The world’s largest conservation organization

- Active in >100 countries
- Science-based
- Seeking collaboration
- From field-level to high level policy
- 7000 employees
- Strong track record of public & private sector partnerships
- ~100 sports-related initiatives per year
OUR MISSION

• Stop the degradation of our planet’s natural environment and,
• Build a future where people live in harmony with nature.

BIODIVERSITY
2020 Goals
Priority Places
Priority Species

FOOTPRINT
2020 Goals
Climate & Energy
Commodities
Freshwater
Global challenge: fast decreasing biodiversity and increasing footprint

Living Planet Index: 58% decline 1970-2012

Global Ecological Footprint: more than doubled in 50 years by component

Source: WWF Living Planet Report 2016: species and spaces, people and places
Every year, we consume the natural resources of >1.5 planets yearly...
Sport (events) are impacting nature and also impacted by it

- Direct impact of sports (events): energy, travel & transport, food, water, waste, pollution, deforestation, biodiversity etc is significant.
  - from Olympic Games to local sporting activities
- (Unused) legacy sport infrastructure
- Use of important (even protected) habitats in competition and training
  - winter sports, running, cycling, canoeing, rowing, sailing, etc.
- Sports threatened by heavy pollution or climate change induced extreme weather events (less snow, floods, droughts, storms etc)
- Loss of nature = loss of sports experience
But opportunities are bigger than threats…

… as Sports can lead by example

Often, athletes have clear connection to nature - building a connection and responsibility to nature. They will reward that action is taken

Celebrity athletes are highly popular role models

Sport events are biggest global media events

US: 13% follow science news, 61% follow sports news

Brazil invested $80B sport-related infrastructure by 2016

Significant budgets for regeneration and transformation (eg Olympics)

Sports are important to governments and cities. Increasing amount of public-private partnerships

London 2012 sponsors paid 10% premium to be Sustainability Partners

Sport sponsors include world’s biggest brands. Strong interest in promoting active lifestyles & sustainability. Many are WWF partners.

Passion and excitement of events
Reducing the impact of sports (events)
Setting and implementation of best practice guidelines

- Footprint analysis & management (carbon, water, etc)
- Sports infrastructure: focus on legacy use (lightweight design) of infrastructure or low impact temporary structures
- Food and raw material sourcing
- Public transport
- Transport of athletes & equipment
- Zero waste / circular events
- Biodiversity protection
- Certification: ISO and GRI
Raising awareness & exciting people
Partnerships
Raising awareness & exciting people
WWF events across the world
Involved in every Olympics since 2004

Campaigning for more sustainable Olympics

Collaboration

Holistic partnership
1. Set new standards in sustainable sports (event) management

2. Harness rowers all around the world to take actions that will protect water, raise the awareness of other users around them and be recruited to support local conservation or clean-up initiatives.
   - Leveraging global platforms to continuously re-enforce key WWF freshwater messages
   - Locally activated in 22 countries

Awareness raising

Our planet depends on clean water

FISA, the World Rowing Federation, believes that all of us have a responsibility to apply environmentally-sustainable practices to our use and management of water. Because rowing is a clean water sport, rowers have many ways to make their sport contribute to protecting our environment -- for everyone's benefit.

Help safeguard our clean water

World Rowing and WWF are now in the fourth year of their global clean water partnership. This marks all rowers, national federations and all rowing clubs around the world towards safeguarding clean drinking water for everyone's benefit.

The issue is water

The link between rowing and water does not require much explanation. Because sport requires a propensity for something new, rowing and the way World Rowing is building a message of sustainability into the sport is an exciting opportunity for the world. World Rowing is committed to environmentally-friendly initiatives, including the development of water-saving equipment, and the implementation of sustainable rowing practices.

Elite athletes are ambassadors

Andrew Triggs Hodge (GBR) Olympic Gold Medallist 2008/2012

The 2008 Olympic Games, Beijing, and the 2012 Olympic Games, London, featured rowing as an integral part of the Olympic Games experience. "A national alliance" says Andrew Triggs Hodge, World Rowing Sustainability Officer, "to promote clean drinking water across the globe within the sport of rowing. Rowing has already made a mark internationally and within the WWF.

Our planet depends on clean water

This activity in 2012 is expected to contribute towards the following targets a strategic action plan for the 2012 Olympics.

WWF is dedicated to environmental protection at the games. "We're committed to making sure that the message is a positive one," says Andrew Triggs Hodge. "It's vital that rowing is seen as a model for sustainable development in sport. It's vital that our message reaches the next generation while delivering results on the water.

Related tags

World Rowing, Olympic gold medalist 2008/2012, Andrew Triggs Hodge, Olympic sustainability, sustainability in sport, environmental protection, World Rowing, Olympic Games, Beijing, Olympic Games, London, sustainable rowing, water conservation, clean drinking water.
UN Secretary-General Ban Ki Moon: “I applaud the strategic alliance between the International Rowing Federation and the World Wide Fund for Nature.”

>10,000 school children educated on water during event

Fundraising for Amazon

Eco-regatta’s for business incl sustainability courses

Partnerships with national rowing federations
First WWF priority project adopted for global fundraising

The Kafue River & Rowing Center

A crucial addition to WWF’s work on the Zambezi

• Where stakeholders come together to establish sustainable water management
• Where freshwater researchers and future water managers conduct on the ground research and training
• Where local people and children learn more about the river and water in general
• Where the sport of rowing can be enjoyed in a beautiful surrounding

Watch the video below

To help the Kafue is to help the world.
#onwaterforwater

Pollution, industry, agriculture, seasonal flooding, damming, hydropower, and drinking water scarcity. Our planet faces many critical and complex water challenges.

The Kafue River in Zambia faces them all. Inspired by the successes of this nature-based solutions approach, WWF and the World Rowing are now launching an extraordinary multi-purpose facility for world-class water management research and the sport of rowing: the Kafue River & Rowing Centre.

The Centre is a truly unique place where the world’s water stakeholders come together. Where freshwater researchers and future water managers conduct on the ground research and training. Where the sport of rowing can be enjoyed in a beautiful surrounding.

The Centre, through its website, will be the platform to bring together stakeholders from industry, agriculture, and the local community to discuss research, study problems, find solutions, and drive change on the ground.

We will all be able to visit the Centre “virtually” and interact with the researchers there via the Centre’s website. Research will be shared widely, becoming an inspiration to the world as a whole. The Centre, through its website, will act to become a data, knowledge-sharing platform and a beneficiary of the projects to the wider world and inspiring others to make change in their own communities.

The world rowing community will be at the forefront of supporting the Centre, and a group of high-profile world-class rowers will speak on its behalf.

The Centre is open to all and will host a range of events, activities, and workshops.

Because it helps the Kafue it helps the world.

Discover more at worldrowing.com/environment/kafue-river-rowing-centre
Trends

2000
1. Avoid issues with legacy infrastructure of major events
2. Reduce direct impacts of major events (footprint, certification)
3. Use of standards and reporting
4. International and national sports organizations adopt environmental guidelines for events
5. Actively seeking to enhance link with nature to excite people & attract sponsors (value-adding)

2017
6. Clarify how sport’s (event) focus on environment is relevant for everyday participants and what they can do themselves
7. Take broader responsibility and advocate for green sports in public policy, e.g. commitment on World Heritage sites
8. ‘Circular’ events
Saving Our Shared Heritage

As part of WWF’s global campaign, WWF is seeking support from governments and sports bodies to commit to avoid any impact on World Heritage Sites.
Thank you

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