





ECA

STRATEGIC PLAN

SPORT PROGRAM

EUROPEAN  
CANOE ASSOCIATION



# CANOE POLO SPORT PROGRAM 2025-2028





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# PRESENT OUR DISCIPLINE

- History
- Main evolutions
- Definition



# INTRODUCTION

Canoe polo in Europe represents the largest movement worldwide. It is home to the majority of teams from the highest rankings at the ICF World Championships. An average of 50 Senior and Under 21 teams take part in the European National Championships, a number that has been consolidated in recent years, as can be seen in the attached graph:

	Senior M	Senior W	Under 21 M	Under 21 W	Total
1990	5				5
1993	9	5			14
1995	10	4			14
1997	14	6	6		26
1999	15	7			22
2001	15	9	9	5	38
2003	14	11	9		34
2005	14	13	10	4	41
2007	14	10	13	5	42
2009	15	9	12	7	43
2011	14	11	12	5	42
2013	17	10	15	5	47
2015	18	12	12	6	48
2017	17	12	14	8	51
2019	15	9	15	10	49
2021	14	10	14	7	45
2023*	13	9	16	10	48
* no Russia and Bielorrussia (2 or 3 teams less)					

## SCHEDULE OF ECA CANOE POLO EVERY YEAR

European canoe polo events are based on a yearly calendar as follows:

1st ECA CUP -National teams only, with Senior and Under 21 categories in Men and Women class.

2nd ECA CUP -National teams only, with Senior and Under 21 categories in Men and Women class.

EC - European Championships -National teams only, with Senior and Under 21 categories in Men and Women class. (odd years).

ECC – European Club Championships for the first two club team winners in each National Championship Senior men and women.

For the ECA CUP and ECC there are specific rules from ECA. For EC we use the same rules as ICF in conjunction with an agreement from the host committee.



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# THE DIAGNOSTIC OF THE DISCIPLINE

## SWOT ANALYSIS

- STRENGTHS
- WEAKNESSES
- OPPORTUNITIES
- THREATS

## STRENGTHS

- The game of canoe polo is attractive for the public and the TV.
- There is high level of female participation, it's similar to the men in quantity and quality. Events were organized exceptionally well.
- Canoe polo is an Urban Games, so it's possible to play in the center of city, in a lake or in swimming pools.

## OPPORTUNITIES

- Find a single sponsor of canoe polo, in order to call the tournament by their name, such as ECA CUP SPONSOR.
- It's important to create an event for the under 18's of canoe polo, at this moment we don't have in Europe enough events for young players.
- Canoe polo as a playful game is useful for creating a play path for children, so it can also be useful for other canoe specialties.

## WEAKNESSES

- Often play in places that don't have a lot of audiences, outside the movement.
- Canoe Polo it's played out of the city, in the same location as flatwater.
- There isn't a teaching and growth path for technical figures, referees, managers and coaches.
- We are forced to play always in the same locations, as finding a venue with 4 fields is very difficult, also from an organizational point of view.

## THREATS

- The playing fields are concentrated in Northern Europe, especially France and Germany, so this determines an economic gap, between the Northern nations that spend little and those of the South and East Europe, that spend a lot to participate at all the events.
- The sport has grown a lot in recent years, the one thing missing is a commission that can manage the growth and sport.





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## THE MAIN AXIS OF DEVELOPMENT OF THE DISCIPLINE

**HOW DEVELOP GLOBALLY THE DISCIPLINE ?**



# DEVELOPMENT

DEVELOP GLOBALLY OUR DISCIPLINES

**New proposals medium term**

- **Introduction of new tournament:** ECA Junior Cup for Under 18 for National teams, Men and Women, to play over 1 week end.
- Create the position of referee trainer, to develop referee training with videos and lectures.
- Create technical updates for coaches, so as to foster growth in the technical level of teams with courses and updates.
- Create projects to grow canoe polo in those European countries where it is not yet present or only in an unstructured manner.
- It's necessary to create a budget for TD or Commission Canoe Polo, because we can only grow and improve if we have the money to implement the plans we have set ourselves.

# DEVELOPMENT

DEVELOP GLOBALLY OUR DISCIPLINES

## **New proposals long term**

- Divide the Senior competition and Junior competition, this will allow the possibility to play in more locations, because it's very difficult to find a location with 4 pitches, it's easier to find locations with 2 pitches. It is very difficult for the organising committees to run four pitches, as at least 40 voluntary or paid staff are needed. Another proposal is to simplify the travel for the National Federations, because with 4 teams we must move more or less 50 persons, with the problems of flights, cars, transfer, hotel, etc,.

If we want to try and become an OLYMPIC Sport, we must think to change our organization to play near the city, where there is an audience. It's impossible to play in the city with a location that has 4 pitches.

**This proposal needs to be discussed with the National Federations, as it would be an epoch-making change, and we need to investigate the advantages and disadvantages of the decision.**



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## EVENTS AND CALENDAR

**HOW IMPROVE THE QUALITY OF OUR  
EVENTS AND CALENDARS ?**



# EVENTS AND CALENDAR

## IMPROVE THE QUALITY OF OUR EVENTS AND CALENDAR

- For EC-ECA CUP and ECC we must research a software solution for the management of tournaments, it should provide reports of each individual match. In this way we can have a European database from which we can make statistics on teams, Nations, players and referees.
- Creation of social platforms (Instagram, X, Tik Tok, etc) for European canoe polo, in order to have an official communication channel and offer greater visibility for a possible sponsor.
- Try to find a sponsor for ECA canoe polo, for all competitions of canoe polo in Europe.
- We must fix the accreditation fee of European Championships and set a minimum standard for each item of organization. The host committee will set the fee, within the maximum amount set by ECA. Linking the entry fee to minimum standards, especially with regard to the quality of streaming.



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## VENUES & EQUIPMENTS

**HOW IMPROVE THE QUALITY, DIVERSITY,  
OF OUR VENUES?**

# VENUES & EQUIPMENTS

## DEVELOP THE PLACES TO PADDLE FOR OUR DISCIPLINE

- For ECA Cup and ECC we could think about playing from Friday afternoon at 2 pm and Finishing earlier on Sunday Afternoon, this way we can play all shot clock games with more manageable intervals.
- For EC it's possible to reduce the scrutineering time to one and a half days so it's possible to arrive on Tuesday and leave on Monday. This way we have a reduction in travel and accomodation costs for the national federations.
- For EC we update the agreement with Host committee.
- For EC and ECA Cup we can create an agreement between ECA and Host committee.
- EC-ECA CUP and ECC create multiple game systems which can be used by the organisation to plan the tournaments.





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**ATHLETES-JUDGES-REFEREES-OFFICIALS-  
COACHES-VOLUNTERS- ORGANIZERS**

**HOW IMPROVE THE NUMBER, THE SKILLS  
OF OUR ACTIVE COMMUNITY MEMBERS?**

**HOW VALORIZE AND PROMOTE OUR  
COMMUNITY MEMBERS?**

# ATHLETES-JUDGES-REFEREES-OFFICIALS-COACHES-VOLUNTERS- ORGANIZERS

## THE JUDGES-REFEREES-OFFICIALS-COACHES-ATHLETES –VOLUNTERS - ORGANIZERS - AT THE CENTER OF OUR PROJECTS

- Introduction of 16 official ITO in the ECA Cup and ECC, at this time the referees of these tournaments come from the Athletes or Team staff.
- To refund the referees we need to increase the fee from 250 € to 300 € for each team, the host committee pay the food for 2 days and refund 100 € for accomodation/travel.
- It's important to insert in the agreement of EC with host committee a standard for accomodation and food for referees/officials.
- It would be important to create a community on social media in which the canoe polo world recognises itself and finds visibility, both for athletes, technicians and managers. Today we have a website and a Facebook profile run by Hans (<https://canoepolo-tournaments.eu>), which should merge into the ECA one, with constant updates.



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## RULES & REGULATIONS

**WHAT DO WE NEED TO KEEP, CHANGE,  
ADAPT IN A SHORT, MEDIUM, LONG  
TERM, WHY AND HOW?**



# RULES & REGULATIONS

## IMPROVE OUR RULES AND REGULATIONS

- In the official tournaments ECA and in the EC we use the ICF rules.
- For ECC and ECA we have special rules for these competitions.
- Create a schedule System for Eca Cup, ECC and EC.



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# MANAGEMENT AND ADMINISTRATION OF THE ECA

**HOW TO IMPROVE OUR ORGANIZATION  
AND ADAPT IT TO WHAT WE PLAN TO DO?**

# MANAGEMENT AND ADMINISTRATION OF THE ECA

## ORGANIZATION AND FUNCTIONING OF THE COMMITTEE

- The Committee is responsible for the relationships with the ICF, creating a strong and durable exchange.
- The Committee should gather data and infos about all the different National Federations and work as a database to overview the entire European movement.
- The Committee is in charge for the European Championships every 2 years, the ECA Cup stages every year, and the European Club Championships.
- The goal of the Committee is one and simple: develop our sport as much as possible, choosing the right locations and pushing it through the social media platforms, studying possible reforms.
- The Committee has to choose a manager at the Refereeing level, to unify the referees through the different tournaments and competitions.



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# ACTION PLANNING

**HOW TO PLAN OUR ACTIONS 2025-2028?**



# ACTION PLANNING

## 2025

- Change manage ITO for ECA Cup and ECC.
- Find a sponsor ECA for canoe polo.
- Create a new agreement with host committee for ECA Cup-ECC and EC.
- Change the timing of ECC and ECA Cup, start to play Friday 14 PM.

## 2026

- Introduction of ECA Junior Cup for Under 18.
- Create a social platform for ECA canoe polo.
- Define a software to manage all competition of ECA canoe polo.
- Create a technical update for Coach.
- Create a technical update for referees.

## 2027

- New European Championship for National Federation divide in Senior and Under 21.
- Define a project to grow Canoe Polo in Europe.

## 2028

- Create a Budget for ECA commission canoe polo.

