

European Rowing 2025-2028

Strategic Priorities

Key themes/challenges identified by MFs in 2024:

- Development of new disciplines on limited resource
- Balancing participation and high performance
- Funding sources and revenue
- Event calendar and competitions

1. Supporting & Promoting our Members

- Provide a stage for MFs to create success stories and heroes
- Encourage retention of young people in rowing and coaching/volunteering in clubs:
 - Promote European Club Competitions for “sub-elite” level rowers
 - Pilot an ER Lightweight Club Championships
- Create a European Rowing digital community to:
 - promote competition and training opportunities for clubs
 - share best practice
 - share information about funding opportunities

2. Events & Competition

- Provide competitive and compelling racing that promotes the sport globally and sustainably:
 - Ensure competitive racing opportunities at ER championships
 - Work with WR & MFs to create a cohesive calendar of events that promotes rowing
 - Attract competitive bids for ER championships
 - Review mandatory requirements for ER championships
 - Explore further multi-sport opportunities for all ER championships disciplines
- Innovate and evolve to stay relevant & attract fans: festivalisation

3. Development

- Create performance pathways to encourage participation
- Highlight opportunities for MFs to collaborate to develop disciplines:
 - Para Rowing
 - Indoor Rowing
 - Coastal Rowing
- Grow number of female participants
- Review and encourage participation of Masters Rowing at ER events.

4. Sustainability

- Improve sustainability initiatives at ER championships
 - water & water bottles
 - travel and transfers
 - Accommodation
 - waste
- Promote best practice in clean water management
 - Engagement with WWF
 - Use events as a platform to share learning

5. Governance & Administration

- Regular engagement & consultation with MFs
- Continue to grow the sport of Rowing across all MFs
- Be a net contributor to World Rowing
- Work with EOC EU Office to identify funding opportunities to develop rowing across all MFs:
 - EU-Based office and resource
 - Build capacity to support national development initiatives