

REPORT - SUSTAINABILITY PILOT EVENT

2019 ICF Canoe Slalom World Championships,
La Seu d'Urgell, Spain

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MESSAGE FROM THE ICF PRESIDENT

To judge the performance of the International Canoe Federation in 2019, it is important to look not just at what we achieved on the water, but also what significant steps we took off the water to help protect our pristine paddling environments.

This report is all about just one of those initiatives; our long-term plan to improve the sustainability and to lessen the environmental footprint of the dozens of major canoeing events we hold all around the world every year.

A series of pilot events that started with the 2018 Canoe Slalom World Cup in Augsburg, Germany, evolved to two events in 2019. The 2019 ICF Canoe Slalom World Championships (the topic of this report) was a successful example of integration of sustainable principles into the planning of canoe events.

Not only did it make an immediate impact locally, but it has provided us with a blueprint to use at future ICF events around the globe. Local organisers of the events, city administration, media, the ICF and the AISTS (International Academy of Sports Science and Technology) met early in 2019 to discuss how sustainability initiatives could contribute to the success of the World Championships.

From that meeting a plan was hatched with broad goals that included reducing plastic waste, to the promotion of local businesses. After months of preparation, the sustainability project was put into action during the World Championships and drew admiration from staff members and athletes.

Our pilot program in La Seu d'Urgell is just one chapter in the ICF's commitment to improving the environment in which our canoeing family spend so much time. Prior to the World Championships in Spain, the ICF joined the International Olympic Committee as a partner in the United Nations Clean Seas campaign, helping to raise awareness of the problem of marine waste.

A clean and healthy environment is crucial for paddlers at all levels to enjoy the beautiful sport of canoeing, and the ICF is committed to continue its efforts in delivering sustainable canoeing events around the world.

MR. JOSÉ PERURENA
PRESIDENT INTERNATIONAL CANOE FEDERATION

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EXECUTIVE SUMMARY

The International Canoe Federation (ICF) proudly collaborated with the organisers of the 2019 ICF Canoe Slalom World Championships in La Seu d'Urgell in Spain, to deliver one of the most successful sustainability initiatives that the sport of canoe has seen to date.

The event took place in the Pyrenees from 25th to 29th September and hosted approximately 4.000 people daily in the Barcelona 92 legacy venue, the Parc Olímpic del Segre.

The organising committee not only embraced the ICF initiative, but went beyond, setting an unprecedented benchmark for future canoe events. This report will examine in detail the list of 30 sustainability initiatives (Appendix A) that was carried out by the organising committee as well as the process that helped them firstly to define, then to accomplish the items in this list. These initiatives were grouped in six categories: Food & Water, Local Economy, Waste Management, Social Awareness, Venue & Office and Transport.

To draw these initiatives, the ICF met the organising committee onsite in May 2019 for a workshop involving representatives from different stakeholder groups. A representative of the MEU (Mancomunitat d'Escombraries de l'Urgellet) which is the waste management organisation in the region was present in the meeting and continued to support the organising committee throughout the entire event planning and delivery. This specific collaboration was crucial for their success and will be further explained in this report.



As a result, 81% of all generated waste was recycled, exceeding by 11% the target which was set at 70%. A very low number of kilos per 100 participants (kg/100pax) was generated, due to a well-planned waste reduction program. While the goal was not to exceed 20kg/100pax, that number was as low as 6.2kg/100pax. The independent observers at the event noted that waste bins were never full, due to two reasons: 1) the waste reduction program which included a single-use plastic free event among other initiatives and; 2) A structured waste separation and collection program.

Another area that received attention from the organising committee was Social Awareness. The event offered a full schedule of activities to children from local schools. The activities included a ludic introduction to the sport of canoeing, introduction and support to the participating nations in the form of a drawing exhibition on site, among others.

The above examples are only a few highlights of this excellent pilot project, which set a blueprint for upcoming canoe events. Several other areas will be listed and analysed in this report and represented with concrete examples.

4 INTRODUCTION

4.1 THE INTERNATIONAL CANOE FEDERATION (ICF) AND SUSTAINABILITY

Since 2018 the International Canoe Federation (ICF) supports canoe event organizers on their path to improve the sustainability of their events. The 2019 ICF Canoe Slalom World Championships were the third pilot event, following a World Cup in 2018 in Germany and a Junior & U23 World Championships in Romania. This series of pilot events is being used to allow the ICF to develop a long-term sustainability strategy while supporting the canoe community.

The ICF is the world governing body of the sport of canoeing, representing 164 national canoeing federations. The ICF mission is to “provide global leadership to enable, inspire and activate people in the pursuit of participation and excellence in paddling activities”.

In 2018, alongside with the International Olympic Committee and the United Nations Environment section, the ICF joined the Clean Seas project, highlighting the growing problem of plastics in waterways.

The AISTS was commissioned by the ICF to support the development of this project and to act as an independent organization when conducting the surveys and interviews at the event and the production of this report. The International Academy of Sport Science and Technology is one of the world leaders in sports management education, located in Lausanne, Switzerland – the Olympic Capital.



Figure 1 – President of HOC gives interview



5 LA SEU D'URGELL PILOT EVENT

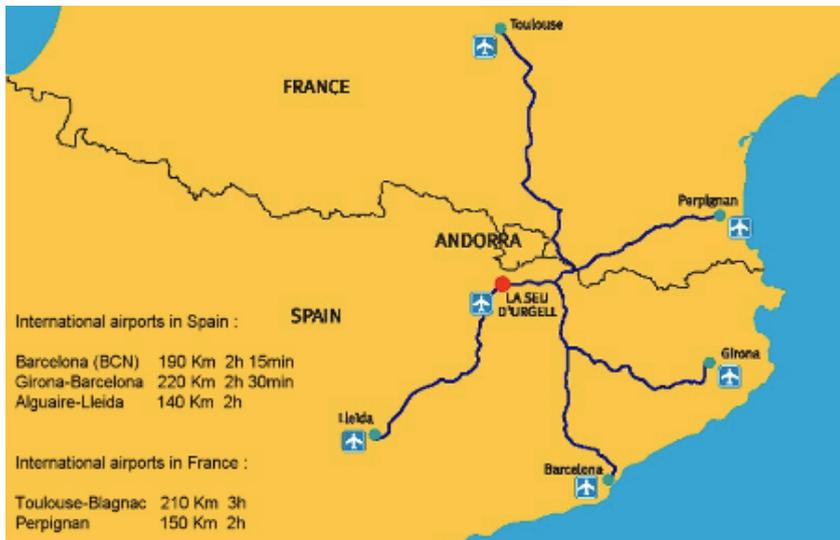


Figure 2 – Access map

La Seu d'Urgell is located two and a half hours northwest from Barcelona and six hours northeast from Madrid, the capital of Spain.

The canoe venue in La Seu d'Urgell was initially built to host the canoe competitions for the 1992 Barcelona Olympic Games. It was conceptualized as a park to be used by the local community, while the waters were channelled from the river Segre. As part of the project, a waterpower plant was also built, generating sufficient energy for the venue and some additional energy.

The Parc Olímpic del Segre has been hosting national and international events yearly since its creation, as well as being the headquarters of the local canoe club.

Mr. Ramon Ganyet as the President of the organising committee has shown commitment and passion for the cause of sustainability from the first discussions with ICF. In fact, sustainable development has been part of the core planning of all events hosted in Parc Olímpic del Segre since 2009. Mr. Ganyet and his team have not only embraced every aspect suggested by the ICF, but have also gone beyond, setting an impressive benchmark for future canoe events.

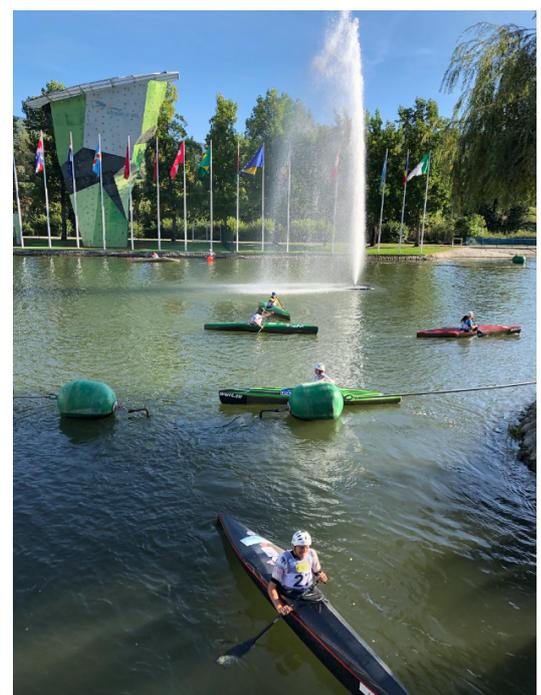


Figure 4 – Parc Olímpic del Segre

6 PILOT EVENT METHODOLOGY

The ultimate goal of this project is to raise sustainability awareness and offer guidelines to the canoe event organisers around the world on how to minimize the environmental impact of their events while maximizing the social and economic impact.

In order to gather information for a report, on-site observations, surveys, and interviews were conducted.

This chapter outlines the methodology that was followed, starting five months prior to the event and ending with this report.

Project Phases

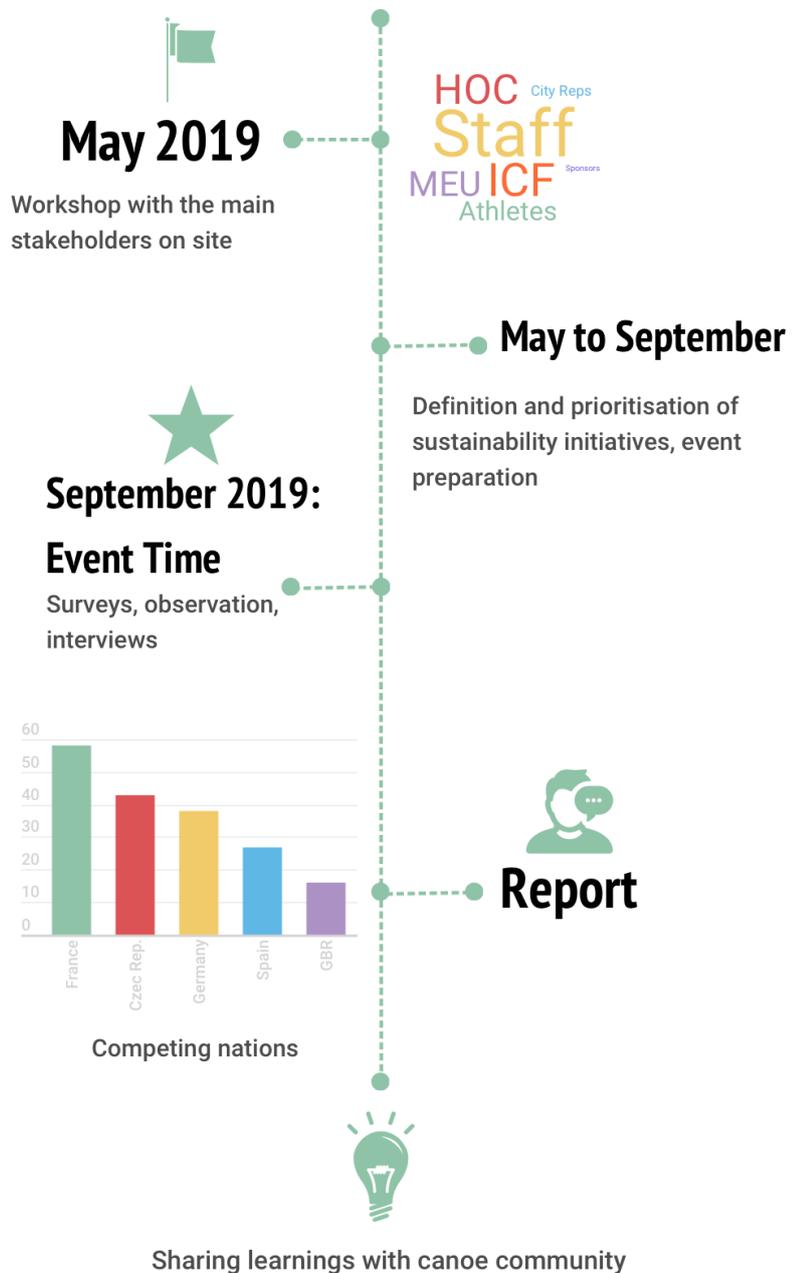


Table 1 – Project phases



6 PILOT EVENT METHODOLOGY

6.1 OBJECTIVE AND PHASES

- 1) Identify ICF events with the potential and willingness to carry out sustainability initiatives
- 2) Apply a sustainability management plan including concrete objectives
- 3) Publish a sustainability report for selected events (this report focusses on the Spanish event)
- 4) Grow the awareness of sustainability guidelines among the canoe community
- 5) Develop bidding requirements for future canoeing events

The Sustainability Plan used by the 2019 ICF Canoe Slalom World Championships organizing committee is based on the five phases of an international sustainability reporting standard (GRI G4) combined with the AISTS Sustainable Sport & Events Toolkit (SSE Toolkit). The SSE Toolkit is a practical tool that applies international sustainability standards into a realistic and easy-to-understand guide.

The five phases of GRI G4 that were used are to structure the activities are:

- Phase 1: PREPARE - Selection of events according to HOC goals and interest
- Phase 2: CONNECT - Collect input from key stakeholders – Preliminary discussions, workshops onsite with stakeholders, drafting of action sheet based on 3 pillars (social, environmental, economic)
- Phase 3: DEFINE - Definition of objectives, priority action list signed off by HOC and ICF
- Phase 4: MONITOR - During the event: Observation, survey, interviews
- Phase 5: REPORT – Writing and completion of report

In parallel, the following three principles were directive for the project:

- Inclusive : ensure support from key stakeholders such as athletes, host city, local organisers, etc. throughout the entire project.
- Efficient : reduce complexity while pursuing the defined sustainability objectives.
- Attractive: encourage the use of sustainability initiatives to add concrete value to the core activities of ICF and its events.

6 PILOT EVENT METHODOLOGY

6.2 PHASE 1 & 2: WORKSHOP (PREPARE & CONNECT)

The project was officially kicked off on the 29th of April 2019 at the Parc Olimpic del Segre in La Seu d'Urgell, after preliminary exchanges with the HOC. Different stakeholders were invited to represent their important points of view.

The following were present:

- Ramon Ganyet, Director of La Seu Organizing Committee (HOC)
- Francesc Ganyet, Venue manager (HOC)
- Jordi Villaró, MEU manager
- Josep Manuel Cousillas, Cadí CK representative
- Elena Usova, Operations (HOC)
- Catherine Wieser, ICF Marketing manager
- Geert Hendriks, AISTS workshop facilitator
- Andrea Marcellini, AISTS project manager



Figure 5 - Preparatory workshop at the Parc Olimpic del Segre



6 PILOT EVENT METHODOLOGY

6.2 PHASE 1 & 2: WORKSHOP (PREPARE & CONNECT)

The workshop in La Seu d’Urgell served to the purpose of:

1. Having a common understanding between stakeholders
2. Creating and prioritise a list of sustainability aspects

Following an introduction of the venue team and a short history of the venue, the attendees discussed the specific aspects of their event and the potential environmental, social and economic impact of the activities involved.

With existing experience in hosting sustainable events, the HOC came to the meeting with preliminary plans which were then developed further to produce a list of realistic goals/activities based on the priorities of both the organizing committee and the ICF. As a side note, these priorities did differ occasionally and for the purpose of being arranged in a plan, were listed from high to low, the highest on the list being the combined high priorities for both the organizing committee and the ICF (See Appendix A).



6 PILOT EVENT METHODOLOGY

6.3 PHASE 3: PLAN (DEFINE)

Ultimately the workshop held in La Seu d'Urgell aimed at producing a list of sustainability initiatives to be carried out prior and during the event. The list was divided in six categories, namely Food & Water, Transport, Waste Management, Venue & Office, Social Awareness and Local Economy.

Table 1 below provides an example:

Area	Priority ICF	Priority LOC	Objective	Action	Performance Indicator	Data collection
Waste Management	High	High	Plastic free event	No packaged or bottled drinks will be served (only reusable cups).	0 plastic bottles and cups at the event	Observation + survey

Table 2 - Example of one of the items from the Sustainability Action Sheet

The action list was completed with references to the AISTS Sustainable Sport & Events (SSE) Toolkit where illustrative examples could be found as well as the suggested way of collecting data for the purpose of reporting.



6 PILOT EVENT METHODOLOGY

6.4 PHASE 4 & 5: DURING THE EVENT (MONITOR & REPORT)

The 2019 ICF Canoe Slalom World Championships took place in La Seu d’Urgell, Spain from the 25th to 29th September 2019. The ICF and AISTS staff attended the event with the objective of collecting data using the following methods:

- **Observation**

In depth onsite observation of all aspects related to the initiatives listed in Appendix A and measured against pre-defined performance indicators. Some examples are the availability of recycling bins, the absence of single-use plastics, the promotion of local food, the use of renewable energy, among others.

- **Survey**

An online survey with 10 multiple-choice questions as well as two open questions, was conducted during the event and completed by 167 people. The survey was available in English and Spanish. Athletes and team members, staff, volunteers and spectators were consulted with the survey.

- **Interviews**

Three athletes were interviewed on their points of view and personal relationship with sustainability. Additionally, two key staff and one food vendor were interviewed for a better understanding of specific aspects of the event. See Appendix D for a list of interviewed persons.

6 PILOT EVENT METHODOLOGY

6.4 PHASE 4 & 5: DURING THE EVENT (MONITOR & REPORT)

The split between survey respondents was balanced. Athletes accounted for 22%, staff and volunteers for 25%, spectators were 45% and coaches or members of a national team were 8%.

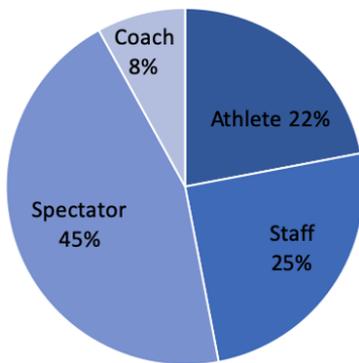


Table 3 - Breakdown survey respondents

Out of all survey respondents only 31% were from La Seu. 13% were from other parts of Spain and 56% from abroad.

The high rate of locals (from La Seu d’Urgell or neighbouring towns) can be explained by the interactions with volunteers and staff members who filled in the survey. Not surprisingly, the majority (56%) of survey respondents were from outside Spain, as this was a major international event. The split above has a direct correlation with the area of Transport, which will be further analysed in this report.

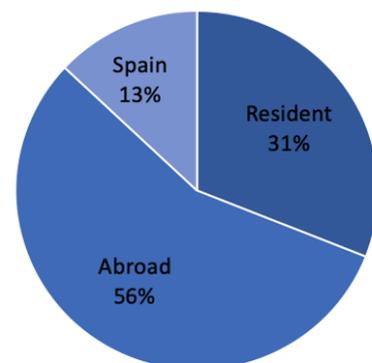


Table 4 - Split between respondents per origin



7 RESULTS

"AS THE HOST OF THE NEXT SLALOM WORLD CHAMPIONSHIPS, WE'RE VERY IMPRESSED AND WILL IMPLEMENT, FOR EXAMPLE, THE RECYCLING COMPETITION IN NATIONAL TEAM'S TENTS."

-POLISH MEMBER OF THE OBSERVER PROGRAM

This chapter evaluates each area of the sustainability action list defined and adopted by the local organising committee in La Seu d'Urgell. It also shows if the objectives have been reached through a scoring system ranging from green: accomplished, yellow: partially accomplished, red: not accomplished.

7 RESULTS

7.1 FOOD & WATER

Although only three out of thirty objectives referred to Food & Water in this list, these initiatives were part of a larger program combined with several Waste Management initiatives, with the objective of waste reduction.

The score listed on the fifth column shows whether the objective has been fully accomplished (green), partially accomplished (yellow) or not accomplished (red).

AREA	PRIORITY ICF	PRIORITY LA SEU	OBJECTIVE	RESULT
Food & Water	High	High	Free potable water available for athletes and spectators	●
Food & Water	Medium	Medium	Encourage consumption of healthy & eco-friendly snacks amongst athletes	●
Food & Water	Medium	High	Promote environmentally responsible and healthy food choices to the public	●

Table 5 - Results Food & Water objectives

While athletes were responsible for their own meals outside the venue, the HOC catered for all staff and volunteers (over 300 pax), VIPs (800 over 5 days) and spectators (16.000 over 5 days). **3.950 meals were served over 5 days. 100% of the food served was freshly prepared to avoid paper and plastic wrapping. All the surplus of bread and cooked food was donated each day to local associations. Excess fresh fruits from staff dining and VIP areas were relocated to the athletes' area and consumed throughout the day.**

Three **water fountains were installed** around the venue, allowing volunteers, athletes and spectators to re-fill their reusable bottles.

Although independent observation noted that vegetarian and healthy food options were available in all three catering areas, 49% of all survey respondents said that they did not know it. This shows that better promotion and communication of food options might help on the choice for vegetarian and healthier food. 43% of respondents said that they found vegetarian or healthy options and 8% said that they did not find it.

7 RESULTS

7.1 FOOD & WATER

Water was treated in a very responsible manner: **1.800 reusable bottles were distributed to the volunteers and athletes.** With such, they were able to drink from the water fountains that were spread throughout the venue and also bring water from their accommodation to the venue. The downside was that some athletes treated the bottle as a souvenir of the event and left them at their hotels. For the future, the organiser intends to reinforce the communication about their sustainability goals and clarify that bottles and cups are distributed to be used daily in the venue. In addition, 4080 reusable plastic cups with the event logo were available for athletes, volunteers and spectators (the last client group paid a deposit of 1€ for the cups). More than half of the spectator cups were not returned, as a sign that the branded cups were treated as a souvenir as well. For the future, the organiser proposes to offer unbranded cups to avoid people taking them home.

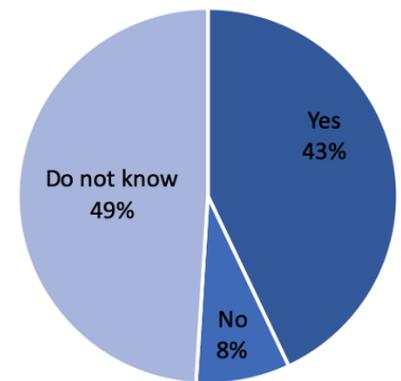


Table 6 - Answers to "food options"



Figure 7 - Fresh and healthy food served on reusable plate and reusable cups

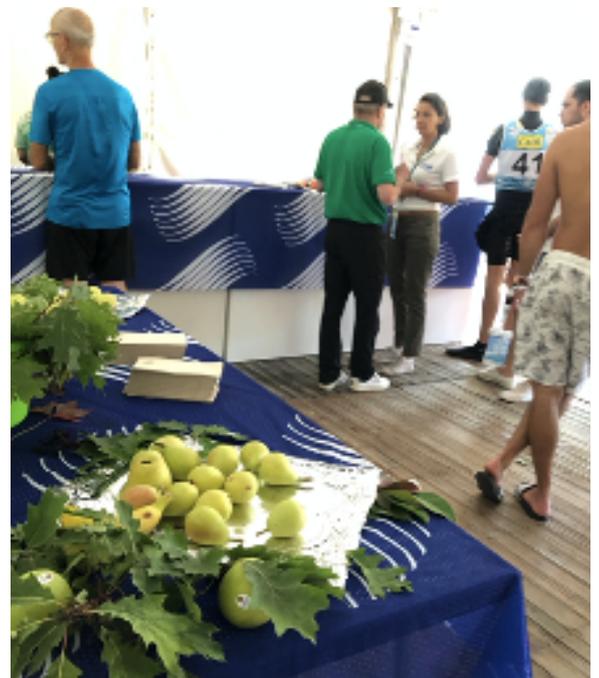


Figure 8 - Fruits and recycled paper napkins available at athletes area

7 RESULTS

7.1 FOOD & WATER

Soft drinks were a point of attention in the event. Large supplier often provide cans and bottles free of charge as value in kind sponsorship. **As the HOC made a commitment to host a plastic free event, they refused the offer and invested an extra € 6.000 to rent drink dispensers and pay for non-sponsored drinks.**



Figure 9 - Reusable water bottles distributed by HOC to athletes, coaches and ITOs



Figure 10 - Soft drink dispenser



Figure 11 - Water dispenser

Lastly, the majority of public toilets were connected to the city sewage system avoiding chemical use. Only two public chemical mobile toilets were installed next to the start line as a request from the national teams.

7 RESULTS

7.2 LOCAL ECONOMY

Local Economy in the sustainability action list was represented in two out of their thirty points.

AREA	PRIORITY ICF	PRIORITY LA SEU	OBJECTIVE	RESULT
LOCAL ECONOMY	LOW	LOW	Facilitate business opportunities for local craftsmen	
LOCAL ECONOMY	LOW	HIGH	Leverage the direct economic impact of the event on local hotel & restaurants	

Table 7 - Results Local Economy objectives

Although supporting the local economy was not at the core planning of the event, the HOC knew that by hosting an international competition in the La Seu d'Urgell they would automatically be supporting the local hotels, restaurants, shops and other service providers.

The average number of nights spent in La Seu d'Urgell was 10.4. Considering that 68% of survey respondents were not from the region and that 500 athletes from 63 countries plus their entourage travelled to attend the World Championships, a significant number of hotel nights and meals were sold.

The catering for the event was done by local companies and products used were sourced in the region.

The perception of survey respondents was by large majority that the event contributed to the local economy as it is represented on the right:

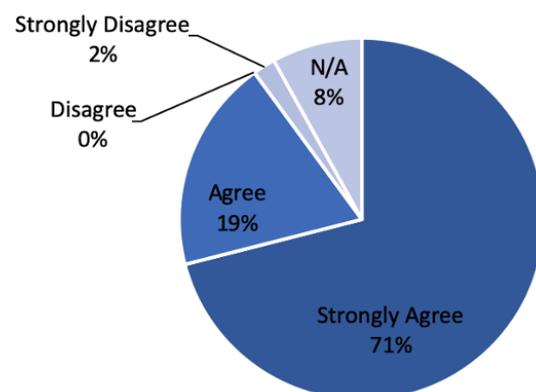


Table 8 - Split between respondents

7 RESULTS

7.3 WASTE MANAGEMENT

"GREAT INITIATIVE. WOULD LOVE TO SEE MORE EVENTS DEALING WITH WASTE AND PLASTIC LIKE THIS ONE."

-SURVEYED ATHLETE

The chances of success of a sustainability strategy are substantially higher when the strategy is not additional but integrated in the core planning of an event. The HOC of the 2019 ICF Canoe Slalom World Championships did exactly that.

Based on their previous experience with international canoe events and due to the close partnership with the MEU, a detailed waste management plan was put in place starting from where it can make the biggest impact: waste reduction.

Twelve out of thirty objectives were related to waste reduction and management. All of them were either fully or partly accomplished.

AREA	PRIORITY ICF	PRIORITY LA SEU	OBJECTIVE	RESULT
Waste Management	High	High	Avoid plastic waste at the event. Plastic free event	●
Waste Management	Medium	High	Minimise paper and plastic waste from (promotional) material	●
Waste Management	Medium	Medium	Allow distribution of re-usable cups at multiple events	●
Waste Management	High	High	Reusable or biodegradable tableware	●
Waste Management	High	High	Minimise food waste at the event	●
Waste Management	Low	Low	Increase environmental awareness in local hotels and restaurants	●
Waste Management	Medium	Medium	Minimise unnecessary use of lighting, electronic equipment and air conditioning	●
Waste Management	High	Medium	Facilitate appropriate recycling of waste	●
Waste Management	Medium	Low	Verify proper use of recycling bins	●
Waste Management	Medium	Medium	Reward environmental friendly behaviour of athletes	●
Waste Management	High	Medium	Holistic approach to waste management	●
Waste Management	High	Medium	Educate athletes on the MEU (waste management) programme	●

Table 9 - Results waste management objectives

The first and very ambitious objective was to make it a single-use plastic free event.

As already mentioned in the Food & Water section, this was made possible by a number of initiatives, such as distribution and availability of reusable bottles and cups/glasses, public drinking water fountains, soft drinks available only out of dispensers, fresh food that didn't require plastic wrapping and reusable plates and cutlery.

7 RESULTS

7.3 WASTE MANAGEMENT

Sponsors were advised not to hand out unnecessary paper and other promotional goods. The athlete's welcome pack was kept to a minimum, containing practical information only. The already mentioned reusable bottle was part of the welcome pack.

4,080 reusable cups were available for athletes, volunteers and spectators. Two different colours were used as codes to differentiate the cups that were circulating in the closed area for staff and athletes only. Spectators had a darker blue cup.

The logistics of reusable tableware was complex as there were three distinctive catering areas: Spectator area, volunteers dining area and VIP lounge. All the reusable ware needed to be washed to be ready for reuse. Six sets of tableware were rented for the event, allowing the responsible staff to clean three sets at a time and have three other sets available for use.

The event took place late September when summer temperatures were starting to drop. No heating or air conditioning was needed, and lighting in the venue was kept on only when necessary.



Figure 12 – Signage communicating sustainability was present around the venue



Figure 13 – Drinks station at athletes' area

A large scoreboard for the "Nations Area Distribution" of a recycling competition. It lists various countries and their scores. The scoreboard is mounted on a wall and has a grid for recording scores.

Country	Score
GER(CS)	22 (5)
ITA(CS)	23 (0)
FIN	24 (4)
SVK(CS)	25 (5)
SLO	26 (4)
GBR(CS)	27 (2)
CAN	28 (0)
POL	29 (4)
USA	30 (1)
BRA	31 (0)
IRL	32 (0)
AUS	33 (0)
CAN	34 (0)
AUT	35 (1)
NOC	36 (1)
CZE(WC)	37 (0)
GER(WC)	38 (0)
FRA(WC)	39 (4)
SVK(WC)	40 (2)
GBR(WC)	41 (4)
ITA(WC)	42 (2)

Figure 14 – Recycling competition scoreboard

7 RESULTS

7.3 WASTE MANAGEMENT



Figure 15 – Set of waste bins in national team's tent

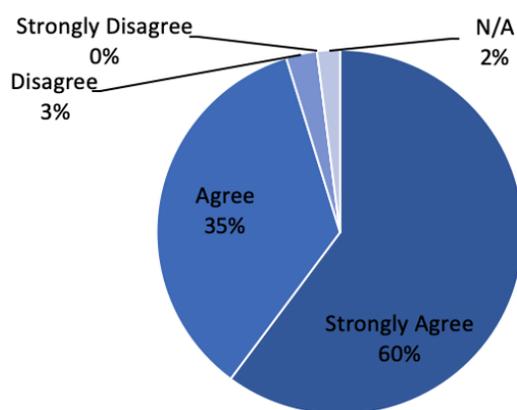


Table 10 – Split between respondents

Recycling was an operation on itself. **A recycling competition took place between national teams.** A score board was kept at the entrance of the athletes' area accounting for good waste separation in each of the nations' tents. Every tent was equipped with labelled recycling bins, which were counted and emptied twice a day by two full time educators from MEU. They worked not only observing and managing the waste, but also offering education and good-humoured explanations whenever they identified "bad environmental behaviour" in any of the tents. Slovakia's national team was the winner of the competition.

95% of survey respondents said that they perceived the event as very environmentally friendly. When asked to give examples of why they had that impression, the majority mentioned "well labelled recycling bins" as one of the indications.

7 RESULTS

7.4 VENUE & OFFICE

Being a legacy venue from the 1992 Barcelona Olympic Games and the headquarters of the Cadí Canoe Club, Parc Olímpic del Segre has become an economically and energetically self-sufficient venue. They host local, national and international events on a yearly basis and are open to the public as a park and as a training venue.

In its original plan, the venue was designed to use the water of river Segre to generate energy. To date, the venue's energy consumption, event time included, is covered by the local waterpower plant.



Figure 16 - Venue waterpower plant



Figure 17 - Athletes on their way to start gate

The permanent infrastructure of offices was used for competition management and meetings. The restaurant was used as dining area for staff and volunteers. The gym was transformed into media centre. Temporary infrastructure was brought in for tents, grandstands and timing and scoring. Three out of thirty initiatives referred to Venue & Office and all three were accomplished with success.

AREA	PRIORITY ICF	PRIORITY LA SEU	OBJECTIVE	RESULT
Venue & Office	Low	Medium	No chemical waste from toilets	●
Venue & Office	High	High	Minimise hard copy printing during the event	●
Venue & Office	High	High	Optimise the use of water and solar energy resources	●

Table 11 - Results venue & office objectives

As previously mentioned, most toilets were connected to the public sewage system, excluding the need of chemical treatment.

Results were shared digitally, avoiding unnecessary printing and paper waste.

7 RESULTS

7.5 SOCIAL AWARENESS

Even though the HOC in La Seu d’Urgell initially considered most points of the social awareness lists as “medium” or “low” priority, they were very successful in accomplishing those and leaving a positive impact in the local community.

AREA	PRIORITY ICF	PRIORITY LA SEU	OBJECTIVE	RESULT
Social Awareness	Medium	High	Distribute food that has not been used to associations /people in need	●
Social Awareness	Medium	Medium	Engage young local athletes in the event	●
Social Awareness	Medium	Medium	Recruit volunteers of all ages and abilities	●
Social Awareness	Medium	Low	Use of responsible produced clothing for volunteers	●
Social Awareness	Low	Low	Educate key event stakeholders on environmental awareness	●
Social Awareness	High	High	Optimise awareness of La Seu as ICF partner for sustainability programme	●
Social Awareness	Low	Low	Promotion of Clean sport (anti doping)	●
Social Awareness	Low	Medium	Support to underprivileged nations or canoeing developing countries	●

Table 12 - Results social awareness objectives

As previously mentioned, the entire sustainability program was based on reducing waste. This was true also for food. What was left over from the daily catering was collected and donated to a local NGO.

Volunteers of all ages were engaged in the event, from very young to old age. Some of these volunteers have been helping events at Parc Olímpic del Segre since the 1992, while some are young members of the Cadí Canoe Club.

All partners of the event received information in some form about the sustainability program of the World Championships. Some of the stakeholders were involved from an early stage in the planning. Others were informed in meetings that took place during the training and competition dates. And finally, for groups such as spectators and media, signage onsite was indicating key aspects of the event’s sustainability.

Arguably the most significant initiatives that took place with regards to social awareness were the activities dedicated to school children.



Table 12 - Results social awareness objectives



Figure 19 – Canoe Slalom activity



Figure 20 – Children were invited to draw

7 RESULTS

7.5 SOCIAL AWARENESS

A ludic introduction to the sport of canoeing was organised letting children play with paddles, canoes, try on life jackets and other canoe equipment. They had instructors from the Cadí Canoe Club helping them.

Besides the introduction to the sport, the kids were also invited to work on drawings, watch the competitions, support the competing nations and experience the atmosphere of the vibrant international event.

95% of survey respondents either agreed or strongly agreed that the event was helping introduce and motivate youth to practice the sport of canoe. The respondents concluded this based on their observations of the activities that were organized for school children, the proximity of spectators to the athletes and field of play and the excitement of the competitions, among other factors.

Furthermore, a question about the suitability of the event to be visited with children was asked and again, 95% of respondents either strongly agreed or agreed that the event was offering the right conditions.

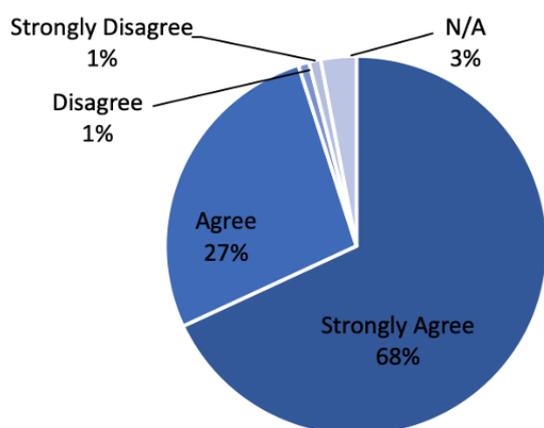


Table 14 – Split between respondents: suitability of event for children

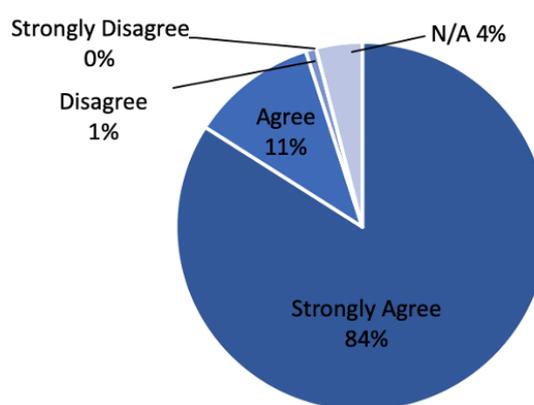


Table 13 – Split between respondents: canoe & youth

Several factors like the venue being a city park, the proximity to the city centre, the activities offered to youth, the food options available and the opportunity to be close to the athletes and field of play made the 2019 ICF Canoe Slalom World Championships in La Seu d’Urgell a favourable event to youth and children.

7 RESULTS

7.6 TRANSPORT

For an international elite sport event, transport is often the highest environmental impact. This is due to the number of athletes and officials that must travel to a specific location, often bringing large sporting equipment. Some events try to optimize transportation options, some offset their carbon footprint. The later can be a costly option, depending on the budget of the event, but widely used for multi-sport events.

Only two out of thirty points of the sustainability list were focused on transport. This is due to the fact that the HOC decided to concentrate their efforts on initiatives in which they had more control and more impact and decided that transport was not one of them.

AREA	PRIORITY ICF	PRIORITY LA SEU	OBJECTIVE	RESULT
Transport	Medium	Medium	Reduce carbon footprint of travel to and from La Seu	●
Transport	High	Medium	Reduce travel distances between venue and hotel	●

Table 15 - Results transport objectives

88% of survey respondents said it was easy or relatively easy to get to the event. There are no train stations in La Seu d’Urgell or nearby towns, so public transport to and from there consists in buses and shuttle buses. The Barcelona airport is the nearest, at 2.5 hours by ground transport. The combination of flight plus shuttle bus was used for all ITOs and many athletes and their team members.

The chart on the right shows the split between modes of transport.

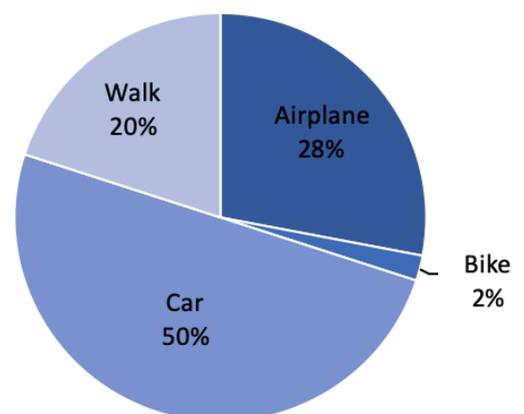


Table 16 - Split between modes of transportation to get to the event

7 RESULTS

7.6 TRANSPORT



Figure 21 – Examples of racing boats

Considering that this was an elite international event and qualifier for the Tokyo 2020 Olympic Games, the event attracted elite athletes from all continents. According to the survey responses, the number of people who flew remained relatively low, accounting for 28% of the total. Transport by car represented 50% of the total, which might be explained by the fact that more than half of participating nations were from Europe and could opt for ground transport. In addition, the transport of racing boats is mainly done by ground transport as travelling by air with this kind of sporting material is extremely difficult and costly.

20% of respondents, a rather high number, said they walked to the event. This is explained by the answers received from volunteers and spectators from La Seu d'Urgell and neighbour towns who attended the event. As Parc Olímpic del Serge is located in the city centre, they were able to walk from their houses to the park. Bikes represented a low percentage (2%).

8 CONCLUSIONS

The use of Olympic venues post Games is a growing discussion in the sport world. Parc Olímpic del Segre was built to serve as the Canoe Slalom venue for the Barcelona 92 Games and has since hosted yearly a number of national and often international events, not to mention that it is the home of the Cadí Canoe Club and its grassroots activities. The venue was designed to be self-sufficient in terms of energy generation, having its own waterpower plant deriving from the Segre river.

The continued use of the venue and its design that incorporates the river and the park in the heart of the city form the DNA of a place that operates respectful of the environment that it occupies. The sustainability program carried out by the HOC of the 2019 ICF Canoe Slalom World Championships has been a comprehensive one, and it benefited from previous knowledge and experience from the committee members. Since 2009, sustainability applied to sport events has been an essential part of their planning, with a clear focus on waste reduction and management.



8 CONCLUSIONS

Having had the MEU (Mancomunitat d'Escombraries de l'Urgellet) as an active partner of the event helped the HOC to plan initiatives and set attainable and measurable goals for waste reduction and selection.

Hosting a single-use plastic free event was an ambitious goal of the HOC which was successfully attained. While producing and distributing reusable cups for the event is a relatively easy initiative, having a plastic free event has much further implications. The HOC had to, for example, turn down a beverage sponsorship where the sponsor wanted to offer soft drinks free of charge in pet bottles. Instead, the HOC hired soft drink dispensers and paid for the beverage in order not to have to distribute pet bottles. The extra cost was of € 6'000 for this initiative alone, but it represented a saving of 40'000 disposable objects, between cups and bottles. Moreover, all plates and cutleries were also made of reusable materials. This entire initiative generated a saving of 72'350 items that would otherwise have ended up in the waste bins. The total cost of the sustainability initiatives carried out during the event were of € 19'000, which represents 2.5% of the total event budget.



Figure 23 - Event partner fills in the survey

Although the economic impact of the event in the local community is not covered in the scope of this report, it is possible to assume that with an average of 10.4 nights spent in the region, the participants consumed from local restaurants and shops, while the HOC engaged a number of local suppliers who benefited from the event.

Children from local schools also benefited from the event with free entrance and ludic activities introducing them to the sport of canoe and the atmosphere of an international event. Human legacies are possibly the most difficult ones to measure, but 95% of survey respondents seem to have noticed that the event was suitable to visit with children and was contributing to motivating youth to practice the sport of canoe. Other human legacies of the event relate to the training of volunteers on specific event management skills as well as other soft skills that the contact with a competitive and multicultural environment can offer.

9

RECOMMENDATIONS

Planning and delivering an event respectfully of the environment is not an easy task as it requires good leadership and the buy in of the entire team. Decision makers and volunteers alike must be aligned on the messaging and the purpose of a sustainability plan for its successful delivery. In that regard, the organiser of this World Championships were very effective.

On a longer term, the ICF wishes to share the learnings from this event with the wider canoe community with the objective of raising the event delivery standard and lowering the environmental impact of canoe events on the planet. With that in mind, the following recommendations are intended to help the continuous improvement of canoe events.

HOC

- 1 Share the successes and learnings of the 2019 sustainability experience of the event with sponsors and partners with the objective of bringing them closer to the cause and furthering their engagement.
- 2 Try to involve external partners such as hotels and restaurants in La Seu D'Urgell in future events by sharing the sustainability strategy with them and getting these partners to promote waste reduction, responsible use of water and energy among others.
- 3 Look into opportunities to improve sustainable transportation from and to Barcelona airport and to further away hotels in Andorra. Consider engaging a partner willing to offset the carbon footprint of overseas flights.

ICF

- 1 Use the 2019 ICF Canoe Slalom World Championships sustainability plan and results as a benchmark for future canoe events
- 2 Publish key figures and results of this report in the ICF sustainability page
- 3 Engage with HOCs at an early stage and help them find ways to collaborate with their hosts cities and sponsors for value in kind that can help put in place sustainability initiatives, such as plastic free initiatives and carbon offsetting.
- 4 Share the Social Engagement initiatives (especially the ones related to involving school children) of the 2019 ICF Canoe Slalom World Championships with other organising committees.
- 5 Share the "Recycling competition" that took place in the teams' area with other organising committees as an incentive to engage athletes and team members in waste reduction and management.

APPENDIX A: SUSTAINABILITY ACTION SHEET

AREA	PRIORITY ICF	PRIORITY LA SEU	OBJECTIVE	RESULT
Food & Water	High	High	Free potable water available for athletes and spectators	●
Food & Water	Medium	Medium	Encourage consumption of healthy & eco-friendly snacks amongst athletes	●
Food & Water	Medium	High	Promote environmentally responsible and healthy food choices to the public	●
Local Economy	Low	Low	Facilitate business opportunities for local craftsmen	●
Local Economy	Low	High	Leverage the direct economic impact of the event on local hotel & restaurants	●
Social Awareness	Medium	High	Distribute food that has not been used to associations /people in need	●
Social Awareness	Medium	Medium	Engage young local athletes in the event	●
Social Awareness	Medium	Medium	Recruit volunteers of all ages and abilities	●
Social Awareness	Medium	Low	Use of responsible produced clothing for volunteers	●
Social Awareness	Low	Low	Educate key event stakeholders on environmental awareness	●
Social Awareness	High	High	Optimise awareness of La Seu as ICF partner for sustainability programme	●
Social Awareness	Low	Low	Promotion of Clean sport (anti doping)	●
Social Awareness	Low	Medium	Support to underprivileged nations or canoeing developing countries	●
Transport	Medium	Medium	Reduce carbon footprint of travel to and from La Seu	●
Transport	High	High	Reduce travel distances between venue and hotel	●
Venue & Office	Low	Medium	No chemical waste from toilets	●
Venue & Office	High	High	Minimise hard copy printing during the event	●
Venue & Office	High	High	Optimise the use of water and solar energy resources	●
Waste Management	High	High	Avoid plastic waste at the event. Plastic free event	●
Waste Management	Medium	High	Minimise paper and plastic waste from (promotional) material	●
Waste Management	Medium	Medium	Allow distribution of re-usable cups at multiple events	●
Waste Management	High	High	Reusable or biodegradable tableware	●
Waste Management	High	High	Minimise food waste at the event	●
Waste Management	Low	Low	Increase environmental awareness in local hotels and restaurants	●
Waste Management	Medium	Medium	Minimise unnecessary use of lighting, electronic equipment and air conditioning	●
Waste Management	High	Medium	Facilitate appropriate recycling of waste	●
Waste Management	Medium	Low	Verify proper use of recycling bins	●
Waste Management	Medium	Medium	Reward environmental friendly behaviour of athletes	●
Waste Management	High	Medium	Holistic approach to waste management	●
Waste Management	High	Medium	Educate athletes on the MEU (waste management) programme	●

APPENDIX B: SURVEY



2019 ICF Canoe Slalom World Championships

We kindly ask you to answer a few questions related to the sustainable development of canoeing in general and this event in particular.

Thank you in advance for your time.

Le pedimos que conteste a las siguientes preguntas relacionadas con el desarrollo sostenible del kayak en general y de este evento en concreto.

Muchas gracias por adelantado por su tiempo.

1. In what capacity are you at the event?

En calidad de qué participa usted en este evento? *

- Athlete/Participant (Atleta/participante)
- Spectator (Espectador)
- Volunteer / Staff member (Voluntario/miembro del personal)
- Other (Otro)

2. Are you a resident of the region where the event takes place? (30km radius)

Es usted residente de la región en la que se está llevando a cabo el evento (un radio de 30km)?

*

- Yes (Sí)
- No, I live somewhere else in the country (No, vivo en otra región del país)
- No, I live in another country (No, vivo en otro país)

3. If you don't live in the region, how many nights are you staying?

Si no vive en la región, cuántos días está pernoctando aquí?

4. What was your main means of transport to get to this venue?

Cuál fue su principal medio de transporte para llegar hasta aquí? *

- Car (Coche)
- Train (Tren)
- Other (Otro)
- Bus
- Airplane (Avión)

APPENDIX B: SURVEY

5. Evaluate the following statements:

Evalúe las siguientes afirmaciones: *

	Strongly Disagree (Muy en desacuerdo)	Disagree (En desacuerdo)	Agree (De acuerdo)	Strongly Agree (Muy de acuerdo)	N/A
This is a very environmentally-friendly event. (Este es un evento muy respetuoso con el medio ambiente.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This event helps motivate children and youth to practice canoeing and other sports (Este evento ayuda a motivar a niños y jóvenes a practicar kayak y otros deportes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This event is generating business for the local community (Este evento genera negocio para la comunidad local)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was very easy to get to this venue (Fue muy fácil llegar a este lugar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Did you see any indication that this is an environmentally-friendly event?

Ha visto alguna indicación de que este es un evento respetuoso con el medio ambiente? *

- No
- Yes, please give an example (Si, por favor ponga algún ejemplo)

7. Were vegetarian or healthy food options available in the catering at favourable prices?

Había opciones vegetarianas o de comida saludable a precios razonables en el catering? *

- Yes (Sí)
- No
- Do not know (No lo sé)

8. Did you buy or receive drinks in disposable bottles or cups in the venue?

Compró o recibió bebidas en botellas o vasos desechables en el evento? *

- Yes (Si)
- No

APPENDIX B: SURVEY

8. Did you buy or receive drinks in disposable bottles or cups in the venue?

Compró o recibió bebidas en botellas o vasos desechables en el evento? *

Yes (Si)

No

9. Have you used recycling bins for trash in this venue?

Ha usado contenedores de reciclaje para la basura en este evento? *

No, I couldn't find any (No, no pude encontrar ninguno)

Yes, but they were not well labeled (Sí, pero no estaban bien etiquetados)

Yes, I always recycle when possible (Sí, reciclo siempre que puedo)

10. Evaluate the following statements:

Evalúe las siguientes afirmaciones: *

	Strongly Disagree (Muy en desacuerdo)	Disagree (En desacuerdo)	Agree (En acuerdo)	Strongly Agree (Muy de acuerdo)	N/A
The canoeing site and its direct surroundings are very clean (i.e. no waste) (El lugar de la competición de kayak y sus alrededores están muy limpios (i.e. sin basura))	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are sufficient points for waste collection (Hay suficientes puntos de recolección de basura)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event is suitable to visit with young children (El evento es apropiado para visitar con niños pequeños)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event is accessible for people with limited physical abilities (El evento es accesible para personas con discapacidades físicas)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please leave any comments or suggestions you might have.

Otros comentarios o sugerencias que tenga.

Submit

APPENDIX C: LIST OF INTERVIEWED ATHLETES

- Ms. Haley Daniels
- Mr. Joe Jacoby
- Ms. Nuria Vilarubbla
- Ms. Sophie Reinoso
- Ms. Maria Inzunza
- Ms. Marianna Torres Briceno