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Candidate for the position of the ICF President

Program offer

ADMINISTRATION AND MANAGEMENT

In order for the organization to work successfully and flourish, it is very important to have skillful and proper administration and management.

The ICF's work should be based on taking into account the views of all national federations - ICF members. This can be achieved by establishing **effective** working groups and commissions. It is necessary to revise the tool for providing information to the national federations, to create an opportunity for discussion and joint work, including the use of online resources. The ICF is not only the President and not only the Presidium. It is a compulsory combination of opinions of all national federations concerning further development of our sport.

All activities of the Federation must be as transparent as possible, based on the provisions of the International Partnership against Corruption in Sport (**IPACS**). All regulations in all documents of ICF should be maximum transparent and **understandable** for all national federations, discussed and agreed with them. In addition, all ambiguities must be eliminated. In this connection we propose to revise statutory and regulatory documents of ICF at a professional level, based on discussions with national federations and with the involvement of experts in the field of law and finance.

At present moment the main source of funding for our sport is the IOC. I make a special proposal on attracting **guaranteed** 10 million euros of additional funding from sponsors for the Olympic cycle for targeted support of development programs, creation of sports and professional training centers on each continent, strengthening of support programs for talented athletes, increasing funding for ICF committees in non-Olympic disciplines. At the same time I propose a zero level of expenditure for the ICF President.

Canoeing Development Program

I. Development Program

In order to maintain and develop our sport for a long time in the future it is necessary to have an efficient development program. It implies:

- Creation of ICF Olympic training centers **on each continent**, which combine all types of paddling. The centers should be open not only for professionals, but for the mass sport of all disciplines, not only Olympic ones. It is not only a training center but also an educational paddling center. These centers bring together athletes and coaches from countries without the necessary sports infrastructure or paddling school to train and undergo various educational programs, including anti-doping. The centers are operated in a mutual **five way** partnership between the ICF, National and Continental Federations, National Olympic Committees and the International Olympic Committee. Location in agreement with the Executive Committee of the ICF.
- A multiple increase in funding for current development programs **by at least three times**. Specific suggestions are listed below under the section "Attracting Additional Funds".
- Creation of a centralized training concept with **full provision** for talented athletes from all over the world.
- Proposal to continental associations to have their own equipment not only for developing the paddling schools, but also inviting foreign athletes with their full provision and providing them with everything they need - accommodation, food, inventory and equipment, coaching support. Expanding the geography of competitions: canoeing **should not remain only a European sport** in accordance with the principles of universality.
- It is necessary to pay serious attention to the development of non-Olympic disciplines, which are, on the one hand, types of active leisure and, on the other hand, an element of uniting a very large number of paddlers from all corners of the Earth.
We should strive to include as many non-Olympic disciplines as possible in the program of the World and other Multigames.
- Holding of paddling **festivals** - organization of sprint + slalom competitions on the basis of the existing channels, including simultaneous competitions covering the maximum number of non-Olympic disciplines: speedway, marathon, canoe polo, freestyle, ocean paddling, dragon boat paddling, SUP. Similar festivals may also be held near the ocean shore using open water. In this case, whitewater disciplines can be held on the basis of a mobile dismountable channel. To hold the first festival in 2024 - in honor of the **centennial of the ICF**. It is planned to include a maximum of disciplines in the festival.
- Development and implementation of an **international** competition program for children **under the age of 16** for encouraging by the national federations an earlier start in paddling.
- Cooperation programs with equipment manufacturers to ensure that equipment is available to all national federations. If equipment is allocated to national federations as part of development programs, the ICF covers the **cost of shipping boats** to the destination country.
- Support for simulator-based **virtual reality** competition projects and related competitions.

II. Educational programs:

- Development and introduction of a **system of training** and qualification improvement programs for all necessary specialties: coach, judge, competition manager. The ICF

certification system. ICF paddling school. Diplomas upon graduation. Professional network of specialists - no general labor market. ICF database with vacancies and job offers.

- Additional educational programs on the basis of continental centers, including in partnership with the national Olympic committees to train qualified specialized personnel in such specialties and fields of knowledge as: finance, marketing and sponsorship, organization of sports events, media, management of sports facilities, etc.
- ICF Television: a 24/7 online channel in several languages (competition broadcasts, educational programs, athlete and coach stories, interviews...). **Everyone** in the community will be able to contribute to the content of the channel, including partners and sponsors. This centralization will help to unite the paddling community, further promote the sport and attract sponsors.

III. Centralized support for athletes:

- The ICF together with the competition organizing committee provide high-level services for the analysis of competition results for all participants: performance analysis, medical assistance, logistics, video recording, etc. for countries that do not have the possibility to have such specialists in staff, as well as a corresponding online platform for the generation of training plans.
- Offering **free** accreditations at competitions for countries that are beyond 40th place in the ranking of the previous world championship. Free shuttle service, accommodation, free coach, general massage therapist, results analyst, boat speed analysis and other.
- General statistics and in-depth centralized results trend analysis **for all countries**. Development of online statistics and trend analysis service for ICF member countries.

Olympic program and approaches

Every effort should be made to preserve the 16 Olympic canoeing medals in the Olympic program. In addition, there should be close interaction with the national Olympic committees hosting the Games to add disciplines to the Olympic program in accordance with the principles of gender equality. The ICF needs to represent the diversity of paddling sports in order to become more universal. It is proposed to consider new opportunities for the paddling community in line with the recommendations of the **Olympic Agenda 2020+5**.

I. Work on the Olympic Games program:

We need to cherish our foundation - the Olympic and non-Olympic disciplines that already exist. But at the same time we should move away from templates. We should give the commission an opportunity to analyze the ratings of the disciplines. To change the program so that it will be interesting to everyone. We should **move forward**.

- It is proposed to keep the ICF headquarters in Lausanne, the heart of the Olympic movement, as well as all the high qualified staff.
- Revise the selection system for the Olympic Games in order **to increase** the number of participating NOCs..

II. Gender Equality:

- To fix 50% of women's and men's medals at Olympic Games and World Championships in the ICF Charter.
Proposal to consider including **mixed** crews in the Olympic program.

III. Revision of competition format to add more flexibility to the program

- **Involvement** of host NOCs, NFs, organizing committees in shaping competition rules together with ICF for more promotion, cost reduction and advancement of new places and formats in the city center, near world famous tourist destinations.
- Development of **new** competition formats to attract **all generations** of paddlers.
- Discussion and development of the concept of new multidisciplinary paddling competitions in partnership with the **IOC "Road to the Olympics" program**.
- Popularization and promotion of paddling, close relationship with the mass media, broadcasting world championships not only in Olympic but also in non-Olympic disciplines. Attracting the attention of the media through an interesting, entertaining, attractive and understandable for any category of viewers competition program.

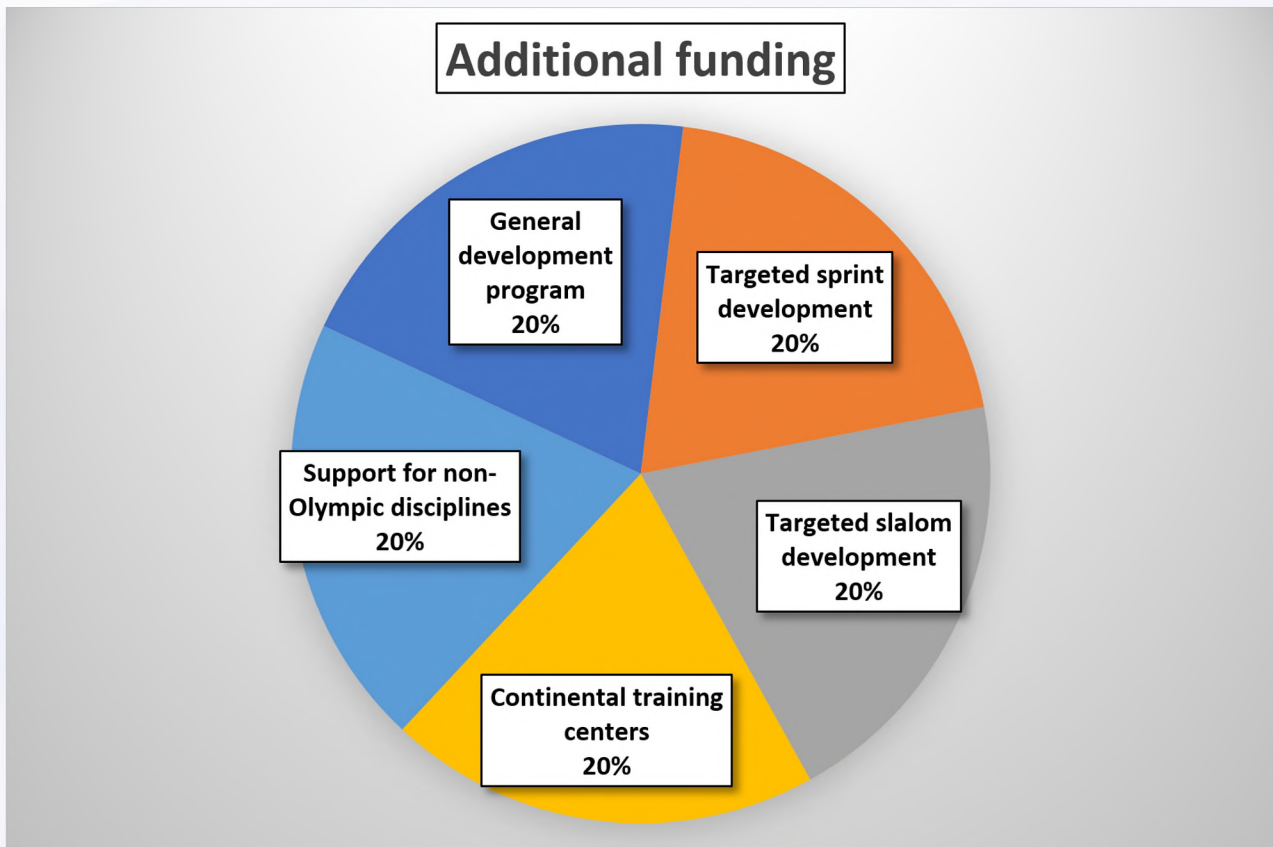
IV. The principle of sustainable development for both the planet and the athletes.

- To enhance the image of paddling as an environmentally friendly and respecting the principles of sustainability sport, it is proposed to establish requirements for the competition venues: water quality standard, power sources, etc.
- Initiative for WADA: allowing national federations to initiate testing of their athletes as a complementary control measure to strengthen the fight against doping. Intolerance to doping must be expressed in systematic work at all levels. Increase educational programs on all continents for athletes and coaches, including the involvement of world-class experts. Create a sense of intolerance to doping.

Attracting additional funds

It is not enough to rely on the standard budget from the IOC in order to **realize** some of the ambitious goals outlined above. In order to make canoeing really popular and to turn the ICF from a subsidized structure into a **profitable company**, it is necessary to solve a number of important, but financially capacious tasks.

It is proposed to invest the attracted funds in the development of the following directions. The distribution of funds is preliminary, it is a subject for further discussion.



Continental training centers:

Budget to create/maintain/restore the necessary infrastructure of the proper level to make these centers operational as soon as possible: in South/Central America, Africa and Asia, in close cooperation with the interested national federations, involving experts in all directions, as well as using the administrative resources of the ICF.

General program of paddling development:

- **Free** accreditations, accommodation, coach, medical staff, results analyst for countries ranked below 40th place at the previous world championship.
- **Free** accompaniment of athletes to the World Championship and World Cup from low numbered teams (regardless of the place of the country in the ranking: results analyst - video, distance run, basic medical support).
- Seminars and qualification improvement courses for coaches, referees, competition organization personnel (including on the basis of continental professional training centers).
- Additional anti-doping programs: even more in-depth work to create an image of aversion to doping in all countries without exception.

- Development of online services to provide **training plans**
- Development and proposal of **model** standards and **designs** for training and recreational sports facilities.

Targeted development of sprint and paracanoe:

- Sprint talented athlete support program
- Additional budget for the needs of the sprint technical committee, including the cancellation of the fee from national federations for judges' transportation costs at competitions, as well as payment for judges' work from ICF funds.
Additional targeted support for paracanoe.

Slalom development:

- Talented athlete support program - centralized training at major competition venues during the season. Qualified coach working **directly** with athletes, not from the ICF office.
- Development of the project of mobile disassembled channel with whitewater (for the Games in Paris) together with partners and sponsors.

Targeted development of non-Olympic disciplines:

- Preparation and holding of festivals of non-Olympic sports
- Development and implementation of the format of city marathons.