



REPORT - SUSTAINABILITY PILOT EVENT

2019 ICF JUNIOR & U23 CANOE SPRINT
WORLD CHAMPIONSHIPS

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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 evolved to two events in 2019. The 2019 ICF Juniors & U23 Canoe Sprint World Championships (the topic of this report) was a successful step towards the 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 from the Romanian Canoe Federation, the City of Bascov, athletes, 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 Pitesti 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 Pitesti, 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) collaborated with the organisers of the 2019 ICF Junior & U23 Canoe Sprint World Championships in Pitesti, Romania (1st to 4th August 2019) on a pilot project to improve the sustainable development of the event.

A list of 24 sustainability initiatives (Appendix A) was defined and prioritised by representatives of the ICF and the local organising committee. These initiatives were grouped in 5 categories: Food & Water, Local Economy, Waste Management, Social Awareness and Transport.

The reporting on the defined sustainability initiatives is based upon onsite observations, interviews with athletes and key staff and surveys. 164 surveys were completed where 35% of respondents were athletes or coaches, 22% were spectators, 41% were staff or volunteers and 2% other.

Although some of the 24 sustainability initiatives were not fully completed, the event had an overall positive result with regards to sustainability, especially with regards to the high priority initiatives that were set (Columns 2 and 3 of the sustainability list – Appendix A). Although transport means are still 100% dependent on petrol fuelled vehicles, shuttles and buses were made available and used by the majority of teams and officials. Another positive aspect was the transport of boats. Many teams rented or borrowed their boats onsite. An example is the Australian team who keeps a set of boats in Europe for competitions in the continent.

The local economy received a boost through the event: all the food on offer, both for competitors and spectators alike came from local producers. Meals were mainly prepared on demand avoiding food waste. Clothing and signage production for the event was kept to a minimum and the extras produced were on demand to avoid unnecessary surplus.



The venue was generally clean, but waste management is one of the aspects with potential for improvement. There was no sign of waste separation on site, although 50 trash bins were available. Excessive plastic wrapping and single use plastic bottles and cups were available with no easy alternative for spectators. For athletes, coaches and ITOs, reusable water bottles were distributed by the organiser. Waste Management is a topic that will be explored in this report, with solutions for improvement.

Across the event, one positive aspect became evident: the ICF Sustainability Pilot Project brought, beyond its specific initiatives, a great opportunity for educating everyone involved. 58 athletes took time to answer the survey, ask questions and observe the event with sustainability in mind. A slight shift in behaviour could be noticed among the staff once they became aware of the project and spectators expressed their wish for healthier food offer and the openness to use re-usable cups and bottles for their beverage.

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 Junior & U23 Canoe Sprint World Championships were the second pilot event, following an edition of the Canoe Slalom World Cup in 2018. 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.



5 THE PITESTI PILOT EVENT



Figure 1 – Europe map

Pitesti is located two hours northwest from Bucharest, the capital of Romania. The country has a long tradition in the practice of canoe sprint, having won Olympic and world titles.

The canoe training facilities of Pitesti are located by the Budeasa Dam. Besides hosting international competitions, the venue is home to the Romanian national canoe sprint team who trains and competes there. Pitesti is a known university town in Romania.

The venue is known in the canoe sprint community and has hosted national and european level competitions and hosted in 2019 for the first time the ICF Junior & U23 Canoe Sprint World Championships.



5 THE PITESTI PILOT EVENT

The event organiser was the Romanian Canoe Federation, who relied mainly on its staff and local volunteers. Mr. Gheorghe Toth and Mr. Marian Sarbu led the organizing committee. From an early stage, Mr. Toth and Mr. Sarbu showed great interest in joining the ICF pilot project and have been instrumental in delivering the final results. The ICF would like to acknowledge the great cooperation and efforts shown by this organising committee.

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 three months prior to the event and ending with this report.

Project Phases

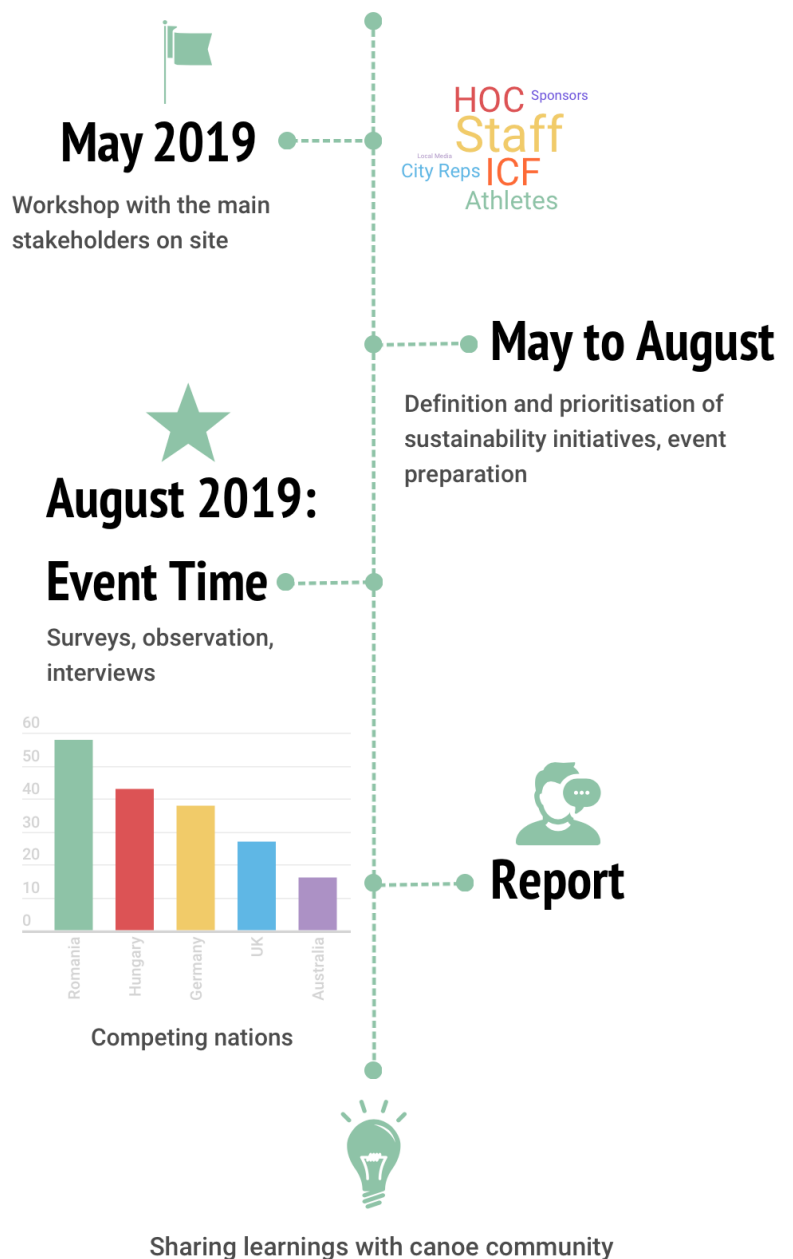


Table 1 - Project phases



6 PILOT EVENT METHODOLOGY

6.1 OBJECTIVE AND PHASES

- 1) Identify two 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 two selected events (this report focusses on the Romanian 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 Pitesti 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.

*The project has used some aspects of the GRI-standard as a framework for the activities without claiming that this report meets the set international GRI standards.

6 PILOT EVENT METHODOLOGY

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

The project was officially kicked off on the 14th of May 2019 at the venue in Pitesti, after preliminary exchanges with the HOC. Different stakeholders were invited to represent their important points of view.

The following were present:

- Marian Sarbu, Organizing committee
- Gabriela Bujoreanu, Organizing committee
- Razvan Marinescu – Local media
- Dr. Diana Ene – National team
- Andra Maftei – Athlete
- Ciprian Crimisch - Athlete
- Nicolae Mihail Rachieru – Mayor of Bascov
- Octav Minescu - Public administrator
- Ovidiu Cârstea - Responsible for cleaning and the environment
- Aurel Bratulescu - Venue manager
- Catherine Wieser, ICF marketing manager
- Andrea Marcellini, AISTS project manager



Figure 2 - Preparatory workshop at the 2019 Junior & U23 Canoe Sprint World Championships venue



6 PILOT EVENT METHODOLOGY

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

The workshop in Pitesti served to the purpose of:

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

Following a short introduction of the basic concept of sustainability, the attendees discussed the specific aspects of their venue and the potential environmental, social and economic impact of the activities involved in their event. This produced 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: THE PLAN (DEFINE)

The product of the Pitesti workshop was, as mentioned, an action list defining the areas of activity, the priority scale, the actual objectives and actions linked to them and the performance indicators.

Table 1 below provides an example:

Area	Priority ICF	Priority LOC	Objective	Action	Performance Indicator	Data collection
Food & Water	Medium	High	Promotion of regional food	Make regional food widely available at favourable price	Preference of event attendees for regional / healthy food	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 Junior & U23 Canoe Sprint World Championships took place in Pitesti, Romania from the 1st to 4th August 2019.

The ICF and AISTS staff were present to collect data as follows:

- **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 Romanian. Athletes and team members, staff, volunteers and spectators were consulted with the survey.

- **Interviews**

Two athletes were interviewed on their points of view and personal relationship with sustainability. Additionally, some key staff and food vendors 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)

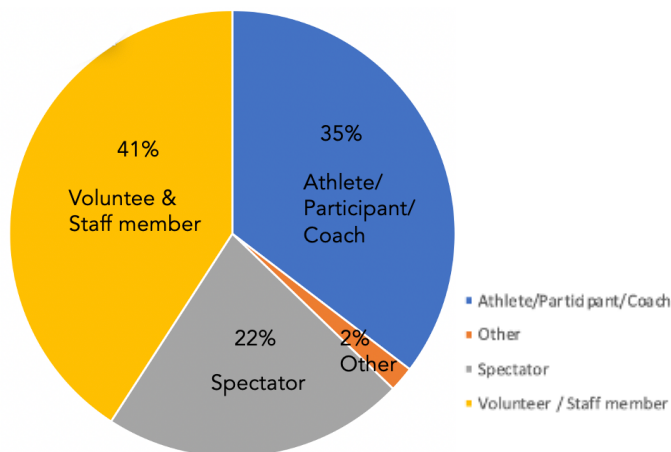


Table 3 - Breakdown survey respondents

The majority of survey respondents were volunteers or staff at the event representing 41%. Athletes, coaches or members of a national team were the second biggest group, representing 35%. Spectators who responded the survey accounted for 22%, and a small group of 2% were considered “other”.

Out of all athletes surveyed, only 15% were from Romania. Considering that this was an international event, only 22% of these athletes travelled by plane. This will be further analysed on the Transport section of this report below.

With regards to the larger group of survey respondents (Staff & Volunteers), 84% live in Pitesti or somewhere else in Romania. 50% of spectators who completed the survey were from abroad and most of them travelled by plane.

Those who came from abroad or somewhere else in Romania stayed an average of 5 nights in hotels and guest houses in Pitesti.



Figure 3 - Volunteer completing the online survey



7 RESULTS

"THE WATER IS THE MOST IMPORTANT ASPECT AT A CANOE EVENT AND IT APPEARS CLEAN AND READY FOR RACING."

-SURVEYED ATHLETE

This chapter evaluates each area of the sustainability action list defined and adopted by the local organising committee in Pitesti. 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

Four out of twenty-four points in the sustainability action list are referred to Food & Water. 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	Reduce food waste	●
Food & Water	Medium	Medium	Promote environmentally responsible and healthy food choices to the public	●
Food & Water	High	High	Reduce food packaging waste (cups, plates, cutlery)	●
Food & Water	Medium	Medium	Avoid use of single-use disposable plastic bottles	●

Table 4 - Results Food & Water objectives

The event catered for several client groups, but essentially, it was divided as follows: Buffet (option 1) for athletes and team members, volunteers and VIPs. Spectators had food trucks (option 2) available. The choices available, the quantities and the packaging were evaluated through observations and survey responses.

76% of respondents said that they were happy with the choice of food, which included vegetarian / healthy food options. 22% said that they did not know if healthy food options were available and 2% responded no they did not find vegetarian / healthy food options available.

7 RESULTS

7.1 FOOD & WATER

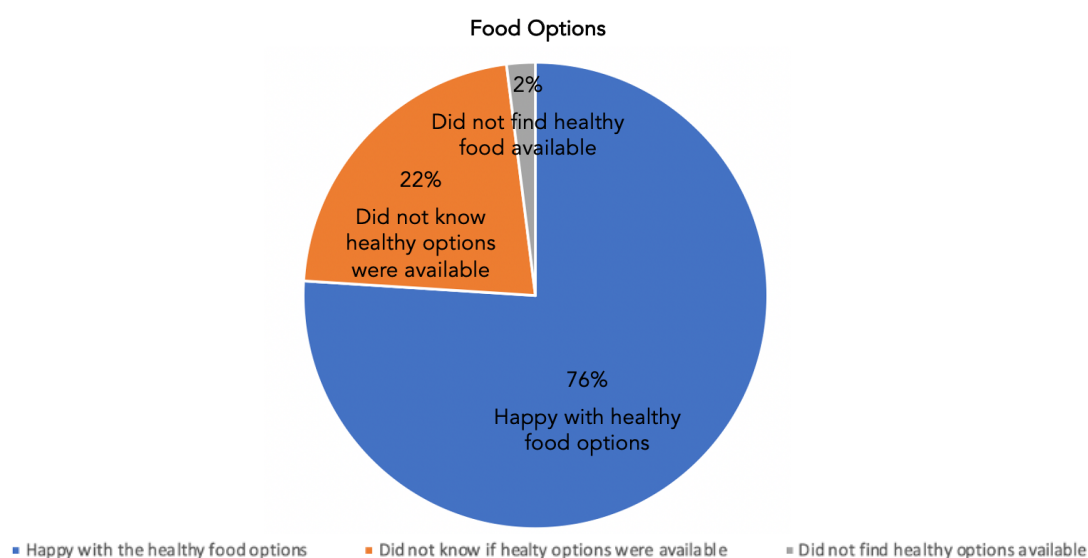


Table 5 – Answers to “food options”

In terms of packaging, Option 1 (buffet) was well planned and controlled by the organising committee, and offered fresh food, served on reusable plates and tableware. Certain foods were still wrapped in plastic, which is one point for improvement. But in general, this point which is linked to the Topic “Reduce Food Waste” from the action list, was successfully achieved.

As for Option 2 (food trucks), although there were vegetarian options available, a high quantity of meat products and foods wrapped in plastic were on offer. Drinks were served in single-use plastic cups, creating a large amount of waste. 46% of survey respondents said that they either saw or consumed vegetarian food options.

During interviews with food truck vendors, it was identified that they did not receive guidelines with regards to food waste and packaging. This is a significant point of improvement, since it is common for event organisers to utilize re-usable plastic cups that are distributed in exchange of money deposit or given away to spectators with event and sponsorship branding.

A very positive point with regards to water distribution was the solution found for athletes: every team received a 25-l gallon of water that was replaced when needed. In addition, every athlete, coach and ITO received a reusable bottle to be re-filled with water (image below). This was done to avoid an unnecessary number of plastic bottles being thrown away everyday by the 864 athletes plus their team officials.

7 RESULTS

7.1 FOOD & WATER



Figure 4 – Lunch buffet for athletes included re-usable tableware or paper plates



Figure 5 – Spectators had on offer drinks served in single-use plastic cups and bottles

There was no signage to promote responsible drinking and/or non-smoking at the event. This was classified low priority by the organising committee. Although alcohol was consumed responsibly, the high consumption of tobacco is part of the Romanian culture. Although the athletes themselves do not smoke, many team officials, volunteers and members of the staff and spectators were smoking in the competition venue.



Figure 6 – Reusable water bottles distributed by HOC to athletes, coaches and ITOs



Figure 7 – Meat based products are still the preferred option of Romanians

Points for reflection:

- Interviews with food truck vendors revealed that they would like to be included earlier in the planning to help them understand the event philosophy and prepare for serving more environmentally friendly food options and less plastic packaging.
- Re-usable plastic cups were initially considered by the organising committee but finally discarded because of production cost.
- Recycling and re-using is relatively new in the Romanian culture.
- Smoking is widely accepted in the Romanian culture.

7 RESULTS

7.2 LOCAL ECONOMY

Local Economy in the sustainability action list was represented in three out of twenty-four points.

Local Economy	PRIORITY ICF	PRIORITY Pitesti	Topic/objective	Score
Local Economy	Medium	Medium	Promote consumption of regional food	●
Local Economy	Low	Medium	Purchase responsibly produced clothing for volunteers	●
Local Economy	Medium	Medium	Involvement of regional service providers and on-site presence of local companies	●

Table 6 - Results Local Economy objectives

The first point related to Local Economy crosses over with Food & Water. **The local organising committee was committed to sourcing all the food on offer locally.** All the food trucks that served the spectators came from Pitesti and around. The caterer that provided the buffet to athletes and team is the same that provides meals to the Pitesti canoe training centre on a regular basis, also locally based.

The second point on the list is related to clothing for volunteers. It is often the case in major events that additional clothing is produced and not used during the event. The excess is donated in some cases, but as far as sustainability goes, the ideal scenario is that no excess is produced, avoiding an impactful process that is needed for the production of clothing. To address that problem, the organiser engaged a **local printing company that produced the minimum required number of clothing and other printed material** and established an office on-site to produce on demand whatever additional pieces needed.

7 RESULTS

7.2 LOCAL ECONOMY

The first two points directly address the third, which is related to the involvement of local service providers. Besides food and clothing providers, all rented temporary infrastructure, shuttle services, timing and results, energy and gifts were purchased from local companies, either based in Bucharest, Pitesti or in its immediate proximity.

In the expo area of the event, a few local businesses had booths to showcase their products or services.

Lastly, all the 864 athletes, their teams and entourage, competition officials and international federation members were hosted by local hotels and guest houses. In the Pitesti area, several families rented rooms, offering additional accommodation options.

Point for reflection:

- Although the engagement of local economy was very positive in this event, there is still an opportunity to be exploited: the education of event partners on sustainable practices. There was no communication towards food vendors on minimizing plastic use for food wrapping, bottles and cups.



Figure 8 – Local printing company providing clothing, gifts and stickers on demand



Figure 9 – One of the expo partners provided filtered water solutions

7 RESULTS

7.3 WASTE MANAGEMENT

"RECYCLING FOR THE PLANET IS LIKE WATER TO THE BODY"

-SURVEYED ATHLETE

While waste management is an important part of event management, how each country deals and integrates it in their daily life can vary, adding a cultural element to the topic. Selective waste management and recycling is relatively new in Romania, and each town is organized in a different way. Pitesti has public waste recycling stations, but only part of the Romanian population starts the recycling process within their homes. That culture transfers itself to the public spaces and recycling bins are not abundantly distributed in cities and towns. At the event, enough waste bins were available, but they were not labelled for recycling purposes. At one end of the venue large recycling containers were available.



Figure 10 - Waste separation containers at a distant end of the venue

7 RESULTS

7.3 WASTE MANAGEMENT

Three out of twenty-four objectives of the action list were related to waste management, but only one was successfully accomplished.

Local Economy	PRIORITY ICF	PRIORITY Pitesti	Topic/objective	Score
Waste Management	High	Medium	Minimise the production of printed materials (for athletes, staff and ICF)	●
Waste Management	High	High	Maximise segregation of waste	●
Waste Management	High	High	No visible rubbish outside the recycle bins during and after the event	●

Table 7 - Results waste management objectives

The objective related to minimization of printed materials generating waste when not used or discarded after the event was successfully addressed by a strategy already mentioned on point 7.2 – Local Economy. The organizer engaged a local printing company to produce onsite, extra clothing for staff and volunteers, merchandize and stickers on demand. The aim was to avoid large orders in advance that would result in part of the production going to waste.



Figure 11 – Local printing company providing clothing, gifts and stickers on demand

7 RESULTS

7.3 WASTE MANAGEMENT

In the VIP area, glasses were used to serve drinks, avoiding single-use plastic cups.

The venue was generally clean, but as it is the case in events involving spectators, a small amount of rubbish was still present in the sitting area.

21% of survey respondents said that there were enough waste bins, but they were not labelled for recycling. 14% claimed that there weren't enough bins. 62% of all survey respondents said that they recycle their waste whenever possible.

Points for reflection:

- Planning to minimize waste is the first step, especially in the spectator area, plastic wrapping, bottles and cups could be avoided with the presence of paper or reusable cups, and more fresh food which does not require plastic wrapping
- Labelled rubbish containers are only helpful if further on, the waste is treated to separation stations. This work is usually done by the city. Involving the city authorities on this matter from an early planning stage of the event can be beneficial.



Figure 12 – Member of HOC displaying a re-usable glass

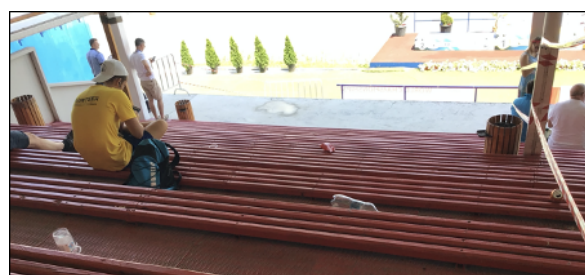


Figure 13 – Waste left in the sitting area

7 RESULTS

7.4 VENUE & OFFICE

Venue and Office initiatives are related to the optimization of resources and smart energy consumption. The 2019 ICF Juniors & U23 Canoe Sprint World Championships was organized in a venue that is used for training on a daily basis and has hosted other domestic and international competitions in the past.

Local Economy	PRIORITY ICF	PRIORITY Pitesti	Topic/objective	Score
Venue & Office	Medium	High	Avoid construction infrastructure for one-off usage(e.g.VIP areas)	●
Venue & Office	High	High	Optimise the use of solar and water-generated electricity	●
Venue & Office	Medium	High	Minimise(waste from) single use banners and signage	●
Venue & Office	Medium	High	Minimise unnecessary use of lighting, electronic equipment and air conditioning	●

Table 8 - Results venue & office objectives

Event overlay was kept to a minimum. The venue offers permanent offices, toilets, covered grandstands and a platform by the water which was used for the awards ceremonies.

7 RESULTS

7.4 VENUE & OFFICE

Tents, picnic area and food stands relied on temporary infrastructure, which was kept to a minimum. **Avoiding construction of temporary infrastructure was successfully accomplished by the organizers.**

Point two in the Venue & Office list refers to optimizing electricity. A very positive aspect of the canoe training facilities is that it is located by the Budeasa dam, **making the venue self-sufficient for its energy production/consumption.**

Point three refers to the production of signage and banners for the event. As many of the venue and Romanian Canoe Federation are long term sponsors, **the banners are re-used for recurring events.** The production of signage and banners specifically for this event was less than 40%.

The fourth and last point in Venue & Office refers to reduction of energy consumption. Lighting and air conditioning were kept to a minimum and only used when necessary. The lights were switched off when the venue team left the venue and only a few spaces were refrigerated.



Figure 15 - Temporary tents and furniture



Figure 14 - Permanent covered grandstands and awards ceremony platform

7 RESULTS

7.5 SOCIAL AWARENESS

The event in Pitesti had a general high score on social aspects. Six out of twenty-four topics were related to social awareness and were either fully or partially accomplished.

Local Economy	PRIORITY ICF	PRIORITY LA SEU	Topic/objective	Score
Social Awareness	High	High	Promotion of 'clean sport'(e.g. anti-doping, integrity) at the venue	●
Social Awareness	High	Medium	Support to underprivileged/developing nations	●
Social Awareness	High	Medium	Awareness and training of key staff on sustainability efforts of canoeing	●
Social Awareness	Low	Medium	Maximise accessibility for everyone to event	●
Social Awareness	Medium	Medium	Encourage the involvement of schools	●
Social Awareness	Medium	Medium	Inclusion of volunteers of all ages and abilities	●

Table 12 - Results social awareness objectives

The first aspect related to Anti-doping was handled by the ICF with a booth that welcomed athletes. In exchange of give-away prizes, the athletes were encouraged to fill in a survey with the aim of collecting information and promoting anti-doping education. One hundred athletes completed the survey.

Point two of the list refers to the support to underprivileged nations. This Development Program initiated by the ICF counts on the support of each organizing committee. In Pitesti, 33 athletes from 21 nations had their travels covered by their national federations, while board and accommodation and often competition boats were covered by the organizing committee. This allowed them to participate in the competitions and training camps prior to the events.

7 RESULTS

7.5 SOCIAL AWARENESS

The training of key staff and volunteers took place during the team meetings. **A one-page document in English and Romanian (attachment 3) was shared with key staff and volunteers prior to the event, helping them understand not only some basic notions of event sustainability, but also making them aware of the event's efforts to be more sustainable.** 100% of all staff and volunteers who answered the survey claimed to be aware of the sustainability initiatives undertaken by the organizing committee.

Accessibility was potentially the weakest point in the Social Awareness list. Although most survey respondents claimed to be satisfied with the event accessibility for persons with disabilities, only one survey respondent was on a wheelchair and made strong observations about the access difficulties.



Figure 16 - Athlete fills in the anti-doping survey

The event took place during school holidays in Pitesti. Nevertheless, 87% of survey respondents either agreed or strongly agreed that it was an adequate event/venue to attend with children. Indeed, several children were present with their parents. Directly linked to the involvement of schools, one out of three volunteers were students at Pitesti University.

Volunteers and staff members were from a wide age range, covering the inclusion aspect of the sustainability list. Disabled staff and volunteers were not part of the event.

7 RESULTS

7.6 TRANSPORT

Transport is known to be responsible for one of, if not the highest environmental impacts of event organization. Optimizing it can make a difference to international events, but it is important to consider that athletes and team coming from overseas will often be unable to avoid the need to fly.

Local Economy	PRIORITY ICF	PRIORITY Pitesti	Topic/objective	Score
Transport	Medium	High	Optimise the efficiency of trips between venue and airport	●
Transport	Medium	Medium	Limit transport of equipment	●
Transport	High	Medium	Minimise travel between venue and hotels	●
Transport	High	High	Optimise the use of electric cars for transport	●

Table 10 - Results transport objectives

Taking the above into consideration, the organizing committee offered shuttles between the Bucharest airport and the city of Pitesti. 72% of survey respondents said that they travelled to Romaina via ground transport. Out of these 72%, 27% said that they travelled by bus. The other 3% travelled by train. Car was the preferred mode of transportation, chosen by 48% of the surveyed. Only 22% of survey respondents said that they travelled by plane, which for an international competition is a rather low number. This might be due to the fact that these are junior and U23 athletes and their travels are mainly organized as a group by their national federations.

7 RESULTS

7.6 TRANSPORT

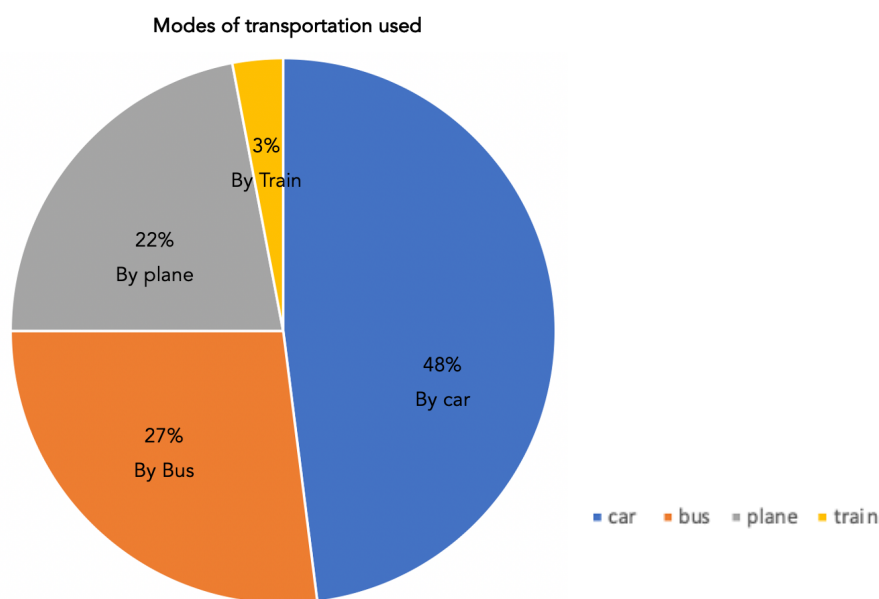


Figure 21 – Examples of racing boats

More than 80% of the boats that had to be transported to Pitesti travelled via ground transport. Some of the boats used in competitions were rented onsite or in neighbouring countries. Two expert companies on boat maintenance were onsite looking after the racing boats. The Australian team, one of the strongest nations in the discipline of canoe sprint, keeps a fleet of boats in Europe which travels between competitions, minimizing air travel.

For the transport of athletes and officials between their accommodation and the competition venue, there were shuttles running at announced times. Any schedule changes were communicated via an announcement board.

Electric vehicles are still rare in Romania because of a lack of charging infrastructure. The car manufacturer Dacia was one of the event sponsors, but the company does not promote electric vehicles in the country.

8 CONCLUSIONS

The event had a total of 864 athletes from 62 nations, competing in Junior and U23 races. A total of 1493 accreditations were issued. Planning for that size of event is not an easy task and including sustainable practices in the planning is even less. But overall, the organizing committee succeeded in doing so. Certain areas, such as Local Economy, Office & Venue and Social Awareness were more successful than others. Other areas, like Food & Water and Waste Management, offer a great potential for improvement and have started to change the way the organizing committee in Pitesti manages those aspects. Areas like Transport are still a challenge due to the lack of public transport infrastructure in the country.

The 2019 ICF Junior & U23 Canoe Sprint World Championships in Numbers:



8 CONCLUSIONS

The organizing committee (mainly formed by Romanian Canoe Federation staff) took advantage of their connection with local suppliers to bring organization costs down while promoting local businesses. All food vendors came from the region and offered locally produced food (except for drinks). The caterer provides meals on a regular basis to the Romanian athletes based in Pitesti at the training centre and was able to serve during the event as well. Up to 1100 meals were served per day, directly on re-usable plates and cutlery. A few items were still wrapped in plastic, which is a point of improvement for upcoming events.

The competition venue being located at a river dam is a great example of venue sustainability. The power plant located at the dam produces more than enough energy to supply the venue, even during competition time.

The University of Pitesti was engaged with the organizing committee. Around 40% of all volunteers are students in Pitesti. Two of them participated in collecting data for this report helping the AISTS and ICF to conduct the surveys.

Other canoe events in the ICF calendar have adopted re-usable cups since 2009. The practice, although it requires an initial investment on the production of good quality plastic cups, pays off long term, as those cups can be offered to athletes and spectator upon a deposit. In Pitesti, single-use plastic bottles and cups were the majority of the offer for spectators. On the positive side, drinks in the VIP area were served in glasses and water gallons and reusable bottles were distributed to athletes and coaches.

One of the most used expressions in sustainability is “Get the basics right”. Pitesti got the basics right: the water where the competitions took place was clean and ready for racing, as one of the athletes pointed out in a comment left in the survey. In a sport so dependent on water quality, the increasing concern with plastic pollution must be taken into consideration and reducing the consumption of single-use plastic during the event is one form of showing commitment to the future of the sport.

Lastly, the athletes who responded the survey showed particular interest to the topic of sustainability, not only answering but also asking questions and wanting to learn more. There is a potential opportunity for using Junior and Under 23 events to engage and educate the upcoming generation of athletes.

9

RECOMMENDATIONS

Romania not being one of the countries in the forefront of the sustainability movement, the efforts undertaken by the organizing committee are highly commendable. Moving forward, as Pitesti plans to host other local and international events, the following recommendations are made, to the HOC and the ICF.

HOC

- 1 Share with sponsors and partners the 2019 sustainability experience of the event with the objective of engaging these partners in future collaborations to further the initiatives.
- 2 Review and debrief the strategy for Food & Water and Transport and see where it can be improved for future events.
- 3 Engage with recycling NGOs (if available) to improve the Waste Management of future events.
- 4 Engage with food vendors from an earlier stage and share the sustainability strategy with them. There are simple ways to be more sustainable offering paper cups instead of plastic and fresh food options instead of pre-packaged. Also, include vegetarian options in the food offer. 54% of survey respondents said that there either were not or they did not know if there were vegetarian food options available.

ICF

- 1 Support events (especially less mature organising committees) with very concrete examples of sustainability actions and guidelines.
- 2 Communicate at every opportunity about the ICF sustainability strategy and share the examples that are being collected through the pilot events. This will help raise awareness and share best practices within the canoe community and especially among event organizers.
- 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.
- 4 Engage canoe athletes, former and present, in the sustainability “conversation” as they are the best channel to spread awareness.
- 5 Use the opportunity offered by Junior and U23 events (and the open-minded attitude) of these athletes to educate and engage with regards to clean sport and sustainability.

APPENDIX A: SUSTAINABILITY ACTION SHEET

Local Economy	Priority ICF	Priority Pitesti	Topic/objective	Score
Local Economy	Medium	Medium	Promote consumption of regional food	●
Local Economy	Low	Medium	Purchase responsibly produced clothing for volunteers	●
Social Awareness	High	High	Promotion of 'clean sport' (e.g. anti-doping, integrity) at the venue	●
Venue & Office	Medium	High	Avoid construction infrastructure for one-off usage (e.g. VIP areas)	●
Social Awareness	High	Medium	Support to underprivileged/developing nations	●
Transport	Medium	High	Optimise the efficiency of trips between venue and airport	●
Venue & Office	High	High	Optimise the use of solar and water-generated electricity	●
Local Economy	Medium	Medium	Involvement of regional service providers and on-site presence of local companies	●
Transport	Medium	Medium	Limit transport of equipment	●
Food & Water	High	High	Reduce food waste	●
Social Awareness	High	Medium	Awareness and training of key staff on sustainability efforts of canoeing	●
Transport	High	Medium	Minimise travel between venue and hotels	●
Venue & Office	Medium	High	Minimise (waste from) single use banners and signage	●
Social Awareness	Low	Medium	Maximise accessibility for everyone to event	●
Social Awareness	Medium	Medium	Encourage the involvement of schools	●
Social Awareness	Medium	Medium	Inclusion of volunteers of all ages and abilities	●
Food & Water	Medium	Medium	Promote environmentally responsible and healthy food choices to the public	●
Venue & Office	High	High	Minimise unnecessary use of lighting, electronic equipment and air conditioning	●
Waste Management	High	Medium	Minimise the production of printed materials (for athletes, staff and ICF)	●
Food & Water	High	High	Reduce food packaging waste (cups, plates, cutlery)	●
Waste Management	High	High	Maximise segregation of waste	●
Waste Management	High	High	No visible rubbish outside the recycle bins during and after the event	●
Food & Water	Medium	Medium	Avoid use of single-use disposable plastic bottles	●
Transport	High	High	Optimise the use of electric cars for transport	●

APPENDIX B: SURVEY



ICF Junior & U23 Canoe Sprint 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.

Vă rugăm să răspundeți la câteva întrebări legate de dezvoltarea durabilă a caiacului și a canoiei în general și în special a acestui eveniment.

Va multumesc anticipat pentru timpul acordat.

1. In what capacity are you at the event?

În ce calitate sunteți la eveniment? *

- Athlete/Participant (Sportivul / participant)
- Spectator /Spectator)
- Volunteer / Staff member (Voluntar / membru al personalului)
- Other (Alte)

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

Sunteți un rezident al regiunii în care are loc evenimentul? (Raza de 30 km) *

- Yes (da)
- No, I live somewhere else in the country. (Nu, locuiesc în altă parte din țară)
- No, I live in another country (Nu, locuiesc într-o altă țară)

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

(Dacă nu locuiești în regiune, câte nopți stai?)

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

Care a fost principalul dvs. mijloc de transport pentru a ajunge la acest loc? *

- Car (Mașină)
- Bus (Autobuz)
- Train (Tren)
- Airplane (Avion)
- Other (Alte)

APPENDIX B:

SURVEY

5. Evaluate the following statements:

Evaluati următoarele afirmații: *

	Strongly Disagree (Dezacord)	Disagree (Dezacord)	Agree (De acord)	Strongly Agree (Complet de acord)	N/A
This is a very environmentally-friendly event. (Acesta este un eveniment foarte ecologic)	<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 (Acest eveniment ajută la motivarea copiilor și tinerilor să practice canotajul și alte sporturi)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This event is generating business for the local community (Acest eveniment generează afaceri pentru comunitatea locală)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was very easy to get to this venue (A fost foarte ușor să ajungeți în acest loc)	<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?

Ați văzut vreun indiciu că acesta este un eveniment ecologic? *

No (Nu)

Yes, please give an example (Da, vă rugăm să dați un exemplu)

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

Au fost disponibile opțiuni alimentare vegetariene sau sănătoase în catering la prețuri favorabile? *

Yes (Da)

No (Nu)

Do not know (Nu stiu)

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

Ați cumpărat sau ați primit băuturi în sticle sau cupe de unică folosință în locul respectiv? *

Yes (Da)

No (Nu)

APPENDIX B: SURVEY

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

Ați folosit coșurile de reciclare pentru gunoi în acest loc? *

- No, I couldn't find any (Nu, nu am găsit niciuna)
- Yes, but they were not well labeled (Da, dar nu au fost bine etichetate)
- Yes, I always recycle when possible (Da, recicl mereu când este posibil)

10. Evaluate the following statements:

Evaluati următoarele afirmații: *

	Strongly Disagree (Dezacord)	Disagree (Dezacord)	Agree (de acord)	Strongly Agree (Complet de acord)	N/A
The canoeing site and its direct surroundings are very clean (i.e. no waste) (Locul de canotaj și împrejurimile sale directe sunt foarte curate (adică fără deșeuri))	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are sufficient points for waste collection (Există suficiente puncte pentru colectarea deșeurilor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event is suitable to visit with young children (Evenimentul este potrivit pentru a fi vizitat cu copii mici)	<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 (Evenimentul este accesibil pentru persoanele cu abilități fizice limitate)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please leave any comments or suggestions you might have.

Vă rugăm să lăsați orice comentarii sau sugestii pe care le puteți avea.

Submit

APPENDIX C: EVENT SUSTAINABILITY QUICK START



Sustainability Quick Start Guide

Sustainability is about how you work and make decisions to maximise positive impact and minimise negative impact in the social, economic and environmental spheres¹.

Follow these five steps to work towards a sustainable canoeing event that will benefit the local community, economy and environment.

1. Reduce waste and recycle

- Place recycling, organics and garbage bins in effective locations
- Go Paperless! Communicate with teams, athletes and volunteers via electronic devices.
- Promote your event through social media instead of flyers and banners

2. Make smart water choices

- Encourage event participants and attendees to bring refillable water bottles instead of plastic bottled water
- Install a portable tap water station

3. Establish a positive local impact

- Prefer local services with sustainable practices and policies while procuring goods
- Donate remaining gear, equipment, and clothing to local charities and organisations
- Ensure the venue is accessible to all people, including those with physical disabilities

4. Promote public and clean transportation

- Advertise eco-friendly transportation options prior and during the event
- Provide teams and spectators with (electric) shuttle transport between airport and the venue
- Collaborate with the local tourist office to recommend accommodation close to your venue, near public transit options, which has existing sustainable policies and practices



5. Make smart food choices

- Buy in bulk and cook to order to minimise packaging and waste
- Consider recyclable or compostable plates, cups, and utensils
- Offer a range of healthy food choices that satisfy different dietary requirements
- Donate remaining food to a local food bank

¹ [IOC Sustainability Essentials](#)