

LLUIS RABANEDA I CASELLES
ICF VICE PRESIDENT
CANDIDATE



CANOEING FOR ALL

Who I am?

I'm Lluís Rabaneda, I'm 49 years old and I'm passionate about canoeing.

I studied Computer Science at the University of Barcelona. And I worked at the University on PCBs (Printed Circuit Board) design.

After a period of time, I decided to come back to my home town in the Pyrenees, Llavorsí. Surrounded by the mountains with the beautiful Noguera Pallaresa River running through them. This is where I started my own outdoor company. I bought 1 raft and some kayaks and my dream began.

Today I'm the CEO of my company and We operate outdoor activities in Spain, Andorra, Argentina & Greenland. We have more than 150.000 customers a year enjoying the outdoors with us. More than 250 people work for us in the peak of the season, and we offer all type of outdoor activities (including canoeing and all of it's disciplines).

I'm devoted to Canoeing, and my experience in the outdoor industry has help to develop the Freestyle discipline within the ICF. and if the NF's that are part of the ICF decide to support my candidature, I will use my knowledge vision and energy to develop the ICF , working together for the benefit of canoeing.





Sport Experience

- I started paddling at the age of 10 in my local river, the Noguera Pallaresa in the Pyrenees. Since then, Canoeing has been the driving force of my entire life.
- I competed in Slalom, Freestyle, WW, Polo and Ocean Racing.
- I started organizing competitions when I was competing in slalom in the early 90's.
- In 2000 I introduced Freestyle into the RFEP, in 2004 into ECA and in 2005 into the ICF. In 2007 I was elected as Chairman of the first Freestyle committee and an ICF board member at the Hong Kong Congress.
- As an organiser, I was head organiser of 2 x Freestyle World Championships, 2 x Freestyle European Championships, The YOG World qualifier event 2018 in Barcelona, and the 2018 Mediterranean Games Sprint competition.
- Within the ICF I've been Freestyle chair since 2007. I've also undertaken a variety of other tasks and developing also different tasks as follows: Member of the ICF Olympic program commission, Chair of the Sources of Income group and Jury member at the 2021 Olympic Games (slalom),



A clear direction:

The foundation of my proposals to help the ICF to develop are based on 4 principles that are also part of the IOC agenda 2020+5.

Solidarity: With all countries and continents to develop canoeing and all its disciplines worldwide.

Digitalization: Competitions, communication, and create ICF own resources via B2C e-commerce and a PPV video content channel.

Sustainability: Working with organisers to improve the carbon footprint in all ICF events. Follow up of the 17 SDGs of UN.

Credibility: Search and annihilation of doping. As well as transparency and good governance in all the ICF decisions.





Olympic Movement

- Agenda 2020+5: Analysis and cooperation with the IOC for its development inside the ICF.
- Direct and continuous contact with IOC.
- Preparation of the Olympic program 2024, 2028, 2032. Warranting Canoeing visibility.
- Preparation and development of a clear project for the YOG 2026. A tool to help canoeing development in Africa.
- Paralympic program. Work to achieve the 10th medal in the Paralympic games and involve more countries.
- Involvement in the creation and implementation of the Olympic Legacy of Sprint and Slalom venues, with the support of the OCOGs and cities to ensure that the Canoe venues are sustainable beyond the Olympics.



ICF Events

- Increase the number of countries competing at ICF events.
- Encourage the creation of sustainable events that help to raise environmental awareness among participants, athletes, judges, organisers, volunteers and manufacturers.
- The implementation of Legacy tracking for all ICF events.
- Coordination of the ICF calendar.
- Creation of a TV department for all ICF events, for their distribution and production.
- Creation of a merchandising sales channel (B2C) for ICF and its events. Creation of a TV content platform to offer fans all over the world the images of our events and the NFs the possibility of having a streaming platform at no cost.
- Search for sponsors for ICF events and global ICF sponsors.
- To encourage inclusivity at all ICF events



Development

- Creation of the HUB project, that fix a venue for development per region, with the aim to be more effective in long term development policies and help environmental education in paralel with the growth of athletes, judges, officials in the region of each HUB.
- Help NFs and Continental Associations with their development linking projects with the different activity blocks (whitewater and calm waters) along with the possibility of creating global HUBs of all disciplines together.
- The objective will be to increase participation in ICF events by 20% in the next 6 years. In return also set real activity for each country, in order to create a more sustainable base of participation.
- Set real activity levels in the countries that are included in the 20% increase in participation, this needs to be non-negotiable.
- Integration of the recreational activities in the HUBs to increase the base quicker and to be able to create canoe culture.
- To place gender, race and disability equally at the heart of all development projects. Where possible, to place emphasis on developing countries, to enhance lifestyle opportunities .

Lluís Rabaneda i Caselles ICF Vice President Candidate

e-Mail: lluis.rabaneda@gmail.com
Tel. +34 619006247



@lluisrabaneda



lluis rabaneda



@lluisrabaneda



lluis rabaneda caselles

STRONGER TOGETHER

