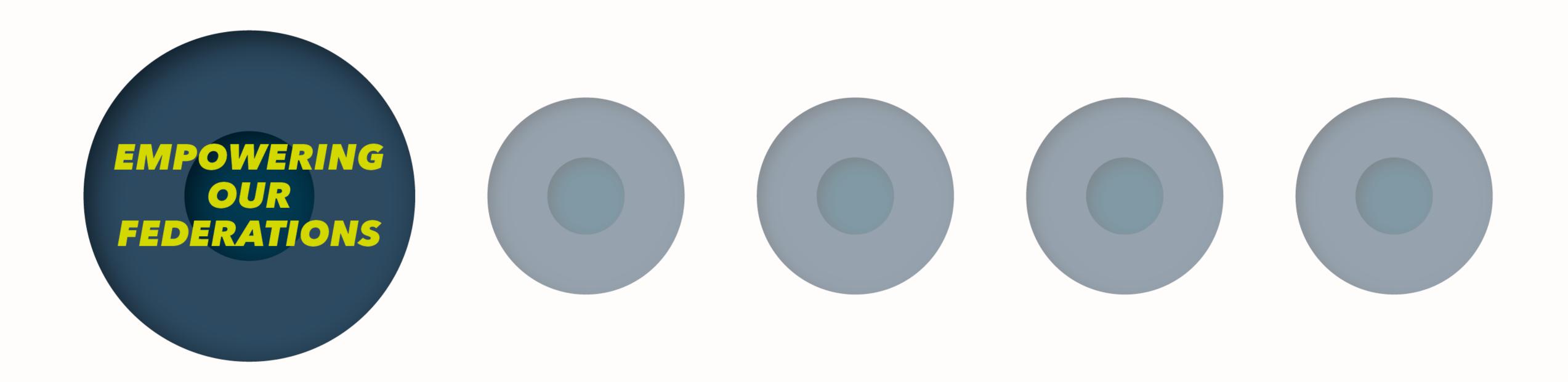




# TARGET 26 STATUS REPORT





#### **OBJECTIVE 1.1**

CREATE THE BIATHLON ACADEMY
TO PROVIDE PRACTICAL SUPPORT
FOR MEMBER FEDERATIONS,
ATHLETES AND COACHES

#### **OBJECTIVE 1.2**

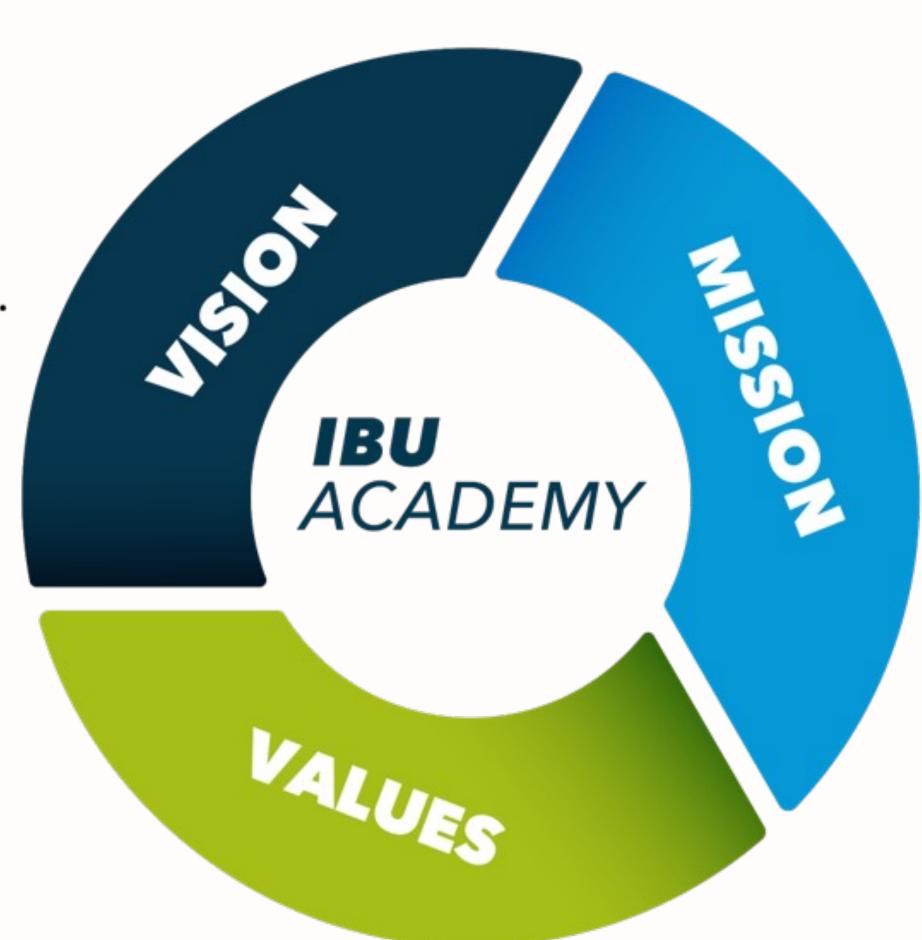
ESTABLISH A MORE EFFECTIVE SYSTEM OF FINANCIAL SUPPORT FOR ALL MEMBER FEDERATIONS

#### **OBJECTIVE 1.3**

ENHANCE YOUTH PARTICIPATION AND ACCESSIBLE PATHWAYS FOR YOUNG ATHLETES

IBU ACADEMY

Internationally recognized opportunities for learning, discovery, and engagement for athletes, coaches, delegates, referees, and managers within the biathlon family. IBU offers a wide range of programs and knowledge and builds partnerships to develop the sport.



The IBU Academy's mission is to improve the world of biathlon through outstanding research, education, preservation, and practice and educates aspiring leaders worldwide who will serve all sectors of biathlon.

Different nationalities and cultures receive and bring professionalism, team spirit, fair play, respect, and innovation to the IBU Academy.

Together we work for a stronger sport.

## 15<sup>TH</sup> ORDINARY IBU CONGRESS IBU ACADEMY

# **FOCUS AREA** AND GOALS

Global biathlon family members: leaders and staff of national federations, coaches, athletes, physicians, technicians, and IBU event organisers, officials, and media representatives.

## **Education**

Implement educational programs combining theory and practice provided by international experts to encourage a lifelong desire to learn and actively serve global biathlon family at different professionalisation levels from grassroots to highperformance.

## Research

Develop ideas and projects to stimulate the development of biathlon family.

innovate biathlon specific issues, biathlon and benefit the global

Develop and implement a dual career policy, strategy, and action plan 2022-2026

Find and unit partners for high performance sport and education by 2022

Identify and exchange best practice examples from NFs and Institutions from 2022

Encourage NFs to implement a dual career policy by 2023

Act as a link between educational institutions and NFs from 2023

Build a platform for athletes with dual career options by 2023

## **Dual career**

Develop the possibility for talented, professional, and elite athletes to build an educational or job path simultaneously with a sports career and develop leaders who will serve all biathlon sectors in the future.

Pathway for Coaches and develop as IBU Educators/Lecturers by 2022

IBU Academy Program Portfolio by 2022

IBU Coaching Framework by 2021

Platform for Knowledge Exchange by 2022

**Build IBU Network by 2024** 

Define and Implement Programs by 2022

Establish a centralized, tailored system to develop, train and educate the biathlon family by 2026

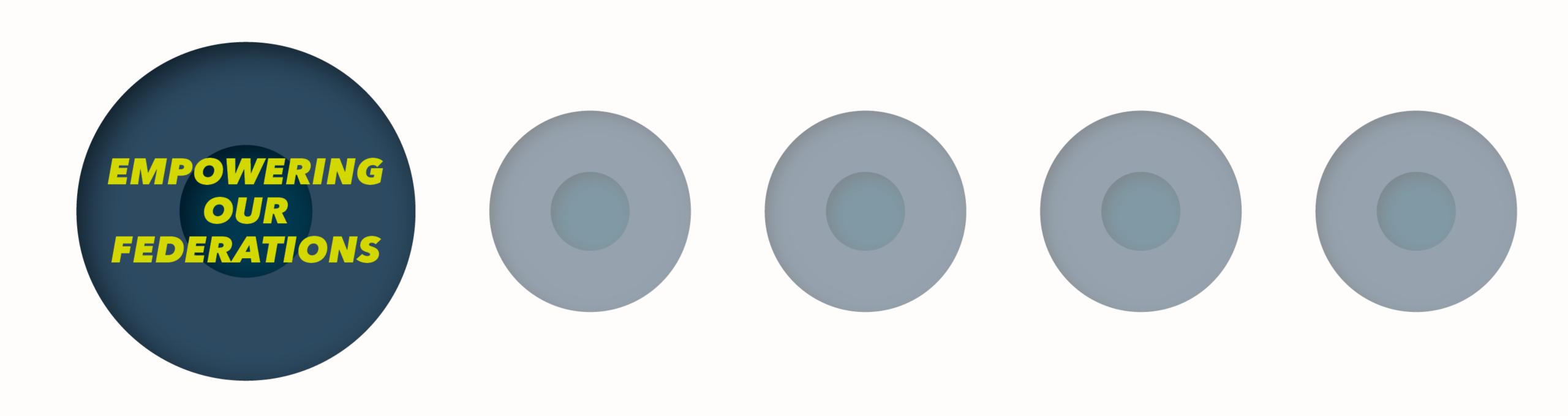
Develop research grant project to promote sports science research in biathlon by 2021

Build a network with key partners by 2022

Digital journal of biathlon coaching from 2023







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NFs DEVELOPMENT PROJECT SUPPORT

**REGIONAL EVENTS** 

**MATERIAL SUPPORT** 



**PARTICIPATION SUPPORT** 

**EVENT PARTICIPATION CONTRIBUTION** 

**TEAM PERFORMANCE BONUS** 

**REACH PERFORMANCE BONUS** 

NF FINANCIAL SUPPORT



#### June

Participation Support Based on previous season

Performance Bonus For all NFs whose countries broadcast events previous season

Development National Activities

# **April Team Performance Bonus**

NF Nations Score

#### 1 May

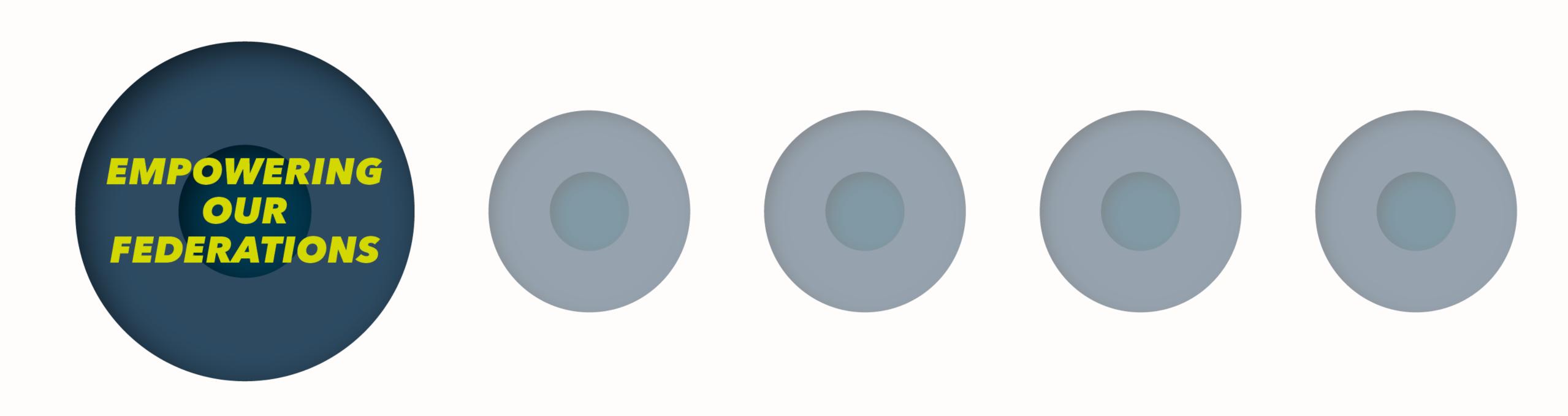
## **November-March Participation Support**

Regular payments during the season

## **Development Support**

Ongoing





#### **OBJECTIVE 1.1**

CREATE THE BIATHLON ACADEMY
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YOUTH PARTICIPATION

## **REGIONAL EVENTS**

SUPPORT PARTNERSHIP

SEASON
2020/2021
15
EVENTS IN
5
IBU REGIONS

SEASON 2021/2022
31
EVENTS IN
7
IBU REGIONS

PROMOTES
SPORT OF
YOUTHS AND
JUNIOR

SUPPORT LOCAL BIATHLON VENUES

YOUTH PARTICIPATION

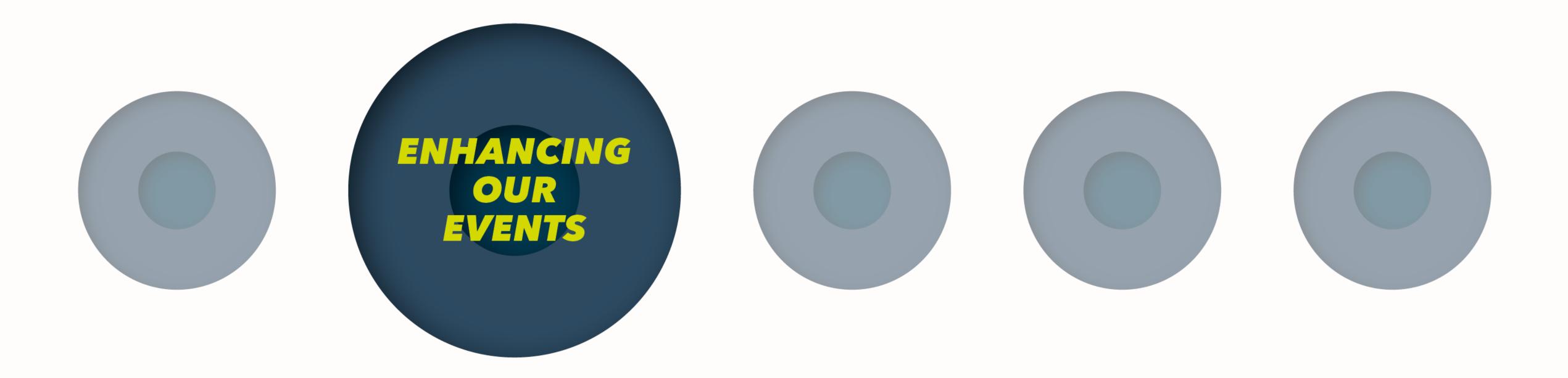


Baltic Cup

North America Cup







#### **OBJECTIVE 2.1**

INCREASE THE CONSISTENCY OF IBU EVENT STANDARDS

#### **OBJECTIVE 2.2**

IMPROVE FAN EXPERIENCE AT IBU EVENTS

#### **OBJECTIVE 2.3**

IMPROVE ATHLETE EXPERIENCE AT IBU EVENTS

2.1 INCREASE THE CONSISTENCY OF IBU EVENT STANDARDS

Offering OCs additional on-the-ground support and resources

 Increased knowledgeexchange programme between OCs



2.1 INCREASE THE CONSISTENCY OF IBU EVENT STANDARDS

 Further develop the system for awarding events, using transparent and quantifiable measurement criteria



2.2 IMPROVE FAN EXPERIENCE AT IBU EVENTS

- Conduct analysis of the current fan experience at IBU events alongside the IBU fan group
- Establish working system between the IBU, OCs and fan groups to identify action plans to attract and engage more young people



2.2 IMPROVE FAN EXPERIENCE AT IBU EVENTS

- Design and implement a support system for fans, designed to facilitate issues such as accommodation, ticketing and transport
- Work alongside existing fan groups to help spread the growth of national biathlon fan groups across the world



2.3 IMPROVE ATHLETE EXPERIENCE AT IBU EVENTS

 Continue to integrate the Athletes' Committee into the IBU events calendar planning with a full review

 Work alongside OCs to raise standards of athlete experience at events, including transport, accommodation, and onsite facilities



2.3 IMPROVE ATHLETE EXPERIENCE AT IBU EVENTS

 Implement a strict smoking ban enforcement at the venues, with designated smoking areas







#### **OBJECTIVE 3.1**

ESTABLISH A FULLY INTEGRATED IBU DIGITAL ECOSYSTEM

#### **OBJECTIVE 3.2**

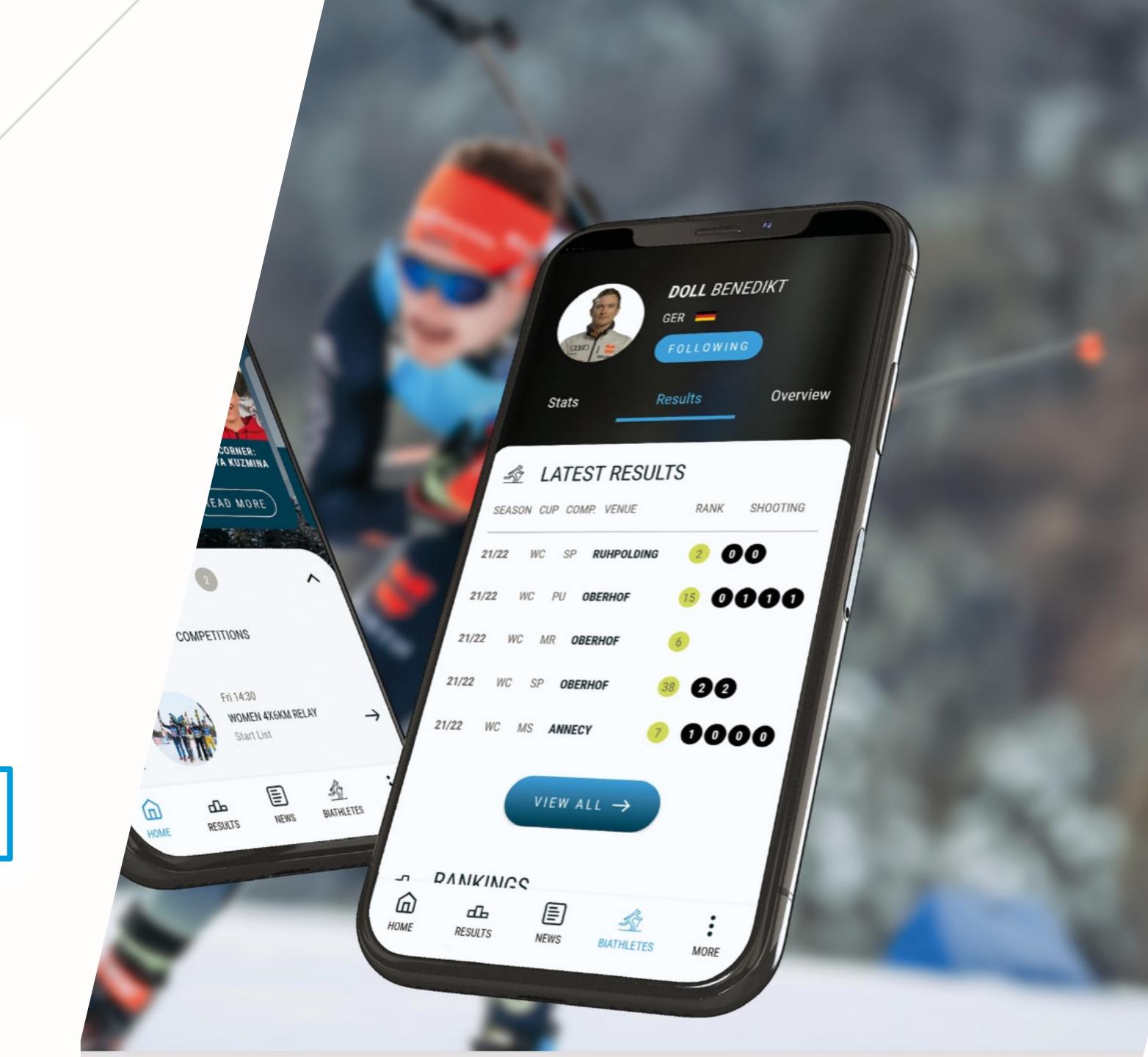
INCREASE OPPORTUNITIES TO SHOWCASE ELITE BIATHLON INTERNATIONALLY

#### **OBJECTIVE 3.3**

ENHANCE INTERNATIONALLY-VIABLE PROMOTION EFFORTS

## 3.1. Digital Ecosystem

- Establish an innovative digital and social media strategy
- Renew IBU website, including event sites & partner opportunities
- Develop an IBU mobile app
- Review athlete activities across all touchpoints\* (3.3)
- Analyse and test potential of e-Biathlon and gamification\* (5.2.)







Role and acceptance of gaming in particular but also e-sports will continue to grow and become more mainstream.

Certain experts forecast that gaming will become the biggest entertainment industry - bigger than movies, music and sports combined.

Community not one, that wants to be "governed"

Politically, governance is encouraged and pushed - not clear who should be responsible though and different stakeholders have different interests

Very competitive market, which is dominated by non-sports games

STRATEGY & RESERVATIONS



Strategic decision:
Objective & Audience:
revenue vs fan
engagement vs.
attraction of new fan
demographics

Surprisingly high interest for some wintersports amongst gamers – potential for activation or fan engagement

Main gaming markets not necessarily a winter-sports fit, i.e. Asia and North America.

Sports Games that are successful are from major global rights holders such as FIFA, NBA, UFC, F1 or the PGA

Revenue option might need - potentially significant - investments at a high risk.



Strategic decision:
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## PC Console Games

- Only viable with license agreement (e.g. NBA, PGA etc.)
- Control would be with game producers
- Popularity of sports games on consoles is diminishing

Not recommended

#### Mobile Games

- Already a number of Games on the market
- Explore cooperation options

Recommended

## Virtual Sports

- There is a VR game available, but no real physical activity required.
- No offer from market leaders yet.

Not recommended

### Fantasy

- Needs software partner
- Market
   potential not
   clear
- Option of simplified version as fan engagement tool

Partially recommended

THE **BIATHLON FAMILY** 

## 3.2. Showcase Biathlon

- Establish a strategy for global biathlon coverage
- Expand coverage to traditional & new markets both on TV & online together with media partner



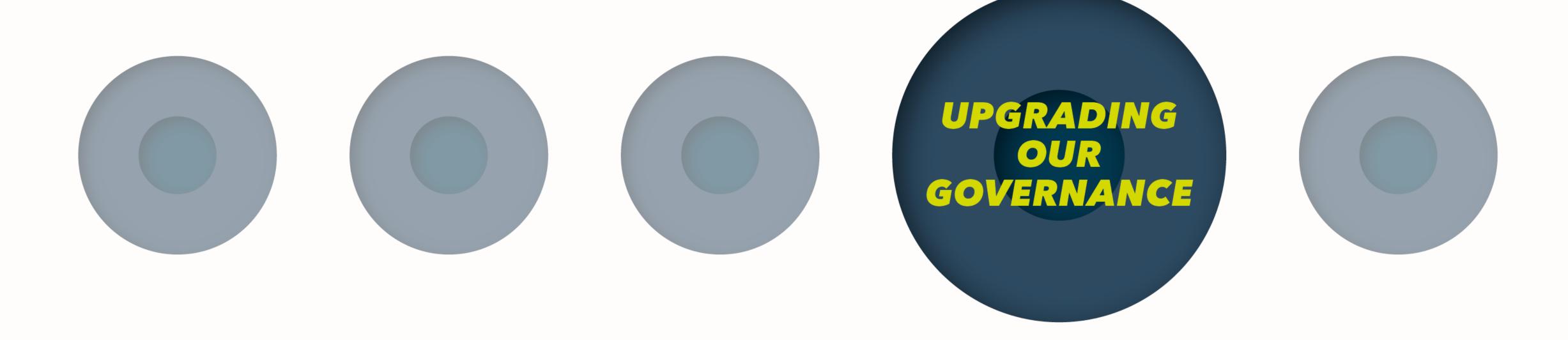
# 3.3. International Promotion



Develop an international sponsorship framework with marketing partner







#### **OBJECTIVE 4.1**

STRENGTHEN IBU'S GOVERNING PRINCIPLES AND REGULATIONS

#### **OBJECTIVE 4.2**

EXPAND THE INVOLVEMENT OF BIATHLON IN INTERNATIONAL & NATIONAL SPORTING AFFAIRS

#### **OBJECTIVE 4.3**

INCREASE ENGAGEMENT OF ALL STAKEHOLDERS IN IBU DECISION-MAKING

4.1 STRENGTHEN IBU'S GOVERNING PRINCIPLES AND REGULATIONS

# IMPLEMENTING THE NEW FRAMEWORK

- Modern constitution
- Clear division of responsibilities:
   Congress, EB, BIU
- EB annual cycle
- ECR



4.1 STRENGTHEN IBU's GOVERNING PRINCIPLES AND REGULATIONS





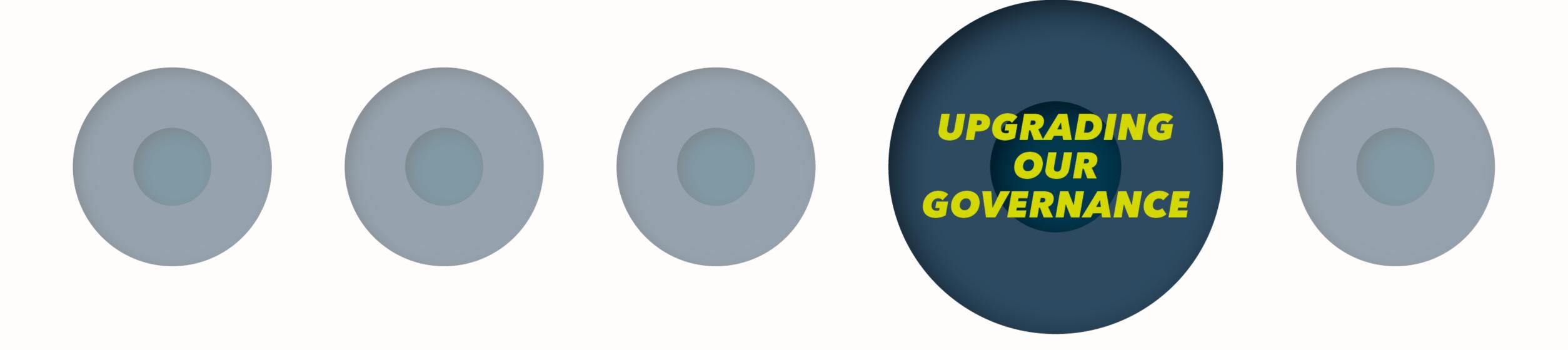
4.1 STRENGTHEN IBU's GOVERNING PRINCIPLES AND REGULATIONS

- UNCONSCIOUS BIAS TRAINING
- WOMEN LEAD SPORT
- MENTORSHIP PROGRAMME
- GENDER EQUITY FORUM
- ATHLETES AMBASSADORS
- SUPPORT OF NATIONAL PROJECTS









#### **OBJECTIVE 4.1**

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#### **OBJECTIVE 4.3**

INCREASE ENGAGEMENT OF ALL STAKEHOLDERS IN IBU DECISION-MAKING

4.2 INVOLVEMENT IN INTERNATIONAL AND NATIONAL SPORTING AFFAIRS

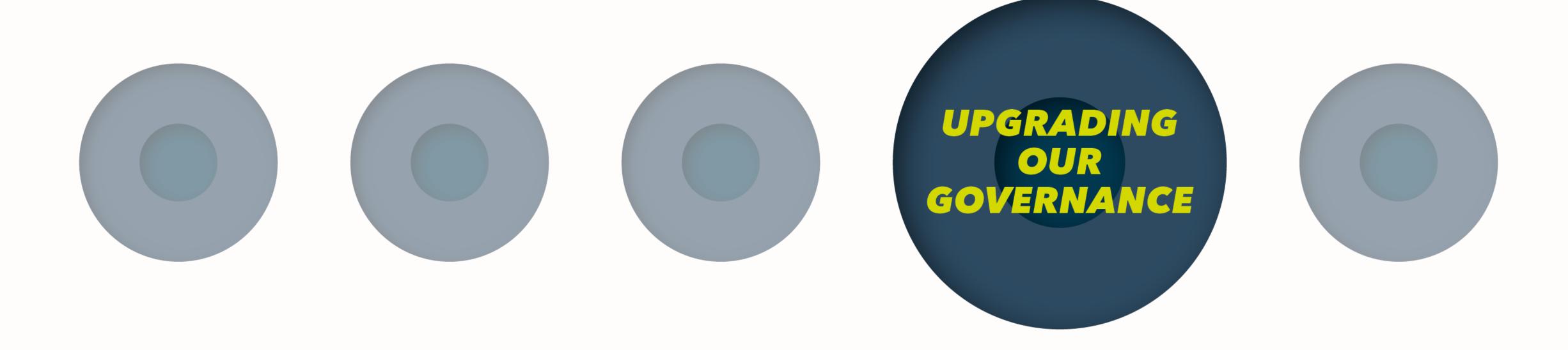
May 2022
"MIND THE GAP!
HOW TO ACCELERATE
GENDER EQUITY!"

90 participants from 36 member federations

In cooperation with IBSF and AIOWF







#### **OBJECTIVE 4.1**

STRENGTHEN IBU'S GOVERNING PRINCIPLES AND REGULATIONS

#### **OBJECTIVE 4.2**

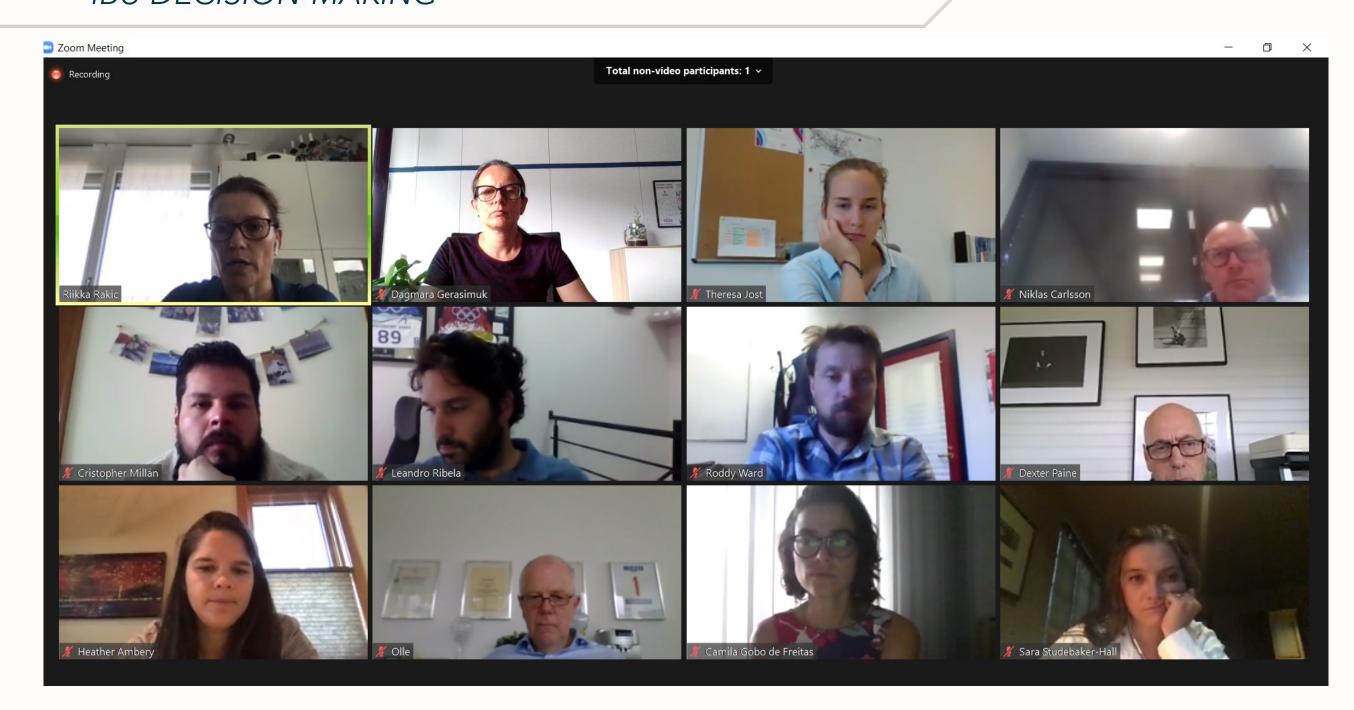
EXPAND THE INVOLVEMENT OF BIATHLON IN INTERNATIONAL & NATIONAL SPORTING AFFAIRS

#### **OBJECTIVE 4.3**

INCREASE ENGAGEMENT OF ALL STAKEHOLDERS IN IBU DECISION-MAKING

4.3 INCREASE ENGAGEMENT OF ALL STAKEHOLDERS IN IBU DECISION-MAKING





#### New IBU working groups (excl. TC)

Development

Sustainability

Gender Equality

Expert Reference Group

- Academy Expert
- Finance

Regional Event

- Key Decision Makers
- Research Grant Programme
- Development Reference Group





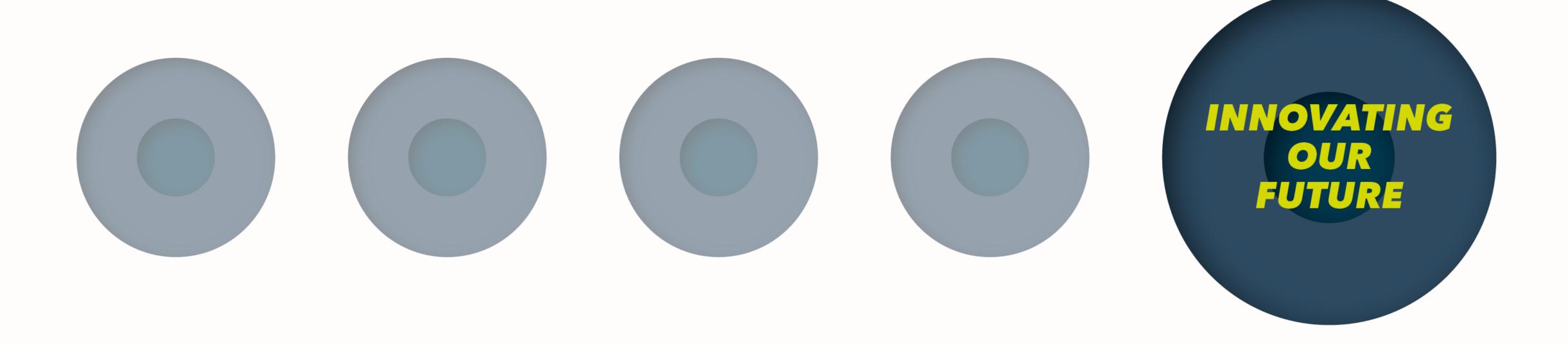
# Third Review of Governance of AIOWF International Federation Members

September 2020



THE **BIATHLON FAMILY** 





#### **OBJECTIVE 5.1**

DEVELOP 'STREET BIATHLON' AS A UNIQUE BIATHLON DISCIPLINE

#### **OBJECTIVE 5.2**

DEVELOP CAPABILITIES TO PLACE
THE IBU AT THE HEART OF DEVELOPMENTS IN THE DIGITAL WORLD

#### **OBJECTIVE 5.3**

ESTABLISH BIATHLON
AS A LEADER IN PROMOTING
SUSTAINABILITY IN SPORT

5.1 DEVELOP "STREET BIATHLON" AS UNIQUE BIATHLON DISCIPLINE

 Conduct a feasibility study for street biathlon and develop a strategy focused on attracting a distinct, youthful audience, and detailing potential venues as well as rules and regulations



IBU

5.1 DEVELOP "STREET BIATHLON" AS UNIQUE BIATHLON DISCIPLINE

Conduct a review into existing procedures regarding shooting and events safety, establishing a forum for new, innovative ideas to be included in "street biathlon"

5.1 DEVELOP "STREET BIATHLON" AS UNIQUE BIATHLON DISCIPLINE

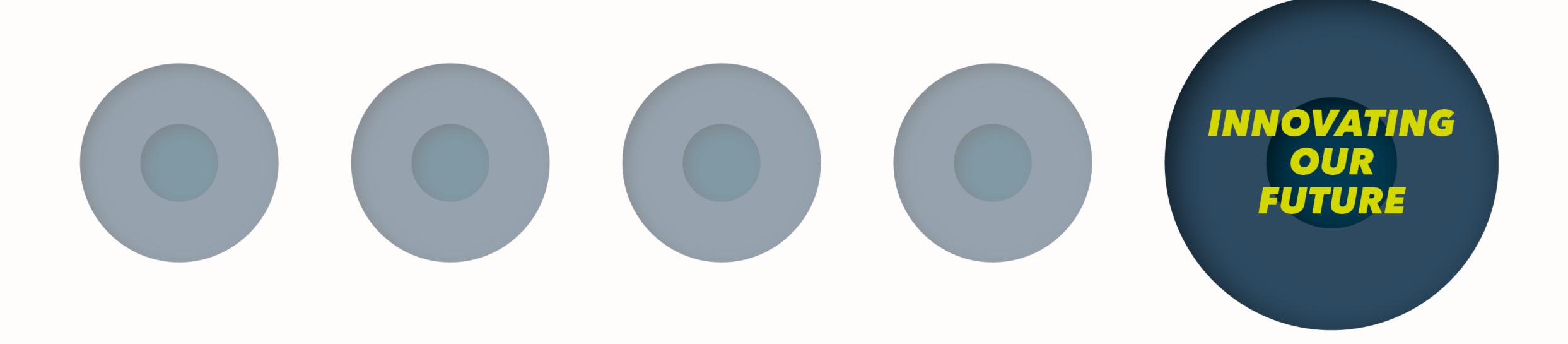






Establish and implement international "street biathlon" events, taking place in populous, urban environments





#### **OBJECTIVE 5.1**

DEVELOP 'STREET BIATHLON' AS A UNIQUE BIATHLON DISCIPLINE

#### **OBJECTIVE 5.2**

DEVELOP CAPABILITIES TO PLACE
THE IBU AT THE HEART OF DEVELOPMENTS IN THE DIGITAL WORLD

#### **OBJECTIVE 5.3**

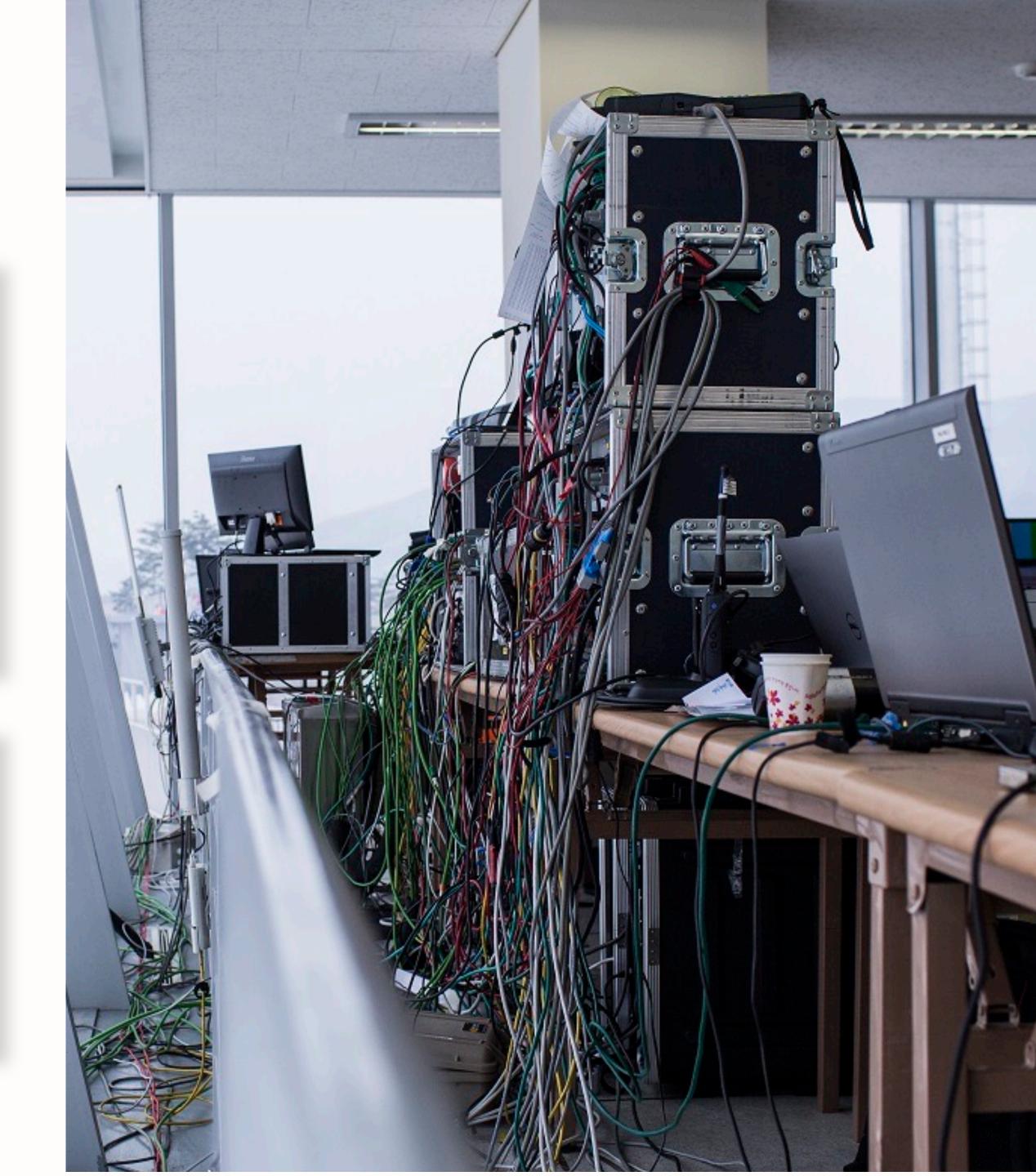
ESTABLISH BIATHLON
AS A LEADER IN PROMOTING
SUSTAINABILITY IN SPORT



5.2 DEVELOP CAPABILITIES TO PLACE THE IBU AT THE HEART OF DEVELOPMENTS IN THE DIGITAL WORLD

Establish a clear strategy to build institutional capacities and dedication to monitor, understand and act on technological trends that can better promote the sport of biathlon

Implement the strategy for building institutional capacities, including the recruitment of key personnel, if applicable



## 15TH ORDINARY IBU CONGRESS

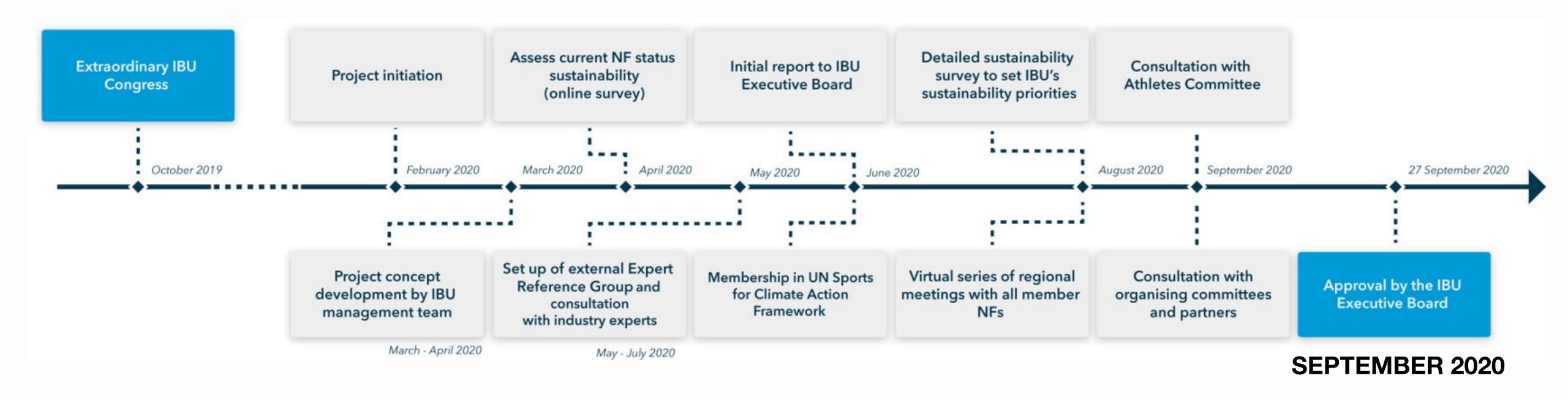
# ESTABLISH BIATHLON AS A LEADER IN SUSTAINABILITY

- Conduct a full review of sustainability issues
- Establish sustainability initiatives to decrease the footprint of IBU events
- Promote sustainability within
   biathlon and international sport

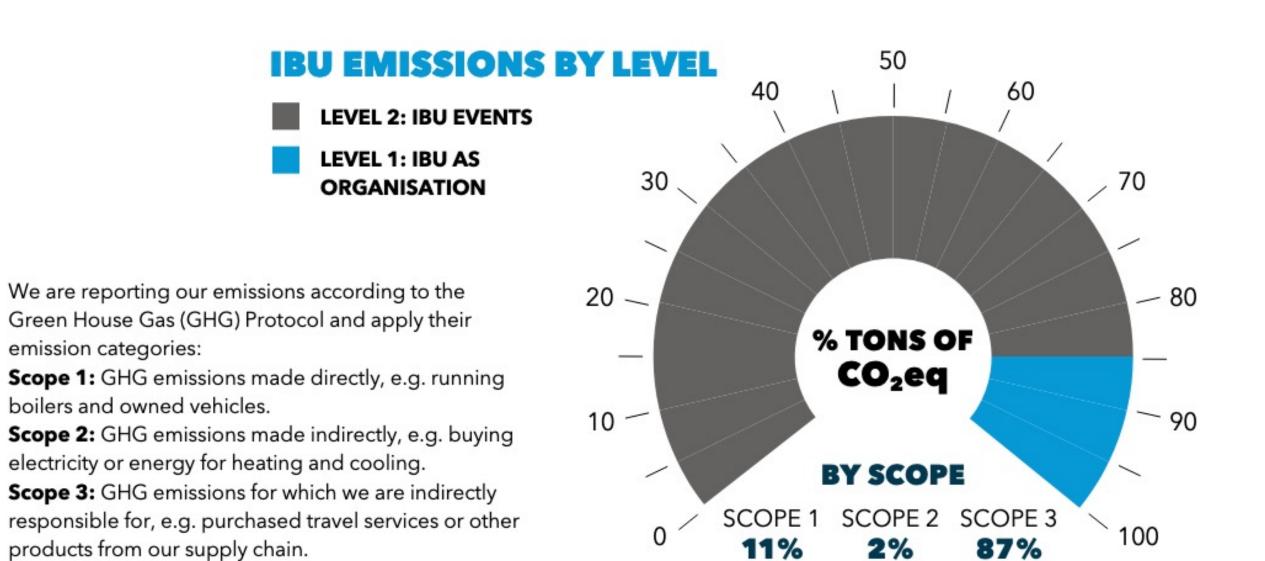


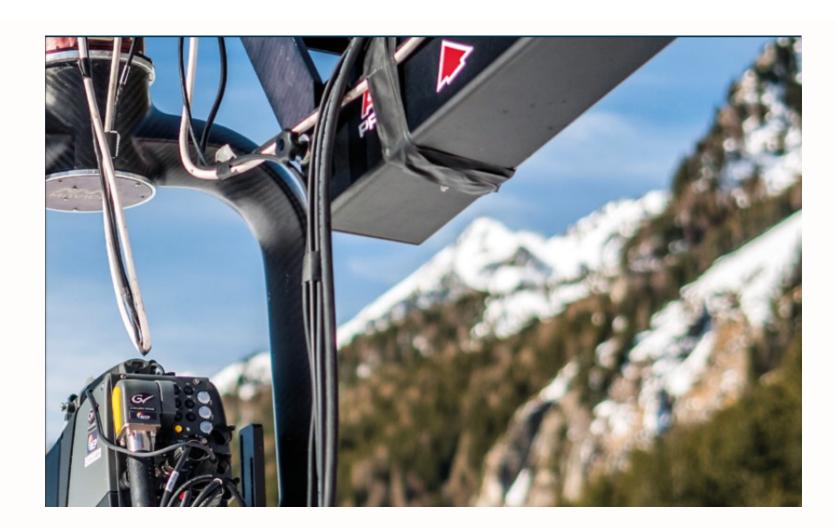






SUSTAINABILITY: INITIATIVES TO REDUCE FOOTPRINT





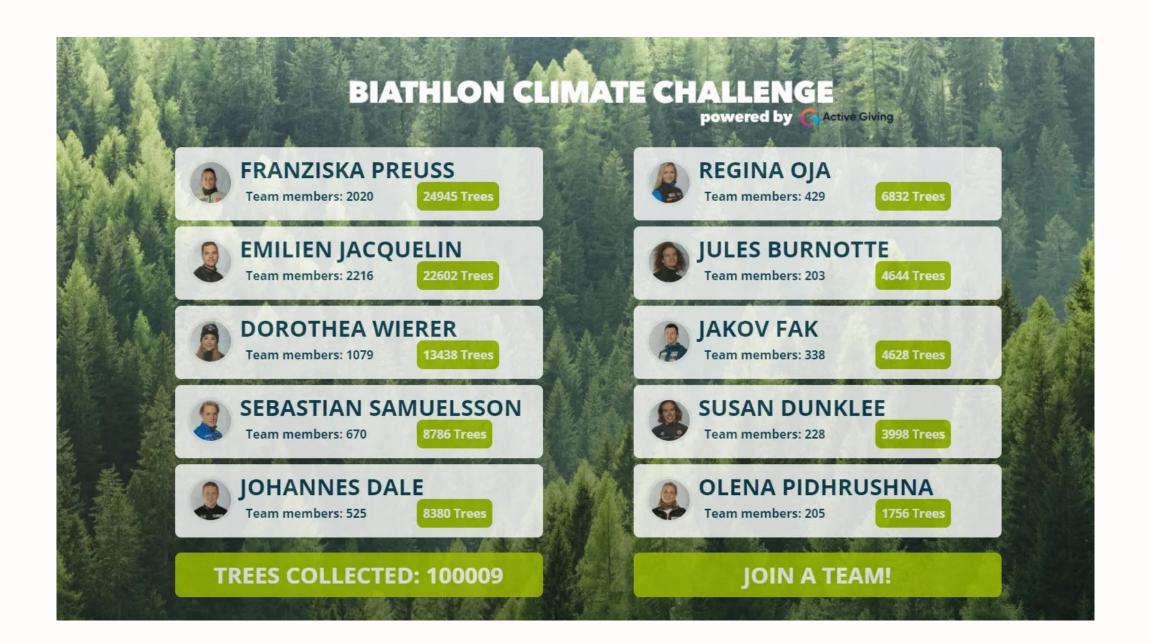








SUSTAINABILITY: PROMOTE SUSTAINABILITY WITHIN BIATHLON AND INTERNATIONAL SPORT



IRACE TO ZERO



















