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AUGSBURG
eis
kanal 2018

ICF Sustainability Pilot Event

2018 ICF Canoe Slalom World Cup, Augsburg

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2 MESSAGE FROM THE ICF PRESIDENT

As a sport totally dependent on good clean water, canoeing has more than a passing interest in striving to make our events more sustainable and environmentally responsible. And as canoeing's world governing body, the International Canoe Federation is happy to lead the way and to partner and assist any local canoeing club willing to make a difference.

A pilot project undertaken by local organisers and the ICF at the 2018 Canoe Slalom World Cup in Augsburg was a tremendous success. Not only did it make an immediate impact locally, but it has provided us with a blueprint to use into the future at ICF events around the globe.

Local organisers from Kanu Schwaben, the City of Augsburg, athletes, the AISTS (International Academy of Sports Science and Technology) and the ICF met early in 2018 to discuss how sustainability initiatives could contribute to the success of the World Cup event.

From that meeting a plan was hatched with broad goals that included reducing plastic waste, to the involvement of school children. After months of preparation, the sustainability project was put into action during the World Cup and drew admiration from spectators and athletes.

Since the World Cup in Augsburg, the ICF has 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

3 EXECUTIVE SUMMARY

The International Canoe Federation (ICF) collaborated with the organisers of the ICF Canoe Slalom World Cup 2018 in Augsburg (6 – 8 July 2018) on a pilot project to improve the sustainable development of the sport.

A list of 26 sustainability initiatives (Appendix A) were defined and prioritised by representatives of the ICF, Kanu Schwaben (the event host), the city of Augsburg and an athlete. Consequently, 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 on-site observations, interviews with athletes and key staff and 108 completed surveys (48% spectator, 38% athlete, 6% coach, 8% other).

Although a high number of initiatives was only partially accomplished, the overall impression was very positive. The majority of objectives that were defined as 'High Priority' were met (see Materiality Matrix, Figure 2) with the exception of the category 'Transport'. While three of the four defined initiatives were considered as 'High Priority', only one of these three has been accomplished.

Both athletes and spectators expressed in particular their appreciation for initiatives related to 'Food & Waste' such as the availability of fresh food, little waste and the gift of a re-usable bottles to all athletes. Communication about sustainability with fans and spectator both on-site as well as through the (social) media channels was limited which reduced the potential effect of the initiatives.

The collaboration with the host (Kanu Schwaben) and host city (Augsburg) as well as the level of engagement from athletes has shown the value of sustainability for the further development of canoeing. Augsburg, which hosted canoe slalom when it made its Olympic debut in Munich in 1972, will host 50 years later the 2022 ICF Canoe Slalom World Championships. The results of the pilot project at the 2018 World Cup in Augsburg could benefit any future canoeing event in Augsburg as well as other ICF events across the world.

4 INTRODUCTION

4.1 The International Canoe Federation (ICF) and sustainability

This document reports the sustainability efforts of the ICF Canoe Slalom World Cup, which took place from 6 – 8 July 2018 in Augsburg. This event was used as pilot to allow the ICF to develop a long-term sustainability strategy.

The International Canoe Federation (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”.

The close connection between paddling, the use of natural resources and promotion of a healthy and integer lifestyle, have led to several conversations and organisational changes in order to strengthen ICF's sustainable event management approach.

A sport is sustainable when it meets the needs of today's sports community while contributing to the improvement of future sport opportunities for all and the improvement of the integrity of the natural and social environment on which it depends

Green and Gold, 2007

The ICF is in the process of revising its current 'ICF Sustainability Policy' by adding more concrete guidelines for event organisers to it and aligning it with the current standards in the Olympic Movement. To play pro-active role in the sustainable development of canoeing, it seeks to involve athletes, recreational paddlers, event organisers, national federations, clubs and all other stakeholders.

This pilot project with the World Cup in Augsburg is considered as a start of a new phase. More pilot events will follow, as well as the development of concrete guidelines and a toolkit for canoeing events. Furthermore, ICF seeks to partner with athletes as sustainability ambassadors and develop more specific bidding requirements related to sustainability. Additional pillars of the strategy will be the establishment of long-term relationships with environmental associations as well as educating recreational paddlers on the topic.

4.2 ICF Canoe Slalom World Cup Augsburg 2018

Since its construction in 1972, the Augsburg Eiskanal has been one of the major hubs for canoe enthusiasts and athletes alike from all over the world. Having hosted numerous events, the Augsburg Eiskanal is known best for attracting athletes and spectators from across the globe and being the host venue to canoeing for the 1972 Summer Olympic

Games, 3 World Championships, 2 European Championships, and 22 World Cups since 1989. Augsburg hosted one of the ICF Canoe Slalom World Cup events in 2018 in which 260 athletes from 38 nations competed for the Canoe Slalom world cup title. This event drew approximately 6'000 spectators, who were able to watch over 24 different races and ranged from traditional slalom to new disciplines such as Extreme Slalom. To the 12 members of the organizing committee and 250 volunteers were integral to the event's success through their voluntary participation in areas such as accreditation, transportation, catering and more. They were supported by members of the ICF Canoe Slalom Committee and other ICF staff.



The Bid Document that was submitted by Kanu Schwaben to the ICF, to express their interest in hosting the event, included the following references to sustainability:

- Positive impact on the ecological and social environment far beyond the event itself
- Steps to improve living conditions
- Natural course- requiring no energy for operation
- Local recreation nature and is located in the narrow drinking water protection zone of the City of Augsburg
- Sport as an ambassador for the environment
- During competition, garbage bins for various fractions (waste, paper and recycling) will be provided to ensure waste disposal

Olympic Games 1972 Legacy

In 1924, Augsburg founded their first independent kayak association- the Augsburg Kayak Association (AKV), which would later tie the sport of canoeing closer to the city of Augsburg more than ever before. Canoe Slalom made its first ever Olympic debut at the 1972 Munich Summer Olympic Games where the Augsburg Eiskanal venue was built particularly for this event at this edition of the Olympic Games and continues to be used today as a legacy venue for events within the Canoe Slalom community.

As mentioned in the bidding book put forth by the German Canoe Federation and the Host Organising Committee for the World Cup in 2018, the course itself is a naturally flowing course as opposed to a pumped course (which is common with many courses), contributing to their ongoing commitment to sustainability.

The Augsburg Eiskanal is located near the Hochablass Dam on the Lech River, and is located in the narrow drinking water protection zone of the City of Augsburg- directly where the water from the Augsburg Eiskanal flows into the Lech River.

Additionally, the Augsburg Eiskanal and Hochablass are also on track to be part of the City of Augsburg's application to become a United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage site, specifically for water management.

Augsburg's ongoing commitment to sustainability has led them to take various steps to ensure they commit to creating sustainable Canoe Slalom events through identifying issues around waste management, smart water choices and protecting the environment around the venue as mentioned in the bid for the Augsburg 2018 World Cup.

5 PILOT EVENT METHODOLOGY

On-site observations, survey, and interviews were used for the reporting on the pilot event. This chapter outlines the methodology that was followed, starting four months prior to the event and ending with this report.

5.1 Objectives and phases

The objectives of the pilot project were to:

- 1) Develop a sustainability management plan including concrete objectives
- 2) Prepare a first ICF canoeing sustainability report for a selected canoeing event
- 3) Support the development of sustainability guidelines and bidding requirements for future canoeing events.

The Sustainability Plan is based on the five phases of an international sustainability reporting standard (GRI G4)¹ 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 - Plan the reporting process
- Phase 2: Connect - Collect input from key stakeholders
- Phase 3: Define - Decide on report content
- Phase 4: Monitor - Build the report
- Phase 5: Report - Check and communicate

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

- **Inclusive:** ensure support from key stakeholders such as athletes, host city, local organisers, etc. throughout the entire project
- **Efficient:** reduce complexity and avoid reinventing the wheel 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.

5.2 Phase 1 and 2: Prepare & Connect

A first key milestone in the project was a preparatory meeting with event stakeholders at the canoeing venue (Eiskanal) in Augsburg. This meeting took place on 23 April 2018 in the presence of:

- Hans Peter Pleitner (Augsburg Organising Committee, President)

¹ 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.

- Merlin Holzapfel (Augsburg Organising Committee, Head of Marketing)
- Melanie Pfeifer (Canoe Slalom Athlete)
- Michael Senft (City of Augsburg)
- Catherine Wieser (ICF, Marketing Manager & Sustainability Coordinator)
- Geert Hendriks (AISTS, Head of Projects), moderator



Figure 1 - Preparatory sustainability meeting at the Eiskanal in Augsburg

A short news item on this preparatory workshop can be read [here](#).

The objectives of the meeting in Augsburg were to:

1. Have a common understanding between stakeholders
2. Create and prioritise a list of sustainability aspects

Following a short introduction of the basic concept of sustainability, the attendees discussed the (potential) social, environmental and economic impact of the World Cup. Prior to this, the representatives of the different event stakeholders shared their priorities and success factors for the event with the other attendees in the meeting. An open discussion was facilitated to ensure a common understanding of priorities and intentions.

From an athlete point-of-view it is very important to have easy access to bicycles during the event.

Melanie Pfeifer (Canoe Slalom Athlete)

5.3 Phase 3: Define

The discussions of the meeting and follow up conversations at the ICF led to the development of a so-called Sustainability Action Sheet, a list of 26 potential sustainability initiatives in the areas of food and water, waste management, transport, social awareness, etcetera. Details per initiative (such as priority, action, monitoring) were jointly agreed upon by both the ICF and the Local Organising Committee in Augsburg.

| Area | Priority ICF | Priority LOC Augsburg | Objective | Action | Performance Indicator | AISTS SSE Toolkit | Data collection |
|--------------|--------------|-----------------------|----------------------------|---|--|-------------------|----------------------|
| Food & Water | Medium | High | Promotion of regional food | Make regional food widely available at favourable price | Preference of event attendees for regional instead of international food | Section 7.1 | Observation + survey |

Table 1 - Example of one of the items from the Sustainability Action Sheet

The Action Sheet 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.

An overview of the prioritisation of all initiatives is shown in the Materiality Matrix on the next page (Figure 2). A 'Materiality Matrix' plots sustainability initiative using two dimensions: the importance or attractiveness of the initiative to key stakeholders (i.e. the Augsburg organising committee) and the importance of it for the ICF. A full list of initiatives can be found in Appendix A.

The colour coding in the Materiality Matrix refers to a specific initiative within the areas that were defined:

- FW = Food & Water
- LE = Local Economy
- WM = Waste Management
- SA = Social Awareness
- TR = Transport

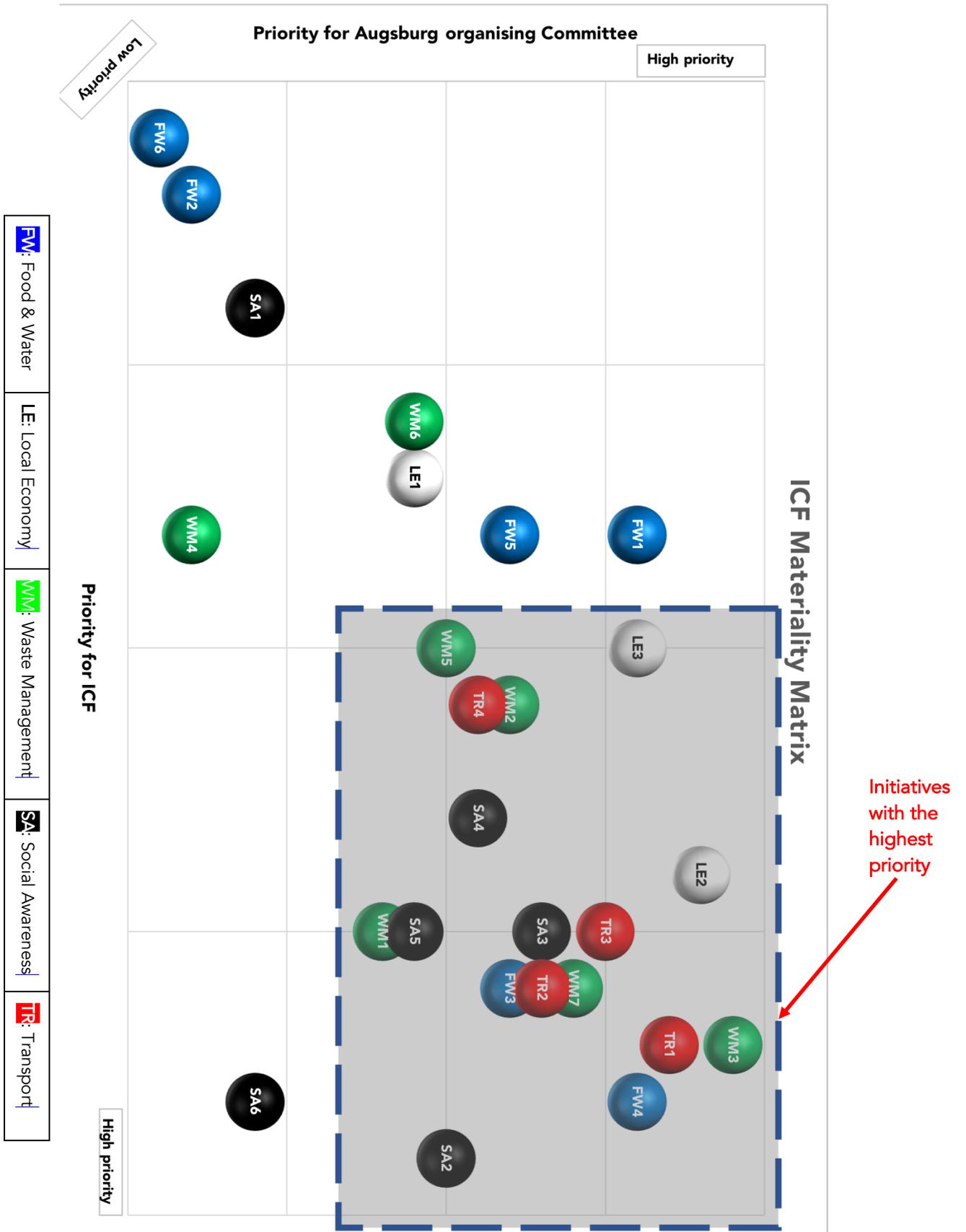


Figure 2 - Materiality Matrix ICF Canoe World Cup Augsburg

5.4 Phase 4 & 5: Monitor & Report

Necessary data including illustrative photos were collected on-site during two days of the event (6 and 7 July). The results as reported hereafter is based upon:

- Observation – a generic impression of certain aspects obtained by on-site observation. E.g. presence of signage, promotion of local food, availability of recycle bins.
- Survey – a survey with 13 questions completed by 108 people. The survey was available in English and German.
- Interviews – some key staff was interviewed for a better understanding of specific parts of the event. Furthermore, interviews were held with five athletes to ensure inclusion of their opinion. See Appendix C for a list of interviewed athletes.



Figure 3 – Interview with athlete from Chinese Taipei.

The majority of the survey respondents was either Spectator (48%) or Athlete (38%). A large majority (79%) of responding athletes were born between 1990 and 1999. Overall, the average age of respondents was higher with 56% being born between 1990 and 1999, 19% between 1980 and 1989 and 21% before 1980.

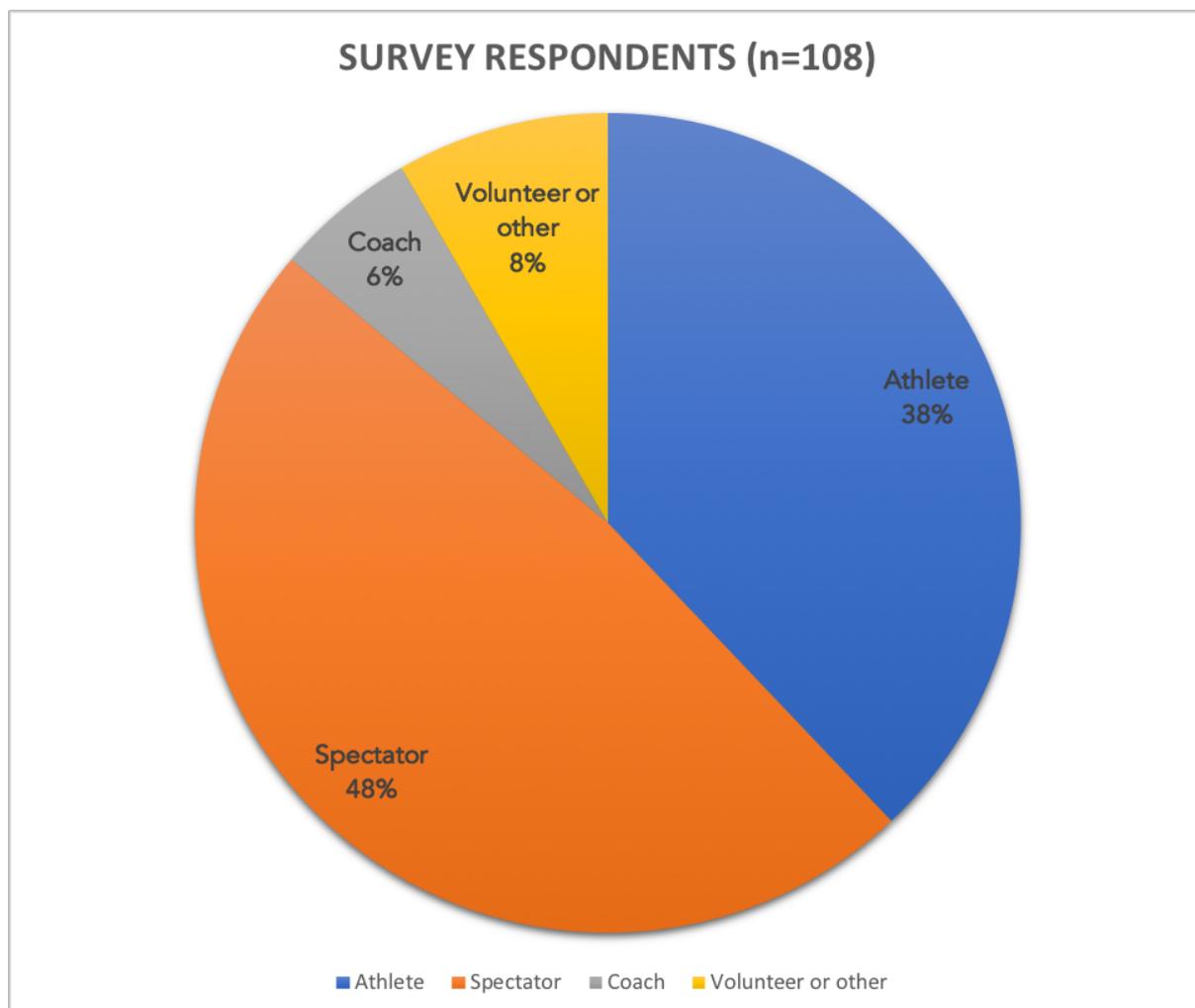


Figure 4 - Breakdown survey respondents

Most of the athletes (93%) who completed the survey were from outside Germany. In contrast, 67% of the spectators considered themselves as locals (living in the Augsburg region), 25% came from outside Germany and 8% lived elsewhere in Germany. Athletes stayed on average 6.8 nights in Augsburg compared to 3.2 nights for non-local spectators.

6 RESULTS CANOE SLALOM WORLD CUP AUGSBURG 2018

The population of Augsburg was informed about the intentions of the 2018 Canoe Slalom World Cup through a news article in the Augsburgener Allgemeine Zeitung, one of the major regional German newspapers with a circulation of 207'000 copies.

Is this event sustainable because there are less cars? Or because water pumps are not needed for the Eiskanal? No, sustainability clearly means more than that for this event.

Augsburger Allgemeinen Zeitung, 5 July 2018

This chapter will evaluate the different areas of sustainability, using the Sustainability Action Sheet as guidance. All aspects are listed including their priority and whether or not the objective was accomplished.

6.1 Food & Water

Objectives that were defined with regards to 'Food & Water' were largely accomplished.

| Initiative | Objective | Priority ICF | Priority Augsburg | Result |
|------------|--|--------------|-------------------|--------|
| FW1 | Promotion of regional food | Medium | High | ✓ |
| FW2 | Distribution of free fruits to athletes | Low | Low | ✓ |
| FW3 | Reusable or biodegradable tableware & food served on plate instead of pre-packaged | High | Medium | ✓ |
| FW4 | Clean Water, no plastic bottles in and around the water | High | High | ✓ |
| FW5 | Provide athletes with (sponsored) re-usable bottles | Medium | Medium | ✓ |
| FW6 | Signage to promote responsible drinking and non-smoking | Low | Low | ✗ |

Table 2 - Results Food & Water objectives

The catering at the event served local food which was in many places served in the requested portion on a ceramic plate. 63% of the people indicated to prefer local over non-local food.



● Percentage of athletes that prefers local over international food

500 high quality re-usable bottles were distributed amongst athletes and volunteers by the organising committee. The Water Bus (Figure 5) from the City of Augsburg (Stadt Werke Augsburg) was present to provide spectators with a water refill. Fresh fruit, nuts and healthy snacks were freely available in the Athlete's Lounge.

The high costs of the Water Bus limited the possibility for the event to use it. A simple water refill tap was placed in the athlete & volunteers' lunch area to partially compensate.



Figure 5 - The Water Bus from the City of Augsburg

There was no signage to promote responsible drinking and/or non-smoking at the event. However, this was classified as a low priority item since the event traditionally is tobacco-free and alcohol is consumed responsibly.

Points for reflection:

- A delayed decision prevented the organising committee from engaging a sponsor for the purchase of the re-usable bottles. The total estimated costs of EUR 1'800 for 500 bottles was therefore entirely borne by the organising committee.
- Initial conversations took place with RECUP, <https://recup.de/>, to use their innovative product for all spectators but the size of the event prevent it to be implemented within the available timeframe.
- Re-usable glass bottles (instead of PET) were available by volunteers and ICF staff, reducing the amount of waste.



Figure 6 - Healthy food options were widely available

6.2 Waste Management

On-site observations and interviews led to the conclusion that the objectives concerning waste management were partly accomplished. Table 3 shows that three objectives were entirely and three were partly accomplished.

At some ICF Events, organisers implement the renting or donation of 2nd hand boats with the ICF equipment suppliers support (item #WM4). However, it was not yet possible for the World Cup in Augsburg to implement this.

No explicit or implicit initiative was observed to remind people to switch off lights or other electronic equipment. However, it was noticed on two occasions that volunteers showed the habit of doing this. Despite the sunny and warm weather on Saturday and Sunday, there was no use of air conditioning.

| Initiative | Objective | Priority ICF | Priority Augsburg | Result |
|------------|--|--------------|-------------------|--------|
| WM1 | Switch off lighting, electronic equipment and air conditioning after use. | High | Medium | ⚠️ |
| WM2 | Sole use of solar and water-generated electricity | Medium | Medium | ✅ |
| WM3 | The event is cleared of all rubbish during and after the event | High | High | ⚠️ |
| WM4 | Recycling or second-hand use of boats after competition | Medium | Low | ❌ |
| WM5 | Re-use of equipment signage/banners | Medium | Medium | ⚠️ |
| WM6 | Avoid additional infrastructure, preferably usage of existing buildings (e.g. VIP areas) | Medium | Medium | ✅ |
| WM7 | Minimise the production of printed materials (for athletes, staff and ICF) | High | High | ✅ |

Table 3 - Results Waste Management objectives

Water generated energy from the Eiskanal was more than sufficient for the needs of the event. A system to capture this natural energy from the water has been in use since the origins of the venue (1972 Olympic Games). However, 51% of the spectators indicated they had not seen any signage at the event that encouraged saving of water or energy.



Figure 7 - Water generated energy from the Eiskanal

A large part of the event signage and sponsoring along the Eiskanal was printed on large plastic stickers that were stuck on a metal board. This meant that part of it could remain after the event (i.e. the long-term sponsors) but others went to landfill (event-specific signage).

The event significantly reduced its waste re-usable plates and cups however, very little attention was given to recycling. No signage has been found to encourage spectators to recycle their waste and no separate waste bins were provided.



- There were insufficient points for waste collection at the event



Figure 8 - Lack of separated waste collection

PlasticsEurope is an association that represents plastics manufacturers active in the European plastic industry. As a result of their partnership with the German Canoe Federation (DKV), Team Kunststoff (German word for plastic) sponsors German canoeing athletes. The association, which was present in Augsburg, provides information about the impact of marine litter and ways to protect the environment, in particular questions as: Why is marine litter such a threat to nature? How can waste discharge into water be avoided?



Figure 9 - DKV President Thomas Konietzko at the Team Kunststoff booth

6.3 Local Economy

There is a high commitment of the population of Augsburg as well as the city representatives towards the World Cup. Although the table below shows that only one out of the three objectives was realised, the overall impression was positive.

| Initiative | Objective | Priority ICF | Priority Augsburg | Result |
|------------|---|--------------|-------------------|--------|
| LE1 | Priority to eco-friendly restaurants & hotels in Augsburg and region | Medium | Medium | ✘ |
| LE2 | Involvement of regional service providers and on-site presence of local companies | High | High | ✔ |
| LE3 | Collaboration with Football Club Augsburg | Medium | High | ⚠ |

Figure 10 - Results Local Economy objectives

A high variety of local enterprises and other organisations were present during the event. Some paid a fee to be able to showcase their product/service, while others gave value-in-kind (e.g. food to athletes and volunteers).



Figure 11 - High presence of local organisations

No indication could be found of the promotion of eco-friendly restaurants and hotels.

Kanu Schwaben (i.e. the World Cup organiser) regularly joins forces with another large sports club in the city: Football Club Augsburg. The 1st team of FC Augsburg play in the Bundesliga, the top tier of the German football system and has hosted games of the 2011 FIFA Women's World Cup.

We show our appreciation as FC Augsburg towards Kanu Schwaben and local athletes such as Alexander Grimm² to show that sport stands together Augsburg.

Dominik Schmitz, FC Augsburg Media & Public Relations Director

As part of their CSR (Corporate Social Responsibility) programme, FC Augsburg organised a trip for approximately 70 children to the Eiskanal during the previous edition of the Canoe World Cup. Furthermore, energy generated through the Eiskanal (water) is used to heat the main football pitch of FC Augsburg and keep it free of snow during winter.

6.4 Social Awareness

The perceived lack of information about initiatives related to social awareness, result as this item overall being evaluated as not accomplished.

| Initiative | Objective | Priority ICF | Priority Augsburg | Result |
|------------|--|--------------|-------------------|--------|
| SA1 | Purchase of responsibly produced clothing for volunteers | Low | Low | ✘ |
| SA2 | Promotion of 'clean sport' (e.g. anti-doping, integrity) at the venue and in the media | High | Medium | ⚠ |
| SA3 | Encourage the involvement of schools | High | Medium | ✔ |
| SA4 | Inclusion of volunteers of all ages and abilities. | High | Medium | ⚠ |
| SA5 | Public awareness and training of key staff on sustainability efforts of canoeing | High | Medium | ⚠ |
| SA6 | Support to underprivileged nations | High | Low | ✘ |

Table 4 - Results Social Awareness objectives

In the frame of the ICF Development Programme, some young athletes from underprivileged countries can benefit from ICF support (training camps, coaches, financial support to attend to ICF Events). No specific initiative has been reported in Augsburg.

One initiative that was accomplished is to involve schools from Augsburg. 15 schools in the city responded positively to an invitation from Kanu Schwaben to visit the event (free of charge) during the 1st day of competition. Besides this, local children were involved in the opening ceremony.

² Canoeing athlete from Kanu Schwaben, gold medallist 2008 Olympic Games



Figure 12 - Local children preparing for the opening ceremony

97% agreed or strongly agreed with the statement that the event is suitable to visit with young children. Nine out of ten survey respondents considered the event good accessible for people with limited physical abilities.



- Event is good accessible for people with limited physical abilities.

The ICF published two news-item about the project on their website. The news-items [prior to the event](#) was shared 31 times, the article published [during the event](#) was not shared any further. There was no evidence of the use of the ICF Facebook page (#PlanetCanoe) to communicate about the pilot event.

Not included as initiative but still worth mentioning is the fact that 2'500 free tickets were distributed. The regular ticket price was EUR 8.00, with free access for children under 14.

6.5 Transport

Three of the four defined initiatives related to 'Transport' was considered as 'High Priority' during the preparatory workshop.

| Initiative | Objective | Priority ICF | Priority Augsburg | Result |
|------------|--|--------------|-------------------|--------|
| TR1 | Bicycles available at the entrance of the venue for both fans & athletes | High | High | ✓ |
| TR2 | Use shuttle (electric) busses for staff, volunteers and spectators | High | High | ✗ |
| TR3 | Free public transport for ticket holders | High | High | ✗ |
| TR4 | Accommodation for committee members and ICF staff close to the venue | Medium | Medium | ⚠ |

Table 5 - Results Transport objectives

Initiatives TR2 and TR3 (see Table 6) were not accomplished as it was decided shortly before the event to not have (free) shuttle busses due to the limited distances and good accessibility by regular public transport (metro and bus) and ticket prices did not include a pass for free public transport.

Only 2 members of the ICF staff and Canoe Slalom committee were accommodated at the Eiskanal Bundesleistungszentrum, located directly on-site. All others stayed in hotels in the city despite the fact that several of the 28 rooms were unused during the event.

One of the most visible initiatives was the presence of ten bicycles (non-electric) at the venue. Five bicycles were reserved for athletes and situated near the Athletes' Lounge while the remaining stood at the entry of the venue, accessible to all. Kanu Schwaben informed all athletes and coaches through direct messages as well as displayed posters (at the venue).



Figure 13 - Free bicycles at the entrance of the Eiskanal

Athletes stayed on average 6.8 nights in Augsburg and were actively using the bicycles before the start of the competition (Mon – Thu) but not during the 3 days of competition (Fri – Sun). The rainy weather of Friday (1st day of competition) changed to very pleasant and warm weather on Saturday and Sunday but this had no effect on the use of the bicycles by athletes. None of the survey spectators indicated to have used the free bicycles but one out of five used their own bicycle as means to come to the event. Athletes mentioned the bike sharing initiative frequently and 25% listed this as a concrete initiative undertaken by the event in Augsburg to reduce its environmental impact.

I did not see many plastic bottles of water and there were free bikes available for the team.... That is great, I like this kind of effort!

Surveyed athlete

7 CONCLUSIONS

The pilot event with the ICF Canoe Slalom World Cup in Augsburg was successful. It provided the ICF and other canoeing events with an example of defining and prioritising sustainability initiatives. Besides this, there was a constructive collaboration between Kanu Schwaben (i.e. the organiser), the city of Augsburg, athletes and the ICF which supported the implementation of certain sustainability efforts.

All objectives concerning food and water with medium or high priority were accomplished and both athletes and spectators expressed their appreciation for these initiatives (e.g. fresh food, little waste, re-usable bottles for athletes).

The World Cup showed a stronger focus on environmental aspects compared to social objectives that were defined. Except for the involvement of schools, there were little achievements reported regarding the social awareness of the event.

Survey results indicate limitations in communication about the sustainability efforts of the Canoe Slalom World Cup. For example, few spectators or athletes were aware of initiatives such as the free use of bicycles and #PlanetCanoe (ICF official Facebook page) was not used on social media during the event. However, an initiative of ICF to interview 5 athletes during the event on the topic of sustainability and their response to the survey indicated opportunities to leverage the involvement of athletes.

The next page displays all agreed sustainability initiatives through the Materiality Matrix, highlighting with colours if they are accomplished (green), partly (yellow) or not accomplished (red). It highlights that results are more positive for the initiatives with a high priority, compared to those with a low priority with the exception of initiatives related to 'Transport'.

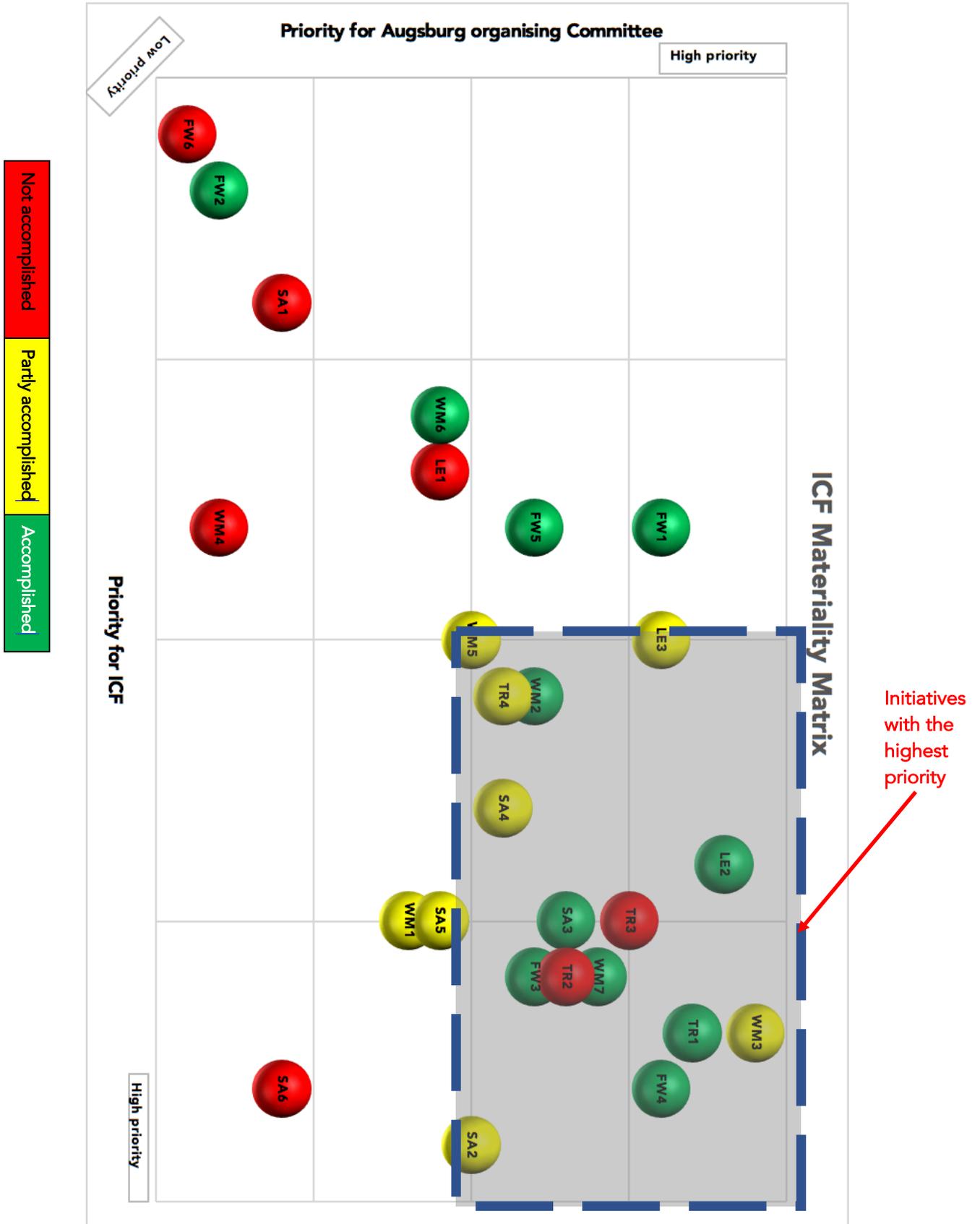


Figure 14 - Materiality Matrix with accomplishment of objectives

8 RECOMMENDATIONS

Based upon the pilot project in Augsburg, the following recommendation are made:

- 1) Include measurable sustainability indicators in bid document and clearly communicate ICF's minimum requirements with regards to sustainability

For more information, see:

- [UCI Bike City Label](#)
- [World Sailing World Cup Series, information for bidders](#)

- 2) Reduce the number of sustainability initiatives (especially for less mature organising committees) and provide guidelines for prioritising, measuring and reporting.
- 3) Integrate messaging on sustainability in ICF's corporate communication strategy.
A workshop with selected national federations on this topic could be considered to (1) better use national initiatives for the global development of canoeing and (2) exchange knowledge between member federations and ICF
- 4) Maximise the use of on-site accommodation for on-site ICF staff and committee members (e.g. Bundesleistungszentrum in Augsburg) when appropriate.
- 5) Liaise with the host city at an early stage to explore potential value-in-kind contributions such as water refill stations and free public transport.
- 6) Explore the possibilities of engaging in a conversation with (former) athletes, sponsors and other partners on their interest and potential involvement in pursuing the sustainable development of canoeing events.

APPENDIX A: SUSTAINABILITY ACTION SHEET

| Initiative | Objective | Priority ICF | Priority Augsburg | Result |
|------------|--|--------------|-------------------|--------|
| FW1 | Promotion of regional food | Medium | High | ✓ |
| FW2 | Distribution of free fruits to athletes | Low | Low | ✓ |
| FW3 | Reusable or biodegradable tableware & food served on plate instead of pre-packaged | High | Medium | ✓ |
| FW4 | Clean Water, no plastic bottles in and around the water | High | High | ✓ |
| FW5 | Provide athletes with (sponsored) re-usable bottles | Medium | Medium | ✓ |
| FW6 | Signage to promote responsible drinking and non-smoking | Low | Low | ✗ |
| LE1 | Priority to eco-friendly restaurants & hotels in Augsburg and region | Medium | Medium | ✗ |
| LE2 | Involvement of regional service providers and on-site presence of local companies | High | High | ✓ |
| LE3 | Collaboration with Football Club Augsburg | Medium | High | ⚠ |
| WM1 | Switch off lighting, electronic equipment and air conditioning after use. | High | Medium | ⚠ |
| WM2 | Sole use of solar and water-generated electricity | Medium | Medium | ✓ |
| WM3 | The event is cleared of all rubbish during and after the event | High | High | ⚠ |
| WM4 | Recycling or second-hand use of boats after competition | Medium | Low | ✗ |
| WM5 | Re-use of equipment signage/banners | Medium | Medium | ⚠ |
| WM6 | Avoid additional infrastructure, preferably usage of existing buildings (e.g. VIP areas) | Medium | Medium | ✓ |
| WM7 | Minimise the production of printed materials (for athletes, staff and ICF) | High | High | ✓ |
| SA1 | Purchase of responsibly produced clothing for volunteers | Low | Low | ✗ |
| SA2 | Promotion of 'clean sport' (e.g. anti-doping, integrity) at the venue and in the media | High | Medium | ⚠ |
| SA3 | Encourage the involvement of schools | High | Medium | ✓ |
| SA4 | Inclusion of volunteers of all ages and abilities. | High | Medium | ⚠ |
| SA5 | Public awareness and training of key staff on sustainability efforts of canoeing | High | Medium | ⚠ |
| SA6 | Support to underprivileged nations | High | Low | ✗ |
| TR1 | Bicycles available at the entrance of the venue for both fans & athletes | High | High | ✓ |
| TR2 | Use shuttle (electric) busses for staff, volunteers and spectators | High | High | ✗ |
| TR3 | Free public transport for ticket holders | High | High | ✗ |
| TR4 | Accommodation for committee members and ICF staff close to the venue | Medium | Medium | ⚠ |

APPENDIX B: SURVEY

ICF CANOE SLALOM WORLD CUP AUGSBURG SURVEY

ICF Canoe Slalom World Cup Augsburg

We kindly request you to answer a few questions related to the sustainable development of canoeing in general and the Slalom World Cup in Augsburg in particular.
Wir bitten Sie, einige Fragen zur nachhaltigen Entwicklung des Kanusports im Allgemeinen und ins Besondere zum Slalom Weltcup in Augsburg zu beantworten.

Thank you in advance for your time.
Vielen Dank im Voraus für Ihre Zeit.

1. In what capacity are you at the event?
In welcher Funktion sind Sie auf der Veranstaltung?

- Athlete/Participant (*Athlet/Teilnehmer*)
 Spectator (*Zuschauer*)
 Volunteer (*Volunteer*)
 Other (*Andere*)

2. Are you a permanent resident of the Augsburg region?
Sind Sie in der Region Augsburg dauerhaft ansässig?

- Yes, my postcode is between 86150 and 86199 (*Ja, meine Postleitzahl ist zwischen 86150 und 86199*)
 No, I reside elsewhere in Germany (*Nein, ich wohne woanders in Deutschland*)
 No, I reside outside Germany (*Nein, ich wohne ausserhalb von Deutschland*)

3. Please indicate your year of birth.
Geben Sie bitte Ihr Geburtsjahr an.

- Born between 2000 and 2018 (*Geboren zwischen 2000 und 2018*)
 Born between 1990 and 1999 (*Geboren zwischen 1990 und 1999*)
 Born between 1980 and 1989 (*Geboren zwischen 1980 und 1989*)
 Born between 1970 and 1979 (*Geboren zwischen 1970 und 1979*)
 Born between 1960 and 1969 (*Geboren zwischen 1960 und 1969*)
 Born before 1960 (*Geboren vor 1960*)

4. Did you use the free bike share?
Haben Sie den kostenlosen Fahrradverleih genutzt?

- Yes (*Ja*) No (*Nein*)

5. What was your primary means of transport to get to Augsburg?
Was war Ihr primäres Transportmittel um nach Augsburg zu kommen?

- Car (*Auto*) Bus (*Bus*)
 Train (*Zug*) Airplane (*Flugzeug*)
 Other (*Andere*)

6. If you are not living in the Augsburg region, how many nights are you staying in the Augsburg region?

Wenn Sie nicht in der Region Augsburg wohnen, wie viele Nächte bleiben Sie in der Region Augsburg?

7. Can you give an example of how Augsburg 2018 is making an effort to reduce its negative ENVIRONMENTAL impact?

Können Sie ein Beispiel geben, wie Augsburg 2018 sich bemüht, seine negativen Auswirkungen auf die UMWELT zu reduzieren?

8. Can you give an example of how Augsburg 2018 is making an effort to increase its SOCIAL impact?

Können Sie ein Beispiel geben, wie Augsburg 2018 sich bemüht, seine SOZIALEN Auswirkungen zu steigern?

9. Can you give an example of how Augsburg 2018 is making an effort to have a positive ECONOMIC impact on (the region of) Augsburg?

Können Sie ein Beispiel geben, wie Augsburg 2018 sich bemüht, einen positiven WIRTSCHAFTLICHEN Einfluss auf (die Region) Augsburg zu haben?

10. Do you prefer to eat local or non-local food during an event as Augsburg 2018?

Bevorzugen Sie lokale oder nicht-lokale Speisen während einer Veranstaltung wie Augsburg 2018?

- Local food preferred (Lokale Speisen bevorzugt)
- Non-local food preferred (Nicht-lokale Speisen bevorzugt)
- No preference (Keine Präferenz)

11. Have you seen any signage at the venue to encourage the saving of energy) and/or water

Haben Sie Beschilderungen am Veranstaltungsort gesehen, die zur Einsparung von Energie und/oder Wasser anregen?

- Yes, the organisers strongly encourage this (Ja, die Veranstalter unterstützen dies stark)
- Yes, I have seen this somewhere (Ja, das habe ich irgendwo gesehen)
- No, I cannot remember having seen any of such signage (Nein, ich kann mich nicht erinnern, eine solche Beschilderung gesehen zu haben)

12. Are you using reusable cups or bottles for your drinks?

Verwenden Sie wiederverwendbare Becher oder Flaschen für Ihre Getränke?

- Yes, I use reusable cups or bottles as much as I can (Ja, ich benutze wiederverwendbare Becher oder Flaschen so oft ich kann)
- I use both reusable & disposable, whatever is easiest (Ich benutze sowohl wiederverwendbare & wegwerfbare, was auch immer am einfachsten ist)
- No, event organiser doesn't provide reusable cups/bottles (Nein, der Veranstalter stellt keine wiederverwendbare Becher/Flaschen zur Verfügung)
- No, I prefer using disposable cups or bottles (Nein, ich bevorzuge wegwerfbare Becher oder Flaschen)

13. Evaluate the following statements:

Bewerten Sie die folgenden:

| | Strongly Disagree (Trifft gar nicht zu) | Disagree (Trifft nicht) | Agree (Trifft) | Strongly Agree (Trifft völlig zu) |
|---|---|-------------------------|-----------------------|-----------------------------------|
| The canoeing site and its direct surroundings are very clean (i.e. no waste) (Das Kanusport Gelände und seine unmittelbare Umgebung sind sehr sauber (d.h. kein Abfall)) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The amount of noise from the event is not disturbing (Der Lärmpegel der Veranstaltung ist nicht störend) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| There are sufficient points for waste collection (Es gibt genügend Stellen für die Abfallsammlung) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The event is suitable to visit with young children (Die Veranstaltung ist für den Besuch mit kleinen Kindern geeignet) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The event is accessible for people with limited physical abilities (i.e. wheelchair) Die Veranstaltung ist für Menschen mit eingeschränkten körperlichen Fähigkeiten (z.B. Rollstuhlfahrer) zugänglich | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Comments (Bemerkungen)

APPENDIX C: INTERVIEWED ATHLETES

The following athletes were interviewed during the ICF Canoe Slalom World Cup 2018 in Augsburg:

- Chu-Han Chang, Chinese Taipei
- Haley Daniels, Canada
- Jean Pierre Bourhis, Senegal
- Jie Yang, China
- Sebastian Rossi, Argentina