



Olivia Robinson
FEI Communications Director



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



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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 decision-making 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

QUESTIONS & THANK YOU!

