



Report

Always moving forward

ICF Board of Directors, Cape Town, South Africa,
9 – 12 December 2015

Name: Tony ESTANGUET

ICF Position: 3rd Vice-President

1. Visits and Meetings since last Board Meeting

Jury Member:

- 2015 ICF Wildwater Canoeing Sprint Senior World Championships – Vienna
- 2015 ICF Canoe Sprint Senior World Championships – Milan
- 2015 ICF Canoe Slalom Senior World Championships – London
- 2015 ICF Canoe Slalom Final World Cup – Pau

For the jury, there was no need to meet during these competitions. All the ICF committees worked very hard to ensure a good competition without any problems.

Marketing aspects:

The ICF supplier "TRIDEM SPORTS" was in Pau during the ICF Canoe Slalom World Cup. We had two meetings together.

TRIDEM SPORTS made a proposal to EDF, French company, about the ICF marketing strategy. Then, we had an exchange with EDF to consider avenues for cooperation between EDF and ICF.

- Informal Meeting with TRIDEM SPORTS :

TRIDEM SPORTS presented a full marketing strategy and proposed the potential partnerships they had in mind.

Personal questioning: I believe in a separate sponsoring approach among ICF disciplines. I also believe that we should work closely with organising committees to make sure we could associate effectively ICF potential sponsors.

Athletes' aspects:

1. Experience sharing with TIP athletes in PAU (France)

During the ICF World Cup in Pau, I took the opportunity to meet the TIP athletes (24 athletes, 5 coaches, 14 nations, 4 continents). The meeting was an interactive and friendly moment around the following subjects:

- Sport career and performance experience;
- Double project: studies & high-level-performance training;
- Experiences and tasks in the Olympic movement;

The exchange was based on questions prepared by athletes. I would like to thank the coaches of the ICF development program involved in this meeting lead by Pierrick GOSSELIN for the great job they did to prepare it.

See more in Video: <https://youtu.be/VU869XCloU8>

2. Meeting with the members of the ICF athletes' commission

During the ICF World Cup in PAU, I had the opportunity to meet the two members of the canoe slalom athletes' commission: [HRADILEK Vavrinec](#) (CZE) and [DUKATOVA Jana](#) (SVK). This meeting enabled us to prepare the global canoe slalom athletes' meeting. We also had an exchange on the future of the canoe slalom discipline, in the context of an increasingly competitive international sports environment where different sports compete to attract the attention of the media and of financial partners. We shared the objective to work on sport presentation, communication on digital media and on a new slalom format more spectacular.

3. ICF athletes global meeting in PAU

During the ICF World Cup in PAU, a meeting was organised by [HRADILEK Vavrinec](#) (CZE) and [DUKATOVA Jana](#) (SVK) with most athletes competing. Alongside with the ICF staff, we made a presentation dealing with the following subjects:

- Athletes & media issues (social media, online biographies...)
- Future of canoe slalom in this increasingly competitive international sports environment.

4. IOC 7th Athletes' Forum

It was a pleasure to welcome two Olympic-medallist paddlers among the 100 athletes from 40 countries during the 3 days of successful meetings:

- Benjamin BOUKPETI (SEN) – Canoe Slalom (IOC - [BIO](#))
- Henriette Engel Hansen (DAN) – Canoe Sprint (ICF - [BIO](#))

The major topic of the forum was to do some concrete recommendations about the implementation of the IOC AGENDA 2020 for athletes.

Olympic movement interaction

1. 1st European Olympic Games in Baku

I went to Baku for the IOC and took advantage of this travel to attend the Canoe Sprint competition. The organisation was perfect, the crowd was there, and overall, it was a great occasion to showcase our sport. The next steps are to keep on working closely with ECA and EOC:

- to ensure that Canoe sprint will remain part of the European Games programme in the future;
- to include Slalom in the programme.

To achieve this, we may consider using the European Games as part of the Olympic Games qualification.

2. 128th IOC session in Kuala Lumpur (Malaysia)

- Meeting about SEA (South East Asian) Games :

In presence of Mister Shoken NARITA, we met two local and influential members of the Olympic family in order to promote the inclusion of canoeing in SEA Games: [Mr Nat INDRAPANA](#) (IOC member) & Mrs [Rita SUBOWO](#) (former IOC member and OCA Vice-President).

- General Assembly of ASOIF (Association of Summer Olympic International Federations)

I attended this meeting with ICF President and ICF Secretary General.

- Main conclusions:

We had many fruitful exchanges in Kuala Lumpur, both with IOC members and with IF representatives, especially on the IOC Agenda 2020. The IOC made very clear that the implementation of its Agenda 2020 recommendations must be considered a priority for the Olympic family as a whole.

For IFs, this especially means:

- Playing a key role in the Olympic bidding process, working in close collaboration with candidate cities to see how they could best promote and organize our competitions;
- Showcasing our sports to provide the public, the media and the financial partners with a real show;
- Organising sustainable events, financially viable and offering a long-term legacy to the host territory.

The ICF, as well as many other IF, must work on these aspects to secure (and reinforce) its position within the Olympic family. Many of my actions were carried out in this perspective.

3. General Assembly of Association of National Olympic Committees (ANOC)

I attended the 20th General Assembly of ANOC in Washington (29th and 30th October) where the 1st ANOC World Beach Games was awarded to San Diego (USA) for September 2017.

Together with the ICF President, we had a meeting with IOC member and ANOC President, Sheikh Ahmad Al-Fahad AL-SABAH, to speak about the Beach Games, and the potential inclusion of Ocean racing in the programme.

4. 11th 2015 African Games – BRAZZAVILLE

I attended the 11th 2015 African Games and took advantage of this travel to meet our friend Joao Manuel Da Costa Alegre, President of African canoe confederation.

This competition is a major event in Africa and it could be a great opportunity for canoeing to be part of it.

I would be available to work on this objective with the canoeing family.

5. Several unformal meetings with Youth Olympic Games and Olympic Games organizing committees

During my different travels as IOC member, I do my best to raise canoeing issues anytime I can. For instance, I had exchanges with the Youth Olympic Games and Olympic Games organizing committees of:

- Rio 2016 (OG)
- Buenos Aires 2018 (YOG)
- Tokyo 2020 (OG)

6. IOC presence at 2015 ICF Canoe Slalom World Championships

- Two IOC members came to see our World Championships : Mr [Adam L. PENGILLY](#) (GBR) and Mr [Octavian MORARIU](#) (ROU). They enjoyed very much their experience inside the canoeing family.
- IOC Sport Director, Mr Kit McConnell, spend half day at Lee Valley center to experience canoeing and share a meeting with the ICF President, the ICF secretary and me. We talked about the future of our sport and he notably insisted on the importance for us to showcase our events, to keep on innovating and to make them spectacular. He also observed the video judgement during the competition.

2. Tasks undertaken for this period

TV Broadcast innovation for Canoeing

Since my election as ICF 3rd Vice-president, we have worked with Olympic Broadcast Services, that will be the RIO 2016 host broadcaster, to improve TV viewer experience during Olympics.

I met them once in Madrid and twice in Pau for some testing sessions. At this stage, we are working on a very small on-board camera on each athlete during competition with a wireless live transmission. Many positions were tested, as follows:



Next step: these kinds of cameras will be tested in live at 2015 canoe slalom Rio test event (end of November).

Research and development:

1. Accompanying of Canoe Slalom committee for improvement of current judgment system

The Canoe Slalom committee did some good improvements during this season, with different technical materials (video tools, small camera on gates...). In London I introduced the full system and backstage of judgment to major slalom athletes and IOC representatives.

2. Accompanying of Canoe Slalom committee for Development of a new Canoe Slalom cross format :

During 2015 canoe slalom World Cup in Pau, we tested a new format of canoe slalom competition: the "canoe Slalom Cross".

This format needs to be improved but has already given some good results (emotion, suspense, good TV show ...).

To me, it may be a great answer to the Agenda 2020 because it meets all the current IOC expectations.

To see a short video spot, click here: https://youtu.be/tkXmbln_TIk

3. Development of a new canoe slalom temporary venue

The idea is to propose an infrastructure option to National federations and organising committees to develop the slalom discipline. We can't afford to have millions dollars invested in a venue for just few days of competitions. The added value of this concept is to offer the flexibility of changing the difficulty of the course for race or training time, moving also the location to have competitions in very popular sites and training in cheaper and more convenient places and also to avoid white elephants by renting or selling the venue to other events if the permanent legacy is not secured or possible.

3. Future Initiatives and Tasks

Sport Presentation on venues during competitions

Many things were tested by several organizers and ICF staff during this season:

- On-site interviews to share athletes' emotion with the public directly after the finish line;
- Development of some new TV graphics to show full results on site;
- Development of some new TV graphics with Athletes' biographies at the start position.

We need to improve this on-venue presentation, both for the TV spectators and for the audience in the competition area. This should be a goal for the next period:

- Favours experience sharing between organizers: we organised a meeting at the 2015 Pau World Cup with representatives of Ivrea 2016, Seu 2016 and Tokyo 2020 to share our ideas.
- Defining clearly an ICF sport-presentation strategy for all our disciplines.

Accompanying the Development of a new gate for canoe slalom

Currently, gate judgment perception is the major weakness for canoe slalom. Since many years, several individuals try to develop solutions (mechanic systems, magnets, sensors...).

We need to finalise our solution after RIO 2016, so as to be ready for the following Olympiad competitions. To be sure that we will achieve this decisive goal, we should associate the NF in proposing their preferred option regarding the requirements decided by the Slalom technical committee.