



ENVIRONMENTAL SUSTAINABILITY STRATEGY

HELPING OUR WATERS THRIVE

THE ENVIRONMENTAL EMERGENCY AND ROWING

Rowing as a sport is being challenged more than ever before. Why? Because the waters on which we row are being negatively impacted by the environment around us - climate change is taking effect and increased pollution and invasive species continue to plague our waters making them less accessible and useable for current and future generations to enjoy.

We are therefore delighted to launch our Environmental Sustainability Strategy. Our vision is to work towards a clean and flourishing environment in and around our waters - for now and for future generations. The strategy sets out the key six objectives that will help us to achieve our vision.

We know that 90% of members consider sustainability to be important and they are keen to work with us to shape a brighter future. Together, we can help mitigate against climate change and improve the health of our waters. This will not happen overnight, but we aim to make significant leaps towards this by 2030.

We cannot do this alone and have already joined forces with key organisations - sporting and environmental - that will help us achieve our aims, the first of which has formed The Rowing Clean Water Partnership.

Learning and education will be vital in our sustainability journey. Not only around how we educate ourselves but also how we share our learnings with others.

We will be transparent with our progress and how we are impacting the world around us. A base carbon measurement is the first step that we will be taking towards signing up to the UN Sports For Climate Action Framework which ultimately will hold us responsible for annual reporting.

We all have a role to play in reducing our impact on the planet and together we can use our collective action, influence and voice to protect the future of our sport and of our planet for many years to come.

ALASTAIR MARKS
CEO, BRITISH ROWING



A WORD FROM THE GB ROWING TEAM



“The specific things that affect us as rowers reflect the wider problems that are affecting rivers nationwide. For me, as a sportsperson, I am really excited at the potential of bringing about massive change - working towards a long-term goal in small, achievable steps.”

- IMOGEN GRANT, WOMEN'S SQUAD



“I've always been passionate about the environment - I've turned half of my garden into a wildflower patch, installed bird houses, bee hotels and bat boxes. As an athlete advocating for sustainability, I hope to spread awareness of issues close to the river and beyond.”

- GRAEME THOMAS, MEN'S SQUAD



“We've really noticed a decline in water quality. It's not just high-performance athletes - this affects all river users. We want to work towards people enjoying being around the river without having to worry about how clean it is.”

- ERIN KENNEDY, PARA SQUAD

BUILDING ON OUR STRENGTHS

ISO CERTIFICATION



Our journey into the area of sustainability started in earnest in 2022 when we gained ISO20121 certification for the World Rowing Coastal Championships and Beach Sprint Finals that we hosted - the second rowing event worldwide to achieve this.

EDUCATION



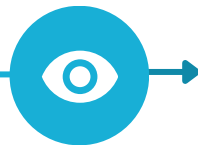
Building on this, we engaged widely, involving the expertise of a UK Sport-funded external consultant to help educate our staff through a series of workshops. Additionally, we have started to build our learning and knowledge through collaborations with a range of sporting and environmental organisations.

PARTNERSHIPS



These partners are committed to working with us as we implement our strategy over the forthcoming years. UK Sport is helping us measure our carbon footprint, learnings from which a programme designed to lower our emissions will be built.

INSPIRATION



In November 2023 we took part in the GIKI Employee Race to Zero ahead of COP28. This helped provide inspiration and galvanise us as an organisation embarking on our sustainability project.

WHERE WILL WE FOCUS OUR WORK?

ON WHAT WE CONTROL:



Our own buildings
and surrounding land
we own / lease - in
Hammersmith and
in Caversham



Procurement



Travel and
accommodation -
balancing needs with
sustainability
considerations



Finances and
investments



The actions of
our staff

ON WHAT WE INFLUENCE:



The actions of
our members



Managing the effects
of climate change



Protecting the
water on which
we row



Club
environment

SHAPING OUR FUTURE IMPACT

VISION

A clean and flourishing environment in and around our waters - for now and for future generations.

AIM

To empower the rowing community across Britain to work together to learn, share and develop robust, sustainable practices to protect the sport we love and our planet.

OUR VALUES

Values help shape everything we do and give focus to any key decisions.

Our five sustainability values are:

- ACCOUNTABILITY
- COLLABORATION
- ACTION
- PROGRESSIVE THINKING
- INSPIRATION

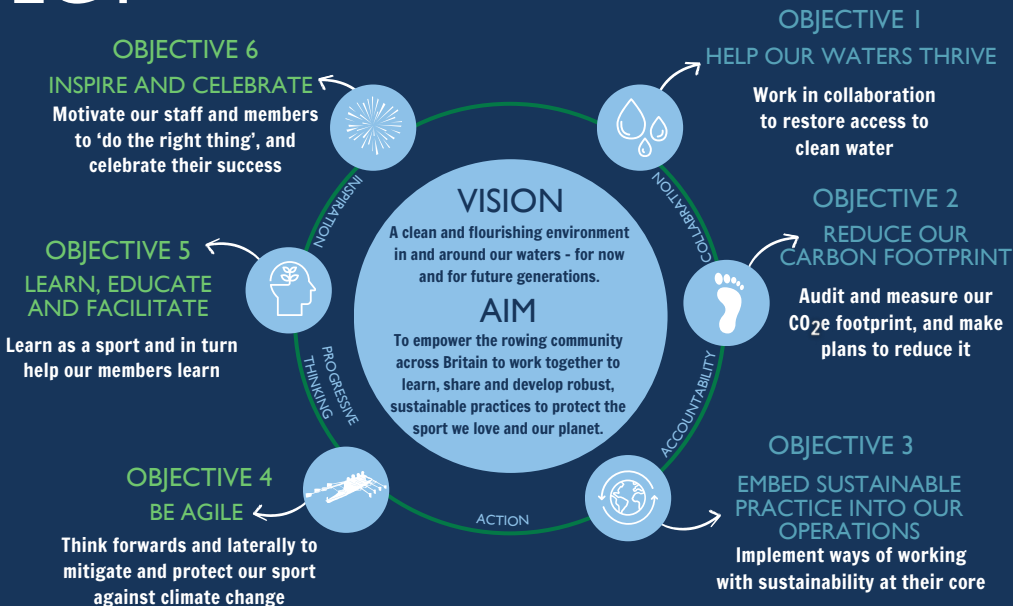
STRATEGY

KEY

CONTROL

INFLUENCE

VALUE



OBJECTIVES AND KEY MILESTONES

1: HELP OUR WATERS THRIVE

- Work with partners on a water testing plan
- Facilitate, through collaboration, improvements in water quality and access to waters
- Advocate for clean water



2: REDUCE OUR CARBON FOOTPRINT

- Measure and report on our carbon footprint annually
- Create an operational carbon reduction plan
- Promote sustainable behavioural habits



3: EMBED SUSTAINABLE PRACTICE INTO OUR OPERATIONS

- Create and adopt a Sustainable Procurement and Investment Policy
- British Rowing-owned competitions will all have key sustainability objectives to achieve
- Source onward journeys for kit and equipment



4: BE AGILE

- Help the rowing community mitigate against climate change
- Create adaptive contingency strategies for extreme weather for British Rowing competitions and support affiliated competitions to do the same



5: LEARN, EDUCATE AND FACILITATE

- Educate ourselves on all aspects of environmental sustainability
- Help our members learn about environmental sustainability and its benefits
- Facilitate actions resulting from our shared learnings



6: INSPIRE AND CELEBRATE

- Live our values at all times
- Identify ambassadors for our work - GB Rowing Team and in the community
- Celebrate success as we start to achieve our aims and break new ground



OBJECTIVE 1: HELP OUR WATERS THRIVE

WATER QUALITY

Through **COLLABORATION** with our clean water partners The Rivers Trust, River Action and Aquascope and other water sports we will embark on a clean and healthy water campaign focused around these **ACTIONS**:

- Testing
- Advice to rowers on actions to take if pollutants are found
- Identifying the source of the pollution
- Advocacy to campaign for action as a result of this programme

OUR 2030 GOAL

ENSURE ROWERS ENJOY A HEALTHY, NATURE RICH EXPERIENCE IN, ON AND AROUND THE WATER BY 2030

CREATING A NATURAL HABITAT AND ACCESS TO OUR WATERS

Through the Animal and Plant Health Agency, we will facilitate greater access to our waters with these **ACTIONS**:

- Raising awareness of key invasive species through promotional materials, webinars and at competitions
- Report on them
- Manage them
- Prevent their spread through education of Check, Clean, Dry messaging

OBJECTIVE 2: REDUCE OUR CARBON FOOTPRINT

WHAT WILL WE DO?

MEASURE

We will measure and report our own carbon footprint on Scope 1, 2 and 3 emissions, supported by UK Sport.

PLAN

We will create a plan to reduce our emissions by 2030 without offsetting, if possible; aligned to our value of progressive thinking as we seek ways to inset instead of offset.

OUR 2030 GOAL

TO HAVE SIGNIFICANTLY REDUCED OUR CARBON FOOTPRINT – TARGET TO BE SET POST AUDIT

PLEDGE

We will sign up to the UN Sports for Climate Action Framework, pledging to report annually.

INSPIRE

We will adopt and inspire others to develop daily sustainable habits and behaviours.

PROGRESSIVE THINKING

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Our plan aligns with six United Nations Sustainable Development Goals, recognising that these are inter-dependent with all 17 goals.

OBJECTIVE 3: EMBED SUSTAINABLE PRACTICE IN OUR OPERATIONS

WHAT WILL WE DO?

POLICY

We will adopt a sustainable procurement policy.

REPORT

We will build on the ISO 2021 certification work achieved on the 2022 World Rowing Coastal Championships and Beach Sprints Finals and prepare our events to measure and report on their impact.

PLAN

We will create a plan to facilitate reusing and recycling kit and rowing equipment through a mix of looking at innovative production and recycling technologies and reusing existing assets.

OUR 2030 GOAL
TO HAVE SUSTAINABILITY EMBEDDED IN EVERYTHING WE DO

PROGRESSIVE THINKING

OBJECTIVE 4: BE AGILE

WHAT WILL WE DO?



ANTICIPATE


Evaluate the consequences and potential implications of climate change on the sport and our clubs.

SPOTLIGHT

Share learnings and case studies from clubs who have successfully implemented flooding measures.

OUR 2030 GOAL

OUR SPORT IS ABLE TO ADAPT AND MITIGATE AGAINST CLIMATE CHANGE, ENABLING IT TO BE LARGELY UNAFFECTED.



GUIDE

Provide guidance and tips on competition contingency planning that will enable progressive thinking.



CO-OPERATE

Work with agencies on flood mitigation measures.

**PROGRESSIVE
THINKING**

OBJECTIVE 5: LEARN, EDUCATE AND FACILITATE

WHAT WILL WE DO?

EDUCATE

We will build on the sustainability education of staff at British Rowing so that everyone is versed in sustainability.

FACILITATE

Through our membership of the British Association of Sustainability in Sport and work with UK Sport, we will provide opportunities for further sustainability and carbon literacy training for Board, staff and our members.

OUR 2030 GOAL

FOR BRITISH ROWING AND ALL OUR MEMBERSHIP TO BE ENVIRONMENTAL SUSTAINABILITY LITERATE AND CONTINUALLY LEARNING.

GUIDE

We will host a series of webinars open to all members, supplemented by simple guides for clubs.

SHARE

We will learn from and educate ourselves and our members through sharing case studies and encouraging collaboration.

OBJECTIVE 6: INSPIRE AND CELEBRATE

WHAT WILL WE DO?

LEAD

We will practice what we preach. Sustainability will become fundamental to how we live and work.

ACCOUNTABILITY

INSPIRE

We will create ambassadors who are passionate about sustainability from our clubs, athletes and staff.

INSPIRATION

AWARD

We will agree criteria and launch a sustainability award as part of the British Rowing Awards.

INSPIRATION

OUR 2030 GOAL

BRITISH ROWING AND ALL ITS MEMBERSHIP TO BE INSPIRED TO LIVE, WORK AND ROW SUSTAINABLY

FIND OUT MORE



www.britishrowing.org/sustainability



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