

TO MEMBER FEDERATIONS

Zagreb, 1 January 2026

Subject: Renaming to Paddle Europe – Official Notice

Dear Friends in Sport,

First, we would like to wish you a very Happy New Year. May 2026 bring you success, good health and many great sporting achievements. We look forward to continuing our strong cooperation throughout the year ahead.

At the same time, we would like to officially inform you that, following the decision of the Congress at the 17th Ordinary Congress held in Budapest on 29 March 2025, the **European Canoe Association (ECA)** has adopted a new name:

PADDLE EUROPE

More than a name change, a modernized vision.

This change is aligned with the renaming of the International Canoe Federation to **Paddle Worldwide**, reflecting a coordinated and modern global identity of paddle sports.

This strategic repositioning goes far beyond a simple new logo. It embodies a modern and inclusive vision for the future of paddle sports. The term “Paddle,” immediately understandable internationally, reflects a desire to reach a broader audience, including all disciplines—from traditional canoe-kayak to stand-up paddle (SUP) and the rapidly growing recreational practices. It better represents the diversity and energy of our entire community, from elite competitors to families paddling for fun.

The core objectives of this transformation:

- *Modernization and Accessibility:* A simpler, more direct name that is easily recognizable by the media, partners, and the general public.
- *Unity and Inclusivity:* Bringing together all disciplines and all practitioners under a common, unifying banner.
- *Strategic Vision:* Affirming the federation’s leadership role in guiding the development and promotion of all paddle sports across Europe, in line with current trends.

This moment is also an opportunity for us to pay tribute to Mr. Albert Woods, Honorary life President of the ECA, who was behind the creation of the ECA – European Canoe Association – in 1993. With this new name, our European federation enters a new era of





growth and innovation. This fresh momentum reflects our commitment to modernity, inclusivity, and the promotion of all paddle sports across Europe. Together, we are shaping the future of paddling.

The new name officially comes into effect today, 1 January 2026.

From now on, we kindly ask all members to use the name Paddle Europe in all official communication, documentation, publications, competition materials, media releases and public references.

To support you in this transition, we are providing:

- the official Paddle Europe logo in two formats
- practical instructions on how and where to apply the new name and visual identity

Please proceed with updates as soon as reasonably possible, understanding that a short transition period may be required in some cases.

We will also support all our organizing committees for our various events and European championships in implementing this new name.

If you require any clarification or additional materials, please do not hesitate to contact us. Thank you for your cooperation, trust and continued partnership as we begin this new chapter together under the name Paddle Europe.

Paddle Europe: Stronger Together, Moving Forward!

Yours sincerely,

Jean Zoungrana

Paddle Europe President

