

ORIENTEERING

A GLOBAL AND SUSTAINABLE SPORT

The International Orienteering Federation (IOF)



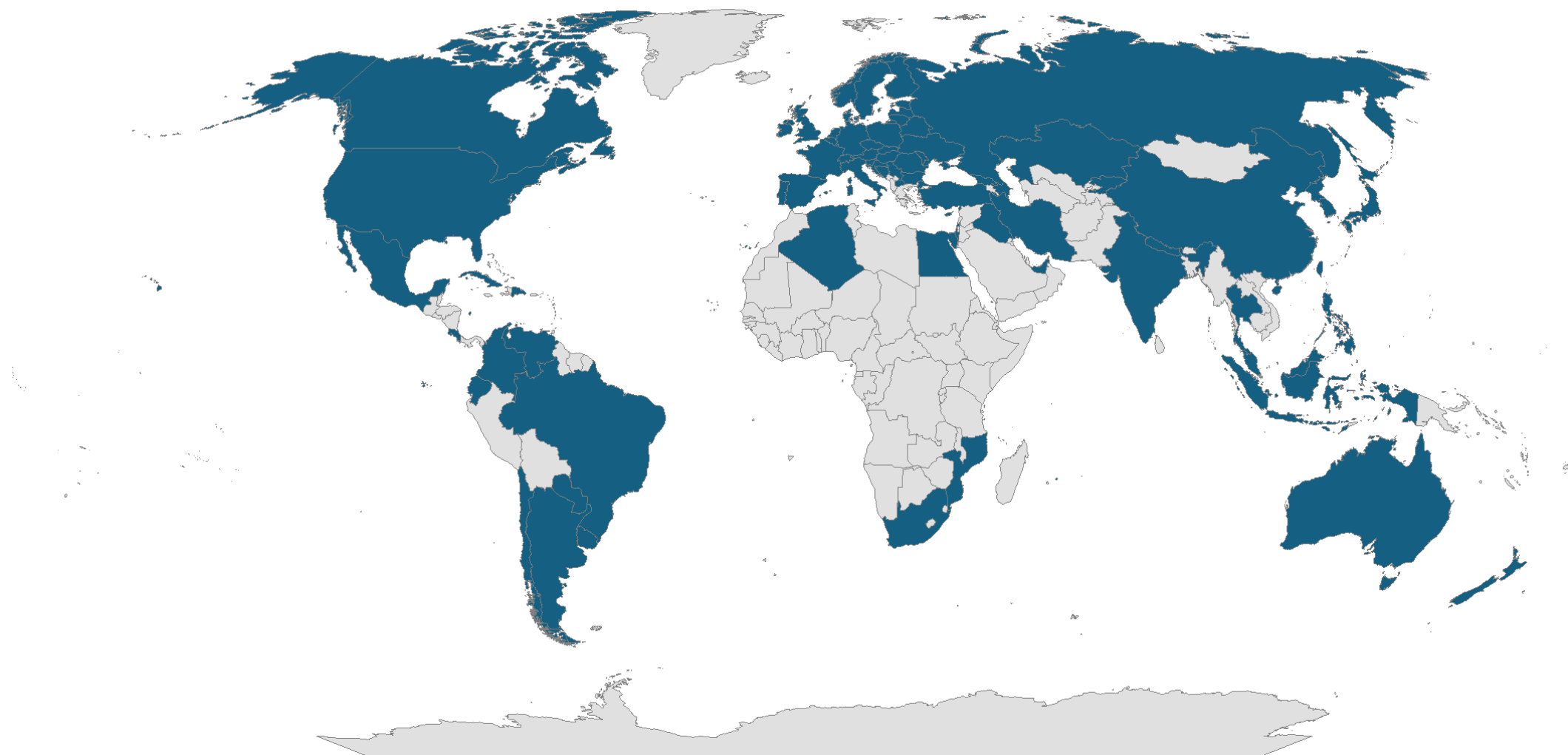
- **The International Orienteering Federation (IOF) is the international governing body for orienteering sports**
- **The IOF governs four orienteering disciplines**
- **The IOF was founded in 1961 and was recognised by the International Olympic Committee (IOC) in 1977**
- **The IOF is a member of the Association of IOC-Recognized International Sports Federations (ARISF), the International Association of World Games (IWGA) and the International Masters Games Association (IMGA)**
- **The IOF is recognized through a Memorandum of Understanding with the International University Sports Federation (FISU) and the International School Sports Federation (ISF)**

International Federation
recognised by the



International
Olympic
Committee

The 81 Members





Vision

**Orienteering is the most
attractive adventure-based
sport for all ages**



Mission

We promote the global growth of orienteering and develop competitive and recreational orienteering



Main Goal

To become a global and sustainable sport



Our values



Sustainable

Orienteering provides mental and physical challenge, builds life-skills and self-confidence and promotes a healthy lifestyle. We are respectful of the natural environment and promote environmental good practice. Orienteering events require limited infrastructure and a low threshold for participation. We are progressive in our response to changes in society.

Inclusive

We equally include people from all ethnic, religious and social backgrounds. Success by women and men is equally recognised. Orienteering is a sport for people across all generations and with varying physical abilities.





Ethical

We are characterized by good governance, democracy and transparency. We are committed to fair play – characterised by the spirit of friendship.

Everyone shall conduct themselves with the highest ethical standards of fairness, honesty and respect for the rules and for one another. We are committed to being a doping free sport and support the enforcement of the World Anti-Doping Code.

Strategic Directions to 2026



- **Actively improve the performance and sustainability* of the IOF and Member Federations**

(* financial, social and environmental)

- **Education**
- **Financial resources**
- **Building strong regional (and sub-regional) activities**
- **Youth program development**

- **Improve the IOF Brand and Orienteering's Visibility**

- **TV and live media development**
- **World Orienteering Week and worldwide participation**
- **Relations to other stakeholders**

- **Develop the IOFs Global competition programme**

- **Organiser development**
- **Quality improvements**
- **Fair Play and Rules**

- **Upgrade Governance further**

- **Diversity and Inclusion**
- **Value-based branding and communication**
- **Digitalisation and Sustainability**

Focus Areas 1 & 2 - highlights



- **IOF Office has completed a mapping of all IOF educational initiatives. Used to see overlaps, gaps and potential for digitalisation. Additional on-line courses added to <https://education.orienteering.sport>**
- **IOF Finances remain sustainable and in line with budget expectations.**
- **Asian Orienteering Association (AOA) is now established and progressing regional activities. Model for other regions/sub-regions.**
- **Successful Young Leaders Academy again, now with youth leadership.**
- **Broadcast TV stability with a slight growth in numbers of broadcasters, orienteering productions were seen in 15 different markets over the summer. Continued strong growth in IOF TV reach**
- **World Orienteering Week showed a second year of new growth following the pandemic years.**
- **International stakeholder relations reviewed with some changes in focus.**
 - **New Memorandum of Understanding with CISM (Military Sport)**
 - **New MoU with ICSD (Deaf Sports)**
- **Heat Policy work initiated for ensuring athletes' safety**

Focus Areas 3 & 4 - highlights

- **Sustainable Events Working Groups**
 - **Aligning FootO program with global and member ambitions.**
 - **Further differentiation of organiser requirements across disciplines, e.g. MTBO, SkiO and TrailO lowered requirements and fees**

- **IOF Main Event Quality Index (MEQI) process shows good quality of IOF World Cup and World Championships in FootO:**

EXCELLENT



Poor

Brilliant

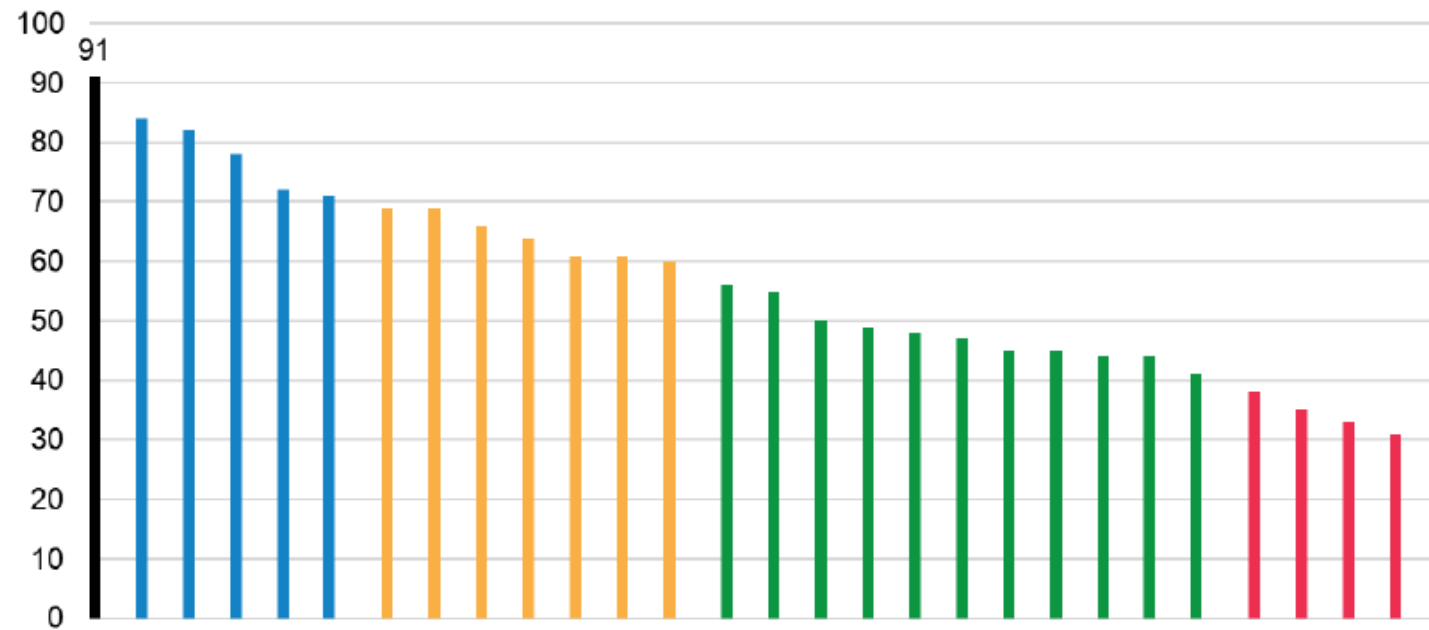
ALL FOUR EVENTS IN THE TOP HALF OF
THIS SCORING RANGE

- **Evaluation of Fair Play elements in the MEQI show good organisational focus**

- **Independent Governance Review by our stakeholder organisation ARISF across a wide variety of good governance parameters**
- **External Expert Resource used to rejuvenate Orienteering Branding and IOF Communications Strategy. Initial report ready and now looking at actions.**
- **Continue to further digitalise across the IOF organisation and processes. Sustainability guidelines published and soon a Sustainable Sourcing Code**

Summary of total scores for 29 IF members of ARISF in the governance review

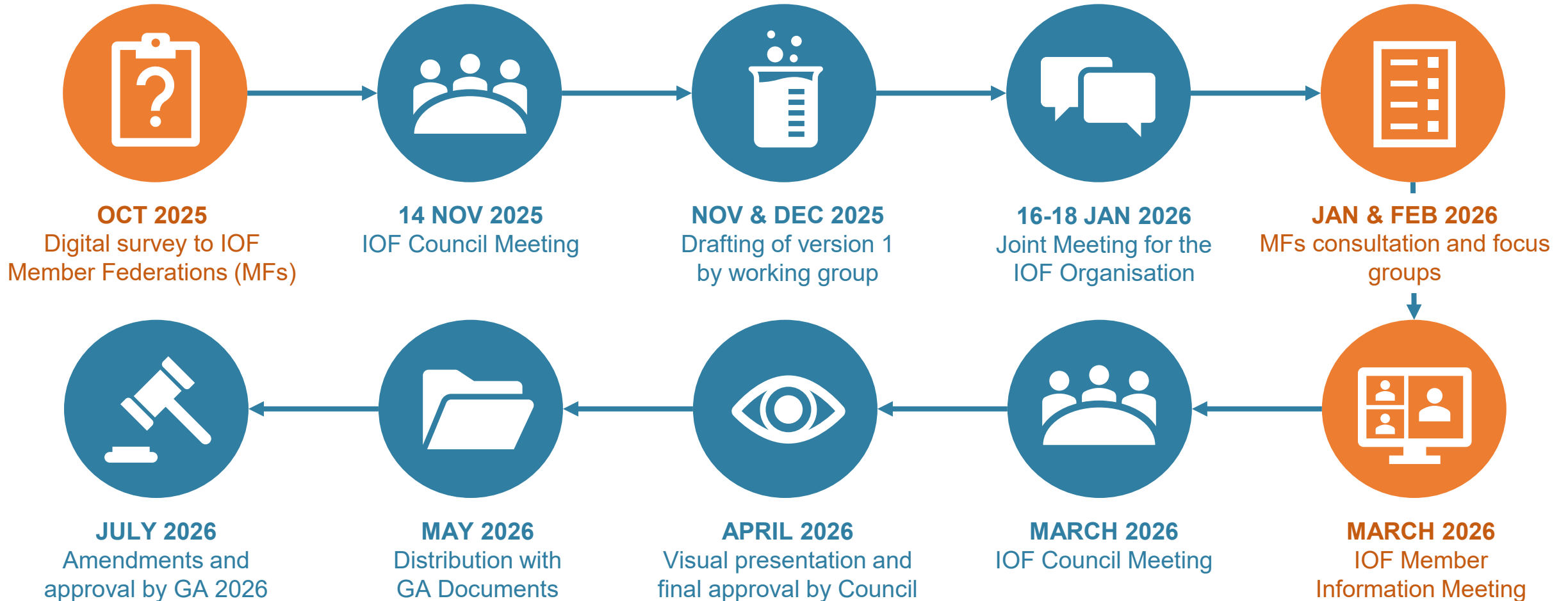
Total scores of each of the 29 IFs analysed (theoretical maximum 100)



Key:

Groups	Score range
A1	70 - 91
A2	60 - 69
B	41 - 56
C	31 - 38
	International Orienteering Federation

Process IOF Strategic Directions 2026-2030



Council Working Group



- **Tom Hollowell (USA)**
- **Linda Take (SWE)**
- **Takashi Sugiyama (JPN)**
- **Ildze Straume (LAT)**
- **Blair Trewin (AUS)**
- **Henrik Eliasson (IOF Office)**
- **Sondre Gullord (IOF Office)**

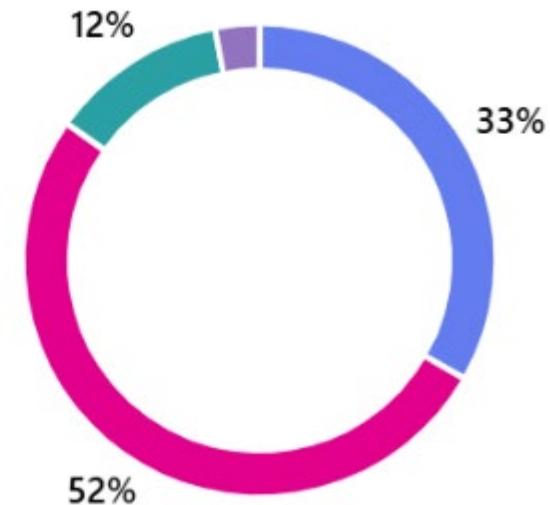
- **Jonatan Ståhl/Eline Gemperle (Athlete Representatives)**

Member Federation Survey Results



How clearly are the IOF's core values – Sustainable, Ethical, and Inclusive – understood within your Federation?

● Very clearly	11
● Somewhat clearly	17
● Neutral	4
● Somewhat not clearly	1
● Not clearly	0

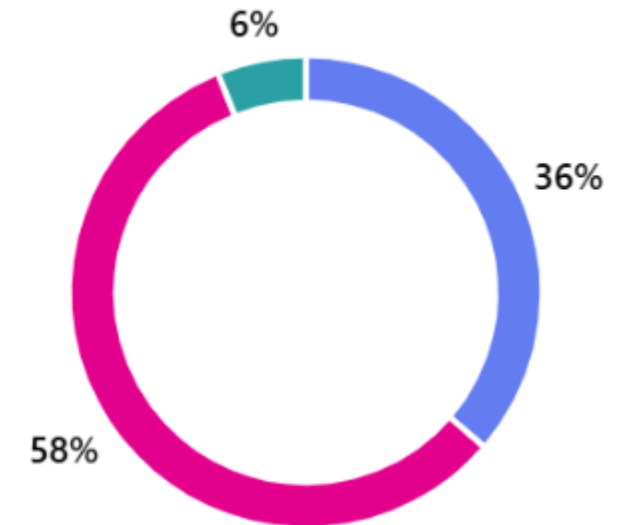


Member Federation Survey Results



How aligned is the strategy of your Federation with the IOF Strategic Directions?

● Very aligned	12
● Somewhat aligned	19
● Not aligned	2



Member Federation Survey Results



Rate the importance for your Federation of the following current strategic initiatives:

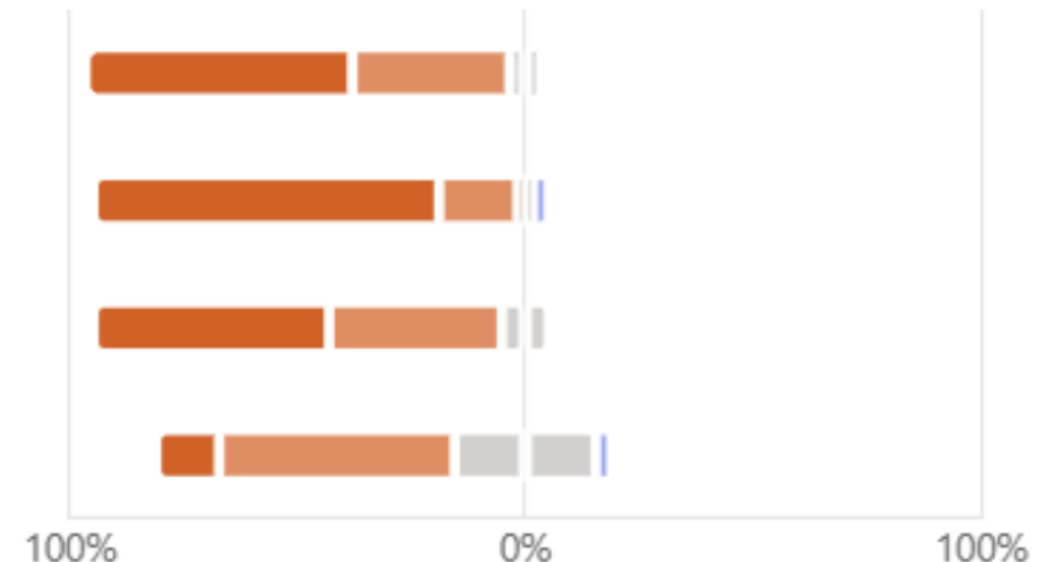
● Very important ● Somewhat important ● Neutral ● Somewhat not important ● Not so important

Actively improve the performance and sustainability of the IOF and Member Federations

Improve the IOF Brand and Orienteering's Visibility

Develop the IOFs Global competition programme

Upgrade Governance further

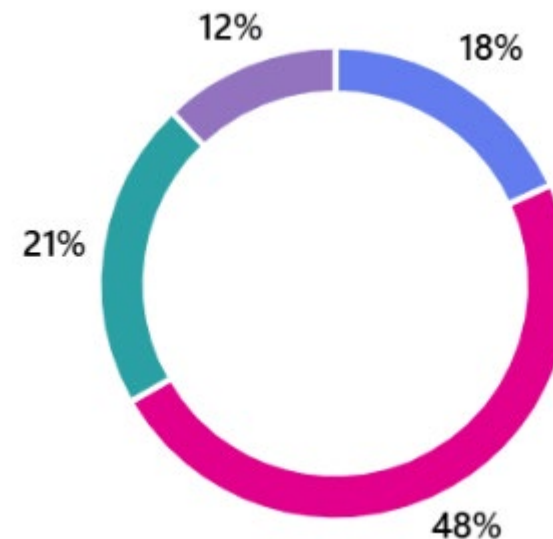


Member Federation Survey Results



To what extent do you believe that World Orienteering Week is important as a global development tool?

- Very important
- Somewhat important
- Neutral
- Somewhat not important
- Not important

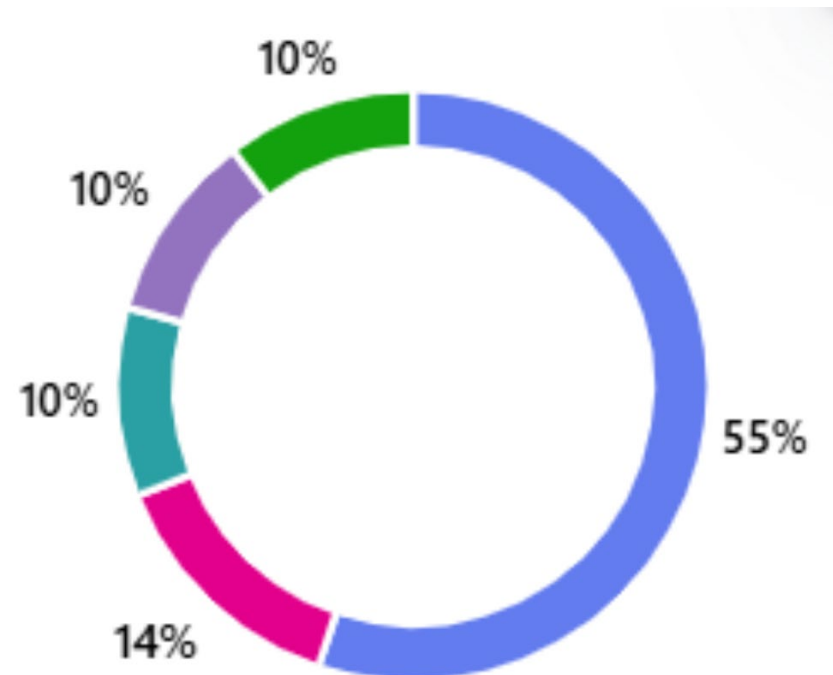


Member Federation Survey Results



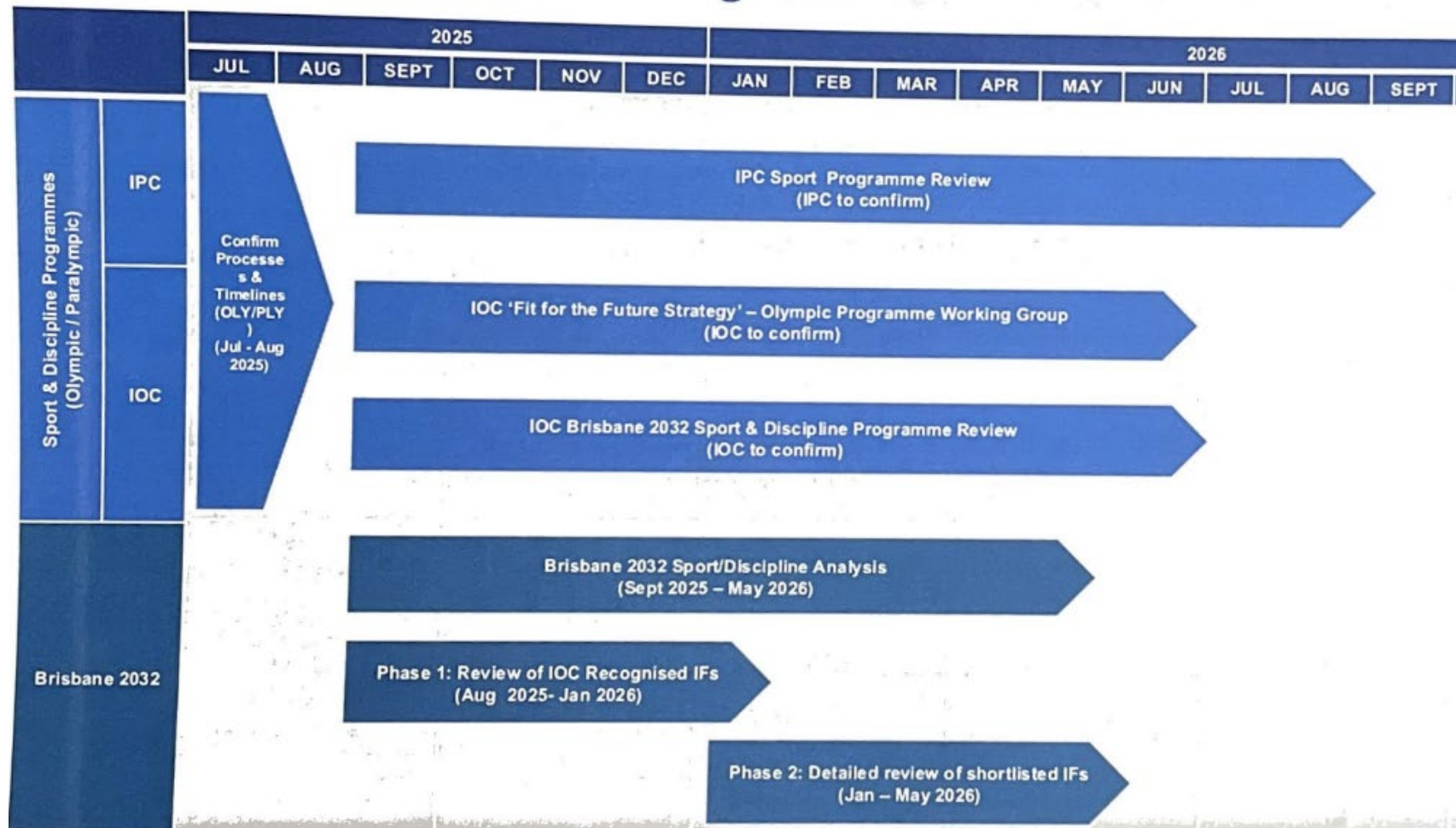
How important is it for your Federation that the Olympic ambition is again reflected in the main goal of the IOF?

- Very important
- Somewhat important
- Neutral
- Somewhat not important
- Not important



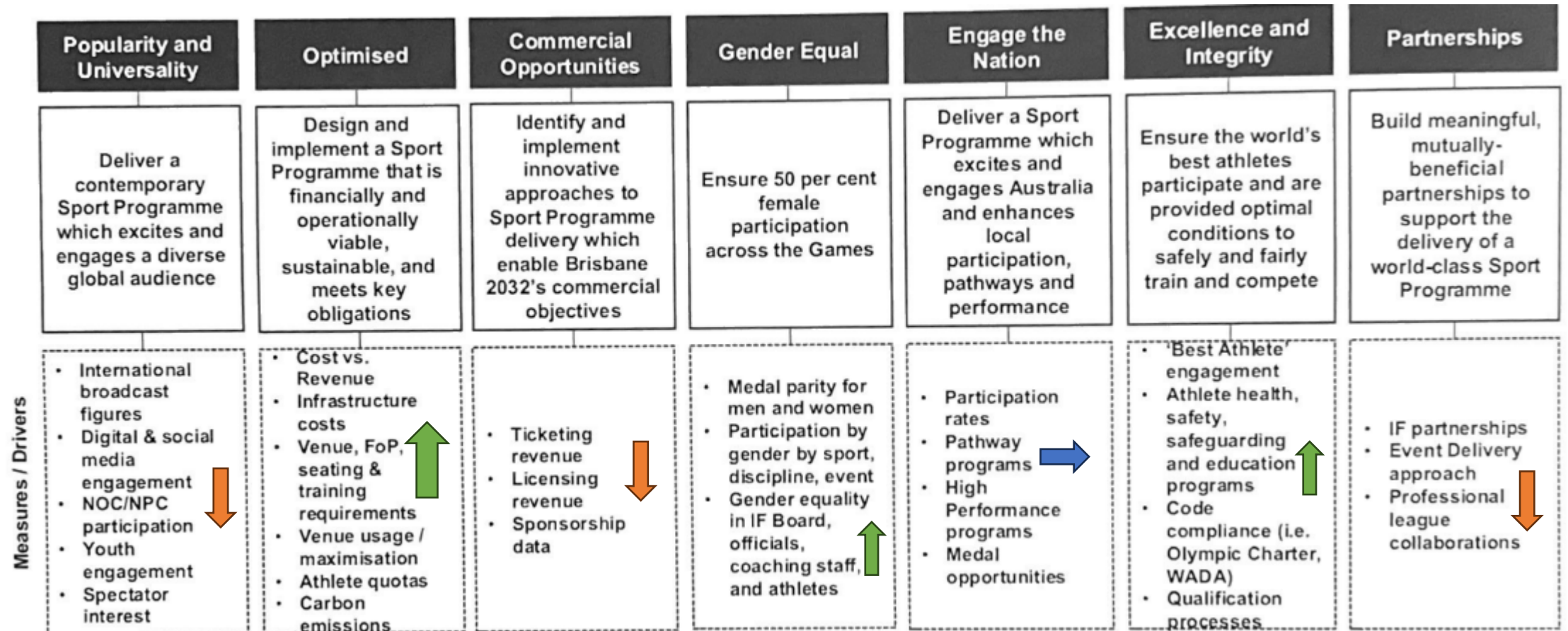
Brisbane 2032 Olympics

- Meeting in connection with the IF Forum with the LOC



Brisbane 2032 Olympics

• Evaluation Criteria



Strategy 2026+/Key Goals areas and Key Success Factors



Universality

- **Truly global (non-Eurocentric)**
- **Regional authority/responsibility**
- **Focus on global sports development and education**
- **Youth development and leadership**

Professionalism, Commercialisation, Organisation

- **Event and program development**
- **Grow external income**
- **Differentiation by "Communities", "federations and clubs" and/or commercial partners**

Growth

- **New formats/disciplines (Indoor, Maze, Rogaining, etc)**
- **Own the "navigation sports" space**
- **Focused partnerships**

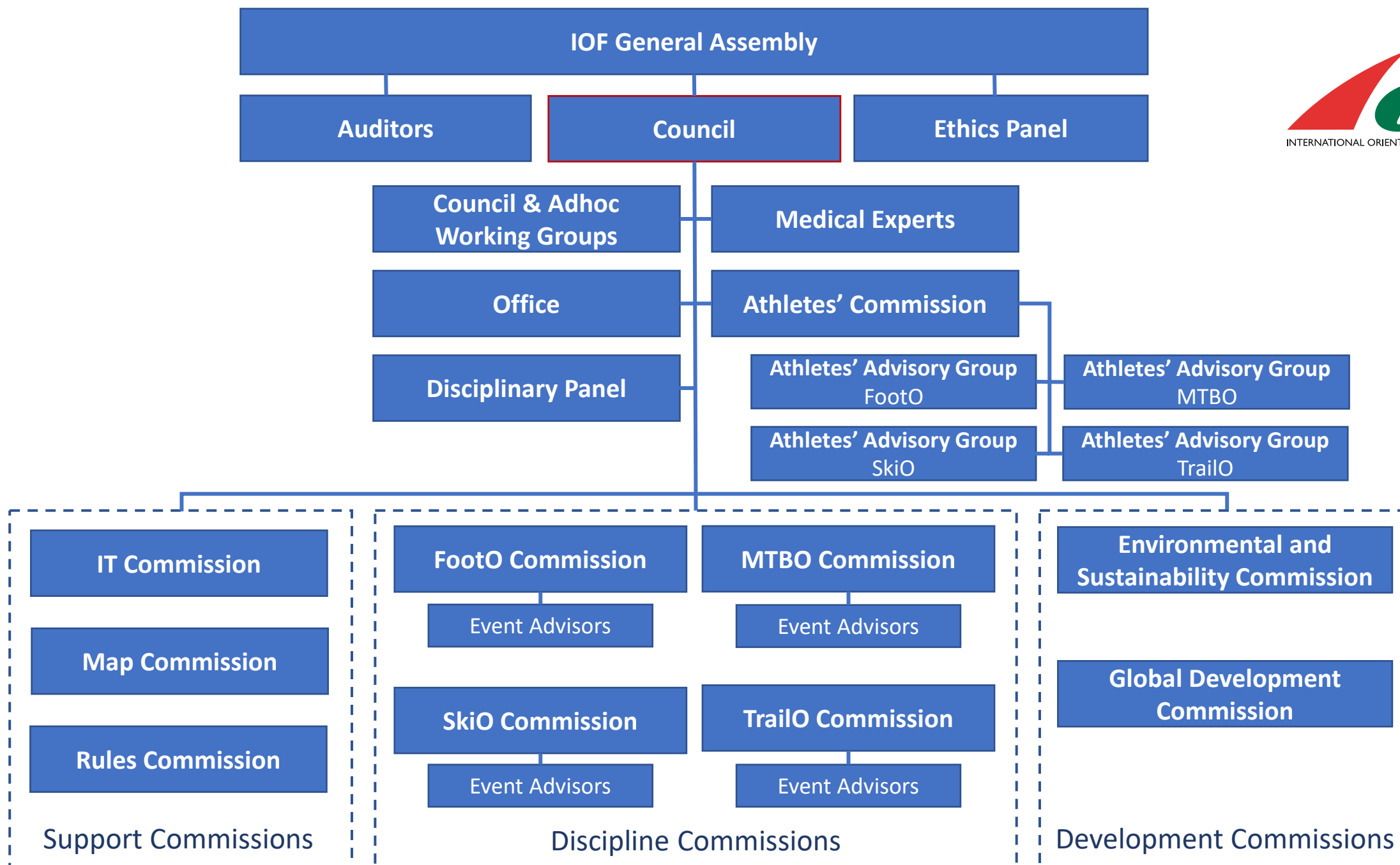
Communications

- **Build orienteering brand**
- **Find and communicate the emotion**
- **Channel strategy for maximum visibility**

IOF expectations for Sweden



- **Consult and align with the IOF strategy**
- **Support programs and activities**
 - Financially
 - By spreading experience
 - Volunteer engagement





Frågor?

Tack!