



CIPREA21

INTERNATIONAL CONGRESS ON DROWNING PREVENTION

III CONGRESO INTERNACIONAL DE PREVENCIÓN DE AHOGAMIENTOS

October 16, 17 and 18, 2021
CÓRDOBA - ESPAÑA



What is lifesaving?

Lifesaving is an aquatic and terrestrial activity that train people to **save lives** in both elements and which in its development encompasses four dimensions: humanitarian, sporting, educational and professional.

The origins of lifesaving sport date back to **1878** when the **First International Lifesaving Congress was organized in Marseille**, bringing together people interested in all facets of lifesaving and considering the creation of an international body to regulate

associations interested in lifesaving, participating as an *unofficial* sport in the **Paris Olympic Games** in 1900.

In Spain, the birth of non-federative lifesaving dates back to 1880 with the constitution of the **Spanish Rescue of Shipwrecked Society** due to the large number of drowned people in our country. The Society was destined to act on the coasts of the mainland, islands and overseas regions, declared as of public utility in 1887, the first government recognition to this work.



The figure of the “bañero”, what we know today as *lifeguard*, appeared for the first time in legislation in an Order of the **Ministry of the Interior** of May 31, 1960, which regulates the rules swimming pools for public use.

Currently, the competence for the regulation of sporting and professional activity and its development in the **educational system** corresponds to the **Regional Government**. The Royal Spanish Lifesaving Federation advocates the development of a **basic state legislation on training and water safety** and the generation of a **lifesaving culture** with the training of citizens in the prevention of accidents

in aquatic areas and in first aid, within the framework of a **National Strategy for Water Safety**.

Along these line, work is being carried out with the Spanish **Federation of Municipalities and Provinces** to promote a legal framework that guarantees **basic levels of water safety** throughout Spain, wich establishes standardised parameters for the performance of lifeguard duties in natural aquatic spaces and aquatic facilities, that offers legal security to the municipal authorities that have to apply it and that contributes to reducing the more than 400 fatal drowning that occur every year in our country.




What is the Royal Spanish Lifesaving Federation

The Spanish Lifesaving Federation was founded in **1961** and in 2011 HM Juan Carlos I conferred the title of Royal on the occasion of the **commemoration of the fiftieth anniversary**.

The *Royal* Spanish Lifesaving Federation bases the development of its work on the principles of **effectiveness, efficiency, economy, viability, credit and reputation**, pursuing **the comprehensive training of the lifeguard** from the earliest age and **respect for coexistence** and rules, **the improvement of sporting results** and **labour**

integration after the end of the sporting career.

Royal Spanish Lifesaving Federation assumes the responsibility of managing **a sport that saves lives**, a sport whose origin is **solidarity among human** beings, and extends its projection to the **preservation of human life** through its intervention to provide people with the **basic knowledge** to achieve the ability to discern in accident prevention that endanger them and provide them with the necessary notions to act in case of need to safeguard it.



Royal Spanish Lifesaving Federation **represents Spain with the dignity and strength that the nation deserves**, both in the sporting field and in the federative state, specifically in the International Lifesaving Federation (ILS), with 167 members from 118 countries, the European Lifesaving Federation (ILSE), with 59 members from 43 countries, and the Latin American Lifesaving Federation (FLASS), with 12 members from 11 countries.

Members of the Royal Spanish Lifesaving Federation

hold the following responsibilities: Vice-Presidency of the **Spanish Olympic Committee** and the **European Lifesaving Federation**, Presidency of the **Latin American Lifesaving Federation**, membership of the Executive, Presidency of a committee and of a working group and membership of four commissions and nine other committees of the **International Lifesaving Federation** and the Presidency of two of the four commissions and membership of the other two of the **European Lifesaving Federation**.



What is the Royal Spanish Lifesaving Federation task during the health crisis?

The Royal Spanish Lifesaving Federation adopted from the outset **a decisive vanguard position** as a symbol of the values and strength that characterise lifesaving, specifically Spanish lifesaving, **in the face of the crisis generated by Covid-19** and the measures adopted by the Spanish Government in order to protect the citizen health and safety, contain the disease progression and reinforce the public health system, which led to the establishment of an alarm state and the people limitation mobility.

Thus, it applied the principle of *Good Practices* foreseen in

the *Corporate Development Strategy*, which in other areas is **corporate social responsibility**, introducing elements such as “the commitment to collaboration with society, its organisations and public administrations”, aware, on the other hand, of its duty as a **delegated public functions entity** of an administrative nature and, consequently, **a collaborating agent of Public Administration**, despite the private nature of its legal way.

A commitment as transcendental as the challenge of being able to carry it out.



ACTIVITY MAINTENANCE

In this process, the Royal Spanish Lifesaving Federation has **kept its federative structure on duty**, without any impact on its human resources, and the development of its ordinary activity, within the limitations imposed by the successive declarations of the alarm state and the resolutions of health authorities.

The suspension of all sporting activities from March to July and training activities from that first month to October has meant **a significant reduction in the available economic resources** that have had to be managed in order

to **keep the economic and financial backbone.**

In compliance with the commitment made at the beginning of the health crisis, just a month after the first declaration of the alarm state, regional federations and clubs were informed of the launch of *a dry championship* with the aim **of including the whole lifesaving world, sports and general society at an international level**, trying to put into practice the Olympic ideal contained in the document Mission, Vision and Values, through the appropriate dissemination of its spirit and philosophy, such as sportsmanship, effort and self-improvement, so important in the reality that humanity was living in those days.



The *International Challenge - I Compete at Home* was designed as an **international championship** aimed at all those who in one or another way collaborate with lifesaving or lifeguarding and as an **opportunity for society to get closer to knowing lifesaving sport** from their homes anywhere in the world.

The call for entries, whose rules were distributed in **Spanish, English and Portuguese**, divided the competition into nine categories and **devised four events that could be carried out at home** and which were adapted to the same number of events that are actually carried out in open water (beach flags and lifesaving ski) and sports facilities (Lifesaving medley and lifesaving

with fins). Registered persons had to **record the event on video**, according to the technical specifications set out in the rules, and send it to an e-mail address. A Competition Committee made up with members of the refereeing and technical staff determined the results by age and sex for each of the events.

The participation data show the initiative significance: **120 organisations from 16 countries** (Argentina, Belgium, Chile, Ecuador, France, Germany, Guatemala, Italy, Japan, Norway, Panama, Portugal, Serbia, United States, Venezuela and Spain) and from 43 sports with 841 athletes between 2 and 74 years old who formalised 2,342 entries in events.



SAFE RETURN TO TRAINING, COMPETITION AND LIFEGUARDING PROFESSION

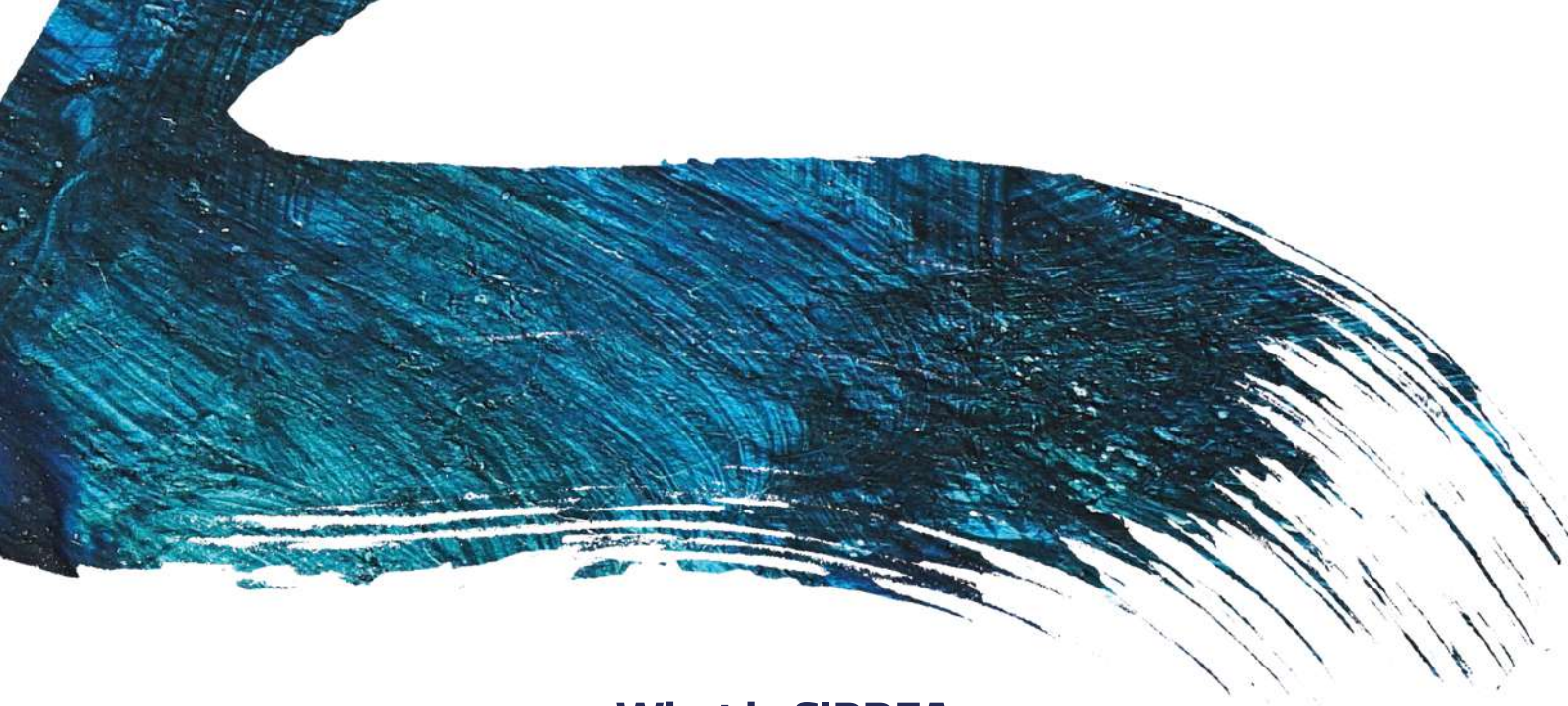
The Royal Spanish Lifesaving Federation has been an example for society and for all the countries that take part in the International Lifesaving Federation, having been able to draw up **a document of recommendations and three general safety and prevention protocols so that the lifeguards can carry out their job with the necessary safety guarantees** and to be able to carry out the complete national and international sports events scheduled in Spain for last season, except for the Spring Spanish Championships which had to be suspended due to the lockdown.

The forecast and work carried out allowed that a **month and a half before the end of the first alarm state, the training, competing and lifeguarding in a safe way protocols were already published**, making the Royal Spanish Lifesaving Federation **the first organisation to publish these**

indications, so much in demand by our federated members and which served as a basis for all groups who were going to carry out professional activities on beaches and in swimming pools, not only at national level but also at international level. It has also been the **basis for the implemented protocols by several European and Latin American lifesaving federations.**

The protocols were published on the federation's website and **updated according to the agreements adopted at any given time by the health authorities**, thus fulfilling the role of public responsibility in the spectrum of *Best Practices* assumed.

This anticipation made possible to hold **all the Spanish Championships** scheduled in the **sports calendar** during 2020, once the alarm state had ended, including an international competition, **without any health incident** after the restart of the competition in July. This positive reality continues into the 2020-2021 season.



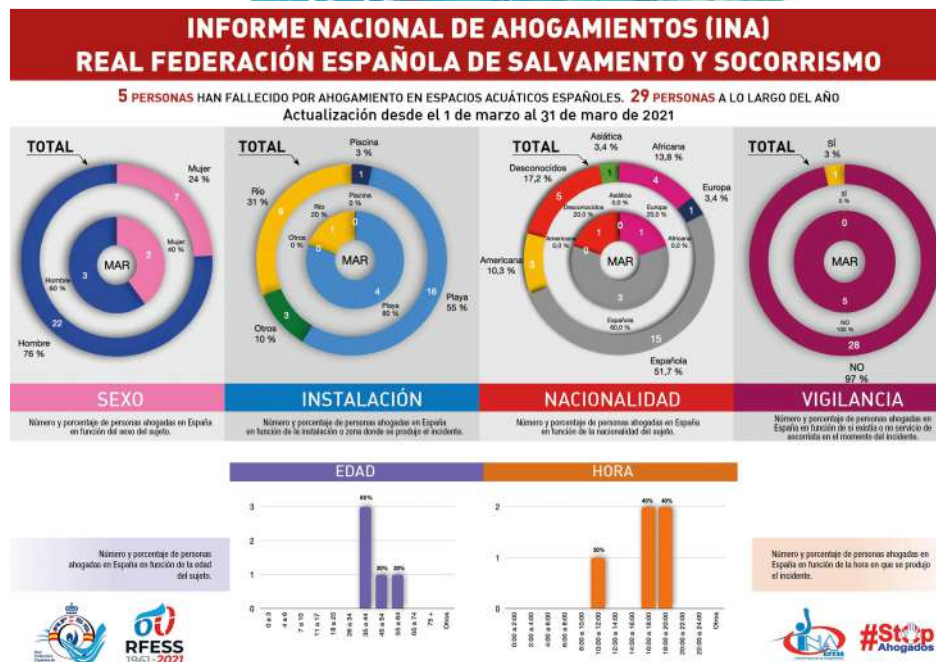
What is CIPREA

The **project to raise public awareness** of the current problem regarding **deaths by drowning** started by the Royal Spanish Lifesaving Federation in 2015 with the implementation of the data collection on the **National Drowning Report** (INA), which is updated daily with deaths in Spanish aquatic areas, continues in 2016 with the development of the **international campaign #StopDrowning**, which is currently translated into nineteen languages and has the collaboration of the European and International Federations.

As part of this work, 2016 saw the start in Andalusia of the organisation of the **International Congress on Drowning Prevention CIPREA**, with the creation of a

debate forum that aims to be a benchmark in raising social awareness in this area and the presentation of updated methods and tools applicable to aquatic and land safety.

According to the **World Health Organisation**, every hour more than forty people die by drowning in the world, which means a total of 372,000 a year. Since 2015, there have been more than **2,400 drowning deaths in Spanish aquatic areas**, most of them preventable. These data highlight the need **to join forces** in the search for strategies to help prevent and reduce the number of deaths in the aquatic environment.



The choice of Andalusia as venue for CIPREA responds to **the conviction** that in the Spanish territories where most drownings occur, **more work** needs to be done than the prevention campaigns carried out at national level to raise **awareness**, not only in society, but also in the political sphere of the need **to regulate water safety and protect the people lives** who intend to make aquatic spaces a place of leisure and not a place of tragedy.

For this reason, **Motril** (Granada) was chosen as the first location in 2016, with the participation of 125 delegates from five countries (Belgium, France, Germany, Portugal and Spain) and **Benalmádena** (Málaga) to hold the second edition in 2018, with the participation of 203 delegates from sixteen countries from three continents (Norway, Denmark, Belgium, Germany, Italy, France, United Kingdom, Costa Rica, Egypt, Niger, Morocco, Tunisia, Iran, Ghana, Saudi Arabia and Spain).

CIPREA is organised on a biennial basis. It is **the most important conference on European scene** and for three days it brings together experts, researchers, managers,

professionals and policy makers from all over the world to present and discuss the latest advances in drowning prevention, rescue, water safety and sport, as well as future projects and lines of action with the ultimate aim of reducing the number of deaths or possible injuries due to drowning.

The next edition, the third, will take place in **Córdoba** between October 15 and 17, 2021 in which will be **the first congress in the field of lifesaving and drowning prevention worldwide after the health emergency situation**, as well as **the most important global event on this topic**, which gives it the hallmark of being the world reference in this field in the five-year period 2019-2023, with an expected participation of more than 300 delegates in which there will be a hundred presentations (eight plenary conferences, 72 communications and seventeen posters) by experts from nineteen countries from four continents: Morocco, Tunisia, Nigeria and Algeria, in Africa; Spain, Italy, France, Portugal, Belgium, Denmark, Norway, Ireland and Poland, in Europe; Argentina, Costa Rica, Guatemala and Colombia, in America; and Iran and Australia, in Asia Pacific.



OBJECTIVES

- ♦ Bring together **experts** from all over the world in research, education and other professional sectors in order to reach a consensus on the best methods, techniques and technologies to reduce drownings number.
- ♦ Know about **scientific advances** in lifesaving and rescue.
- ♦ Obtain drowning **statistics** from other countries and study the existing problems in different areas of the world and the solutions proposed.
- ♦ Increase **global participation** in lifesaving, especially among young people.
- ♦ Explore and **identify methods** to increase lifesaving efforts worldwide.
- ♦ Establish **synergies with** national and international **entities** to reach collaboration agreements with common projects that allow the implementation of concrete actions to reduce accidents and drowning in the aquatic environment.
- ♦ Make society aware of the **importance of prevention and training**, from an early age, in self-rescue, first aid and rescue, as well as basic notions of first intervention.
- ♦ Learn about the **latest developments** in the safety and rescue sector.
- ♦ Spread **lifesaving sport** as a sport that **saves lives**.
- ♦ Present **research studies**, papers and reports related to training techniques and tactics and improvements in sporting techniques for the development pool and open water events in talent detection and at a high level performance.



THEMES

CIPREA is structured around **nine thematic areas** in which it works, at a global level, to reduce the number of deaths by drowning and to disseminate lifesaving sport as the main tool to prevent drowning in the world. They are as follows:

- ◆ Prevention
- ◆ Data
- ◆ Swimming and Water Safety Education
- ◆ Rescue
- ◆ Medical
- ◆ Disaster and Impacts of Climate Change
- ◆ Migrants and Refugees
- ◆ Innovations
- ◆ Sport



Who supports CIPREA21?

THE SPORTING INSTITUTIONS

At the sporting level, the European Lifesaving Federation, the Royal Spanish Lifesaving Federation, the Spanish Olympic Committee and the Latin American Lifesaving Federation.

THE ROYAL SPANISH LIFESAVING FEDERATION COLLABORATORS

The institutional collaborators of the Royal Spanish Lifesaving Federation, such as the Spanish Federation of Municipalities and Provinces, and private collaborators,

such as Safely Deps S.L.U and Crono Natación y Salvamento.

PUBLIC INSTITUTIONS

At the institutional level, the Consejo Superior de Deportes, a body dependent on the Ministry of Culture and Sport, the City Council and the Diputation of Córdoba.

ANDALUSIAN SOCIETY

On a social level, the organisations and companies of Andalusia that contribute to the success and brilliance of the event.



What does CIPREA mean for Spain?

The organisation of international activities by the Royal Spanish Lifesaving Federation, both in terms of prevention, sports and training, entails **an important number of participants** to the city chosen for the event. It is becoming more and more common for participants to attend these events accompanied by friends and family, so it is important that in parallel to the event programme there is a **cultural and leisure offer** for all the people who will be in Córdoba during the event days.

Sports tourism attracts 13 million people to Spain (10.5 million foreigners and 2.5 million Spaniards), it also generates 12,000 million euros (11,500 million euros

from foreign tourists and 500 million euros from domestic tourists), according to the Sports Statistics Yearbook Ministry of Education, Culture and Sport of May 2016.

In recent years, some of the factors that have attracted most interest within the tourism sector itself are the impact that tourism generates on employment and the current levels of **tourism employment**, both of which are key elements in a destination's competitiveness strategy.

The economic effect of the CIPREA execution affects participants, accompanying persons and organisation, generating wealth and employment for the host city.



The development of an event of this size shows Spain to the world **as a safe destination for major events**, after the pandemic, with the development of the first international championship to be held in the world after the declaration of the pandemic by the United Nations.

To consolidate its position at the **forefront of international lifesaving** as an indisputable reference in the management of aquatic spaces safety and organisation events, **ratifying its leading position in the management of both the sporting events** and

international congresses and meetings organisation.

Reaffirm two of the twenty strengths in which it is a world reference within **the Real Spain**, #ThisIsTheRealSpain, **sport** and **tourism**, as part of the **State policy** 'Global Spain', aimed at improving the perception of the country abroad, from an inclusive and integrating perspective, with a long-term vocation and with the aim of **consolidating an Spanish image abroad adjusts to reality**, as one of the most important economic and political powers in the world and one of the nineteen full democracies in the world.



What does CIPREA mean for Córdoba and Andalusia?

As a consequence of **the pandemic** and the **world health crisis**, a series of circumstances have arisen which have placed the city of **Córdoba as a reference point** and which have attracted international attention, beyond the outstanding and important attendance already planned on the initial dates (speakers and papers authors from at least nineteen countries from four continents), which will make this event an **exceptional milestone** not only in the field of lifesaving, but also in the capital itself, as it will be **the first major meeting to be held after the peak phase of Covid-19**, the spearhead of a desired **relaunch of the tourism sector**, transcendental for the local economy, the

main activity to be held at the Palacio de Congresos in the last quarter of the year and a wake-up call for the mood of a citizenry that is sure to be attentive to an event of these characteristics.

In fact, the city of Córdoba is going to be the venue for the first congress in the lifesaving and drowning prevention field at world level after the health emergency situation because the Executive of the International Life Saving Federation (ILS) has moved the **World Congress on Drowning Prevention** to October 2023, which was scheduled to be held in **Sri Lanka** for the same month this year.

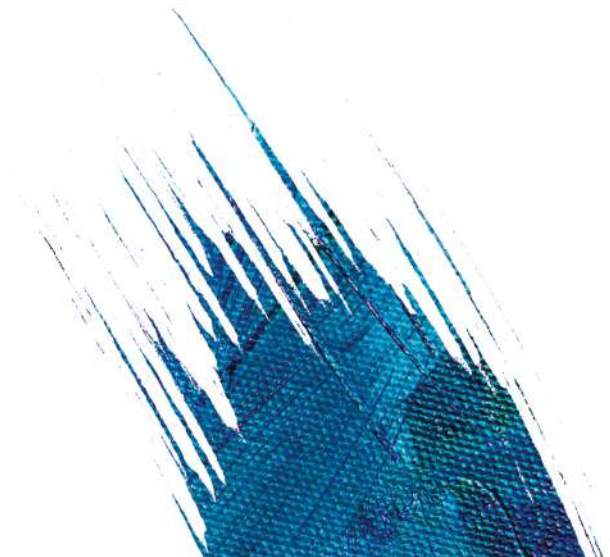


The CIPREA is thus configured as the most important world meeting on the matter, which gives it the hallmark of being the world reference in this field in the **five-year period 2019-2023**, as there will be no ILS meeting between these two years.

The Royal Spanish Lifesaving Federation has among its values those of **“sustainability”** and **“respect for the environment”** in the development of its activities”.

Hence the commitment to the **2030 Agenda for Sustainable Development**, approved by the United Nations General Assembly on September 25th, 2015, in which it is intended to involve companies, collaborators, sponsors and institutions and in which internal indicators have been set within the **Sustainable Development Goals** (SDGs).

This commitment to the SDGs is incorporated into a specific action plan for the next edition of the CIPREA.



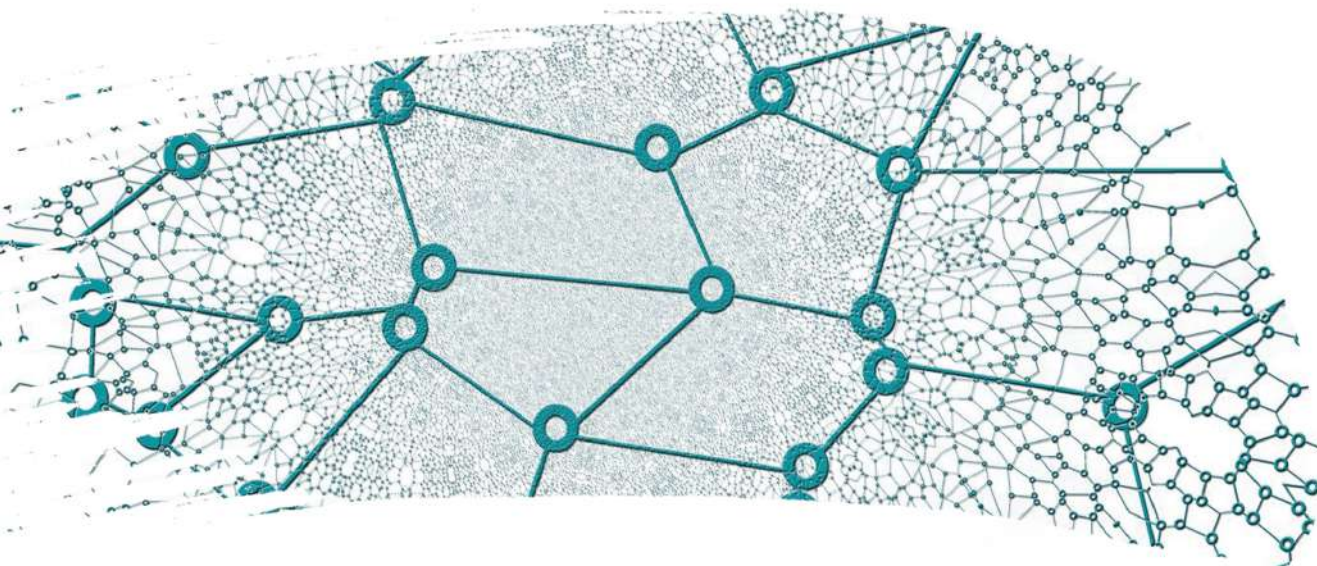


Córdoba and the 60th anniversary of the Royal Spanish Lifesaving Federation foundation

The Royal Spanish Lifesaving Federation commemorates the **60th anniversary** (1961-2021) of its foundation during 2021, with a strong display on its social networks and website.

This celebration began in the digital sphere on December 29th, 2020 and is carried out on a daily basis. It

will have in Córdoba its two face-to-face activities planned so far, the **commemoration gala**, which will coincide with the **main CIPREA dinner** and which will bring together **the historical references of Spanish lifesaving** in recent decades and the most important international leaders of our sport, and the exhibition of images, trophies and other objects related to the activity.



The Royal Spanish Lifesaving Federation's social networks

The Royal Spanish Lifesaving Federation has a **website**, **rfess.es**, a **Youtube channel** and two users on the social networks **Facebook** and **Twitter: /rfess1**, corporate name, and **/stopahogados**, name of the drowning prevention campaign.

During 2020, in addition to the three corporate profiles (/rfess1), we must add the **Instagram** profile and the two /stopahogados profiles that brought together 22,456 followers and a reach of 5,825,000 users.


On April 1st, 2021, the Royal Spanish Lifesaving Federation community, with its two users, had **22,529 followers**.

Most of the followers of the Royal Spanish Lifesaving Federation **social profiles**, including the Youtube channel, are Spanish-speaking men between 25 and 44 years old, mostly resident in **Spain**, but also from **Latin America**.

Instagram and Youtube allows us to reach a **younger and more international audience**, thus highlighting the interest in the contents by an audience between 18 and 25 years old, opening the scope of publications to **Brazil or Australia**.

The **home page of the website** has direct access to pages such as the CIPREA website [<http://bit.ly/ciprea2021>].

In this specific space you can consult information related to CIPREA and a place about what you can visit in the city of Córdoba, also in the province. This page **can be visited in Spanish and English**, thus facilitating the arrival of participants from all over the world and showing the attractiveness of the city of Córdoba and its municipalities.



The Royal Spanish Lifesaving Federation website receives most of its visits through **direct traffic**, which means that its homepage received more than **78,100 unique users** in 2020.

That year, rfess.es, had **67.6% of new visitors**, the rest (32.4%) being recurrent, which shows the growing interest that exist in lifesaving as a discipline.

If we look at the data by demographics, we highlight the age range between **18 and 24 years**, which together with the data from networks such as Instagram or Youtube make us to conclude that lifesaving is not only a discipline and a sport that is being considered by the youngest, making it have a **wide audience that is interested** in training, lifesaving education and lifesaving as a sport.



The objectives that CIPREA brings to Córdoba and Andalusia are the following:

- ♦ Project the **regional and provincial brand** as a safe destination for major events.
- ♦ Position **Andalusia** as a **benchmark in the organization of international events** with an activity that serves as a reflection of unique values for society at a time, in addition, that are especially related to the current situation.
- ♦ Present in the territory world **leaders** in the field of **drowning prevention, water safety and sports entrepreneurship** and in unique values within

sport and society.

- ♦ Position Andalusia as the ideal place for Spain's **future candidacy** for the **World Lifesaving Championships (WCL)** and the **World Congress on Drowning Prevention (WCDP)**.
- ♦ Boost the **self-esteem of citizens** during the recovery phase after the situation generated by the health crisis.
- ♦ Transmit the values of the **culture of effort** through the successful example of the Royal Spanish Life-saving Federation in managing the circumstances arising from the health crisis.



What does it mean and what return does being a CIPREA21 collaborator entail?

Being part of an international event of a federation whose values are linked, together with the general values of sport, with the **protection of people's health**, gender equality and equal opportunities and education in the values of the Olympic Ideology and that promotes training in matters related to first aid, lifesaving and rescue, promotes **the culture of accident prevention in the aquatic environment and the preservation of life** in risk situations through the **culture of lifesaving** and promotes the training of people in the field of lifesaving.

To be present at a **unique event** that will be historically and emotionally linked to the end of the health crisis as the first major event to bring together experts from all over the world to exchange views and share experiences in prevention and water safety, following the peak phase of the global pandemic.

Link your brand to an event that promotes the territory internationally, that generates **important and influential communities abroad** and that will focus the attention of a wide public in Spain for a specific period of time.

Address your message to a **specific target audience** in a specific sector of demand in the case of products.

To become part of a community that is linked to the **integral training of the person** from the earliest age in order to save lives and that develops a sport and a profession whose origin is solidarity among human beings.

Establish a collaborative relationship with an entity, such as the Royal Spanish Lifesaving Federation, a **reference in water safety** and its link with the national and international community in which it is integrated and with which it is related.



What are the ways to collaborate in CIPREA?

Participation in the International Congress on Drowning Prevention offers **varied, multiple and flexible possibilities**.

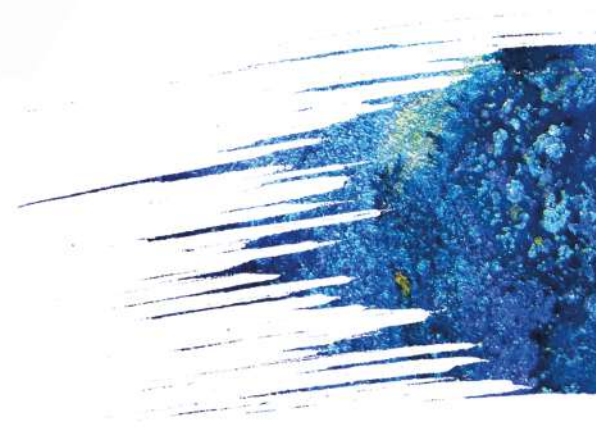
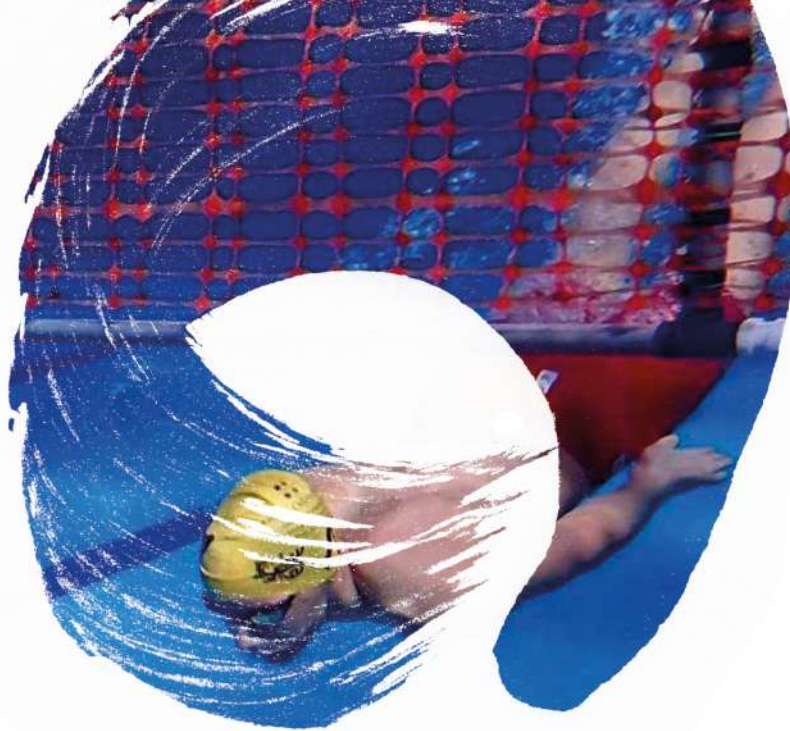
APPROACH TO THE OPTION CATALOGUE

The Royal Spanish Lifesaving Federation presents an indicative **catalogue of options** in order to open up a range of opportunities for collaboration in the CIPREA of Córdoba and, if necessary, to extend it over time.

- ♦ Presence in common areas of the website rfess.es
- ♦ Presence in the specific CIPREA website
- ♦ Presence in CIPREA's electronic communications (participants and media).

Participation will be reconciled according to the **demands and needs of each collaborator** and taking into account their profile.

- ♦ Presence in the main hall of the Palacio de Congresos de Córdoba during the celebration of the CIPREA by means of video or still images
- ♦ Presence through video or still images in the common areas of CIPREA
- ♦ Presence in the photo collection located in the Palacio de Congresos de Córdoba during CIPREA
- ♦ Video or still image distribution during a period linked to the celebration of CIPREA on the corporate social networks and aimed at drowning prevention.



- ♦ Digital presence at the gala dinner of the CIPREA for the 60th anniversary of the Royal Spanish Lifesaving Federation foundation.
- ♦ Presence in the bag or rucksack provided to CIPREA participants.
- ♦ Introduction of promotional or advertising material in the documentation provided to CIPREA participants.
- ♦ Presence of the corporate image on the equipment of the CIPREA organising staff.
- ♦ Delivery of a gift or branded detail to CIPREA participants.

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Version: 3 May, 2021.



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