



## **Recreational Rafting Report – Congress 2019**

### **By Emilia Begunova, Chair of Recreational Rafting Committee**

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A short summary of what was in strategic plan, what was achieved, and recommendations.

#### **Aims**

- Creating an opportunity for Rafting Company membership.
- Promoting and gathering rafting company's information.
- Creating recreational branded souvenirs and gifts with IRF logo
- Creating and updating a calendar with non-sport events: festivals, regattas, exhibitions, etc, and using them to promote, share, attract potential sponsors and participators.
- Interconnections with leading rafting companies, sharing their experience and practices

#### **Achievements**

- Researching, selecting and making contact with rafting festival events, as well as eco and river organisations.
- Created souvenirs and gifts on rafting theme with IRF logo under Spreadshirt.
- Ensuring the Recreational Organisers Certificate (ROC) is ready to launch so as to certify companies under the IRF logo.
- Mailing, promoting and gathering rafting company's information.
- Mailing WRC Organisers to hold a joint recreational event, but without any success.
- Mailing and meetings with some Bulgarians to find people who can help with websites and involving them in all the process.
- Mailing with some equipment producers - local and international for mutual cooperation.
- Constructing a participators form, invitation and promotional letter.

#### **Recommendations**

- More hands-on help is needed to take these projects forward. The majority of the time projects fail due to the lack of people being able to dedicate enough volunteer time to them.
- Start working with WRC and ERC organisers from the very start so as to ensure there is a recreational component to the racing events.
- Find ways to motivate organisers to include this aspect.
- Give more attention to recreational tasks as it is extremely important for the future.
- Work with ROC Assessors so as to certify more companies under the IRF logo.
- Look at organisations that can become Associate Members of the IRF.
- Look at ways to generate some funding so as to fund someone to drive these projects.