

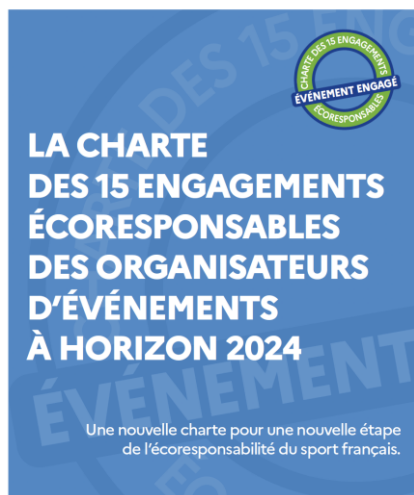
Rowing is a clean water sport, and rowers are conscious of their responsibility towards society in applying environmentally-sustainable practices in the use, management and protection of water.

Rowing therefore is the appropriate means to address threats and challenges in efficient water use, management and protection; it indeed not only is about physical and mental health or performance, it carries strong values as does water in its enormous and complex value for our households, culture, health, education, economics and the integrity of our natural environment.

The French Rowing Federation (FFA - Fédération Française d'Aviron) has been addressing the threats on water for several years through different projects. World Rowing (WR - FISA Fédération Internationale des Sociétés d'Aviron) and European Rowing (ER) have entrusted 4 international events (European and World championships) to France in 2023, on river, sea and indoor, supporting FFA in its efforts to foster the emergence of a water-saving culture, water efficient technologies and practices as well as to protect water fauna and flora.

We can rely on the **expertise of WWF** with whom WR has a strategic alliance on clean water to protect water ecosystems, improve water access and efficiency of water use as well as its allocation for people and the environment. We strongly believe that a holistic project focusing on the specific topic of water - **the Water Wardens by Rowing (WWbR) project** - will have a large and lasting impact.

These international rowing events raise awareness, engage to action and are a perfect platform to test and complement tools. This is supported by the line taken by the French Ministry of Sports and Olympic and Paralympic Games which considers it particularly important that all adopt eco-responsible practices, underlining that the media and symbolic visibility of the sports sector gives it a special responsibility with regard to adaptation to climate change.



The French Ministry of Sports has been part of an ambitious eco-responsibility dynamic for nearly 10 years to capitalise on the immense area of influence available to sport, from local to international, to effectively promote the values of sustainable development, raise awareness and support the sports ecosystem in its consideration of social and environmental concerns.

The FFA signed in October 2022 a framework document with the Ministry of Sport and WWF France about the organisation of the championships entrusted to them by WR according to 15 commitments (**charte des 15 engagements écoresponsables des organisateurs d'événements sportifs**), joining nearly 70 signatories of this collective dynamic. This is all the more essential as France will host, in 2024, the first Olympic and Paralympic Games aligned with the Paris Climate Agreement.

Sharing knowledge and exchanging good practices, at national and international levels, are essential in order to actively participate in transforming the sports ecosystem and encouraging the mobilisation of each of the actors in the territories.

charter:

Specifically, our project reflects 12 of the 15 commitments of the

THE 15 ECO-RESPONSIBLE COMMITMENTS :

Commitment 1 :
sustainable food aiming at 80% of the sustainable food supply
The project promotes food produced with a reduced need of water and low carbon impact

Commitment 2 :
sustainable mobility aiming at 90% of trips in sustainable mobility and the elimination of 95% of air journeys achievable in less than 5 hours door-to-door by other means of transport.
The project looks into the advantages of using hydrogen for vehicles and motor boats

Commitment 3 :
waste reduction aiming at 90% reduction in single-use plastic put into circulation
The project increases awareness to the threats to water induced by plastic

Commitment 4 :
nature sites, green areas and biodiversity aiming at preserving 100% of concerned natural sites and green areas
The project engages participants to protect and help creating a large database of threats on natural sites, green areas and biodiversity

Commitment 5 :
preservation of water and energy resources aiming at managing and optimizing 100% of the energy and water consumption
The project looks into the latest development in efficient water use and management

Commitment 9 :
contributing to a more inclusive society
The project runs in schools in "zones d'éducation prioritaires"

Commitment 10 :
promotion equal opportunities for women and men
The project caters for equal numbers of women and men in the volunteers teams

Commitment 11 :
accessibility to persons with a disability
The project includes persons with a disability in the volunteers teams

Commitment 12 :
engaging in solidarity to inform, raise awareness and train
The inclusive approach of the project has a multiplier effect for solidarity

Commitment 13 :
responsible management of volunteers
The project leaders are part of the organizations' organigramme and cater for sustainability at all levels, including "green brigades"

Commitment 14 :
internal sensibilisation to eco responsibility of the event
The project is run by the sustainability managers of FFA and events who regularly communicate with colleagues, aiming at engaging them in the project

Commitment 15 :
educational programme on sustainability
The project runs in schools and rowing clubs, providing pedagogical material.

The aim of this project is to create a global movement in France around the urgency of using water efficiently and to protect it. In line with the European Green Deal the project aims to protect, conserve and enhance EU's natural capital, protect the health and well-being of citizens from environment-related risks and impacts and puts people first to act for an inclusive and environmentally conscious society. In accordance with these commitments and engagement, the project is constructed around two objectives:

1. using our water related sport to raise awareness of a large audience specifically, but not restricted, addressing five target audiences identified to be shareholders of the WWbR project:



2. making our community of rowers the actors and leaders of a change in behaviour by building the project around two pillars of connected citizens who will share information about efficient water use, management and protection and encourage people to change their habits to act for good

The background and general objective paragraph highlights the rationale behind the WWbR project and why water is the topic on which we want to work as responsible citizens and rowers. Scattered information is available on efficient water use, management or protection; however a consolidated and holistic vision is needed to address the challenges faced in the practice of our sport and the organisation of sustainable events:

- Efficient and responsible use of water
 - water use at events and in rowing clubs (dry toilets, reduced consumption for showers, cleaning, washing up, ...)
 - low-water supply food production
 - water recycling strategies (showers, water used to clean boats, ...)
- Protection of water
 - zero waste in water (reusable water bottle for rowers, ...)
 - use of non-toxic products (cleaning boats and installations, ...)
 - identification and reporting of specific threats (low water, microorganisms, algae, plastics, ...)
- Protection of fauna and flora
 - identification and reporting of fauna and flora
 - identification and reporting of threats to fauna and flora

Knowledge is key but, if only known by a limited number of persons, it will not reach our objective to raise awareness and induce changes in behaviour. The project therefore primarily targets young generations as they mostly are climate change conscious and act as a lever to urge their parents to take action:

- young scholars: building on the project "rame en 5ème" already developed by the FFA for children of 13-14 years old
- rowing clubs: mainly focussing on under 18.
- indoor rowing community: participants to the [challenge des 7 défis Capitaux](#) (community of rowers who challenges themselves from home or rowing clubs on several efforts)
- individuals: fitness centres and persons buying a rowing machine will receive flyers with flash code, giving them access to a platform where they can find tips and tricks to save and protect water
- participants, volunteers and spectators of national and international rowing competitions: a stand will be set up with rowing ergometers and animations about water saving.

Both pillars “row and act” and “row and grow the knowledge” are presented to all these participants:

- “row and act” invites them to register their rowed distances to become shareholders of the WWbR project and unlock content to induce changes in behaviour
- “row and grow the knowledge” invites them to actively contribute to a better understanding of the challenges to give decision-makers the necessary statistical data to take action.