



Congress 2021

RECREATIONAL RAFTING COMMITTEE REPORT

Chair of Recreational Rafting Committee - Emilia Peneva

Introduction:

The period was very dynamic in every direction and stage. The main challenges were the emergence of another rafting organisation which divided and confused the rafting community to some extent, on one hand. On the other hand this was a powerful impetus for rethinking the overall situation, future development and direction which can be assessed positively at the end.

The other big challenge was / still is the Corona Pandemic, which was unprecedented and unexpected change for everyone in any field, complicating considerably our work and life, and requiring new measures to deal with the situation for now and the future.

What was in the strategic plan in brief:

- Creating opportunity for rafting operator membership.
- Promoting and gathering rafting companies' information through opportunity for membership.
- Creating recreational branded souvenirs and gifts on rafting theme 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.
- Advertising policy directed to the famous brands producers.
- Focusing and promoting the non-sport part of IRF - recreational one.
- Interconnections with leading rafting companies, sharing their experience and practices.

What was tried to be worked on / achievements:

- Research, selecting and contacting rafting festival events
- Research, selecting and contacting eco and river organisations

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- Research and thinking out for opportunities for rafting Operator membership
- Mailing, promoting, and gathering rafting companies' information as opportunity for membership
- Mailing with organisers of WRC 2018, 2019 and ERC 2019 for holding recreational events
- Mailing and meetings with locals trying to find people who can help involving them in the process.
- Mailing with some equipment producers - local and international for mutual cooperation
- Mailing, asking, and gathering information for Rafting Operator Database
- Constructing a participators form, invitation, and promotional letter
- Attending several seminars in the region on the theme Tourism, Recreation and Sustainability
- Preparation and research for possibilities to hold regional events for Recreational Rafting
- Research of possibilities for other types of memberships
- Research of possibilities for more flexibility and diversification of the current memberships' taxes
- Research of possibilities for online events on Recreational rafting theme
- Research of possibilities for using card discounts and other benefits for members
- Research and analysis of other sport organisations
- Research for opportunity to organise Rafting & Sustainability Online Workshop in Bulgaria
- Meetings and conversation on the subjects of advantages of IRF in common and Recreation in particular
- Preparing a draft calendar with non-sport events: festivals, regattas, exhibitions, etc
- Preparing a draft for the Recreational rafting section in the IRF site

What's planned for near future:

- Revising of all the strategy and plan setting it according to the new global terms
- Organising Recreational Rafting Online or real events on national, regional, or more level
- Finishing and upload the revised Recreational rafting section in the IRF site
- Finishing the possibilities for Rafting Operator membership (and other way of membership), which can help directly to the budget in these hard periods
- Gradual continuation of the tasks according to the revised Strategic plan

Summary:

In these unpredictable times we (IRF) need to be extremely flexible, innovative, effective, and productive in order to survive and preserve everything achieved so far, develop and upgrade for serving our members the best way it is possible and to assure IRF is growing and thriving in the future.

Report by Emilia Peneva (Recreational Rafting Committee Chair), October 2021