

The **FORUM**

EDBF

europaean dragonboat federation



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DEPORTES



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“The Dragon Boat Community of Europe and the Rejuvenation of the Sport within the EDBF”



by Claudio Schermi
EDBF President

Inspired by IF FORUM 2018

Future Role of EDBF

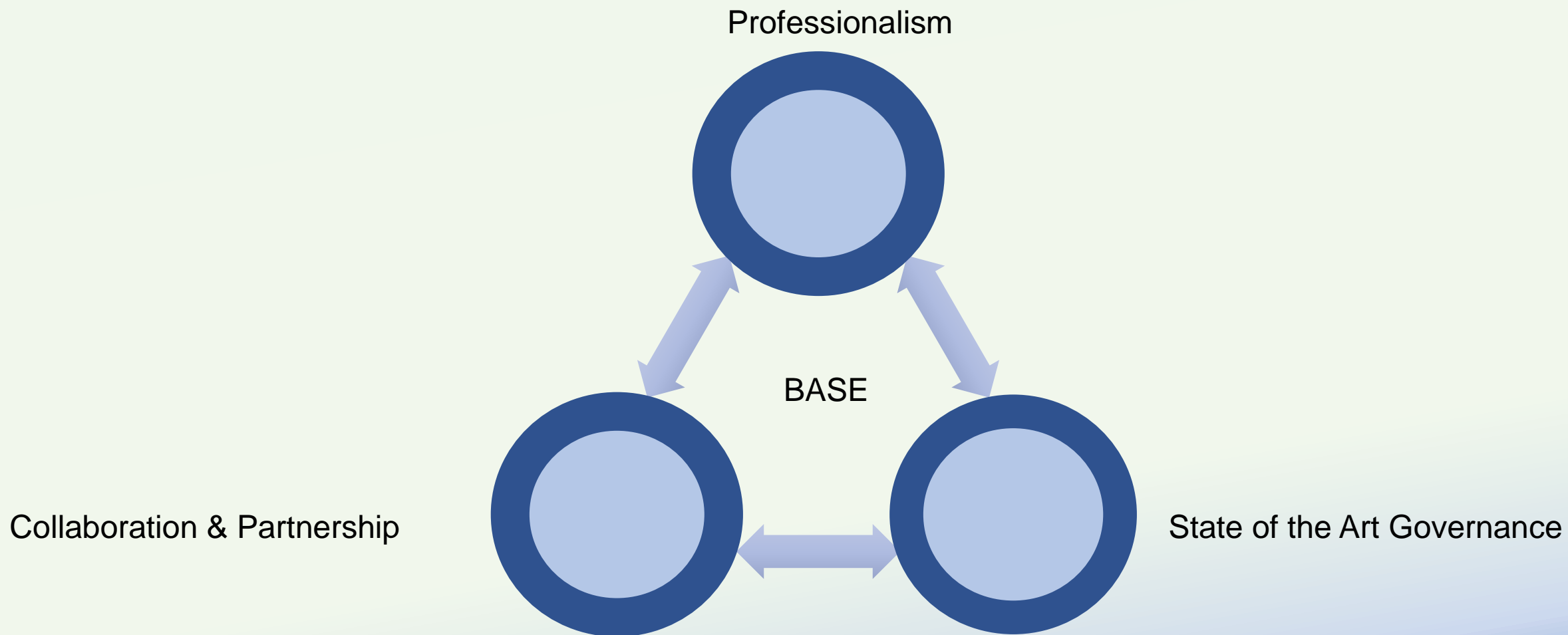


The successful sports governing bodies of the future
will need to be proactive risk takers,
not reactive followers,
in a changed competitive world of *Radical Uncertainty*

ACTIONS FOR EDBF

- ★Name/brand: European Dragon Boat Federation
- ★Custodian of the IDBF/EDBF competition rules of our sport
- ★Own right to name European Championships
- ★Own the pathway to become European Champion
- ★Own the role of coordinator of the continental DB development
- ★Ensure EDBF meets the the highest standard of governance
- ★Include “separation of powers” to enable EDBF to earn revenues from its events and activities
- ★Invest profits in “solidarity mechanisms” to grow our sport

Future Model is the “Entrepreneurial IF”



CREATING A 21st CENTURY CULTURE

The Dragon Boat Sport Organization has been successful for nearly 30 years but we have to persuade ourself to change because the future is coming.

The change EDBF wants is about velocity, early decision making, empowering people to test things and learning from mistakes.

Our competitors are not just the Canoe Federations, but also private entities, festival organizers, companies.

A protectionist approach is not going to provide an adequate solution to the serious risk losing control of our key properties.

EDBF in Europe has to occupy all platforms and extend interactions wherever possible and set up the real vision for the sport

HOW?

- EDBF and our NF have to develop a more «commercially driven» mindset to make profit to reinvest for the benefit of the sport
- Being «commercially driven» doesn't mean making revenue, but driving awareness and creating exposure for the sport as well, driving reach and relevance

THIS WILL MAKE DRAGON BOAT ATTRACTIVE FOR NEW GENERATIONS

- New competitions format
- Video contents optimised for social sharing
- Work with digital partners, including the social platforms, to gain deep insights into our audience demographics and consumption behavior
- Influencer distribution
- Partnerships with technology providers

THE POWER OF THE DRAGON BOAT COMMUNITY OF EUROPE

To be a Community is to be ready to work hand in hand with our Members, to be inclusive with the others, to teach solidarity and common values to realize unity, coordination and common development for dragonboating in Europe.

The EDBF has to promote his values to promote an Athlete to Athlete friendship, to explain the EDBF Culture of Dragon Boat, our history, and the EDBF point of view in a way to be always more attractive.

The capability of any individual is limited, but if we are united in a team serving our sport with dedication, with your support and commitment, there is no difficulties that we cannot overcome.

We must investigate and bear in mind what paddlers think and we must work with them.

THE REJUVENATION PROJECT

We have a large community of paddlers in Europe, all with shared values.

The most important trend for our Federation is the rejuvenation of our sport to involve new generations of paddlers and to develop dragon boating in new European countries.

Both the International Dragon Boat Federation and the European Dragon Boat Federation have very strong foundations.

We have to support new generations to come to our sport, with initiatives of interest, with bridges between the European and the Chinese traditions.

We expect full cooperations from our Members on EDBF initiatives for Juniors, for Schools and for Universities.