IF Sustainability Project
PARTNERSHIP WITH PADDLE FOR THE PLANET
The world faces important challenges across a wide spectrum of economic, social and environmental issues, and the sport community is not immune from their impacts. 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 recommendation 5 of Olympic Agenda 2020 (“Include sustainability within the Olympic Movement’s daily operations”), the IOC conducted the International Federation (IF) Sustainability Project throughout 2016. The IOC carried out the project with three objectives: obtaining an overview of IFs’ sustainability initiatives; identifying common topics, good practices and shared challenges; and sharing information among the IFs.

As part of this project, the IOC collaborated with the IFs to compile a series of case studies reflecting how IFs are contributing towards a more sustainable world.

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. These focus areas were selected through an extensive stakeholder engagement process, taking into consideration today’s key sustainability challenges and the manner in which the IOC believes the Olympic Movement can most significantly contribute to addressing them.

The case studies are also aligned with the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs). 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.

“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
In 2013, the ICF was approached by Paddle for the Planet (P4P), a registered NGO that unites paddlers and watermen for conservation, about the possibility of forming a partnership.

P4P’s signature event is the annual Global Paddling Relay: simultaneous paddling events that start sequentially, on the same day and at the same time, in different time zones all over the world, thereby creating a global relay. Paddlers of any type of paddling craft (rowing boats, dragon boats, canoes, kayaks and others) are united through the event.

The Global Paddling Relay is designed to help raise awareness of the need to protect our waterways, while also hosting environmentally friendly activities such as beach clean-ups. P4P aims to raise awareness and financial support for marine conservation, specifically in Marine Protected Areas (MPAs), areas of seas, oceans and large lakes where human activity is restricted for conservation reasons, and in no-take zones, areas where extractive activities such as fishing, hunting, logging, mining and drilling are forbidden.

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The ICF agreed to partner with P4P as they believed it was a natural fit for the ICF, which seeks to protect and conserve the natural resource that is critical to its sport – water. The ICF supports P4P by sending press releases and information to the canoeing community and publishing promotional news on social media channels in the lead-up to the Global Paddling Relay; posting pictures of the event on social media channels; raising awareness of P4P through its network; and connecting P4P to ICF suppliers that

OBJECTIVES

The International Canoe Federation (ICF) has partnered with Paddle for the Planet (P4P) to help support the cause of protecting oceans and waterways across the globe. The ICF’s objective was to collaborate with a Non-Governmental Organisation (NGO) that shared its interest in raising awareness of the need to keep our waters clean.
Each project contributes to one or more of the IOC’s sustainability focus areas and one or more of the UN’s SDGs:

**TIME & PERSONNEL**
The partnership does not require a dedicated human resource on the part of the ICF. However, one member of the ICF staff has been designated as the liaison between the two organisations.

**COMMUNICATION**
The ICF communicates its partnership with P4P by sending press releases to National Federations (NFs), and through postings on social media channels. The partnership is also showcased on the homepage of the P4P website at www.paddlefortheplanet.org.

**EVALUATION**
The ICF believes that the partnership with P4P has been a successful one. The federation has received positive responses from members, who have commended them for participating in the initiative, and believes that the two organisations share common values and complement each other.

In the near future, the ICF will attempt to strengthen the relationship by developing targeted promotions on the ICF website and possibly by hosting an event as part of the P4P Global Paddling Relay in 2017.