



How to communicate on the equine industry – Take the opportunity of the Olympics to present good stories

#### How to communicate on the equine industry

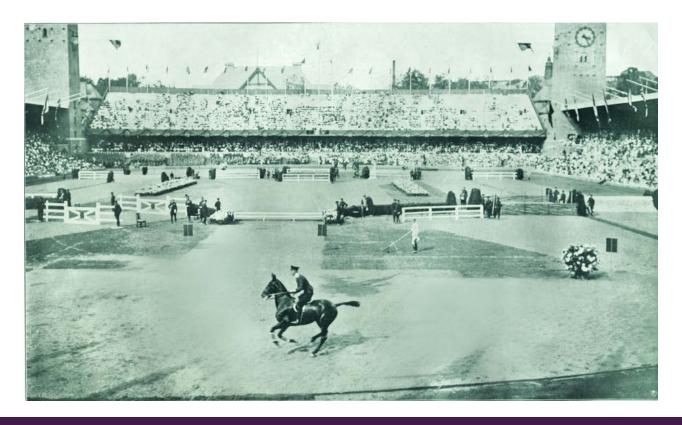
- Be open
- Be proactive
- Create a dialogue
- Listen
- Be genuine
- Be transparent
- Be honest
- Be accountable





It's our job to earn the trust of the public not the other way around

# Olympic sport since 1912 // Key Milestones





# 1952 Olympic Games – Helsinki (FIN)



 Shift from Military riding to civilians



 First participation for women in Dressage

#### 1956 Olympic Games – Melbourne/Stockholm



 First participation for women in Jumping



Pat Smythe on Flanagan –
 Team Bronze

# 1964 Olympic Games – Tokyo (JPN)



First participation for women in
 Eventing - Lana du Pont / Mr Wister



# Diversity, Equality & Inclusion





Now gender equality has become one of our key selling points!







Social norms shift – and all industries are expected to evolve alongside or risk losing their social license/their legitimacy



Do we know the reality of people's opinion?



How do we educate the professionals, the media and the public to meet the changing social values?

#### How do we earn trust?

- Be open
- Be proactive
- Create a dialogue
- Listen
- Be genuine
- Be transparent
- Be honest
- Be accountable

- Work together
- Be united & consistent
- We need to share resources, expertise & stories
- We need to raise awareness within the community
- Provide concrete & meaningful solutions
- Embrace scrutiny
- Champion change



# Some recent FEI/Comms examples & To dos...

- Creation of EEWB in 2022
- Updated Rules & Regulations
- New Charter
- New Equipment Expert Group
  @FEI for all T&E
- Introduction of Key Event Requirements
- Enhanced Biosecurity protocols
- New dedicated horse section on inside.fei.org

- Discussion around a scientific research hub
- Integrate welfare into all campaigns, all workstreams, into all departments and decisionmaking processes
- Share information / encourage discussion with Stakeholders specifically on welfare & wellbeing
- Education working group around welfare content





Take the opportunity of the Olympics to present good stories // show welfare comes first!

#### **Boost on the Road to Paris 2024**

- Create & share stories promoting rider/horse bond on the field of play and other key personalities behind the scenes
- Brief athletes, coaches, judges, NFs and spokespersons likely to attend Paris 2024 on welfare & wellbeing
- Encourage use of updated SoMe Guidelines for Athletes to celebrate equestrian mutual benefit of horse sports
- Share, share, share
- Provide more information to the public on the rules and regulations already in place to ensure horse welfare





This is a collective effort – and our success will very much depend on our ability to coordinate

