



# 1 CONTEXTE



**Deep changes in  
the working  
world**



**Equine sector  
lacking appeal  
and novelty**

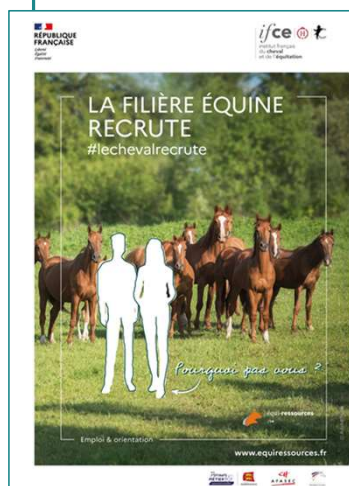


**Important turnover  
& increase  
level of tension**

# 1 CONTEXT

11 OCTOBER 2021

Campaign launch #lechevalrecrute

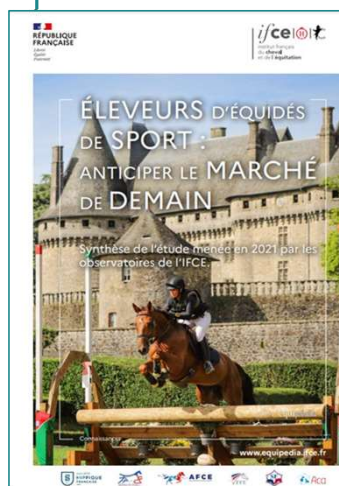


## Goals :

- **Attract new candidates** to the equestrian professions by raising public awareness.
- **Promote the diversity of professions** and careers.
- **Promote equi-ressources** and the actions carried out as part of this campaign.

NOVEMBER 2021

Publication of “L’attractivité des métiers” study by the Equine Industry Jobs and Training Observatory



## Goals :

- **Quantify and explain** learners, employees and trainees flows.
- **Share and class obstacles** to training and employment.
- **Identify means** to reassert the value of these professions.



# 1 CONTEXT

The study notes :

- **Inadequate management at different stages of the job**

No or little time dedicated to training from tutors, difficult induction (20% of new recruits per year - 37% of employees rate their first experience as average to very poor).

- **Unappealing employment conditions**

Lack of respect for work-life balance, low pay (21% of employees unsatisfied), few prospects for career development and little consideration for health and safety at work.

- **Work environments often criticized**

Little support from managers.

# 1 CONTEXTE

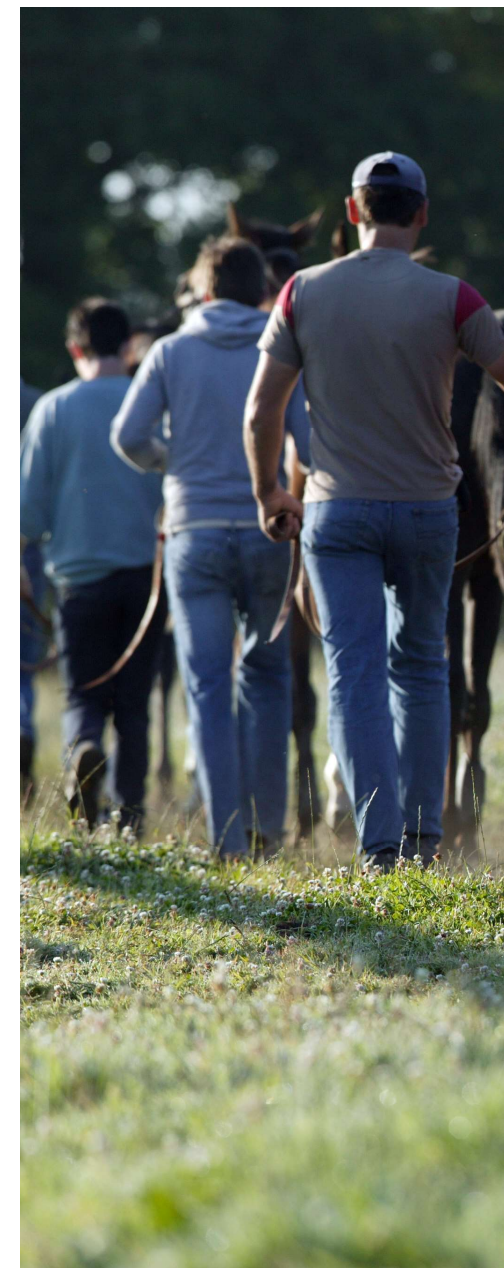
## PROJECT PARTNERS



équi-ressources  
ifce



société  
**HIPPIQUE**  
FRANÇAISE





## 2 WHY THIS CERTIFICATION ?

- Make up for the current employment issues by helping the sector's companies catching up
- Promote employment conditions to attract new talent
- Ensure to candidates a workplace that meets their aspirations and fosters long-term commitment



## 2 HOW ?



### COMMITMENT

I make sure my company complies with labor law, and I ensure the well-being of all my employees in the workplace.



### RECRUITMENT

I help build employee loyalty and attract new talent. I contribute to improving my "employer brand".



### TEAM SPIRIT

I ensure that the working environment encourages team spirit, constructive exchanges and good unity.



### TEAM SPIRIT

I create a positive working atmosphere based on listening and respect, and I help my teams to develop their skills.

## 2 A TOOL FOR PROFESSIONALS

Assistance

Development  
of the Employer's brand





## 4 THEMES



**ORGANISATION  
AT WORK**



**HEALTH  
AT WORK**



**HUMAN MANAGEMENT  
AND INDUCTION PROCESS**



**ATMOSPHERE  
AND QUALITY OF LIFE  
AT WORK**



# CERTIFICATION PROCEDURE

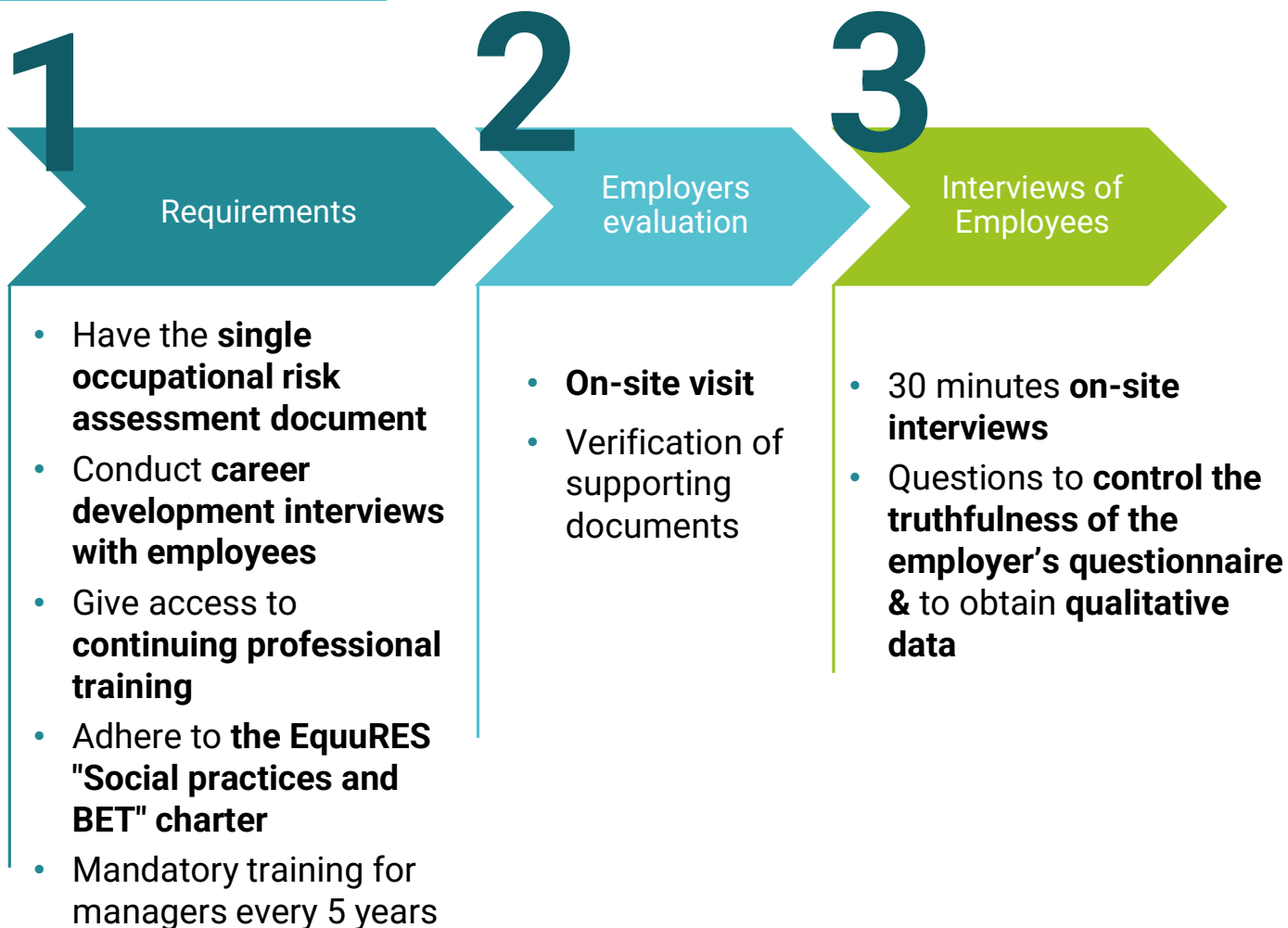


## Two distinct steps :

- Evaluation of the **employer** and his **organization** (on-site)
- Interview of **employees**, with an **interview guide**



## EVALUATION



# EXAMPLES OF CRITERIA

Organisation  
at work

Health at work

Human management  
and induction process

Atmosphere  
and quality of life  
At work

## Individual work schedules

Invalidating	Level 1	Level 2	Level 3
Schedule given less than 2 weeks in advance	2 weeks in advance	1 month in advance	6 months in advance

## Rest Days

Invalidating	Level 1	Level 2	Level 3
Does not comply with the collective agreement	Compulsory rest day(s) in accordance with the collective agreement.		
No 35-hour rest per calendar week and/or no period of 11 hours consecutive rest between each working day	35-hour rest per calendar week and period of 11 hours consecutive rest between each working day + possibility of taking rest day on Sunday at least 1 time per month.	Level 1 + Possibility of taking Sunday off at least 2 times a month	Level 2 + Possibility of taking 2 consecutive days off, including 1 Sunday



# EXAMPLES OF CRITERIA

Organisation  
at work

Health at work

Human management  
and induction process

Atmosphere  
and quality of life  
At work

**Difficult stable work (companies with no horses are not concerned)**

Invalidating	L1	L2	L3
No measure to reduce employee fatigue	1 measure	2 measures	3 measures

Measures
Automatic drinkers
Food dispensers
Blowers
Mats
Walkers
Valet (mechanical cleaning)
Ergonomic features (proximity to paddock, manure area, access to feed troughs from outside)
Horse stabling to reduce drudgery





## EXAMPLES OF CRITERIA

Organisation  
at work

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Atmosphere  
and quality of life  
At work

### Induction Process

Invalidating	L1	L2	L3
No specific induction process	Welcome booklet	Level 1 + 1st year interview program	Level 2 + Mentoring and tutoring system



## EXAMPLES OF CRITERIA

Organisation  
at work

Health at work

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At work

### Compensation package

NL	N1	N2	N3
No measure	1 measure	2 measures	3 measures

Measures
<p>Wages higher than 10% of the Collective Bargaining Agreement</p> <p>Ticket Restaurant</p> <p>Prime d'intéressement (company performance-related bonus)</p> <p>Prime d'ancienneté (years of experience bonus)</p> <p>Variable bonus (PER, PPV, other schemes in force, etc.)</p> <p>Fringe benefits (not deducted from salary) such as company accomodation, company car, reduced rates on company services</p> <p>Higher health insurance coverage</p>

## EXAMPLES OF CRITERIA EMPLOYEE INTERVIEW

- **Are you regularly informed about company news (highlights, major events, busy periods, etc.)?**
  - ☐ No
  - ☐ 1 time a year
  - ☐ 1 time a month
  - ☐ 1 time a week or more
- **According to you, does your company implement measures to reduce the arduousness of its employees' work? If so, please specify.**
- **Have you taken part in any professional training in the last two years?**  
Employees present for less than 2 years are not concerned
- **From 1 to 10, how would you rate the working environment?**



## A THREE-PARTY CERTIFICATION PROCESS



Audit and  
prospect



équi-ressources  
ifce

Support and guide  
candidates

EquuRES

Manage control  
system and  
communication

[travail.label-equures.com](http://travail.label-equures.com)





## PUBLIC-SECTOR FINANCIAL PARTNERS



Opération soutenue par l'État

FONDS NATIONAL  
D'AMÉNAGEMENT  
ET DE DÉVELOPPEMENT  
DU TERRITOIRE

## PRIVATE-SECTOR FINANCIAL PARTNERS



## TECHNICAL AND INSTITUTIONAL PARTNERS

