

EBU x IBU SUSTAINABLE PRODUCTION OVERVIEW

BACKGROUND

The sport of biathlon is already experiencing the direct impacts of climate change. Athletes are deeply concerned about the sport's sustainability, and the increasing severity of extreme weather affects the organisation of events and broadcasts.

Climate-related impacts on biathlon include:

- Reduced snowfall and shorter winters, affecting athlete training and competition schedules
- Extreme and unpredictable weather conditions during races
- Climate variability affecting snow quality and track conditions
- Cancellation or abandonment of competitions
- Sub-standard fan experience
- Cost of climate adaption measures
- Increased expectations from fans, media, sponsors, and athletes for climate action

All of these impacts have potentially significant financial repercussions in addition to their physical and logistical impacts. These are not projections; they are all real impacts that have already happened in biathlon and continue to happen across sports worldwide.

The International Biathlon Union's (IBU) [Sustainability Strategy](#), launched in 2020, aims to lead by example, reduce its environmental impact, and inspire positive change within the biathlon community and beyond. The IBU is a signatory of the [UN Sports for Climate Action Framework](#) and a partner in the [Race to Zero](#) campaign with the target to reduce its climate impact by 50% by 2030 and achieve Net Zero by 2040.

Broadcasting is integral to the sports ecosystem, but it also directly contributes to climate change and the impacts biathlon is experiencing through carbon emissions from travel, energy use, and equipment associated with live event production. Within the IBU Sustainability Strategy, specific actions to reduce the carbon footprint of biathlon include broadcasting operations.

During the 2023/24 IBU World Cup season, six events participated in a trial project to measure the carbon footprint of broadcast operation areas, including travel and transport, energy use, material use, and disposal. The results of these efforts have identified common impact areas that all EBU members can address to support the reduction of biathlon's carbon footprint as a sport according to science-based targets.

OBJECTIVES OF THIS COLLABORATIVE PROGRAM

- Establish the framework to measure and reduce the carbon footprints of all IBU World Cup broadcasts for the 2024/25 season
- Create guided training for EBU and Member production teams on carbon footprint measurement and tools via the EBU Academy
- Design carbon reduction strategies for the 2024/25 season
- Achieve albert sustainable production certification for the 2025 Biathlon World Championships

EBU MEMBER COMMITMENTS (MINIMUM)

The success of this program will require members to commit to the following:

1. Measure the broadcast production carbon footprint of IBU World Cup events and implement a carbon reduction plan.
2. Engage suppliers and LOCs to collect data and utilise the (free) available calculation tools to measure the carbon footprint.
3. Participate in collective networks and debrief sessions to share insights, challenges and learn from other EBU members.

EBU MEMBER COMMITMENTS (ENHANCED)

1. Allocate time in your production schedules (and budgets) for staff and suppliers to plan for sustainability actions.
2. Ensure all staff and crew engage in sustainability training provided by the EBU or HB.
3. Make sustainability an editorial consideration (e.g. vignettes/VTs during live coverage or a dedicated section in sports news output).

EBU COMMITMENTS

1. Establish an EBU member working group and forum to facilitate knowledge exchange, document challenges/solutions, and share insights for IBU World Cup/World Championships production.
2. Provide clear instructions to all EBU members for in-scope activity areas and data collection requirements.
3. Create guided training for EBU and Member production teams around three main topics; carbon footprint measurement, Carbon Action Plans/Green Memos, and editorial opportunities to inspire and advocate for change.
4. Support EBU members and collaborate with IBU for LOC engagement and support.

IBU COMMITMENTS

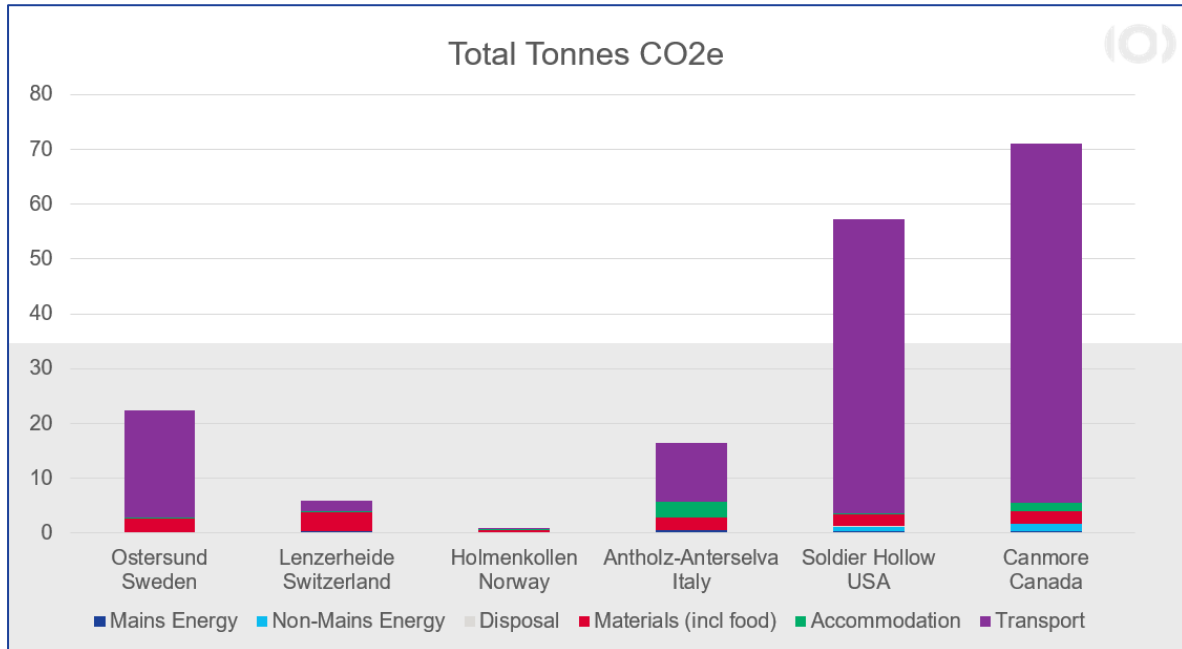
1. Participate in EBU Member Working Group knowledge exchange.
2. Facilitate discussions and engagement with LOCs on energy, catering, and waste management.

BENEFITS OF THIS COLLABORATION

- Directly contribute to the IBU sustainability strategy and UN Sports for Climate Action objectives
- Sustainability initiatives resonate with viewers
- Demonstrate a data-driven approach to addressing broadcast emissions
- Realise cost savings and efficiencies from reduced resource consumption
- Enhance sustainability awareness and skills of production teams
- Set an example and motivate positive change across EBU member supply chains
- Strengthen ties between HBs and LOCs in pursuit of common climate goals
- Enhance EBU members' reputation for sustainability among current and potential rights holders

INSIGHTS FROM 2023/24 IBU WORLD CUP CARBON FOOTPRINTING

The EBU and its members measured the broadcast carbon footprint of the following IBU World Cup events in the 2023/24 season:



The representative data collected from these events shows that **travel** is the greatest source of emissions for IBU World Cup productions based on the location of the event and proximity to HB/OB Service Provider home base(s).

The table below outlines all broadcast climate impact areas with suggested actions that can be taken to reduce emissions. These are all potential options that can be included in carbon reduction strategies:

AREA	MITIGATION ACTIONS
Travel and Transport	<ul style="list-style-type: none"> • Eliminate domestic (internal) flights where possible • Reduce the number of staff/crew taking flights • Source OB equipment in proximity to event locations to reduce transport emissions and travel costs • Promote car-sharing or carpooling to reduce the number of individual vehicle journeys • Take public transport where possible • Employ local crew and choose accommodation close to site / located on the transport system • Choose hotels with renewable energy and clearly stated and implemented environmental targets • Hire electric rental cars for those doing high mileage • Use video conferencing rather than travelling to meetings
Energy use	<ul style="list-style-type: none"> • Use renewable energy • Source power from the grid where possible • Use hybrid or electric generators or electric power stack where grid power is not available • Replace diesel with biofuels made from waste material for generators & plant where electric isn't an option

	<ul style="list-style-type: none"> • Ask the power consumption expert to provide an energy efficiency plan – can generators be shared between different users on site to reduce the number of generators? • Turn off tech power overnight if the LOC can ensure seamless switching from Tech Power source to domestic power without interruption • Use LED lighting on site where possible • Ensure heating/aircon is switched off in unused (temporary) office areas and doors are kept shut
Materials use	<ul style="list-style-type: none"> • Go paperless or require opt-in for any printing (incl call sheets, running orders, etc.)
Waste / Disposal	<ul style="list-style-type: none"> • No single-use plastics on site - bring your own reusable water bottles, coffee cups, food containers and cutlery and encourage everyone to do the same • Use rechargeable batteries • Apply the waste hierarchy and support LOC zero waste targets

LEARNINGS FROM 2023/24

Feedback from the production teams involved in the pilot carbon footprint activities has also been vital to shaping the EBU's approach and additional requirements for member support.

FEEDBACK	HOW ISSUE WILL BE ADDRESSED
Delays gaining access and logins for albert Calculator	The EBU will engage albert directly on behalf of all members participating in the program to arrange logins for the calculator in a timely manner.
Support is needed for interpreting and understanding the carbon footprint results	The EBU will support members with understanding of carbon footprint results and further mitigation measures.
Scope of broadcast activities/emissions to be measured was unclear for data collection	The EBU will provide clear instructions to all members for in-scope activity areas and data collection requirements in the 2024/25 season.
Waste / Disposal for broadcast activities is a challenge for data collection and reporting	The EBU will engage the IBU on plans for collaboration with LOCs to establish waste measurement mechanisms and clarify responsibilities for data/reporting.

EBU COLLABORATIVE FRAMEWORK APPROACH

PLAN AND INNOVATE

Broadcast TV production is one of the most innovative industries in the world. Consider all options for innovation, look at examples from other broadcasters, think carbon emission reduction. Sustainability must be planned for. It is not something that can be done afterwards.

Engage department heads and suppliers from early stages to start thinking in line with production sustainability requirements. Make sure that carbon footprint reduction and sustainability are discussed in every production/planning meeting with stakeholders.

COLLABORATION WITH SUPPLIERS

Question your suppliers on what they are doing to minimise their footprint and how they can contribute to your production's goals. It is also important to communicate early with your suppliers about the specific data they will need to provide to measure the carbon footprint. Guidance and templates will be provided to EBU member production teams to facilitate this process.

TRAINING AND AWARENESS

Raising awareness of the climate emergency and sustainable practices within broadcast production and editorial teams will be essential to getting everyone working on the IBU World Cup and World Championships production moving in the same direction. It empowers individuals to understand the effects of climate change on society and the environment to gain support for taking the actions needed to reduce greenhouse gas emissions.

CARBON ACTION PLAN

A [Carbon Action Plan](#) is a strategic framework for reducing impacts, implementing sustainable practices, and engaging stakeholders in climate action efforts. It must be started in pre-production and will help you understand what has been done on a production and what you could do in the future.

There is a separate tool within the albert calculator platform to support you with creating your carbon action plan. The EBU will support members using other calculation tools with a template to guide consistent actions related to communication and engagement, editorial content, energy/waste/materials and travel.

GREEN MEMO

A [Green Memo](#) is a simple document that is communicated to all production staff, crew, talent, and suppliers working on a production. It outlines the sustainability intentions and actions being put in place to reduce the production's impacts. It ensures everyone working on a production is responsible for working towards the same environmental goals. This needs to be supported at every level, especially by the Head of Production and Executive Producer.

MEASUREMENT

Albert provides a [carbon calculator](#) for productions to measure their carbon footprint and gain certification. The albert calculator is available for use across the globe and is free at point of use to anyone in the production community. There are other carbon measurement tools provided through country-specific initiatives. It is entirely your choice for which platform or calculator you use for impact measurement and target setting.

INSPIRING AND ADVOCATING FOR CHANGE (EDITORIAL)

While maintaining editorial integrity is essential for EBU members, broadcasters are also responsible for showing their audiences the reality of climate change and the solutions.

Sports broadcasts and associated communication channels provide a strong platform for the sector to play an exemplary role in meeting the challenge of climate change and inspire large audiences to do the same. By showing the transformative projects from IBU World Cup event organisation and the actions athletes are taking, the audience watching can start to imagine what their world could look like in the very near future.

There is a spectrum of opportunities to integrate sustainability into IBU World Cup and World Championships broadcasting, from the subtle to the more outspoken.

NORMALISING

- Showing sustainable environmental behaviour, e.g. electric vehicles transporting athletes/fans, waste reduction initiatives or circularity actions at event venues (e.g. reusable cups, plant-based food).
- Make climate impacts on the sport and sustainability actions a "normal" topic of conversation in commentary or with presenters/pundits.

INFORMING

- Make sustainability an editorial consideration (e.g. vignettes/VTs during live coverage or a dedicated section in sports news output).
- Provide in-depth analysis on relevant topics (e.g. sustainable snow management, sustainable transport to venues).
- Hear from expert voices to help the audience make sense of climate change impacts.
- Follow the fans' experience of transition towards sustainability.

INSPIRING

- Give athletes a platform to talk about why they care about the environment and climate impacts on their sport.
- Show exciting solutions that will help sports events, athletes, fans, and society achieve global climate goals.
- Help the audience imagine what a positive, sustainable future could look like.

CAMPAIGNING

- Focus on creating behaviour, infrastructure or policy change (e.g. [IBU x Pledgeball](#) fan engagement challenge)
- Promote education through partnerships