

Always moving forward

ICF Congress, Pattaya, Thailand
3-5 November 2022

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ICF Position: Vice-President

1. Major Meetings since last Congress

- **Meetings with Slalom and Sprint committee to define the principles for the Olympic qualification, November 2021.**

Those meetings were the first task undertaken since I was elected ICF VP in terms to prepare the principles for the Olympic qualification rules for Paris 2024. To fix a deadline for these Principles to go through the ICF ExCo and Board and then to IOC for approval.

- **South American Canoe Confederation (COSURCA) Sprint Championships, November 2021. Montevideo. URU**

I attended these Championships together with the ICF President, Thomas Konietzko and the Vice-President Cecilia Farias, where we met government and NOC authorities. This versatile venue can host high level sprint events. It is at 5 minutes distance from the international airport and has hotels on the lake and in the vicinity. It should be considered as a potential host of major continental and world class events.



- **Presence in the HQ in Lausanne since November till September in terms to support the ICF president**

Since the election I've been present at the ICF HQ in Lausanne (10 times) to support the president and staff with different tasks on this period.

- **Visit to the Paris 2024 Olympic Venue, FFCK and Tony Estanguet , April 2022.**

I was attending a visit in Paris with the ICF president to visit the Olympic venue for 2024. We had two main meetings with FFCK and with Tony Estanguet to fix cooperation towards the Olympic games in 2024.



- **Meeting to lobby to reintroduce canoeing into the Mediterranean Games, May 2022.**

Together with the treasurer Mr. Luciano Buonfiglio, we had a meeting with Mr. Davide Tizzano chair of the Mediterranean Games to lobby for canoeing being re-entered into the program for 2026 in Taranto (ITA). We are attending their answer to prepare a technical visit and evaluate potential disciplines that can take part.

- **Meeting with Sprint organizers in Poznan, May 2022.**

I was attending this meeting after the Sprint World Cup in Poznan in terms to listen the Sprint organizers and try to develop some synergies. We will prepare a discussion with the organizers and tech committees before next season to detail some actions.

- **Sports commission meeting in Poznan. April 2022.**

First meeting with all the committee chairs before the BoD in Poznan. Some of the key discussions were based on elaborating rankings in all disciplines and implications, as well COVID protocol for season 2022.

- **Meeting with the organizers of the Paddle Show in Lyon. Treignac. June 2022**

The goal of this meeting was to create a link with the organizers of this trade show and see how the ICF can be part of it to be closer to the industry.

- **Meeting with the Organizing committee of LA2028 Games. Lausanne . June 2022.**

Together with Narelle Henderson we attend this meeting to understand better the possibilities for canoeing at the LA 2028 Olympic Games. The goal was to create a first link and start to have a good link with the main persons in their organization. The CEO and sports director for LA2028 were attending.

- **Meeting with Slalom organizers in Augsburg, July 2022.**

I was attending this meeting during the Slalom World Championships in Augsburg in terms to listen to the Slalom organizers and try to develop some synergies. We will prepare a discussion with the organizers and tech committees before next season to detail some actions.

- **Meeting with Paris 2024 in Augsburg, July 2022.**

We had a meeting with Mr. Cyril Nivel, canoeing director for the games in Paris together with the ICF president and ICF treasurer to discuss potential opportunities to display better canoeing during the games.

- **Committee, Board and Exco meetings.**

I've been attending as many committee meetings as possible to support every ICF discipline, in the same way I attend all the ExCo and Board meetings called by the president during this period.



2. Tasks undertaken for this period

- **Support the ICF president since the election to proper follow up tasks.**

Since the election in Rome, I've been working very close with the ICF president to help to run as many tasks as possible and get the best feedback of them. As a new team we had some challenging tasks and projects. In overall the work done as a group has been challenging but also very positive.

- **ICF Secretary General recruitment panel.**

I've been appointed by the president as one of the members of the recruitment panel to search for a new secretary general, so we define the job description first, launch a tender, run different filters and meetings with potential candidates till the last in person meeting with the final candidates. This has been one of the more important tasks done in this period. The position of the new Secretary General is now covered and fully operational since September 1st.

- **Broadcasting strategy.**

Together with the ICF president and the new Secretary General also with Adam Collins (ICF staff) we define the strategy for the next 2 years, after running the season 2022. We used the 2022 season to understand better the key points of our potentialities and also the weakness and we place together a plan. To develop deeper the needs of the current viewers and fans moving into the digital platforms and trying to maximize the distribution of our events on TV and digital platforms.



- **USA bids analysis.**

I took the role to meet with all the chairmen involved and analyze the bids that ACA put together for the period 2023/2025 and 2026/2027 in terms to make a clear document for the Board to later evaluate and approve those bids. USA being one of the key markets for TV and with LA2028 in the scope this was very important for ICF in terms to warranty the presence of our sport in USA.

- **Development Camp in Barcelona.**

Thanks to the donation of the Chinese NF and NOC, around 40k€ in hotel rooms, the ICF had the opportunity to allow a group of young paddlers to attend a camp in the Barcelona Sprint Olympic venue. Due my geographical position (living very close to the venue) I was supporting the ICF VP in charge Cecilia Farias and Sebastian Cuatrin (ICF Staff) to get this camp done and get access to the water for the group. I assume having paddlers from different countries was a highlight and being able to invite some Ukrainian team paddlers was also very good.



- **Attendance at ICF events.**

During this period a part of attending the meetings I also attend several events in terms to showcase the ICF presence on those.

As a Jury member I attend:

- ICF Wild Water World Championships. Treignac. France. June
- ICF Freestyle World Championships. Nottingham. GBR. June/July
- ICF Slalom World Championships. Augsburg. Germany. July/August
- ICF Slalom World Cups. Pau(FRA) and La Seu D'Urgell(ESP). September

Also attend other events as Vice President.

- ICF Sprint World Championships. Halifax. Canada. August



- **Elected member of the Spanish NOC (COE). May 2022.**

In May 2022, the Spanish Olympic Committee (COE) in its general assembly, appointed me as member of the NOC. This is helping canoeing in Spain but also internationally to have more visibility into the Olympic movement.

- **Participation at the Paddle Show. Lyon (FRA), September 2022**

Participation on the talks with the industry during the paddle show in Lyon, representing the ICF. This exhibition is the biggest canoeing exhibition in Europe, bringing together the majority of the manufacturers, especially on the Rec area. We identify as core to be close of the industry can only help and this was just a first step to be close to the industry and create potential synergies.



- **Fit For Future**

As a key strategic plan for the ICF I've been attending meetings and adding my perspective to support Mrs Cecilia Farias as person in Charge. This document is quite challenging as this should be our strategic plan but also because it need to be a live document and being able to add any new ideas that can be strategic for the ICF in the future. I want to thank you Cecilia and everyone who spend some time in this project.

3. Issues and Main Points of Report

After the election in the past congress in Rome, a new team we take the lead of the ICF, and some key challenges come up to our desk. We have been working as a team since the beginning under the leadership of our president, Mr. Thomas Konietzko. The amount of work is huge and one of the challenges has been to run a season without a Secretary General in place.

We as organization (Exco, Board and staff) together with NFs and organizers delivered a great season 2022 even having still some challenges because the COVID pandemic.

We now have a vision after one full season of where we would like to bring our sport and our IF so the 2 coming years will be the ones to design the future of our sport and IF, and the next steps to develop our sport.

We also had some interesting discussions with the next Olympic games organizers not only Paris also the organizers of the 2028 and 2032 Olympic Games, so for this reason we can prepare a clear plan for the coming years and develop this plan according to the needs of our organization and our stakeholders.

Our World Championships has been a great exposure of our activities, all of them in all disciplines had a great deliver (thanks to the tech. committees and staff) and good visibility. Attending all this events and understanding where we can improve has been a great exercise. One of the highlights of the season was the visit of the IOC president Dr. Thomas Bach to the ICF Slalom World Championships, we were able to introduce the IOC president into our sport and talk about the coming years and the vision of the IOC.

Assembling a new team is not an easy task, but the continuous work of the team has been helping to develop some good process and ideas coming to the table. After one season on leading the ICF we think that now is time to start pushing for some strategic projects.



4. Future Initiatives and Tasks

- **Broadcasting Strategy.**

To develop and implement the new broadcasting strategy is one of the key aspects of the future of our sport in terms to get as much visibility as possible.

- **Digital Strategy.**

Help the ICF to grow on the use of certain digital tools as CRM, images data base..... to help to give more and better services to the NFs.

- **Fit For Future implementation.**

Together with the Board members, we will need to define actions based on the Fit For Future strategic plan, It will be a priority for the coming two years to define the right actions to implement the strategic plan.

- **Olympic Games.**

Plan a list of actions in terms to make our sport as visible as possible during the next Games, Paris, LA and Brisbane, Work with the organizing committees to make it happens.

