strategic plan, Target 26, which is currently being executed.

To support the implementation of Target 26 and to provide an even more structured and longer term strategic framework for its work, the IBU then initiated a process to define the overall Vision, Mission and Objectives for the Biathlon Family.

The aim of this process was to develop a House of Biathlon that is built on such a strong foundation

that when it grows or the world around it changes, it will remain unshaken.

The process started in the Executive Board with a workshop to discuss its frames and related strategic questions in July 2020. In Spring 2021, the National Federations, Athletes' Committee and Technical Committee were invited to a series of virtual workshops to collect input and guidance on the IBU's strategic direction.

To review all this input, the Executive Board held another two workshops in May and June 2021 to prepare draft Vision, Mission and Objectives that were submitted for further discussion.

The IBU's overall Vision, Mission and Objectives were approved at the President's Meeting in Munich in September 2021.



IBU VISION

**WE ARE THE
GLOBAL BIATHLON
FAMILY, A
SUSTAINABLE AND
INNOVATIVE
SPORT WITH
INTEGRITY**

The fact that we are a global Biathlon Family is our greatest asset, but it is not something that we can take for granted. Indeed, we will continuously need to nurture and evolve our family. We will need to be sustainable in everything we do to ensure that the future generations may enjoy winter and snow-sports. We will need to be innovative to stay relevant for our stakeholders, especially the fans. We will also need to safeguard the integrity of our sport to be credible and to earn the trust of all our stakeholders.

IBU MISSION

**THE IBU
SUPPORTS,
EMPOWERS AND
INSPIRES THE
BIATHLON FAMILY
TO DEVELOP AND
GROW THE
SPORT.**

The mission of the IBU describes how we operate our day-to-day business and in doing so, work toward realizing our vision.



IBU OBJECTIVES FOR 2030

Our objectives for 2030 lend additional direction for the implementation of our strategic plan. They provide key performance indicators for the various programs and activities that are mandated by Target 26.

PARTICIPATION/GROWTH

Grow Biathlon by doubling the total number of athletes, with focus on the youth

- Increase access to Biathlon through the use of air and laser rifles by providing education and co-funding equipment for all active National Federations.
- Increase National Federations' domestic activities (annual number of starts, active clubs, held competitions and provided education activities) by 50%.
- Double the number of biathlon coaches with a coaching certificate.
- Grow the number of IBU registered athletes by 20%.
- Establish a high-level summer biathlon series of 3-4 events for all interested athletes and National Federations.

FANBASE / INCOME

Ensure that the interest in and commercial value of biathlon grow - double the income for the IBU

- Increase the global fanbase by ten.
- Increase the global fanbase for broadcasting (linear/non-linear) by 25%.
- Grow the number of spectators on site at the IBU event series by 25%.
- Enable the National Federations to significantly increase their level of funding from sources other than the IBU, while doubling the absolute level of support.

SUSTAINABILITY

Reduce the sport's carbon footprint by 50% and become climate neutral

- Reduce the carbon footprint of biathlon as a sport according to science-based targets (4.5% p.a.) to become climate neutral by 2030, and climate positive at the latest by 2034.

TARGET 26 STRATEGIC AREAS

Our five strategic areas of focus for the two Olympic cycles culminating in the Olympic Winter Games 2026 were already set by Target 26, which we launched in October 2019:

- **Empowering our Federations**
- **Enhancing our Events**
- **Extending our Reach**
- **Upgrading our Governance**
- **Innovating our Future**

UNDERLYING PRINCIPLES

As the foundation of our house, there are three underlying principles that we believe are integral to the conduct of the Biathlon Family members and must be at the core of all our activities and undertakings.

INTEGRITY

For us in Biathlon, integrity means that our conduct on and off the sporting arena reflects standards and values which promote trust and confidence in our sport, including fair and honest performances and outcomes, unaffected by illegitimate enhancements or external interests.

GOVERNANCE

Governance refers to the way that we in the sport of Biathlon conduct our affairs and manage our resources together and that this process is democratic, accountable, transparent, ethical, and socially responsible.

SUSTAINABILITY

We define sustainability in Biathlon as the everyday behaviours of everyone in the Biathlon Family that create an overall balance between our social, economic, and environmental actions and impact, to ensure that the current and future generations may continue to enjoy the joy of snow sports and nature.

THE IBU HOUSE

Put together, all these elements make up the IBU House, which represents both the foundation and overall direction for developing Biathlon. The IBU House illustrates the strategic framework for our sport in a single diagram.

