



INTERNATIONAL
BIATHLON
UNION



International
Olympic
Committee

IF SUSTAINABILITY PROJECT BIATHLON CLIMATE CHALLENGE



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.

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.

The IOC provides support to NOCs and IFs in establishing, designing and developing 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 SDGs.

IOC FOCUS AREAS



CLIMATE

UN SDGs



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IBU COMMITTED TO REDUCING CLIMATE IMPACT AND EDUCATING STAKEHOLDERS

As an outdoor winter sport dependent on snow, biathlon is directly impacted by climate change. Aware of its environmental impact, the International Biathlon Union (IBU) is working to become fully sustainable along all three dimensions of sustainability: environmental, social and economic.

Its [Sustainability Strategy 2020-2030](#) has five focus areas: Climate, Sport, People, Venue & Event, and Awareness & Communication. As a signatory of the UN Sports for Climate Action Framework and a member of the Race to Zero campaign, the IBU is committed to reducing its carbon footprint by 50%, becoming climate neutral by 2030, and achieving net zero by 2040.

The IBU is closely monitoring its activities and carbon footprint. Some of its recent actions include electrifying its corporate fleet, implementing sustainable travel policies, planning solar panels on the roof of its headquarters, and reducing print production by 50%. The IBU's ambition is to be recognised as a leader in sustainability in sport by 2026.

In line with its advocacy and education commitments, and as part of its climate objectives, the IBU launched the Biathlon Climate Challenge (BCC) to encourage its stakeholders to use their respective platforms for concrete climate action. The concept is transferable: other sports organisations can easily replicate and scale such initiatives that increase awareness and encourage their communities to act, demonstrating that everybody can make a change, often through fun, challenging or inspiring activities.

The Biathlon Climate Challenge:

The purpose of the BCC is for top athletes to lead their own team of fans, serving as role models to engage them in environmental action. The goal is to increase awareness of the individual's role in the fight against the climate crisis. The concept uses sport to initiate dialogue with fans and followers on doing good: contributing to their own well-being through physical activity while giving back to the planet.

OBJECTIVES

- Fight climate change by supporting credible reforestation projects through awareness campaigns which lay the foundation for the IBU to become climate neutral by 2030.
- Connect the biathlon family's active lifestyle with urgent environmental concerns, spreading awareness among the athletes, partners and, most importantly, global fan base.
- Show the sports world that small contributions by individuals add up to a meaningful positive impact overall.

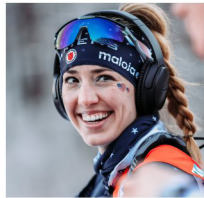


To participate, fans must simply register in the app, join a team (each led by a different biathlon athlete), and track their exercise. Any type of activity counts – running, cycling, hiking, yoga or other.

The first edition of the BCC in May 2021 ran through Active Giving, an app which converts the distance covered or



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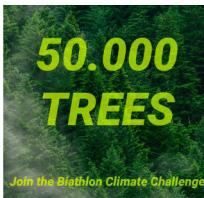
DEEDRA IRWIN



VETLE SJAASTAD CHRISTIANSEN



ELVIRA ÖBERG



MARKETA DAVIDOVA



DENISE HERRMANN



JULES BURNOTTE



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Biathlon Climate Challenge

calories burned by the user into contributions to environmental projects. Some 8,000 participants joined the BCC and helped reach the goal of **100,000 trees** in 23 days, which were planted in Madagascar by Eden Reforestation Projects, one of Active Giving's project partners.

For the second BCC in August 2022, the selected app was ViMove Climate, from the IBU's partner Viessmann, and the concept of transforming exercise into trees remained the same. Additional partners were the event organisers of the Biathlon Summer Series in Norway and Germany, which encouraged fans on site to join the initiative. Both local



"We have been overwhelmed by the level of engagement from the biathlon family, with thousands of fans around the world spending so much time being active to make sure that the trees will be planted. We encourage everyone to continue to stay active, connected and committed to finding ways to contribute to climate action."

OLLE DAHLIN, IBU PRESIDENT

organising committees emphasised their commitments to stage increasingly climate friendly biathlon events in the future. One half of the **50,000 trees** earned by the second BCC edition were planted in September and October 2022 as part of reforestation programmes in Uganda, managed by The International Small Group & Tree Planting Programme (TIST), a recognised NGO active in four countries. The other half will be planted in spring 2023 by Viessmann which, after supporting various reforestation projects around the world, acquired its own forests in 2021 and takes responsibility by planting trees on its 1,700 hectares in Finland and Canada.

BENEFITS

- Serve as a reference for other sports organisations on how to leverage fan engagement and meaningful partnerships to take sustainability initiatives to the next level.
- Raise awareness about the importance of physical activity, whilst providing fans with the opportunity to combine exercise with environmental action.
- Support event organisers in taking concrete steps to make sport climate friendly.