



WORLD ROWING & WWF HEALTHY WATERS ALLIANCE GUIDE



TOGETHER FOR

HEALTHY WATERS

Introduction

WORLD ROWING & WWF HEALTHY WATERS ALLIANCE

We all know that the world is facing unprecedented challenges — from climate change to nature loss and the worsening water crisis. We all know that urgent action is needed to tackle these growing threats. And that we all need to play our part. But how?

One critical way is to protect and restore our rivers, lakes, and coastal ecosystems — the very places where Rowers train and compete. Healthy freshwater and coastal ecosystems are critical for Rowers and Rowing. But they are far more important than that. They are central to water and food security, tackling the climate crisis, reversing nature loss, and driving sustainable development.





The ambitious “World Rowing & WWF Healthy Waters Alliance” provides an unprecedented opportunity for National Rowing Federations, WR Event Organising Committees, Rowing clubs and Rowers as well as WWF offices, staff, and supporters to take action to protect and restore these priceless ecosystems — together. The Alliance is a platform to create awareness about the threats and solutions, inspire and facilitate action, and enable active collaboration between the worlds of Rowing and conservation.

The Alliance will bring World Rowing and WWF communities together to co-create and jointly deliver projects and activities that will protect and restore Healthy Waters — waters that are not just used and loved by Rowers, but also underpin communities and economies, sustain a wealth of wildlife, and are at the heart of building resilience to climate change.

Our Alliance is helping us to chart a new, sustainable course. Now is the time to pull together to protect and restore the world’s waters — for people, nature, and climate.

➤ More about the [Healthy Waters Alliance](#) can be found here.



➤ More about [World Rowing and its sustainability journey](#) can be found here.



More about WWF and its global work to protect and restore healthy rivers, lakes, wetlands, and coasts — and ensure that people and nature thrive — can be found here.

➤ Freshwater



➤ Oceans





Jean-Christophe Rolland
World Rowing President

We are thrilled to see World Rowing and WWF extending our existing successful partnership and launching an exciting new initiative focusing on Healthy Waters.

For over a decade, World Rowing and WWF have partnered to promote Clean Water. Now, we're expanding this commitment, bringing together our members and stakeholders. Their leadership is vital to engage Rowing communities worldwide and this alliance aims to support them with the tools and expertise needed to safeguard the future of our sport and of our Healthy Waters.

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We are a global community with a shared connection to water and we want to create a positive legacy for everyone's future, by bringing our National Rowing Federations, Organising Committees and WWF offices worldwide, to come together to facilitate action that helps protect and restore our precious waters – from rivers to oceans, which are essential for Rowing and for all life on earth, providing us with food and drinking water, reducing the impacts of climate change and providing a home for plants and animals.

Healthy Waters is vital for us all, so join us!

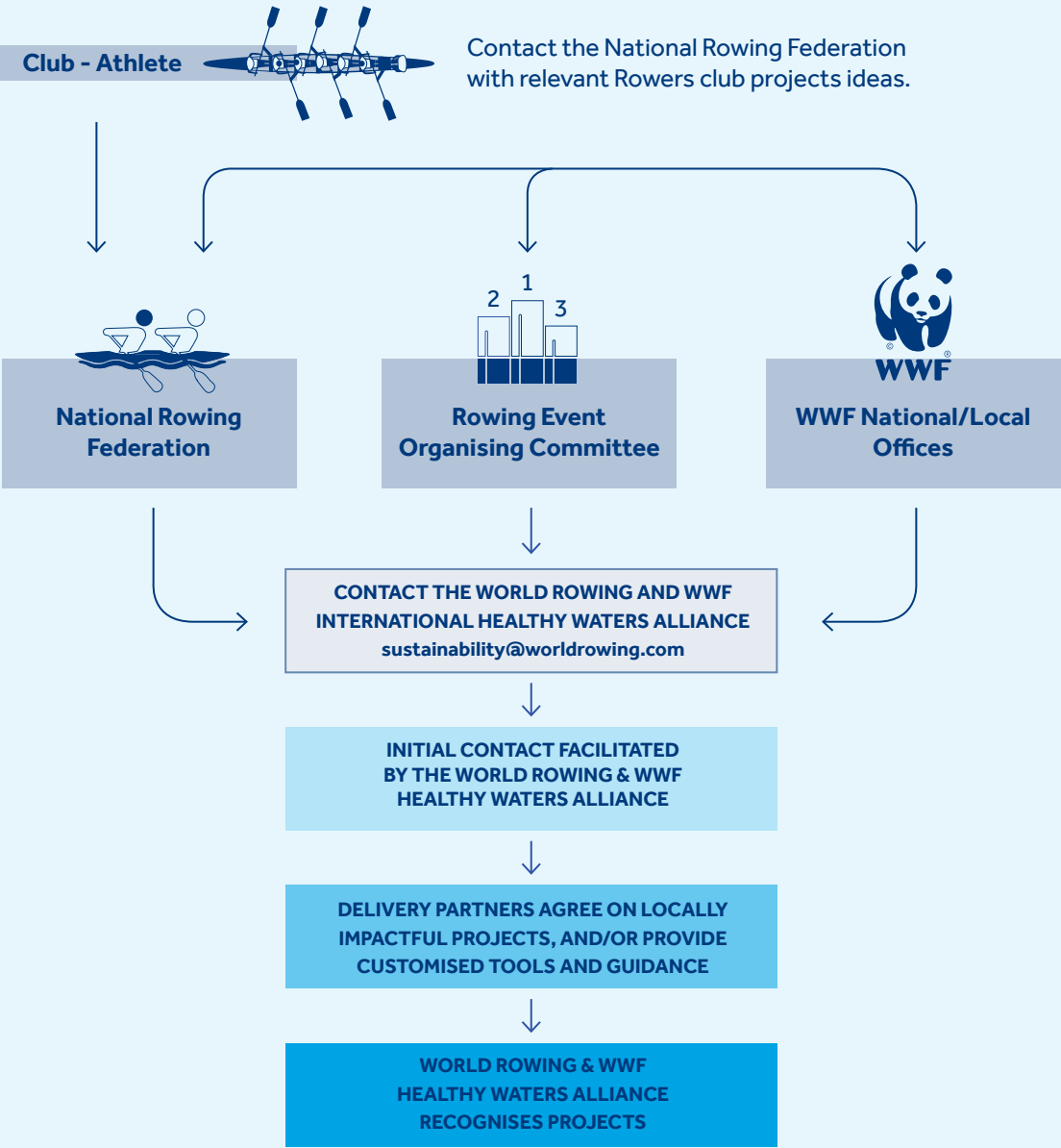


Vincent Gaillard
World Rowing Executive Director



World Rowing & WWF Healthy Waters Alliance workflow

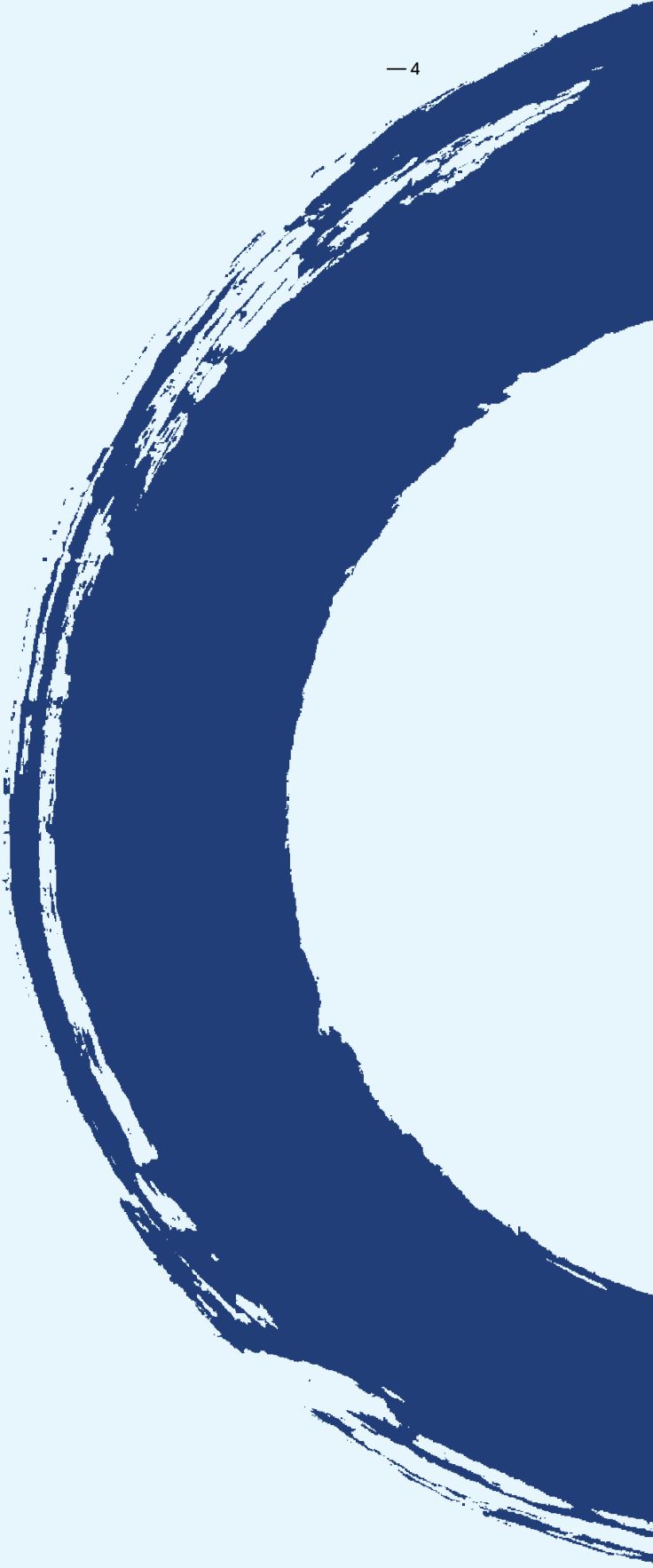
THE WORKFLOW OF STEPS TAKEN BY STAKEHOLDERS
OF THE WORLD ROWING & WWF HEALTHY WATERS ALLIANCE
TO MAKE CONTACT AND COLLABORATE ON A PROJECT



National Rowing Federations, Rowing Event Organising Committees and WWF Offices are lead sport and environmental national organisations across the world and active drivers of sport development and environmental sustainability.

The World Rowing & WWF Healthy Waters Alliance aims at creating a platform to unite them towards a common goal, protect and restore rivers, lakes and coastal ecosystems.

Their leadership and active role will inspire the Rowing community worldwide to safeguard the future of our sport and our planet. Together we can drive positive impact, by combining the power of sport and the extensive expertise of the world leading water stewardship team.





Stuart Orr
WWF Global Freshwater Lead

Our WR & WWF Healthy Waters Alliance is a unique opportunity to raise awareness about the urgent need to protect and restore our rivers, lakes and coasts — and to drive real change that will benefit people, nature and climate.

By bringing our two communities together, we can deliver sustainable events and conservation activities at the club and national level that will accelerate efforts to improve the health of our fresh and salty waters.

This is critical because healthy freshwater and coastal ecosystems are central to reversing nature loss, adapting to climate change and driving sustainable development — as well as providing safe, inspiring spaces for people to row.

WWF is proud to be part of this Alliance. Together with World Rowing, we are creating a powerful platform for collaboration — one that will enable our communities to contribute to healthier ecosystems and a brighter future for all.



Value for National Rowing Federations and Rowing Event Organising Committees?

- Access to the World Rowing & WWF Healthy Waters Alliance Ecosystem (World Rowing and WWF).
- Access to a Collaboration Hub, with direct contact between National Rowing Federations; World Rowing Event Organising Committees and WWF National/ Local Offices - with dedicated support from the World Rowing and WWF Healthy Waters Alliance.
- Join educational workshops to share sustainable best practices, tools, and expertise.
- Access to working groups focused on common themes and issues to facilitate peer-to-peer learning and good practice.
- Global exposure and recognition for locally tailored and implemented projects.
- Platform to engage communities in locally impactful projects. Protection and restoration of Rowing Venues, rivers lakes and coastal ecosystems for the benefit of Rowers, People and Nature.



Value for WWF offices?

- Partner with National Rowing Federations to raise awareness about the nature and climate crises — and how to tackle them.
- Collaborate on joint projects and activities with National Rowing Federations — co-creating opportunities or jointly raising funds for existing protection and restoration projects.
- Access to a new audience of Rowers — and potential supporters — who love nature and are committed to playing their part in ensuring Healthy Waters.
- Opportunity to work with WR Event Organising Committees to drive awareness and action at Major World and Continental Rowing Regattas, which boost significant TV and social media coverage.
- Secure Rowing champions as Ambassadors to promote action on freshwater and coastal ecosystems.





Christine Cavallo
World Rowing Healthy Waters Ambassador

I'm incredibly excited to support the World Rowing & WWF Healthy Waters Alliance. While we have barely begun to understand the true value of a healthy ocean, the actions we take are having disastrous cumulative effects. Carbon is accumulating in our seas, slowing the warming of our atmosphere while heating and acidifying our oceans. This combined with extensive pollution and other unsustainable activities are threatening life under the water.

The world's oceans are some of the most biodiverse and unexplored areas of our planet. But life under water — and even life on land — depends on the health of our seas.

As Rowers — and myself as a coastal Rower — there's an undeniable sense of stewardship for these resources. We have a responsibility to protect the planet we all share, and I'm proud to champion this mission for Healthy Waters within our sport to harness the enthusiasm of the Rowing community to help protect and restore our precious waters.



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Water Wardens by Rowing



Christian Vandenberghe
President French Rowing Federation (FFA)



We're proud to have been the first Rowing Federation to have joined the initial steps of the World Rowing & WWF Healthy Waters Alliance with the project Water Wardens by Rowing, with the main objective to raise awareness by making each Rowing community member responsible and aware, preserve the aquatic environment, support the practice of Rowing and to observe the evolution of the practice in connection with climate issues. This project represents a significant opportunity to inspire and engage the Rowing community to implement water conservation strategies in their daily lives, amplify actions at club and national levels, and ultimately help create healthier, more resilient, vibrant and sustainable communities.





Giuseppe Abbagnale
President Italian Rowing Federation (FIC)

We're proud to be pioneering a project for the World Rowing & WWF Healthy Waters Alliance. Bringing together FIC and WWF Italy to engage the Rowing community to protect and restore Italian Beaches. Italian Rowing clubs will be able to engage with the Adopt a Beach Programme, to empower their Rowers, coaches and volunteers to take an active role in cleaning up their beaches, protecting where we row and our planet.

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➤ [Adopt a Beach](#)



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We're proud to be part of the World Rowing & WWF Healthy Waters Alliance. Bringing together experts and passionate volunteers, to ensure that Rowing events leave a lasting legacy.

I'm especially excited about engaging with Italian Rowing clubs in the development of projects and inspiring them to become involved in activities such as our Adopt a Beach Initiative, which will empower clubs and Rowers to take an active role in monitoring marine litter and tackling plastic pollution.

This is more than just a partnership; it's a vibrant community effort to protect the Healthy Waters we all treasure.



Giorgio Bagordo
Senior Expert - Sustainability Team, WWF Italy



Martin Helseth
World Rowing Healthy Waters Ambassador

As a competitive Rower and a freediver, most of my life has something to do with water. Over the past few years through the plastic clean up initiative and voluntary work we have cleaned over 40 tonnes of waste and the work developed with WWF Norway has been essential to create awareness amongst national governing bodies and decision makers! I would really like to get more Rowers, clubs and national Rowing federations in more countries involved in cleaning their waterways. Rowing clubs are often situated in polluted areas, and together we can make a positive impact to our local environment.

I am very happy to champion the World Rowing & WWF Healthy Waters Alliance and help create a global movement to protect where we row, where we live!





➤ Download the [World Rowing directory](#)



➤ Download the [WWF directory](#)



➤ Contact sustainability@worldrowing.com for more information



➤ Visit [this page](#) to view case studies of collaborative project activations



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EDITION NOTICE

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