Dirty tricks and strategies
- how to stay attractive for the Olympic Games

Jakob Faerch
President
Danish Surfing & Rafting Federation
"...the success of future games depends not only on good organisation but also making sure that the events themselves are appealing.

Accordingly, we have also undertaken the most comprehensive reform of the Olympic programme in our recent history.”

Thomas Bach, IOC president
Burning platform for canoeing🔥🔥

London 2012 Summer Olympic 26 “Core” Sports
February 2013 IOC Voting on Removal of One Sport for 2020

| 1  | Archery          | 14 | Judo          |
| 2  | Athletics (track and field) | 15 | MODERN PENTATHLON |
| 3  | Badminton        | 16 | Rowing        |
| 4  | Basketball       | 17 | Sailing       |
| 5  | Boxing           | 18 | Shooting       |
| 6  | CANOEING         | 19 | Swimming      |
| 7  | Cycling          | 20 | Table tennis  |
| 8  | Equestrian       | 21 | TAEKWANDO     |
| 9  | Fencing          | 22 | Tennis        |
| 10 | Football (soccer) | 23 | Triathlon     |
| 11 | Gymnastics       | 24 | Volleyball    |
| 12 | Handball         | 25 | Weightlifting |
| 13 | HOCKEY (FIELD HOCKEY) | 26 | WRESTLING     |

ICF budget 1/1/17 – 21/31/2018

<table>
<thead>
<tr>
<th>INCOME</th>
<th>€</th>
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<tbody>
<tr>
<td>3090.1 Membership Fees</td>
<td>80,000.0</td>
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<td>3090.2 TV Right/Sponsorship</td>
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<td>3090.3 Intern Olympic Committee</td>
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<td>3090.5 Bank Interest</td>
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<td>3090.6 Exchange Profit</td>
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<td>3090.7 Licensing Programme (CAP)</td>
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<td>3090.8 Various</td>
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</tbody>
</table>

TOTAL GENERAL ENTRY                           | 6,170,000.0 |

Total General Expenses                        | 6,166,420.0 |
Total General Income                          | 6,170,000.0 |

💰💰💰 94% of total income streams from IOC
IF’s Strategies to stay attractive for Olympics

#1 Develop own sports
more interesting events // gender equality

#2 Interfere and block
Lower threat from other sports // Blocking new sports introduction to multisports events // block new sports membership to multisport organizations and National Olympic Committees

#3 Colonise new trend sports
Hostile take over sports // sports that may already be developed and governed by another international sports federation
Case: International Canoe Federation (ICF)

ICF – International Canoe Federation
The SGO index for ICF is 42.5%.

Main strengths are:
- Solid election procedures
- Quorums in legislative and decision-making bodies
- Very good athlete representation

Main weaknesses are:
- Weak procedures for deciding host of main event
- Lack of audit and ethics committees
- Lack of term limits
- No annual general assembly meetings
Case: Stand Up Paddle (SUP) and ICF

XXXVI ICF Ordinary Congress Baku 2016

20. Establishment and approval of working program 2016/2018

Proposal to include in all discipline rule books SUP events

<table>
<thead>
<tr>
<th>Vote on SUP events added to ICF Rule books</th>
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<tbody>
<tr>
<td>Ballot</td>
<td>Votes</td>
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<tr>
<td>YES</td>
<td>74</td>
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<td>NO</td>
<td>8</td>
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<td>ABSTAIN</td>
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</table>

**MOTION CARRIED**
SUP developed and governed by ISA and its national federations
When Olympians go to war

02.05.2017
By Lars Andersson

Is it surfing with a paddle or canoeing on a board? A feud in international sport on stand up paddling brings up the question of who owns a sport in a world of monopoly sports federations.

OPINION: The “ICF / ISA” Olympic saga has become a propaganda war, and the real loser is the sport.
posted August 5th, 2018 by Christopher Parker, Boss Man

ICF Congress voices support to continue stand-up paddling campaign as dispute with ISA resumes

By Daniel Etchells   © Monday, 26 November 2018
#2 Interfere and block

ICF pres. José Perurena to ASOIF pres. Fransesco Ricci Bitti
December 2016 before AOISF Exe. Com. meeting

(...)

allow me to give you my feedback on point 8 of the agenda with regard to the incorporation of new sports to the Olympic Programme...

(...) ISA intends to incorporate the Stand-Up discipline (surfboard with a paddle) in the 2018 Youth Olympic Games and in the 2024 for the Olympic Games...

My intention is not to solve this conflict within ASOIF, but to report on the problems that the new disciplines are creating, as for example the case with Roller Sports.
#3 Colonise new trend sports

2018 ICF STAND UP PADDLING WORLD CHAMPIONSHIPS

Esposende & Viana
do Castelo (POR)

ISA WELCOMES SUP EXCLUSIVITY RULING IN PORTUGAL

The International Surfing Association (ISA) has today welcomed a ruling in Portugal that confirmed the Portuguese Surfing Federation (FPS) as the exclusive governing body of StandUp Paddle (SUP).

The ruling, made at the Portuguese Court of Arbitration for Sport, confirmed FPS as the only national federation with a remit to organise and authorise StandUp Paddle (SUP) events within Portugal.

China to host 2019 ICF SUP World Championships
Olympic and world champion among nearly 200 entries for SUP world titles
Case: Rafting and ICF

"Since June of 2016 we’ve had many political contacts with the most important Members of the IOC (International Olympic Committee), especially Mr. Ivo Feriani and Mr. Jose Perurena, who have expressed their interest in investigating and developing rafting as an Olympic discipline."

Letter from Danilo Barmaz, WRF president
Rafting developed and governed by IRF and its national federations since 1997.
ICF instructing behind the curtains...?

“This project is already shared and approved by IOC and ICF: in fact also the International Canoe Federation is helping us. The ICF’s Executive Board is pushing a lot in this direction.”

“We have close contacts with ICF President Perurena, ICF Vice President (Tony Estanguet, who is also the Chief of the Olympic Commette Paris 2024) and ICF Treasurer Luciano Buonfiglio: all they are in tune with this project totally, in fact we have an important agreement with them that I’m going to explain you right now.”

Letter from Danilo Barmaz, WRF president
Building a new rafting organisation (WRF) in opposition to IRF – with support from ICF
Ivo Ferriani (ITA)
President International Bobsleigh Federation (IBSF)
IOC Member
Member of CONI

Danilo Barmaz
President
Italian Rafting Association

Luciano Buonfiglio (ITA)
President Italian Canoe Association
ICF Treasurer

Mr. José PERURENA
ESP
ICF Vice President
IOC Member

Mr. Tony ESTANGUET
FRA
ICF President
IOC Member

Thomas Komietsko (GER)
ICF Vice President
The deal is sealed

‘Rafting is one of the ICF's recognised disciplines. In April 2018 the ICF and the World Rafting Federation signed an historic agreement which sees the two parties work together to jointly promote their activities.

The deal brings the WRF under the umbrella of the ICF, but will have no impact on the running of day-to-day activities at the Rafting Federation.’

https://www.canoeicf.com/disciplines/rafting
IRF GAISF membership application in process since January 2018 ...

"The GAISF Membership Commission has been informed that another International Organization is claiming to be the world governing body for Rafting: World Rafting Federation (WRF). We have been also informed that this Organization has signed a cooperation agreement with the International Canoe Federation (ICF) in April 2018."

Philippe Gueisbuhler, GAISF Head of Administration
#3 Colonise new trend sports
A future with out Dirty tricks and Strategies?

• The fight over governance of new sports as seen in dragon boat, SUP, rafting, skateboard, parkour, breakdance, etc. could be viewed as actions that is related to theft of organizational products (events, sponsorships and members) and even economical crime in relation to government funding, NOC funding and IOC funding.

• Call to action for a much broader look on the governance, ethics and policy making in international and national sports organisations. There are areas as shown that has huge implications for the development of sport on both recreational and elite level.

• Is the world of sport capable of looking after itself, or do we need to establish independent governance and ethics commissions on national and international level, that can track this area?
Jakob Faerch
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