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Co-Creating for climate with sports stars: Viessmann supports second IBU Biathlon Climate Challenge

- **Fans can join globally one of eight different teams - all led by biathlon superstars – and track their sports activities in Viessmann’s ViMove app**
- **The IBU and it’s Premium Partner Viessmann are co-financing this edition of the #BiathlonClimateChallenge**
- **The Biathlon Climate Challenge 2022 is part of the IBU’s Sustainability Strategy 2020-2030, which, commits the IBU to address sustainability needs in climate, sport, people, venue & event, communication & awareness**

Allendorf (Eder), July 27th 2022: The International Biathlon Union is announcing the second edition of the Biathlon Climate Challenge powered by Viessmann, which aims to connect an active lifestyle with climate action. Fans are challenged to join one of eight different teams - all led by biathlon superstars – and track their sports activities in Viessmann’s ViMove app (available in [App Store](#) or [Google Play](#)), which will convert the distance they have covered or time they have spent into trees planted by reforestation projects.

The IBU and its Premium Partner Viessmann are co-financing this edition of the Biathlon Climate Challenge which runs from 1 August until the end of the Summer Biathlon World Championships in Ruhpolding from 24-28 August 2022.

The team leaders for the Biathlon Climate Challenge powered by Viessmann are:

1. [Denise Herrmann \(GER\)](#)
2. [Marketa Davidova \(CZE\)](#)
3. [Elvira Öberg \(SWE\)](#)
4. [Deedra Irwin \(USA\)](#)
5. [Benedikt Doll \(GER\)](#)
6. [Quentin Fillon Maillet \(FRA\)](#)
7. [Vetle Sjaastad Christiansen \(NOR\)](#)
8. [Jules Burnotte \(CAN\)](#)

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In addition, the Biathlon Climate Challenge is supported by many-time World and Olympic Champion Laura Dahlmeier (GER), who serves as an ambassador and is also a member of the IBU's Sustainability Expert Reference Group.

Fans can join the Biathlon Climate Challenge in five simple steps. First, decide which athlete's team they want to join. Then, to track their activities, download the ViMove app from the App Store or Google Play, create a profile and in the section "Insights" view and decide which favourite athlete's team to join. Any activity counts – running, cycling, hiking, yoga, strength and many more! A live leader board will be displayed on [biathlonworld.com](https://www.biathlonworld.com) so the progress of each team can be tracked as they battle it out to contribute the highest number of trees.

Moreover, fans on-site at the [Summer Biathlon World Championships in Ruhpolding](#) as well as at the opening biathlon summer series event [Blinkfestivalen](#) in Sandnes (NOR) during the first week of August can join the challenge via activities together with several of the team leaders who will be competing. As cooperation partners of the challenge, both organising committees are highlighting their commitments to more climate-friendly biathlon events in the future.

The Biathlon Climate Challenge 2022 is part of the IBU's Sustainability Strategy 2020-2030, which commits the IBU to address sustainability needs in five different areas: climate, sport, people, venue & event, communication & awareness. Its climate goal is to reduce emissions aligned with the goals of the Paris Climate Accord and to be climate neutral as a sport, at the latest by 2030.

IBU President Olle Dahlin:

“The extreme weather with heat waves, bush fires and drought all around us, proves that climate change is here now, and that taking climate action is more important than ever. The Biathlon Climate Challenge is a great way to raise awareness for these issues and promote a healthy lifestyle. It is a fun way to show that small contributions by individuals add up to a meaningful impact overall. The involvement of our Premium Partner Viessmann in this second edition is an encouraging sign that this commitment to sustainable sport and a healthy lifestyle is shared within the biathlon family.”

The challenge aims to plant 50,000 trees in certified reforestation projects, which will be planted half-and-half by programmes managed by [TIST](#), an NGO active in four countries, and by Viessmann in the company's own [forest](#).

Ivo Hoevel, Vice President Marketing at Viessmann:

“During its inaugural edition in 2021, almost 8,000 fans joined the challenge and within 25 days, the goal of 100,000 trees has been reached with fans covering an accumulative distance of 618,595 km and burning a total of 32,369,652 calories”

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says Ivo Hoewel and points out: “We are honored to be able to participate in this important IBU campaign with all the marvellous athletes we support. It’s a very strong contribution to our purpose ‘Creating living spaces for generations to come’. - And we are grateful that our athletes are co-creating together so strongly to protect the climate!”

About Viessmann

Viessmann is the leading provider of climate solutions for all living spaces. The ‘Integrated Viessmann Solutions Offering’ enables users to connect products and systems seamlessly via digital platforms and services for climate (heating, cooling, air quality) and refrigeration solutions. All solutions are based on renewable energy and maximum efficiency. All activities of the family company, founded in 1917, are based on its purpose. “We create living spaces for generations to come” – that is the responsibility of the global Viessmann family with 13,000 members.

About the IBU

The International Biathlon Union (IBU) is recognised by the International Olympic Committee (IOC), as the international governing body for the Olympic sport of biathlon. Headquartered in Anif bei Salzburg, the IBU is a non-profit organisation registered in Austria that regulates the sport and oversees the competition organisation world-wide. In cooperation with its 60 member national federations (NFs), the IBU uses competitions, events, programmes and other activities to promote and develop participation in Biathlon throughout the world.

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