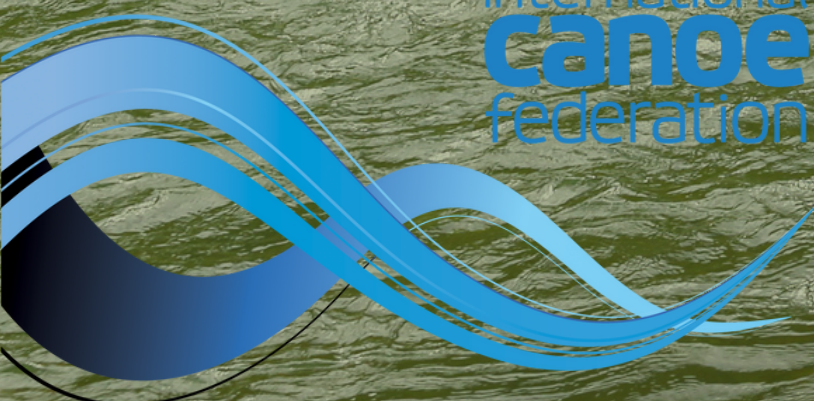


ICF EVENTS SUSTAINABILITY TOOLKIT



international
canoe
federation



March 2023 version



The time for talking is over. It's now time for action. The planet can no longer wait for us.

Every day we see how our environment is suffering. Our canoe sports are held on some of the world's most beautiful waterways. But unless we move quickly, these pristine environments will remain under serious threat.

As a global sporting organisation we can lead the way. Which is why we have produced this ICF Events Sustainability Toolkit, so that we can make our fantastic events kinder to the environment, and help preserve everything that is beautiful to us, for future generations.

We urge everyone involved in our sport to use this toolkit to help make a difference.

A scenic view of a lake with a forested shoreline. In the foreground, several people are kayaking on the water. The background is a dense forest of tall, green trees under a clear blue sky. The text is overlaid on a semi-transparent blue box.

To be sustainable means being able to achieve our goals today, without taking away the chance for future generations to do the same.

It means protecting our environment and our resources, while still being able to stage world-class events.

To achieve this we have to be more efficient and more responsible. Our goal is to have a positive social, economic and environmental impact at our competitions.

Why this Toolkit

This toolkit gives concrete guidance to canoe event organizers in considering key sustainability principles and actions in their event preparation and delivery.

This toolkit must be used not only for reducing the ecological impact of any canoeing event, but also as an education tool for the whole community to take similar climate positive actions when organising their events, regardless the scale and the format of their event (e.g. international or local canoe competitions, local club or school events, tourism event, canoe initiation events, local community initiatives, recreational activities).

Through a holistic consideration of event organisation, this toolkit supports the organisers to find more sustainable ways to plan and deliver canoe events, and ultimately generate significantly less carbon footprint, protect or restore the biodiversity, and promote diversity and inclusion. This toolkit consists of a list of considerations, categorised by principles, that are strongly encouraged to be adopted for any type of event.

This toolkit is presented as a check-list in order to facilitate its implementation and self-assessment.

The ICF is engaged in continuously making the canoe sport and the canoe events more sustainable, and is committed to a better future by being a signatory of the United Nations' "Sports for Climate Action" and the United Nations' "Sport for Nature Framework". The ICF will continue sharing best practices, sustainable initiatives and others news on the dedicated webpage: www.canoeicf.com/sustainability, as well as continuously updating this toolkit. The ICF welcomes any feedback from organisers at : sustainability@canoeicf.sport



THOMAS KOTNIEZKO - ICF President

"Minimizing the ecological impact of any canoe event is a necessary step in protecting our environment, and as an International Federation we want to give the tools to our community to make progress.

We are a sport which is very much connected to the environment, and we must be leaders in making sure we remain at the cutting edge as an international sport in terms of sustainability.

Minimising the impact of any canoe event is a necessity, and we ask all organisers of any type of event to consider those actions which have the lowest impact possible on our planet.

"We all must protect our planet and our waters, and Canoe should be a vehicle of those sustainability values"



CECILIA FARIAS - ICF Vice-President

"Every day we see first hand the damage that is being caused to our environment, so we must show the way to ensure we leave our planet and our waterways in a better state for future generations.

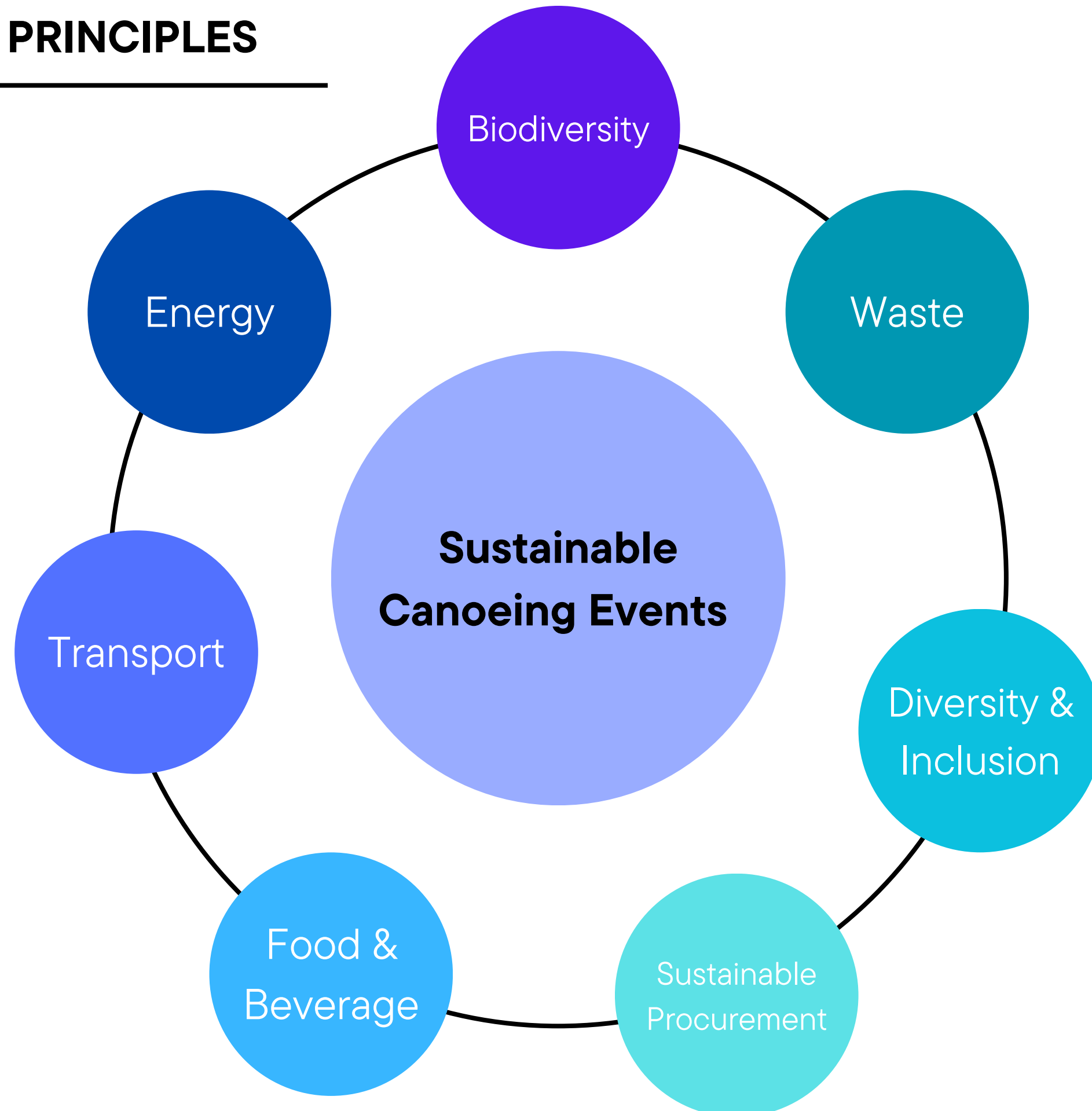
Our paddlers around the globe want to make a difference, so it is up to all of us to make this happen.

"We owe it to our athletes, and to future generations"

Event organisers will see that even small changes to the way they host competitions can make a positive impact on the environment.

This toolkit is for any organisation, person or community that organise an activity around canoeing: whether it is an international canoe competition, a local club activity, or a tourism activity; those sustainability principles apply in every circumstance.

MAIN PRINCIPLES



The sustainability of a canoe event must be considered in an holistic aspect, through various principles.

For each of these principles, the event organisers can consider the proposed list of sustainable initiatives and actions, and are strongly encouraged to implement as many as possible.

A post-evaluation of the event is also strongly recommended, with an assessment of the carbon footprint and biodiversity impact, with a long term objective to assess and improve continuously the future event organization.

BIODIVERSITY

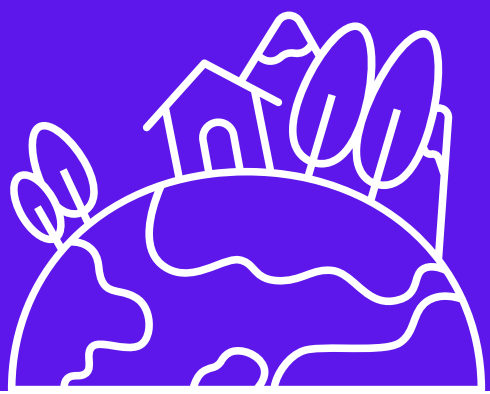
The protection of biodiversity is a critical aspect of organising a sport event. Biodiversity refers to the variety of plants and animal species in an ecosystem, and it plays a crucial role in maintaining a healthy and functional environment.

Canoe events must aim to have a limited or no impact on the local ecosystem, and especially protect the natural and outdoor environment which is key to paddling activities.

By implementing measures to safeguard biodiversity, event organisers can help preserve local ecosystems, reduce the negative environmental impact of their event, and promote sustainable practices.

Additionally, by educating athletes and spectators about the importance of biodiversity, sports events can raise awareness and encourage responsible environmental stewardship.

Ultimately, protecting biodiversity is not only important for the local environment but also for the long-term viability of canoe events and the communities that host them.





BIODIVERSITY



Consult relevant environmental authorities, local experts and NGOs to determine issues, risks and opportunities for areas with important or sensitive biodiversity and key species

Don't clear vegetation or cut trees : if necessary, an equivalent should be planted elsewhere

If an infrastructure is to be built, the flora and fauna should be restored or regenerated as much as possible

Establish partnerships with local conservation organisations

Initiate educational projects in partnership with local conservation organisations and event sponsors

Provide visitor information using signage, posters, QR code, to explain about the fauna and flora found at the venue

Specify measurable targets, that reflect the biodiversity goals set for the event

WASTE

Effective waste management is a vital consideration for canoe events. Large events can generate significant amounts of waste, much of which can be non-biodegradable and harmful to the environment.

By implementing a comprehensive waste management strategy, event organisers can minimise the impact of their event on the environment, reduce waste that could potentially pollute and/or generate carbon emissions, and promote sustainable practices. This would include measures such as recycling, composting, and reducing the use of single-use plastics.

Furthermore, by encouraging athletes and spectators to participate in responsible waste disposal, events can raise awareness about the importance of environmental stewardship and promote sustainable behavior beyond the event itself.

Overall, prioritising waste management is essential for the long-term viability of sports events and for promoting a more sustainable future.



WASTE



Avoid waste

Implement a Waste Management Plan/Policy for the event

Identify the main items of the event likely to produce waste and evaluate quantities :

- Sponsorships (flyer, banners, programmes, etc)
- Glass
- PET
- Aluminium
- Incinerable waste

Reduce as much as possible the purchases through careful procurement

Implement a collect of biodegradable waste for composting

WASTE



Recycling and sorting waste process

Provide suitable recycling facilities :

- Inform the public with signposts about the best environmental procedures to follow and about selective waste collection points
- Identify high traffic areas and put bins close by
- Manage a wide range of bins (PET, paper, glass, aluminium, incinerables, organic)



Provide containers adapted to the specificity and quantity of waste produced



Organise volunteer and staff training to ensure waste goes to the right places



WASTE



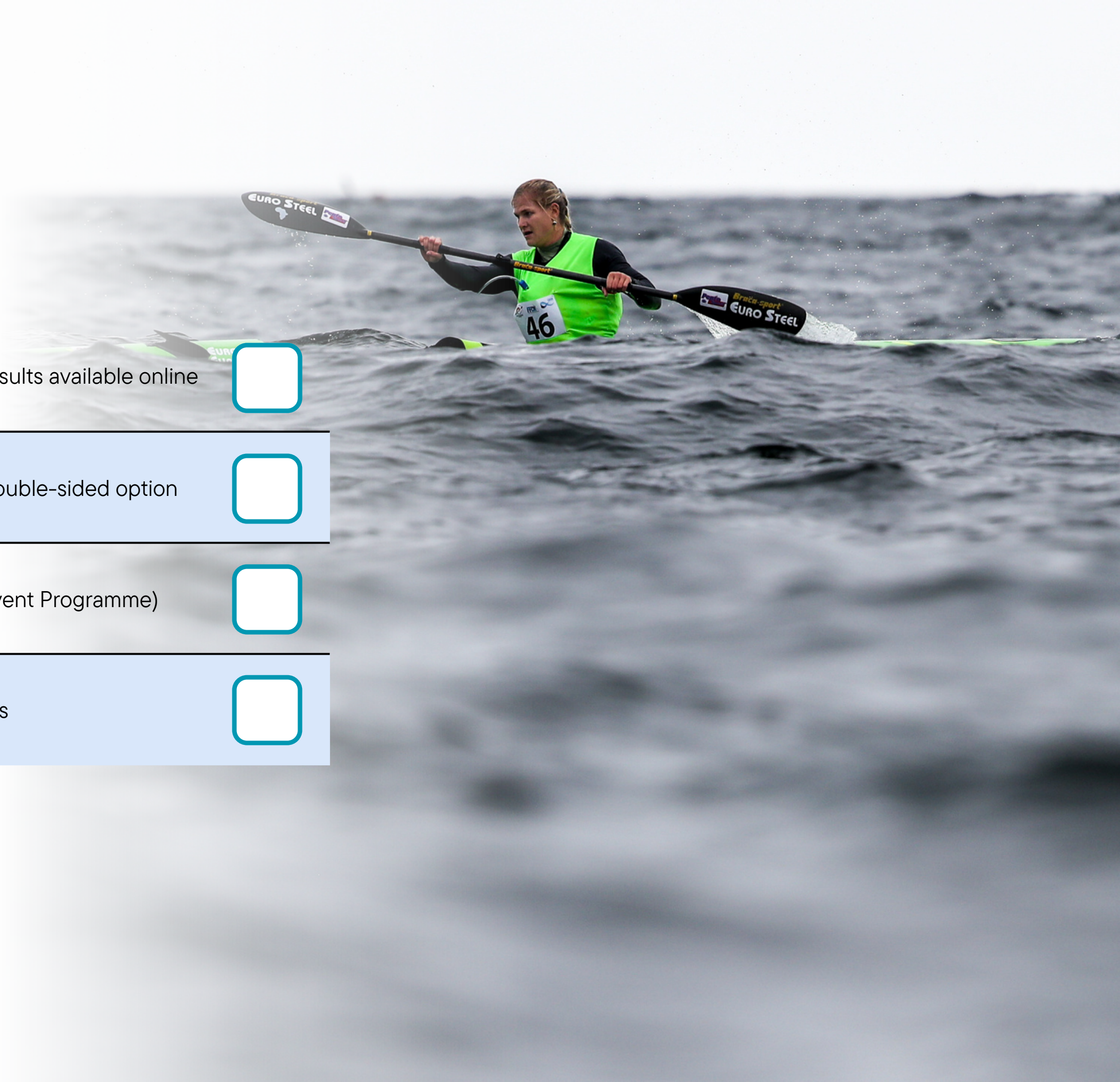
Paper

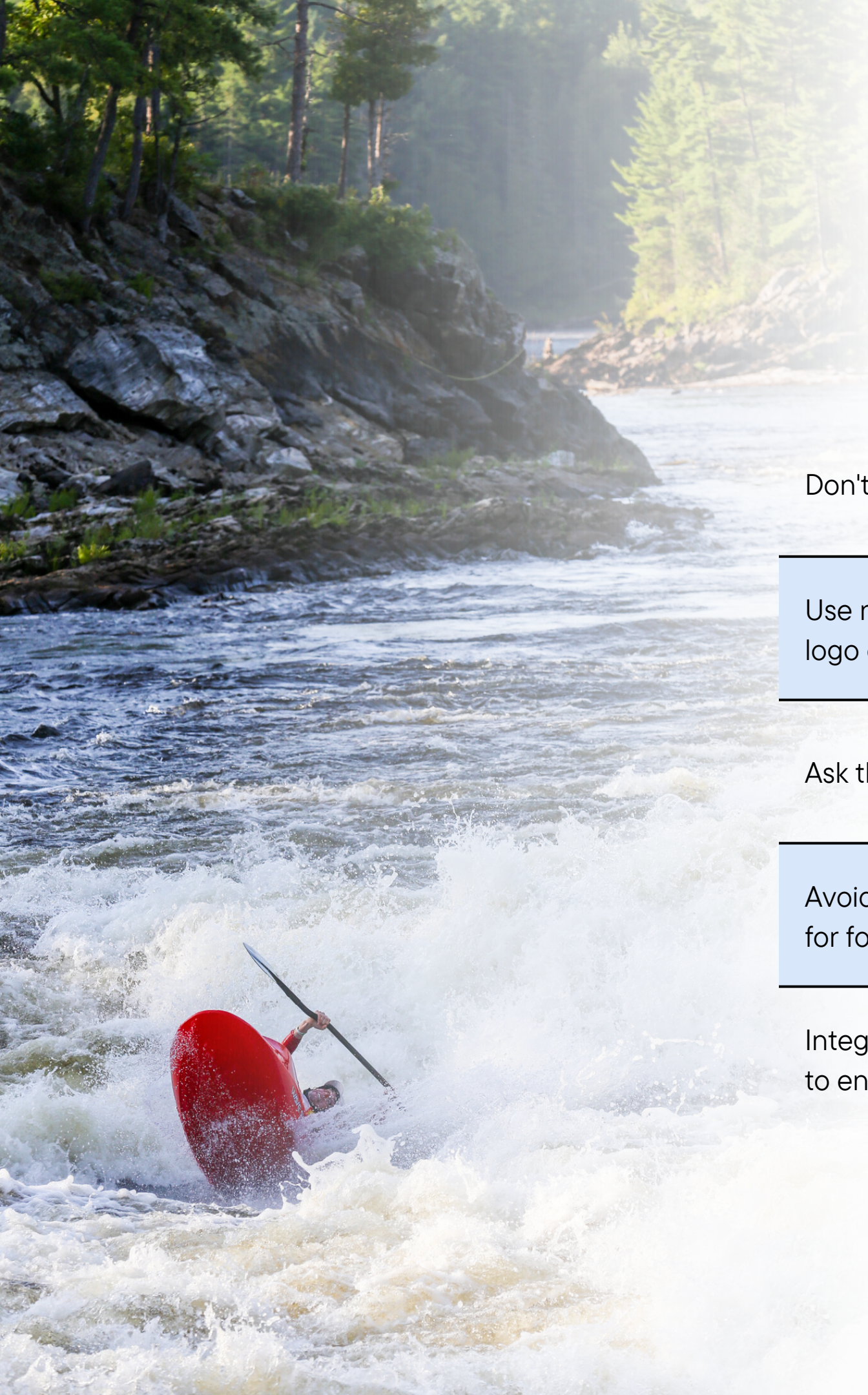
Avoid using paper as much as possible. Minimise printing and make results available online

Use as much as eco certified or recycled paper for printing and use double-sided option

Communicate digitally with spectators and stakeholders (E-Tickets, Event Programme)

Restrict distribution of hard copies of promotional flyers and brochures





WASTE



Plastic

Don't sell or serve disposable plastic bottled water and prioritise having water refill points

Use reusable bottles : encourage sponsors to pay for the bottles in return for having its logo on the reusable bottle

Ask the local food and drink suppliers to use recycled or compostable cups, dishes, plates

Avoid products with unnecessary wrapping and packaging and opt for large formats for food and drinks

Integrate a plastic plan/strategy into contracts with all r suppliers and sponsors to engage them in the process

WASTE



Sponsorship & Branding materials

Plan long term relationships with partners to develop material for multi-year use

Ensure sponsorship and branding materials are printed without dates so they can be reused

Check if the amount of materials used in branding and signage can be minimised

Minimise the distribution of promotional items

Avoid giving gift bags and merchandising



WASTE

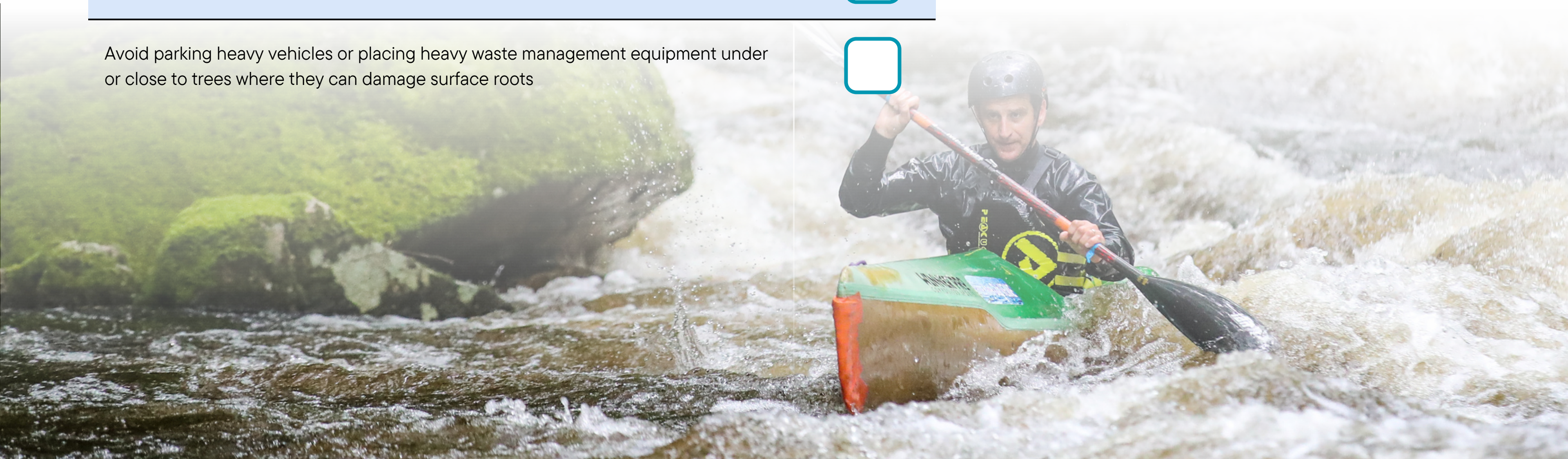


Biodiversity protection

Ensure that bins are emptied regularly to stop waste overflowing and spreading by wind or animals into the natural environment

Ensure that waste is stored properly to prevent access to wild animals

Avoid parking heavy vehicles or placing heavy waste management equipment under or close to trees where they can damage surface roots



FOOD & BEVERAGE

Food and beverage are key considerations for canoe events, which can generate significant waste and have a large carbon footprint.

By promoting sustainable food and beverage practices, event organisers can minimise the environmental impact of their event while also promoting responsible behavior among athletes and spectators. This can include measures such as using locally-sourced, seasonal produce to reduce transportation-related emissions, providing vegetarian and vegan options to minimize the carbon footprint of meat production, and using compostable or reusable food packaging to reduce waste.

Additionally, organisers can donate surplus food to food banks or other charitable organisations to minimise waste and support local communities.

By prioritising sustainable food and beverage practices, canoe events can demonstrate their commitment to environmental sustainability, promote responsible consumption, and contribute to a more sustainable future for all.



Food & Beverage



Minimise the production of waste

Avoid the small sachet packets (sugar, salt, coffee, cream, etc.)

Engage with local breweries, artisanal producers, and grocery suppliers

Redistribute surplus food to workforce or community programmes and ensure no food waste is sent directly to landfill

Minimise food waste by matching supply with the expected number of people attending

Encourage catering to include live cooking counters



Food & Beverage



Use sustainable products

Purchase local, seasonal and organic food

Try to buy certified products (FairTrade, Organic, non-GMO)

Redistribute surplus food to workforce or community programmes and ensure no food waste is sent directly to landfill

Encourage catering to include live cooking counters



TRANSPORT

Transport and travel are important considerations for canoe events, as they can be a main source of greenhouse gas emissions and therefore contribute to air pollution.

By promoting sustainable transportation practices, event organisers can minimise the environmental impact of the event while also promoting responsible behavior among athletes and spectators. This can include measures such as encouraging the use of public transportation or carpooling, providing bike racks, and promoting walking or running to the event.

Additionally, organisers can work with airlines to promote carbon offset programs and encourage athletes and spectators to purchase carbon offsets to compensate for their travel-related emissions.

By prioritising sustainable transport and travel, canoe events can demonstrate their commitment to environmental stewardship, raise awareness about sustainable practices, and contribute to a more sustainable future for all.



TRANSPORT



Optimise or reduce personal transport

Limit parking areas and organise shuttle services between the hotel and venue

Promote the use of "green" taxi, bus, shuttle, vehicles operators
(hybrid, electric, alternative engines)

Encourage car-pooling for spectators

Ask suppliers/partners to optimise transport efficiency and minimise transport distances
wherever possible

Avoid traveling by plane when possible, and favor the use of train



TRANSPORT



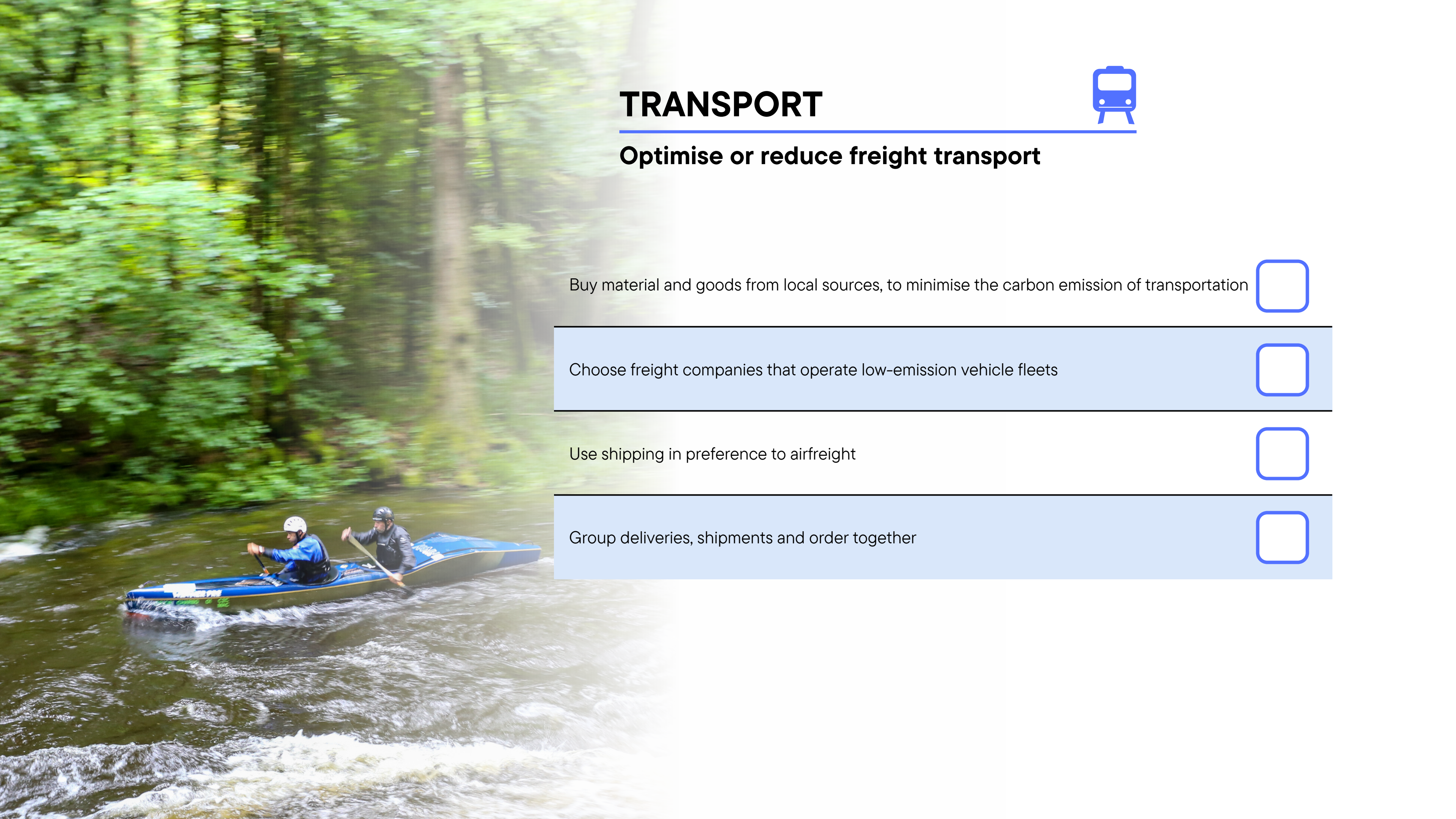
Optimise or reduce freight transport

Buy material and goods from local sources, to minimise the carbon emission of transportation

Choose freight companies that operate low-emission vehicle fleets

Use shipping in preference to airfreight

Group deliveries, shipments and order together



TRANSPORT



Prioritise walking, biking or public transport

Include a (reduction/free) public transport day pass to each sold ticket (work with local transport companies)

Provide attendees with instruction and maps with details about walking and biking routes to venue and accommodations

Provide attendees with clear information regarding public transport options (maps, timetable, etc.) through online messaging, etc. Show them how much pollution can be saved in using public transport, and how convenient it could be for them

Provide bicycles for loan/rent (at venue, hotel, etc.)

Have an incentive parking policy to incite the use of greener transportation and dissuade spectators from using cars

Facilitate the use of electric vehicles, when using renewable energy, by signposting local charging points



ENERGY

Energy management is a key consideration for canoe events, as some of the operational aspects of the venue may be dependent on a source of energy (such as technology, lighting, sound systems, specific venue operating systems...)

By implementing sustainable energy practices, event organisers can minimise their carbon footprint, reduce energy consumption, and save on costs. This can include measures such as using renewable energy sources like solar or wind power, implementing energy-efficient lighting and equipment, and encouraging the use of public transportation or carpooling to reduce transportation-related emissions.

In addition to reducing the environmental impact of the event, promoting sustainable energy practices can also generate positive publicity, raise awareness about the importance of environmental sustainability, and promote responsible behavior among athletes and spectators.

Ultimately, prioritising sustainable energy practices is essential for the long-term viability of canoe events and for contributing to a more sustainable future.





ENERGY - WORKPLACE & SITE



Try to purchase electricity produced from 100% renewable energy sources, particularly solar and wind

Try to partner with a local renewable energy provider such as solar energy, to install solar panels on venue and building

Avoid parking heavy vehicles or placing heavy waste management equipment under or close to trees where they can damage surface roots

Organise signage to encourage staff, athletes, spectators to disconnect unnecessary lighting, electronic equipment

Enable "power-down" settings and encourage staff to switch off their devices when not in use

ENERGY - WORKPLACE & SITE



Lighting

Use as much as possible the natural light, minimising the use of artificial lighting

Switch to LED lighting if possible

Perform energy audits to identify potential savings

Replace older equipment with modern, energy-efficient models

Use natural light wherever possible : Encourage to open the blinds rather than turn on the lights

If possible, install presence detector lighting controls in places not in constant use (meeting rooms, toilets,...)





ENERGY - WORKPLACE & SITE



Cooling & Heating

Find out how the building's heating and cooling systems operate and take advantage of any built-in-energy-efficient functions

Turn off heating and cooling in unoccupied rooms, ensuring they are well ventilated to prevent condensation and mould

Ensure appliances have an energy rating of A or higher

Make sure windows and doors are closed when heating or air-conditioning is on

ENERGY - OUTDOORS



On-site energy requirements

Train stakeholders on location and/or involved in the planification of the event, about the importance of reducing power consumption

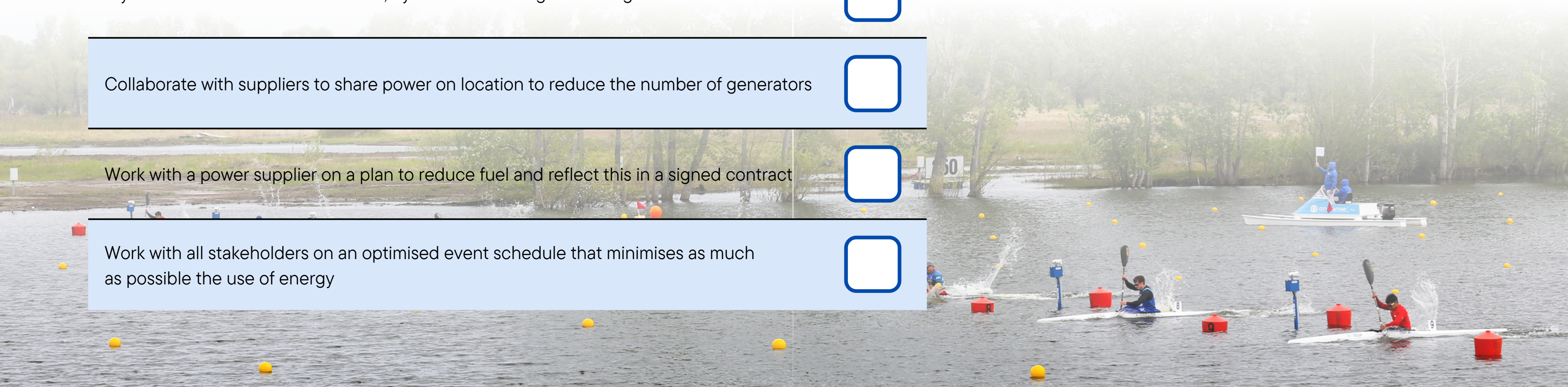
Work with all internal and external stakeholders on an optimised event schedule that minimise as much as possible the use of energy

Try to use alternatives such as solar, hybrid or waste vegetable oil generators for the event

Collaborate with suppliers to share power on location to reduce the number of generators

Work with a power supplier on a plan to reduce fuel and reflect this in a signed contract

Work with all stakeholders on an optimised event schedule that minimises as much as possible the use of energy



ENERGY - OUTDOORS



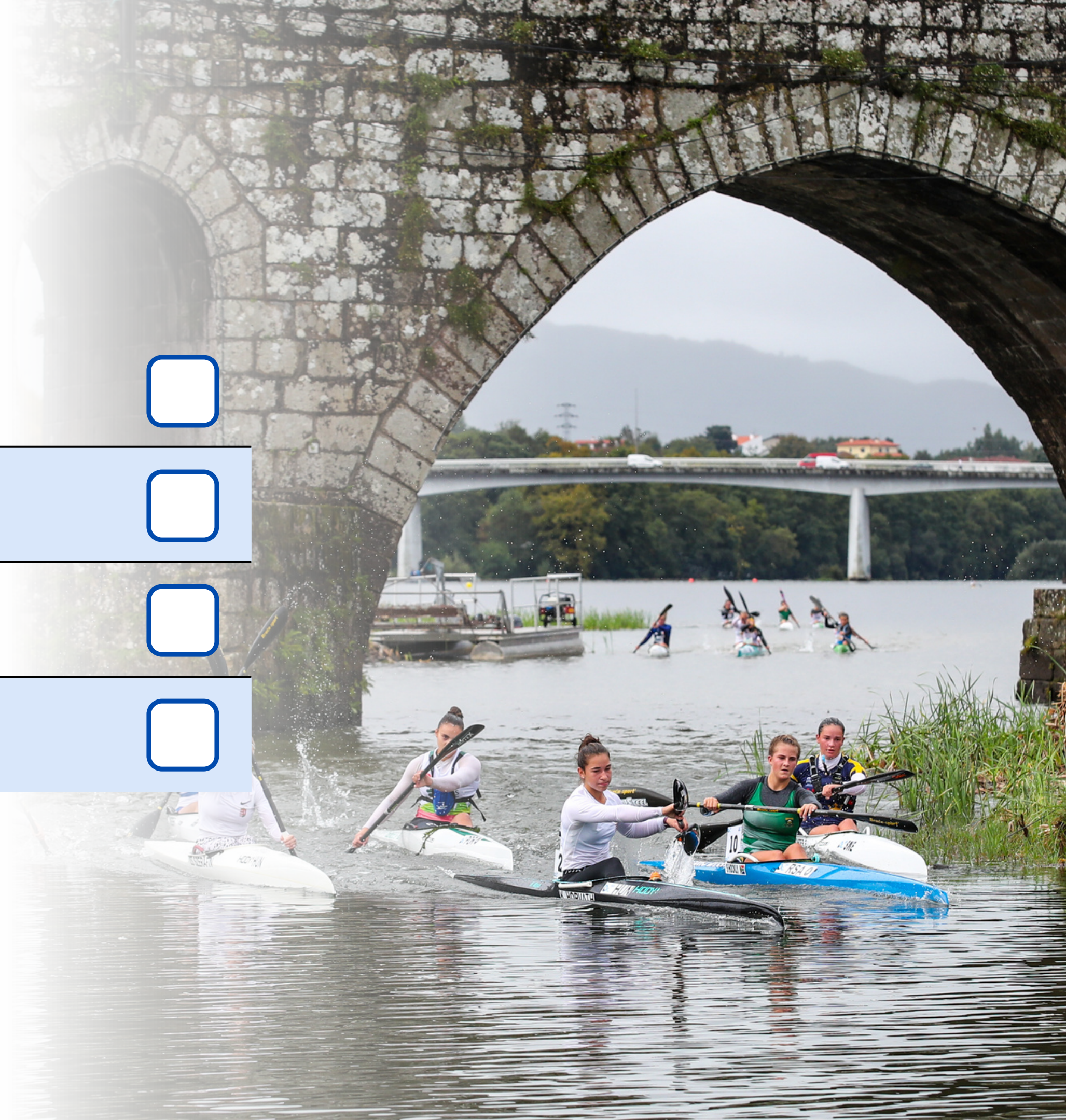
Lighting

Remove all lighting as soon as possible after the event

Ask your supplier to use LED for outdoor lighting

Use essential lighting only, to not disturb nocturnal wildlife

Use timers or controlling systems to avoid using lights unnecessarily



DIVERSITY & INCLUSION

Diversity and inclusion are key considerations for sports events, which should be welcoming and accessible to athletes and spectators from all backgrounds.

By promoting diversity and inclusion, event organisers can create a more inclusive and equitable environment for everyone involved. This can include measures such as providing accessible facilities for people with disabilities, promoting gender equity, and providing resources and support for athletes from marginalised communities.

Additionally, organisers can promote cultural sensitivity and awareness, celebrate diversity, and encourage respectful behavior among athletes and spectators.

By prioritising diversity and inclusion, sports events can demonstrate their commitment to social responsibility, foster a sense of community and belonging, and contribute to a more equitable future for all.





Diversity & Inclusion



Local community involvement

Raise awareness of the event locally

Try to cooperate with local institutions, schools, associations, etc.

Consider a pricing policy with packages that allow all local community members, families and children to attend the event

Create opportunities to involve sports clubs, local associations, local youth, senior citizens as volunteers

Diversity & Inclusion



Inclusiveness for all

Advertise on different platforms to find volunteers or attracts spectators from diverse backgrounds

Partner with local organisation/associations that support marginalised communities and provide opportunities to be involved in the event

Offer special tickets/packages for underprivileged individuals/communities.

Make the venue as accessible as possible for welcoming people with limited mobility



SUSTAINABLE PROCUREMENT

Sustainable procurement is an important consideration for sports events, as the products and services purchased for the event can have a significant environmental and social impact.

By implementing sustainable procurement practices, event organizers can minimise their environmental footprint and support responsible business practices. This can include measures such as sourcing products from local and environmentally responsible suppliers, choosing products with a low carbon footprint and a high level of recycled content, and promoting fair labor practices throughout the supply chain.

Additionally, organisers can use sustainable procurement practices to promote innovation and encourage suppliers to adopt more sustainable practices.

By prioritising sustainable procurement, sports events can demonstrate their commitment to environmental and social responsibility, promote a more sustainable supply chain, and contribute to a more sustainable future for all



Sustainable procurement



Set some sustainable procurement principles that can be applied at each stages of the procurement process :

- Hire rather than buy
- Buy only the necessary; be careful about quantities and assessing the absolute necessity
- Share equipment and other goods
- Buy second-hand

Identify categories of goods and services which contribute most to the event's greenhouse gas emissions

Adopt a sustainable sourcing policy that sets out local economy, environmental and social responsibility standards that suppliers are expected to meet

Promote and communicate the efforts made through sustainable procurement to the attendees and the community, in order to promote and encourage such actions.



Sustainable procurement



Think local

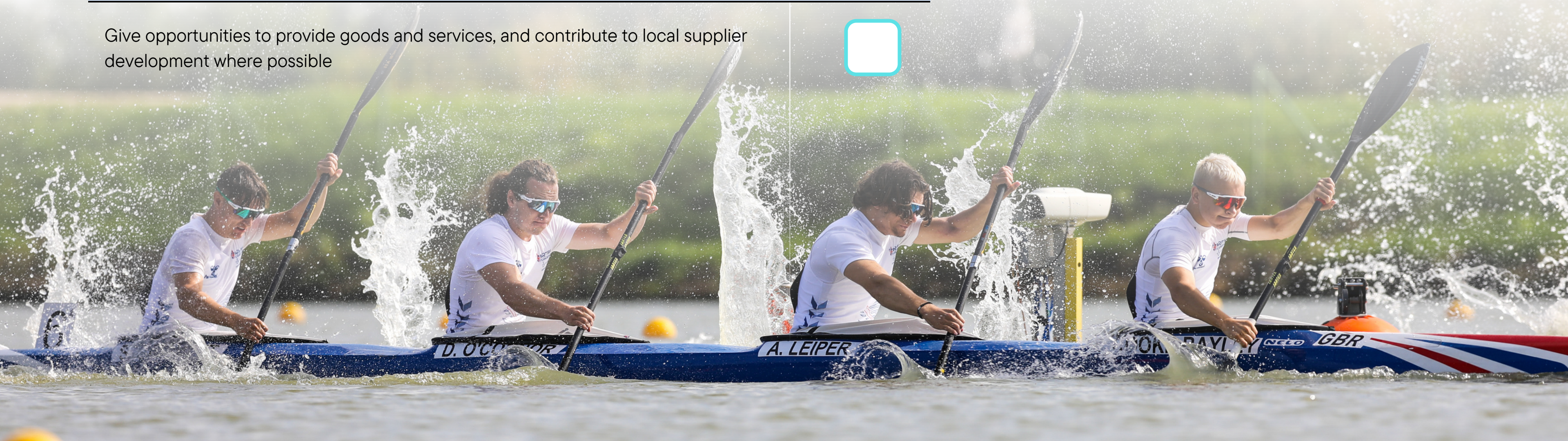
Explore opportunities for participation of small and medium-sized companies, non-profit social companies, women-owned business



Promote community development as part of sourcing activities and decisions, including consideration to the economic and social impacts in the local community



Give opportunities to provide goods and services, and contribute to local supplier development where possible





Sustainable procurement



Sustainable products and services

When looking to purchase products, try to select items that have a significant positive, environmental, social and/or financial impact

Be aware of the packaging of items ordered and ask to limit packaging when it's possible

Focus on materials with a low environmental impact and that are recyclable or/and renewable

Avoid the use of products or materials from threatened plant or animal species or from environmentally sensitive regions

Work with renting companies that have a sustainability policy and can propose certified material

Choose local suppliers to limit material transportation

THE WAY FORWARD

- Continuously minimise the environmental impact of these events and promote responsible behaviour among athletes and spectators
- Demonstrate commitment to environmental and social responsibility, foster a sense of community and belonging, and contribute to a more sustainable future for all
- Convey sustainable values to the community and educate on how to make positive impacts
- Continuously evaluate the potential impact on climate, biodiversity and society, and look for ways to further reduce this impact

