



International Rafting Federation

Strategic Plan of the IRF Sustainability Committee

Mission – The objectives of this plan are:

- To make and introduce rafting as one of the most sustainable sport and tourism activities.
- To operate more sustainable rafting events.
- To save water and protect rivers.
- To reduce greenhouse gas emissions by 50 per cent by 2030.
- To reduce carbon footprint at the IRF events aiming to neutral carbon events.
- To grow sustainability awareness among all rafters (instructors, guides, sport rafters, rafting participants, local people etc).
- To protect rivers directly by cooperation with international and national organizations.
- Provide an advisory resource to appropriate authorities.
- Work on rafting becoming an Olympic Sport, by developing sustainability.
- Organize international conferences/congress in the fields of river sustainability, sustainability and rafting/river sports etc.
- To create sustainability and rafting standards.

Analysis of current position – Where are we now?

Strengths:

- The IRF is well known within the global rafting community and to some extent in the paddle sports community as a whole.
- We run many events in rafting and there is high potential to turn them into sustainable events.
- The IRF Sustainability Committee has a strong team of qualified members, as well as a strong Board of Directors.
- The IRF has a large number of knowledgeable and experienced individuals who can contribute greatly to the promotion of sustainability on an international and national level.

Weaknesses:

- We do not have enough collaboration with international and national organizations and NGOs that are engaged in sustainability activities.
- There is not enough financial support to promote sustainability.
- There are not enough sustainability activities beside events. The events are mostly focused on competitions. Very little focus is given to sustainability awareness.

Opportunities:

- To connect with the great community of rafters.
- Promote sustainable rafting every chance we get as a lead up to and during the World Rafting Championship, European Rafting Championship and any other rafting festival/event
- Interact more with international and national NGOs to promote sustainability
- Enhance interaction with commercial rafting tour operators to promote sustainability
- Every GTE course can be used as a promotional opportunity
- Broaden messaging to involve more people - articles, blog posts, and websites about river sustainability, rafting sustainability, etc.

Threats:

- Lack of budget
- Having little people who are interested to cooperate in this field

Goal – How will we know when we've achieved our prime mission?

- The IRF is the right organization to promote sustainability in rafting and to have more sustainable rivers.
- The IRF can do the missions by improving cooperation with national and international organizations.
- The IRF can raise sustainability awareness among rafters around the world.

Strategy – How do we get there?

- Conduct online webinars on "Sustainability and Rafting" in different languages around the world. Establish cooperation with the various national federations/associations of the IRF to accomplish this.
- To find a company or companies to sponsor the webinars.
- Hire an expert for monitoring, calculating, and reporting our greenhouse gas emissions.
- Linking with national and international organizations dedicated to river conservation and sustainability.
- Establish a sustainability award for the best teams to promote sustainability at WRC events and even at ERC events in memory of Rafa. It may be called "Rafa Sustainability Awards" or something similar.
- Conduct a competition for the most sustainable practical solutions implemented by people/companies.
- Create a "Sustainability label" for commercial rafting. We can grant it to rafting clubs/operators that meet the SDGs and sustainability standards.
- Cooperate with our international partners such as International Rivers, Sport and Sustainability, and try to share research/projects/cooperation.
- Find the funding to cover the costs to reach these goals

Financial Budget

The budget we need, TBC (To Be Confirmed). Currently, we have 1000 USD from past webinars and sponsors.

Sources of income

- From sustainability webinars**, we can expect to earn 2800 USD in 2022 and 2023.

1. In 2022, we can expect to conduct 10 webinars and earn 700 USD.
2. In 2023, we can expect to run 30 webinars and earn 2100 USD.

b. **From sponsor companies, TBC.**

Costs

- a. GHG emissions expert, TBC.
- b. Other