IBU

International Olympic Committee

IF SUSTAINABILITY PROJECT

EMPOWERING WOMEN IN BIATHLON

International Olympic Committee

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 contribute to the holistic integration of sustainability and should be continued.

"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

These case studies, which now also showcase the best practices of National Olympic Committees (NOCs), form part of a strategic support system made available 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.

Each NOC/IF sustainability project IOC FOCUS AREAS contributes to one or more of the IOC's sustainability focus areas and one or more of the UN SDGs.

IOC FOCUS AREAS

INFRASTRUCTURE & NATURAL SITES | SOURCING & RESOURCE MANAGEMENT | MOBILITY | WORKFORCE | CLIMATE

UN SDGs

5 GENDER EQUALITY | 10 REDUCED INEQUALITIES | 17 PARTNERSHIPS FOR THE GOALS

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EMPOWERING WOMEN IN BIATHLON: THE IBU FEMALE MENTORSHIP PROGRAMME (IBUFMP)

The IBU Female Mentorship Programme (IBUFMP), initiated in 2021, is a pivotal component of the International Biathlon Union (IBU)'s commitment to gender equality. Run in collaboration with Johnsenskillz AG, which owns the platform and mentor program SHESKILLZ GLOBAL (an international team of men and women representing 13 different nationalities, with comprising experienced executives both from sport and other professions, business owners, entrepreneurs, and software companies). In its second edition, this programme endeavours to transcend gender barriers within the biathlon community. The first edition, which successfully concluded in 2022, focused on mentoring women in management positions, while the ongoing second edition (2023-2024) targets former female athletes, supporting their transition into roles such as coaches, technical and other officials, and managers. The IBUFMP aims to mentor women in management positions within the biathlon family, encouraging them to progress in their careers. Additionally, the programme seeks to retain and attract former female athletes, facilitating their entry into diverse roles in biathlon.

Key partners: The IBUFMP is a collaborative effort involving National Federations, the IBU Executive Board and executive team, staff and commissions, and SHESKILLZ GLOBAL. This diverse coalition is actively working on its vision of "A world where talent knows no gender", reflecting the programme's commitment to breaking down gender barriers within the biathlon community.

Programme goals: The overarching goals of the IBUFMP are to mentor women in management positions and women for future management positions and other central/important positions, fostering their career advancement, retain and attract former female athletes for roles after their sports careers, and achieve a minimum level of 30% female representation in decision- making bodies at both national and international level. These objectives align with the broader mission of the IBU to promote gender equality within the organisation and the sport.

Measuring success: The success of the IBUFMP is quantified by analysing mentees' development goals in the short and long term. After the 2022 edition, remarkable achievements have included a 20% increase in female representation on the IBU Executive Board, a parallel increase of 20% in female representation on the Technical Committee,.In an anonymous survey, 100% of the participants reported back that they had had personal and professional development.

Key success factors: The programme's success can be attributed to the IBU's commitment to cultivating a strong and diverse group of leaders, thereby transforming the sports culture and structure. Equal access opportunities for all roles connected to the sport and its administration are ensured, contributing to the programme's effectiveness. Furthermore, the creation of a robust network plays a crucial role in retaining female athletes within the biathlon system, facilitating their seamless transition into leadership roles. It is also important to underline that a change does not come overnight; it is crucial that all, from the president to all in the administration, focus on gender equality and equity each day and “walk the talk”.

BENEFITS

- Increased female representation on the IBU Executive Board and Technical Committee.
- Successful transition of former female athletes into diverse roles.
- Enhancing the skills and competencies of mentees.
- Breaking down barriers and challenging stereotypes in biathlon leadership and strengthening the global community through mentorship.

OBJECTIVES

- Mentor women in management positions for career advancement.
- Retain and attract former female athletes for roles within biathlon.
- Achieve a minimum level of 30% female representation in decision-making bodies at national and international level.

The IBUFMP stands as a powerful testament to the IBU's unwavering dedication to gender equality within the biathlon community. By actively mentoring women leaders and working towards achieving tangible representation goals, the programme not only reshapes the landscape of biathlon but also fosters diversity, empowerment, and inclusivity for women within the sport. These women will again be role models for the next generation of women.

> “Thanks to IBU’s Mentoring Programme and the empowering women taking part in it, I became a TD, and my dream became true! In addition, the mentorship process made me think about my plans differently, and I realized what I really want.
> Everything worked really smoothly with my Mentor. He was a real professional and knew how to handle his role.”

ANNUKKA SILTAKORPI (FIN) – CURRENTLY IBU TECHNICAL DELEGATE

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