In 2011, the World Rowing Federation (FISA) and WWF announced a strategic alliance to promote clean water and educate rowers and those who follow the sport about its importance to the global environment. Efforts focus on establishing new best practices in sustainable sports event management and reducing the negative impact of rowing events on the water courses.
ROWING FOR CLEAN WATER IN SLOVENIA AND SERBIA

Clean water got top billing at the World Rowing Championships which took place in Bled, Slovenia, in the summer of 2011. Amid the excitement of the championship, WWF and FISA launched a five-year school programme on active citizenship for clean water. The programme is being implemented in Slovenia by WWF in cooperation with the Slovenian eco-schools programme, which includes a network of over 700 elementary schools – roughly half of all schools in the country.

In the spring of 2012, WWF’s Water Tour, a roadshow that promotes the wise use of water in Central and Eastern Europe, stopped in Belgrade, Serbia, for FISA’s World Rowing Cup. During the three days of the regatta, visitors of the Water Tour had the chance to learn why conservation of freshwater is important, receive water saving tips, take part in water footprint quizzes and get valuable information about the global use of water.