



**SUSTAINABLE SPORTS EVENTS
LEARN & SHARE**

**RICH STACEY-CHAPMAN
19th October 2023**

OVERVIEW

- British Canoeing strategies
- Canoe Slalom World Championships sustainability strategy
- What did we do?
- Key learnings & top tips



STRONGER TOGETHER

Our strategic plan for 2022-2026

Our strategy

Stronger Together is our four-year strategy to support, grow and celebrate paddling activities in England and across the UK.



Our purpose

Our purpose is to encourage everyone to go paddling; for enjoyment, health, challenge and achievement.

Our ambitions

We've worked together to create 10 ambitions we can achieve by 2026, which will encourage more people to take part in paddling; better support those who already do; and ensure we play our part in helping to strengthen the delivery of all types of paddling activity throughout the country.

Our Cross-cutting themes

Weaving through each of those ambitions are our four cross-cutting themes, which are guiding principles for our organisation and our paddlers:



Equality, diversity and inclusion (EDI):

being inclusive helps everyone enjoy paddling, regardless of identity, ability or circumstances



Health, wellbeing and safety:

providing safe environments ensures paddlers feel positive, healthy and safe



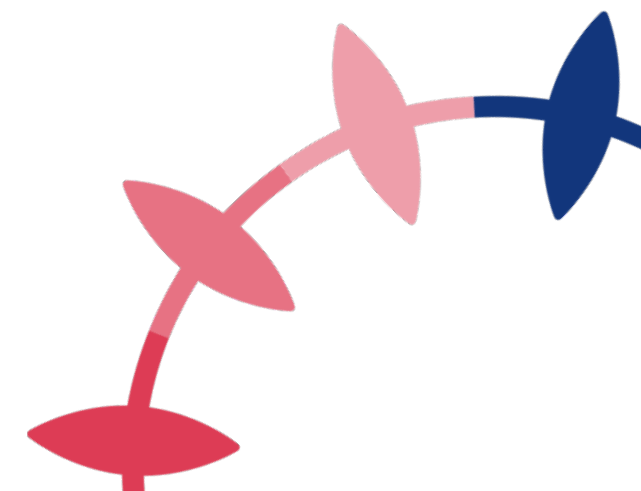
Environment and sustainability:

caring for our environment protects nature and deepens our experience



Partnerships:

working together, across organisations and regions, makes our sport the best it can be



England sees driest spring in a century as drought hits UK

With fields left parched and rivers at record lows, government officials and experts meet to discuss the drought across the UK

● **Interactive: drought-hit Britain**



The River Derwent was bone dry at Seathwaite on 3 May 2011. England has had its driest May a century. Photograph: Paul Kingston/NNP

England suffered its driest spring in a century last month, leaving fields parched and many rivers at record lows, the **Centre for Ecology and Hydrology (CEH)** said on Friday, as government officials met experts and utilities to discuss the **drought conditions** prevailing in many parts of the

See canoeist paddling down Tyne Dock as flooding hits South Shields seafront and causes Metro suspension

Torrential rain has brought flooding across South Tyneside today.

By Kevin Clark
Tuesday, 29th October 2024, 12:49 pm



Heavy rainfall has caused problems across the borough, with Tyne Dock particularly seriously affected.

Gazette photographer Stu Norton has been out and about to capture the chaos – and even spotted one intrepid soul taking to his kayak to cross the flooded A194 outside Kennedy's pub.

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Welsh Water admits illegally spilling sewage for years

10 hours ago



JONAH FISHER/BBC
Outfall in the River Teifi from Cardigan's waste water treatment plant



Is there a hosepipe ban in my area?

UK · 2d



Drought declared across South West England

Bristol · 2d · 1181



Which parts of the UK are facing a drought?

Science & Environment · 2d



'Garden of Europe' devastated by worst ever drought

Europe · 3d



Electricity and drought killing white storks

Europe · 4d



China's severe drought from the air

China · 5d



Yorkshire hosepipe ban in place affecting millions

England · 6d · 20



Should Wales sell water to England in droughts?

Wales · 25 Aug



Plea to limit water use amid widespread drought

Wales · 25 Aug



Villagers rescue 700 fish from dried-up pond

Cambridgeshire · 25 Aug



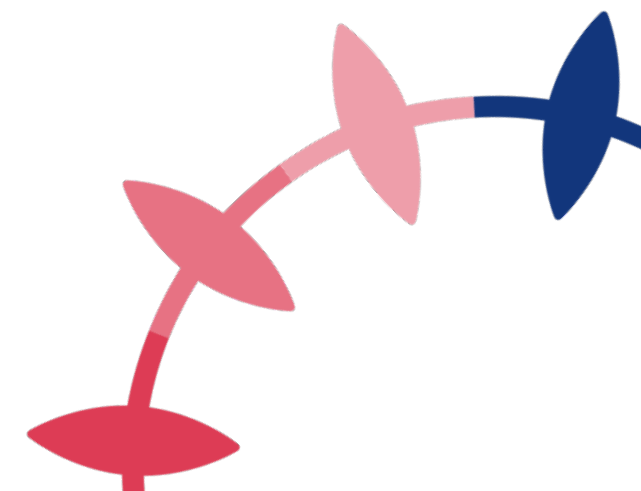
Potatoes 'half the size of usual' amid drought

Coventry & Warwickshire · 25 Aug



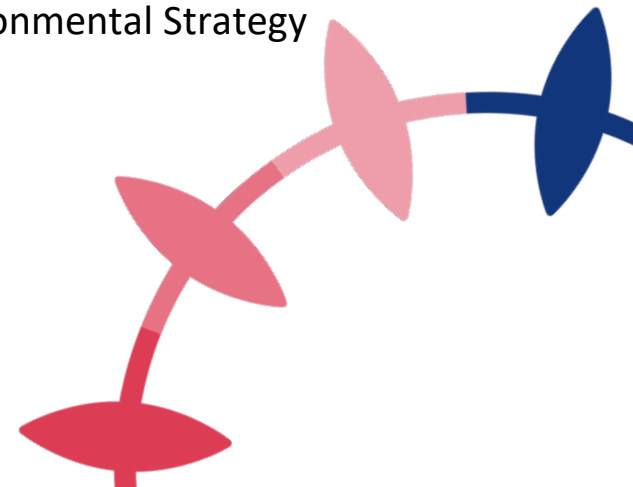
Hosepipe ban comes into force affecting millions

England · 24 Aug · 581





- 2018 - The Clear Access, Clear Waters campaign, launched in Parliament
- 2019 - created an internal cross-department staff team to lead on delivering the sustainability agenda
- 2020 - The recruitment of a member led volunteer Environment and Sustainability Advisory Panel
- 2021 - Introduction of Go Green membership
- 2022 - The Big Paddle Cleanup / The Paddlers' Code / Sustainability Partnership / CACW Champion Club
- 2023 - Protecting the Places We Paddle Environmental Strategy Launched



How We Will Achieve our Vision and Targets

Ambition 1

Controlling our Carbon Footprint

- KPI 1**
Reduce the carbon footprint relating to business travel by 50% by 2025
- KPI 2**
Reduce the amount of waste generated against the 2022 baseline by 10%

Ambition 2

Reducing our Use of Natural Resources

- KPI 3**
To achieve 50% of the membership opting for Go Green membership by 2026
- KPI 4**
Reduce the net energy consumption of British Canoeing leased and managed facilities from the 2023 baseline by 10% per year

Ambition 3

Advocating and Promoting Environmental Protection

- KPI 5**
Increase participation in the Big Paddle Cleanup by 50 clubs, groups or delivery partners per year until 2026
- KPI 6**
Host a Parliamentary event to influence environmental protection by increasing access to blue space
- KPI 7**
Recruit 10 Clear Access, Clear Waters ambassadors to advocate and promote environmental issues in paddlesport by 2024

Ambition 4

Creating Paddling Competitions and Events which Deliver Positive Environmental Change

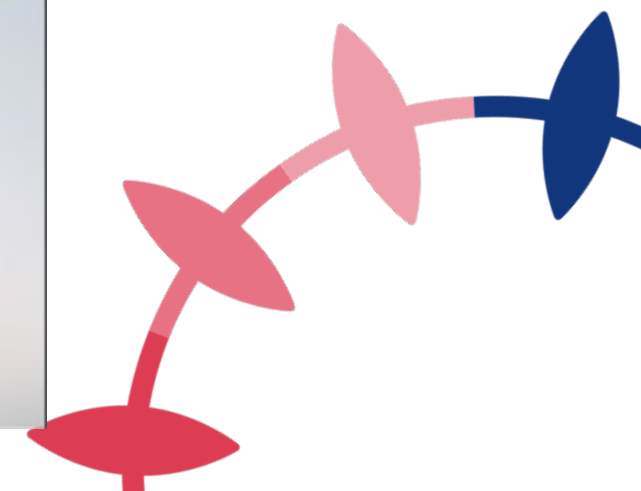
- KPI 8**
Produce clear baseline measurements and reporting from the ICF 2023 Canoe Slalom World Championships
- KPI 9**
Embed sustainable practices across domestic events run by British Canoeing by 2026

Ambition 5

Improving our Business Operations

- KPI 10**
100% paper-free British Canoeing business operations from 2024
- KPI 11**
All business tender decisions will score sustainability including carbon emissions as a key criteria

Protecting the Places we Paddle - A Strategy For Environmental Sustainability





2023 ICF | LEE VALLEY CANOE SLALOM WORLD CHAMPIONSHIPS

VISION

An outstanding World Championships, creating lasting memories for all involved and positive social impact within British Canoeing and surrounding communities.

MISSION

Creating an event that drives elite success, delivers our innovative ambitions, and is an inspiring platform to shape, encourage and celebrate our collective actions and impact of our wider communities.

VALUES

Every person matters: athletes, staff, spectators, volunteers, officials, partners and sponsors. A positive experience for everyone involved in the championships.

Innovative mindset: approach key projects with an ambition to deliver them better than before.

Striving for excellence: using the best slalom venue in the world, we aim for excellence in every aspect of event delivery.

Driven by purpose: use the platform of the championships to create positive environmental and social change.



2023 ICF | LEE VALLEY CANOE SLALOM WORLD CHAMPIONSHIPS





19-24 SEPTEMBER 2023
LEE VALLEY WHITE WATER CENTRE

SUSTAINABILITY STRATEGY



Sustainability Foundations

Embedding sustainable practices across all aspects of the event

Minimising our Impact

Minimising the negative environmental impacts occurring as a result of the event

Positive Action

Ensuring positive changes occur as a result of the event



SUSTAINABILITY FOUNDATIONS



- Public sustainability vision
- Clear targets
- ISLA Trace to benchmark and measure
- Avoid, reduce, reuse, recycle model
- Sustainability aspirations built into tendering processes
- Record Sustainability journey
- Sharing learnings
- Event as springboard for staff education/training



MINIMISING OUR IMPACT



- Training week scheduling
- Appointment of local contractors to minimise travel
- Reduction in pumped water time for training/competition
- Use of shared equipment with other events
- Minimising paper use
- Caterers no single use plastic
- Water fountains
- Limited merchandise and print on demand option
- Re-badging kit from previous events for athlete gifts
- Re-usable officials uniforms with generic logo
- Electric golf buggies
- Green branding solutions
- Shuttle service from train station to encourage use of public transport
- Encouraging sustainable travel options for volunteers, staff and spectators
- Offsetting some carbon from the event through planting of mangroves



POSITIVE ACTION



- **Venue sustainability** – solar panel innovation project
- Delivering river clean up **community activities**
- Encouraging **behaviour change** of spectators, teams, and workforce **attending the event**
- Encouraging **behaviour change** of future event organisers through **sharing information**
- Providing **education** through the schools programme, expo area & sports presentation





The training and competition schedule has been reviewed to reduce the amount of electricity to pump the water



Limited merchandise will be available to avoid waste

Athletes, volunteers and spectators encouraged to consider sustainability in their planning for the event inc travel and catering

Event branding will, wherever possible, allow for re-use at future events and be made from sustainable material



Electric buggies used for on site logistics



A shuttle service will be provided for spectators from the train station to encourage use of public transport

Working with the ICF and their partner, Starboard, to offset carbon emissions from the event



Key learnings will be shared with ICF and UK Sport



River clean ups and litter picking have taken place in the local area



2023 ICF Canoe Slalom World Championships

SUSTAINABILITY



Technical Officials kit designed to allow it to be used for future events

An event sustainability strategy was developed to ensure that it is considered at all stages of the planning and delivery process

Schools offer has focused on local schools to minimise the travel required



No single use plastic bottles will be sold or provided on site

No single use plastic will be used in the on site catering outlets

Water fountains and cubes will be available to refill bottles



The Canoe Foundation is the charity partner for the event. Money raised during the event is being used to support local Clear Access Clear Waters projects

Data collection will allow for an accurate carbon footprint to be calculated for the event and key learnings are being recorded



The event programme and the results will all be available online and accessed through QR codes available on site to minimise paper use.

HOW DID WE DO IT?

- Set sustainability as an **early priority**
- Ensured **buy-in** across all levels of the event
- Identified a **lead**
- **Action plan** with commitments, milestones and monthly reporting
- Set-up **sub-group** of the organising committee
- Assessed gaps in knowledge/capacity and looked for **external support**
- ISLA Trace project to **measure impact**
- Sustainability considered in **all aspects of decision making**



WHAT WERE THE CHALLENGES?

- Finding an appropriate lead
- Finding Capacity – Creating and monitoring strategy, action plans & reporting docs
- Retrospectively fitting to contracts – didn't know what we wanted until contracts in place
- Not able to do everything we wanted
 - Mains water vs water cube solutions
 - Reusable volunteer kit
 - Electric charging points not possible
- In-event delivery



TOP TIPS



- Identify sustainability as a **priority as early as possible** – build into budgets and capacity
- **Set a lead** – consider what other areas of responsibility they have and engage them early
- **Engage whole organisation** in process and get buy in
- Explore the opportunities it can bring – **additional partners**
- **Measure** whatever you can – setting targets without benchmarks is hard!
- Accept that it **won't be perfect**
- Think of it as any other key priority for the event/organisation



Any Questions?