



INTERNATIONAL  
OLYMPIC  
COMMITTEE

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IF Sustainability Project  
**IBU SUSTAINABILITY  
STRATEGY**

## NOC AND IF SUSTAINABILITY CASE STUDIES

The world faces significant challenges across a wide spectrum of economic, social and environmental matters. The Olympic Movement has both an opportunity and a duty to actively contribute to the global sustainability debate in line with its vision of “Building a better world through sport”.

With this in mind, and in response to Olympic Agenda 2020, the International Olympic Committee (IOC) launched the International Federation (IF) Sustainability Project in 2016 to obtain an overview of IFs’ sustainability initiatives – identifying common topics, challenges and good practices while also sharing information among the IFs.

One outcome of the project was a series of case studies illustrating how IFs are actively contributing towards a more sustainable world.

As part of the IOC’s objective to “profile the role of the Olympic Movement in sustainability through the aggregation of information and collective reporting”, it was agreed that the identification and sharing of information contributes to the holistic integration of

sustainability and should be continued. These case studies, which now also showcase National Olympic Committees’ (NOCs) best practices, form part of a strategic support system given to the Olympic Movement through the [IOC Sustainability Strategy](#).

Each case study is aligned with one or more of the IOC’s five sustainability focus areas: infrastructure & natural sites; sourcing & resource management; mobility; workforce; and climate. They are also aligned with one or more of the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs), which provide a common framework for organisations to explain how they plan

to contribute to sustainable development and tackle the key global sustainability challenges. This framework is pivotal for the Olympic Movement – in September 2015, the UN General Assembly confirmed the important role that sport can play in supporting the UN’s 2030 Agenda for Sustainable Development and its SDGs.

*The IOC provides support to NOCs and IFs in the definition, design and development of their sustainability strategies.*



*“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.”*  
Paragraph 37, UN 2030 Agenda for Sustainable Development



Each NOC/IF sustainability project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's Sustainable Development Goals (SDGs)

### IOC FOCUS AREAS



### UN SDGs



# IBU LAUNCHES ITS SUSTAINABILITY STRATEGY TO ACT AND LEAD IN SECURING THE FUTURE OF SNOW SPORTS AND NATURE FOR GENERATIONS TO COME



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The International Biathlon Union (IBU) has introduced the IBU's Sustainability Strategy with a bold plan to balance the social, economic and environmental impact of the sport of biathlon. The Strategy follows a profound process which began following the approval of the new IBU Constitution and strategic plan called "Target 26" in October 2019.

The new strategy triggered a process for future proofing and progressing the sport recognising sustainability as a key priority in Target 26 and climate change as direct and urgent threat to the sport of Biathlon.

In the interest of maximising stakeholder buy-in through the process, IBU involved all key stakeholders in this strategic process including the National Federations (NFs), staff, athletes, organising committees, commercial partners, media, and fans. This is also in line with ISO 20121 standard's core requirements for sustainable management, which the IBU aspires to follow.

### OBJECTIVES

The International Biathlon Union launched their sustainability strategy in order to:

- Define climate change as a direct threat to the present and future of the sport of Biathlon and as such ensure the environmental neutrality of the sport.
- Enable its stakeholders to have a long-lasting positive impact in the communities in which they operate while promoting active participation in sport at all levels.
- Lead in advocacy for climate action and social and economic sustainable development.

The IBU's Sustainability Strategy was designed around five focus areas:

- **Climate.** IBU has committed to reduce its footprint 45% and become climate neutral by 2030 and climate positive by 2034, covering both IBU as an organisation and its own events. The main areas considered are travel and transport, energy consumption, food & beverage and snow management.
- **Venue & Event.** Biathlon venues and events are to have a long-term positive



impact on their communities considering all activities and including the ban of single-use plastics and ensuring that all waste is re-used, recycled or composted.

• **Sport.** Ensure the sport has a minimal impact on the environment in particular to air, water and soil. This comprises, among others, a ban on chemical substances (such as the recent ban on fluorinated wax), minimising the use of resources on snow management, efficient uses of energy and keeping up with latest developments in salting and equipment.

• **People.** Leading by example on the forefront of better governance standards including gender equality and diversity. By focusing on structural strategies, IBU aims at making biathlon a youth and mass participation sport, mass participation, sport that includes and supports athletes at every level from grassroots to those who wish to combine the sport with a career.

• **Communication and Awareness.** Amplifying the message by advocating for climate action and supporting sustainable development both within the sport and all other winter sports.

The IBU is determined to take a strong stance on making Biathlon an increasingly

balanced and conscious sport on their impact on climate change, communities in which it operates its games, and its people.

### EVALUATION

The inclusion of both external and internal participants in the process of developing the federation's sustainability strategy has provided the IBU with substantial feedback and a broad range of perspectives. It was

**“OUR STRATEGIC PLAN TARGET 26 IS THE IBU’S ROADMAP TO PROGRESS AND GROW THE SPORT OVER THE NEXT SEVERAL YEARS. FOR A SNOW SPORT SUCH AS BIATHLON, SUSTAINABILITY MUST BE AT THE CORE OF FUTURE DEVELOPMENT AND WE ARE DETERMINED TO DO OUR UTMOST TO COMBAT CLIMATE CHANGE.”**

**MR. OLLE DAHLIN, IBU PRESIDENT**



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important to agree on a common definition of sustainability and fully understand the current starting point for sustainability work in the different member nations through a joint strategy. However, local contexts need to be taken into consideration allowing the flexibility so that the individual member NFs can focus their sustainability efforts on areas that are feasible and relevant for them.



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### BENEFITS

- By having a clear and thorough sustainability strategy, a federation can define the vision and align all stakeholders across its spheres of influence.
- The definition of what sustainability means to an organisation cannot be taken for granted. By establishing at an organisational level what is encompassed within that concept allows for a clear path for better planning and execution.
- The inclusion of all stakeholders in the making of the strategy aligns the goals and can lead to a stronger long-term buy-in.