

EXECUTIVE SUMMARY



Meeting Title	FEI Jumping Consultation Round Table
Date and Time	4 June 2019 (14.00 – 18.00) and 5 June 2019 (9.00 – 13.00)
Location	Hotel Carlton, Lausanne (SUI)
Moderator	Stephan Ellenbruch, Chair FEI Jumping Committee
Executive Summary	Francisco P. Lima, FEI Director Governance & Institutional Affairs

ATTENDEES

Participants	Title	NF/HQ
<input type="checkbox"/> Mr Ingmar De Vos	FEI President, FEI Executive Board Member	BEL
<input type="checkbox"/> Mr Mark Samuel	FEI Vice President, FEI Executive Board Member	CAN
<input type="checkbox"/> Mrs Maria Gretzer	Chair, FEI Athletes Committee, FEI Executive Board Member	SWE
<input type="checkbox"/> Mrs Sabrina Ibáñez	FEI Secretary General	HQ
<input type="checkbox"/> Mr Stephan Ellenbruch	Chair, FEI Jumping Committee, FEI Board Member	GER
<input type="checkbox"/> Mr Santiago Varela	Member, FEI Jumping Committee	ESP
<input type="checkbox"/> Mr Rob Ehrens	Member, FEI Jumping Committee	NED
<input type="checkbox"/> Mrs Daniela Garcia Nigaglioni	Member, FEI Jumping Committee	MEX
<input type="checkbox"/> Mr Kazuya Hirayama	Member, FEI Jumping Committee	JPN
<input type="checkbox"/> Mr Theo Ploegmakers	Chair, EEF Regional Group, FEI Board Member	NED
<input type="checkbox"/> Mr George Dimaras	Representative Chair, EEF Regional Group	GRE
<input type="checkbox"/> Mr Hossein Shafiee	Deputy Chair, Regional Group III	IRI
<input type="checkbox"/> Mrs Carmen Barrera	Chair, Regional Group V, FEI Board Member	ESA
<input type="checkbox"/> Mr Pedro Veniss	Representative Chair, Regional Group VI	BRA
<input type="checkbox"/> Mr Jack C. Huang	Chair, Regional Group VIII, FEI Board Member	TPE
<input type="checkbox"/> Mr Peter Morrison	Representative Chair, Regional Group IX	RSA
<input type="checkbox"/> Mr Peter Bollen	President, International Equestrian Organisers' Alliance	BEL
<input type="checkbox"/> Mr Bram Vandewalle	Secretary General, International Equestrian Organisers' Alliance	BEL
<input type="checkbox"/> Mr Dominique Megret	President, Jumping Owners Club	FRA
<input type="checkbox"/> Mrs Robin Parsky	Vice President, Jumping Owners Club	USA
<input type="checkbox"/> Mr Henrik Ankarcrona	Chef d'Equipe	SWE
<input type="checkbox"/> Mr Andy Kistler	Chef d'Equipe	SUI
<input type="checkbox"/> Mr Willem Luiten	President, International Jumping Officials Club	NED
<input type="checkbox"/> Mr Teodor Sheytanov	Secretary General, International Jumping Officials Club	BUL
<input type="checkbox"/> Mr Kevin Staut	President, International Jumping Riders Club	FRA
<input type="checkbox"/> Mrs Eleonora Ottaviani	Director, International Jumping Riders Club	MON
<input type="checkbox"/> Mr Michael Duffy	International Jumping Riders Club	IRL

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<input type="checkbox"/> Mr Will Connell	International Jumping Riders Club, NARG	USA
<input type="checkbox"/> Mr John P. Roche	FEI Director Jumping	HQ
<input type="checkbox"/> Mrs Deborah Riplinger	FEI Deputy Director Jumping	HQ
<input type="checkbox"/> Mr Francisco P. Lima	FEI Director Governance & Institutional Affairs	HQ
<input type="checkbox"/> Mrs Aine Power	FEI Deputy Legal Director	HQ
<input type="checkbox"/> Mrs Grania Willis	FEI Director Communications	HQ
<input type="checkbox"/> Mr Ralph Straus	FEI Director Commercial	HQ
<input type="checkbox"/> Mr Gaspard Dufour	FEI Director Information & Sport Technology	HQ
<input type="checkbox"/> Mr Guillaume Dolivo	FEI Calendar Administrator	HQ

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	Title	NF
<input type="checkbox"/> HE Sheik Khalid Bin Abdulla Al Khalifa	FEI Vice-President, Representative Regional Group VII	BRN
<input type="checkbox"/> Mr Cian O'Connor	Member, FEI Jumping Committee, Athletes Rep.	IRL

KEY

I = Information/Discussion/Details

A = Agreement

T = Task

Agenda	
Pt.	Topic
1.	Opening
2.	Anti-trust Legislation Update
3.	New Trends in Sports
4.	Events
4.1.	Number of Events
4.2.	Level of Events
4.3.	Minimum Requirements
4.4.	Role of Event Classification System (ECS)
4.5.	Online Competitions
5.	Use of Horses
6.	Calendar and Date Clash Rules
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6.3.	Blocking dates - Policy for prevention
7.	Series
7.1.	FEI-Named Series
7.2.	FEI Approved Series
8.	Longines FEI Jumping Nations Cup™
8.1.	Identity of the Series
8.2.	How to strengthen the Series
8.3.	Structure of the Series
8.4.	Format of the Competitions
8.5.	Prize Money
9.	FEI Jumping World Cup™
9.1.	Structure of the Series
9.2.	How to strengthen the Series
9.3.	Commitment to take part at the Longines FEI Jumping World Cup™ Final
10.	Format of FEI Jumping Championships
11.	Payment of Prize Money
12.	How to attract young officials into the sport
13.	Any Other Business
13.1.	Horse Welfare in Developing Countries
13.2.	Tours
13.3.	Longines FEI Ranking
13.4.	(Online) Invitation System

1. Opening

The Moderator welcomed all participants and explained practical details about how the Jumping Consultation Round Table would run (hereinafter "Round Table"). **(I)**

The Moderator also clarified that, as Chair of the Jumping Technical Committee, he would on occasion also give his opinion and stimulate the debate. **(I)**

When it comes to the participants, the Moderator explained that a balanced representation of key stakeholders from around the world had been sought by the FEI (as approved by the FEI Board); almost 40 participants from 21 countries and 5 continents were represented (including representatives of the four Jumping associations with whom the FEI had signed Memorandums of Understanding, namely: the International Jumping Riders Club, the International Jumping Officials Club, the Jumping Owners Club and the International Equestrian Organisers Alliance). Whilst the FEI did not have an MOU with the Chefs d'Equipe, this stakeholder group, a crucial player in the sport, had also been invited to participate in the discussions. **(I)**

After this explanation, each attendee introduced themselves. **(I)**

After the participants' introduction the FEI President took the floor and explained that the main goal of the Round Table was to have an open discussion around a few key selected topics as listed in the agenda; this would allow the FEI to know what views the FEI jumping community has regarding the future of Jumping in general and within the FEI. **(I)**

The FEI President further stressed that Jumping was the most popular FEI discipline in terms of number of events, athletes and horses; the FEI was in an excellent position to be proactive to face the future of Jumping, which had undergone a significant development in recent years and it was impacted by the new trends in the sports world (e.g. new media and sponsors landscape). The President clarified that the discussions at the Round Table were not going to be only technical but a multidisciplinary approach would take place (e.g. commercial, communication, legal and IT). The FEI President also emphasised that no decisions were going to be taken during the Round Table; instead, the points agreed and the feedback received would follow the regular decision-making process defined in the FEI Rules and Regulations. Finally, the FEI President also clarified that discussions at the Round Table were not confidential and there would be public communications via the different FEI communication channels. **(I)**

The reasons for organising the meeting could be summarised as follows: **(I)**

- Given the importance of Jumping within the FEI (being the discipline with the highest number of events, athletes and horses and the most important equine industry) it was the responsibility of the FEI, as the governing body, to monitor the development of the discipline and to be able to have its structures adapted, where relevant;
- Stakeholders within the discipline were dynamic, often critical and frequently raised recurring points. The FEI had to be able to give a proper answer to their concerns;
- The FEI had to aim to develop a strategy for the future of the discipline, with a clear vision that allowed the Jumping community to be proactive in governing the discipline.

2. Anti-Trust Legislation Update

The FEI Deputy Legal Director offered a snapshot of the basic Anti-Trust/Competition legal framework impacting the FEI as International Sport Federation. **(I)**

The FEI Deputy Legal Director explained that International Sport Federations were facing an increasing number of legal Anti-Trust/Competition challenges in Europe and beyond, with both individual and team sports/disciplines being equally vulnerable. **(I)**

This increase in legal challenges (which was not only impacting the FEI but also a number of other International Sports Federations (International Federation of Basketball (FIBA), International Swimming Federation (FINA) and International Skating Union (ISU)) was largely attributable to an on-going failure by various European and other public institutions to acknowledge the critical role and autonomy of International Sport Federations and to properly take account of the specific and unique characteristics of sport in the application of European and other laws. **(I)**

In a reference to the recently released report of the Association of Summer Olympic International Federations (ASOIF) Report, entitled the "Future of Global Sport" (https://www.asoif.com/sites/default/files/download/future_of_global_sport.pdf), the FEI Deputy Legal Director highlighted the recognition of the importance of International Sport Federations, which were "*widely accepted as being the only bodies effectively capable of governing and administering their sports on a global basis crossing national and regional boundaries*", the "*best placed to manage the worldwide competition calendar and establish and manage the world rankings*" and with the "*sole ability to stage the world championships*"; another important role of International Federations was also to ensure: level playing field, integrity issues, welfare issues and anti-doping. **(I)**

In relation to Anti-Trust/Competition legislation, the FEI Deputy Legal Director explained that the FEI's power to sanction international events had been exercised in accordance with the applicable law meaning, principally, Swiss law but also (because its rules and regulations apply globally) other laws, including competition law, whether European Union competition law or national competition laws. The FEI, through its sanctioning power, effectively controlled entry to the market to organise elite equestrian events. This meant that, to the extent it wished to condition its sanction on compliance with rules and regulations that constrain the commercial freedom of event organisers, the FEI needed to be able to show that those constraints were: (i) necessary to achieve a legitimate sporting imperative, and (ii) proportionate, i.e., they went no further than was necessary to achieve that imperative. **(I)**

Finally, in response to a question raised by the President of the International Equestrian Organisers Alliance, the FEI Deputy Legal Director explained that all sports, without exception, had to comply with the relevant Anti-Trust/Competition legislation and stated that just because some sports had not faced Anti-Trust/Competition cases so far does not mean that they will not be challenged in the future. **(I)**

3. New Trends in Sports

The FEI Commercial Director gave a presentation concerning a number of different sports commercial topics, namely: **(I)**

- A. The 2019 ASOIF report "Future of Global Sport";
- B. The 2019 PricewaterhouseCoopers' Sports Survey;
- C. The global sponsorship market;
- D. The media landscape; and

E. The commercial and media trends in the Jumping discipline.

The FEI Commercial Director highlighted a number of important aspects related to the new trends and future of sports in general, the equestrian sport and the discipline of Jumping in particular. **(I)**

Among other aspects, the FEI Commercial Director explained how the sports world, the International Sports Federations and the FEI in particular were being impacted by: the increasing relevance of sports integrity and good governance; the development and creation of new sports and new forms of entertainment; the change in event models organisation (more cost consciously; partnership of public and private entities); the new role of athletes (which demand greater influence and greater incentives to compete); the slow growth of sports as consumption industry in the coming years; the rapid evolution and greater impact of technology in sports presentation and in media consumption; the change in the sponsorship market (the paradox between consolidation and fragmentation, i.e. revenue distribution consolidation around fewer sports – thus leaving less opportunities for other sports – but also a more fragmented sports sponsorship market with the entry into the market of new sports disciplines and new sports events); the increase of women's participation in sports (both as athletes and fans); the significant change in brand activation (where sponsors want to see more (digital) engagement with the sports fans and community to the detriment of traditional brand activation, media exposure to VIP hospitality services and clear ROI); the increasing relevance of e-sports or the changes in media consumption. **(I)**

Particularly for Jumping, the FEI Commercial Director explained that this discipline was currently impacted by the increase of jumping events annually as well as the entry into the market of private promoters; the reduction in sponsors' investments; the reduction in media reach globally, and the need to reduce costs for organisers (e.g. in relation to the broadcast production). Finally, the FEI Commercial Director offered relevant statistics regarding Jumping Fans and Digital Media that can be seen in the power point presentation. **(I)**

Following a fruitful discussion among the participants, it was suggested and agreed that there was still room for improvement when it comes to the promotion of the discipline, both from a commercial and a communication point of view.

Particularly, the FEI should look into the possibility of: **(T)**

- Using new technologies for an exciting and thrilling presentation of the sport (split times, intervals, screen graphics, etc.);
- Engaging more with organisers and athletes to take mutual advantage of each one's social media impact;
- Better connection with younger athletes via specific FEI social media platforms;
- Looking into the possibility of increasing free streaming via the different channels such as FEI TV or YouTube (in respect of the existing broadcast deals).

4. Events

4.1. Number of Events

The FEI Information & Sport Technology Director gave a presentation on the number of Jumping Events. The numbers showed that the increasing of Jumping Events was steady but had slowed down in the last five years: **(I)**

- 2009: 947 Jumping Events;
- 2013: 1314 Jumping Events (i.e. 39% increase since 2009);
- 2018: 1634 Jumping Events (i.e. 24% increase since 2013).

The evolution of Jumping over the past 10 years showed a 73% increase in the number of Events. This included a growth of more than 100% for both the grassroots and elite levels – 120% for 1* and 105% for the top 5* events.

4.2. Level of Events

The FEI Information & Sport Technology Director gave a presentation on the number of Jumping Events by level (including Championships and Games) for the same years (i.e. 2009, 2013 and 2018) (See relevant power point presentation). **(I)**

It was agreed that the statistics shown did not refer to the “quality” of Events but only showed an increase in the number of Jumping Events (i.e.: CSI1*, CSIOYH1*, CSIJ; CSIP, etc.) and Competitions (i.e.: Class 1, class 2, etc.). **(A)**

In response to a request, it was also agreed to provide similar statistics by FEI Regional Groups. **(T)**

4.3. Minimum Requirements

Related to points 4.1 and 4.2 in the presentation, the FEI Jumping Director explained that there were Minimum Requirements for Jumping Events (See [Annex VI of the FEI Jumping Rules](#)), which were only applicable to Europe and North America. The FEI Jumping Director further clarified that in these Minimum Requirements there were no reference and/or criteria to measure the quality of Jumping Events. Consequently, the FEI Jumping Director raised the question whether the FEI had to introduce quality standards to Jumping Events with a sanctioning system in case of non-compliance. **(I)**

Following a discussion, the following was agreed by the participants: **(A)**

- Events star level should not solely be determined by the amount of Prize Money;
- The FEI to implement a quality system by defining minimum standards to level Events, with associated sanctions;
- This system to be integrated in the FEI Rules and Regulations;
- This system to be as practical and simple as possible; differentiating between “must have” and “nice to have” requirements.
- This system to cover among other aspects: stable requirements, stable security, certification of hay and shavings, footing.

As part of the discussion, it was also agreed that future appointed Officials for a given Event must receive prior to the Event appropriate FEI feedback from previous Event editions to allow for an effective follow-up and monitoring. **(A)**

4.4. Role of Event Classification System (ECS)

The Moderator gave a presentation on the Event Classification System (“ECS”). Particularly, the Moderator explained that the reason for the creation of the ECS was to implement a tool to measure different aspects of an Event with the goal of developing and improving further the Jumping Events; with a particular focus on the welfare of the horse and safety conditions. The ECS was expanded to all 5* and 4* events from 1 February 2018. **(I)**

After having explained the details around the functioning of the ECS, the Moderator showed figures of the top 10 Events by ECS score on: stabling; footing; Event offices, seating and occupancy and class values. **(I)**

Subsequently, the FEI President explained that the ECS did not measure minimum requirements based upon measurable objective criteria. As part of the discussion held on point 4.3, the FEI President emphasised the agreement of the participants of the Round Table to establish and define such minimum quality requirements, with a sanctioning system associated to it, as a way of improving the sport by strengthening the quality of the Events. **(I)**

Finally, when establishing such minimum quality requirements, it was also discussed to study the possibility of using the ECS on an annual basis to: **(A)**

- Promote the best Jumping Events (by publishing the ECS scores);
- Look at the possibility of imposing a reduction in the maximum entry fee for low performing Events.

The project done by the North American Riders Group to measure and monitor the quality of Jumping Events could be of help to the FEI. **(I)**

4.5. Online Competitions

The FEI Secretary General introduced the topic by explaining that while this topic had already been considered by the FEI Board for the discipline of Dressage in 2018, it was only recently brought to her attention for the discipline of Jumping, which was why it was included in the agenda. **(I)**

Online competitions were defined as competitions where athletes’ performances were filmed/recorded via video and were judged remotely and competitors were classified. **(I)**

The Secretary General explained that the FEI Board, when discussing online competitions in the discipline of Dressage in June 2018, agreed that online competitions did not meet the criteria for FEI “Competitions” or “Events” (i.e. horse inspections, anti-doping and medication control, athletes entered by the NF, Schedule, etc.,) and could not be considered as FEI Events. Consequently, FEI Judges could not judge online competitions and organisers of online competitions were not permitted to associate their online competitions with the FEI. Nevertheless, the FEI Board recognised that online competitions could be interesting for training purposes. **(I)**

Participants agreed that the same approach must be taken for online Jumping competitions. **(A)**

5. Use of Horses

The FEI Information & Sport Technology Director offered statistics on the use of horses based only on results at FEI Competitions, i.e. no national results were taken into account. **(I)**

Particularly, as could be seen in the presentation, statistics were given regarding:

- Average number of starts in FEI Competitions per horses' age;
- Participation of horses at CSI5* level (including number of 8 year old horses, number of starts of horses and number of starts of 8 year old horses);
- Average of athletes and horses starting in the CSI5* Grand Prix on 2009, 2013 and 2018;
- Trends on the average number of starts per horse every year per age;
- Highlight on the horses who competed the most in CSI5* and overall at FEI Jumping competitions;

Following the presentation, the FEI President explained that a concern seemed to exist regarding the number of times that horses were competing annually and the related implications on the welfare of the horses. **(I)**

It was then discussed and agreed that: **(A)**

- Ultimate responsibility for the welfare of the horse rested with the athletes and the owners;
- No action was required to be taken by the FEI for the time being;
- FEI would continue monitoring this aspect in the future; and
- If necessary, actions would be taken by the FEI on a case by case basis.

6. Calendar and Date Clash Rules

6.1. Deadline for date applications and late date applications & 6.2 Date Clash Rules

The FEI Secretary General introduced these 2 topics at the same time by explaining the applicable Articles 112 of the FEI General Regulations and 200.8 of the FEI Jumping Rules, according to which: **(I)**

- Applications for all CSI5* and CSIO5* Events had to be received by the FEI Secretary General by 1 October two years prior to the year in which the Event takes place.
- Applications for the dates of all other higher level Events had to be received by the FEI Secretary General by 1 October the year prior to the year in which the Event takes place.
- Applications or modifications for lower level events had to reach the FEI Secretary General no later than four weeks prior to the start of the Event.

- For higher level Events a National Federation and/or organiser of another higher level event that may be deemed to be affected by the acceptance of such Late Date Application and/or modification, were provided the opportunity to give their opinion and, if objecting to the late addition or change of dates, must explain the reasons for the objection.
- After an evaluation of the reasons for an objection, the Secretary General could accept the late addition or change.

Based on the above mentioned rules: **(I)**

- Any higher level Event (as defined in the FEI Rules and Regulations¹) could object (e.g. CSI3* may object to a CSI5* and a CSI5* may object to a CSI3*); and
- The FEI Secretary General had the final call which satisfied no-one.

Further, the FEI Secretary General clarified that so far in 2019 the FEI had received: **(I)**

- 23 Calendar additions for 5*, 19 of which had been approved and 4 denied; and
- 13 Calendar date changes for 5*, 9 of which had been approved and 4 denied.

Furthermore, the FEI Secretary General explained that the current rules would not stand up in court as they would be considered in breach of Anti-Trust/Competition law. The Belgian Competition Authority (BCA) had confirmed the latter. As a consequence, the FEI had already made a rule change proposal to the BCA in 2019, in particular to Article 112.7 of the FEI General Regulations, which had been approved by the BCA as in compliance with the relevant Anti-trust/Competition legislation. Specifically, the BCA confirmed to the FEI that it was possible to ask affected organisers for their opinions but that they did not have a veto right. The FEI, on the other hand had to have the right to accept or reject Late Date Applications, in which case, FEI's decision would need to be motivated.

The rule change proposal accepted by the FEI Board and made to the BCA was the following: **(I)**

"For Late Date Application and/or modification for higher level Events as defined in the relevant Rules and received after the deadline, only a NF and/or OC of another higher level event that may be deemed to be affected by the acceptance of such Late Date Application and/or modification may be provided the opportunity to give relevant information to the Secretary General. After an evaluation of the information received (if any) and the Late Date Application or modification request (as the case may be), the Secretary General shall have the right to accept or reject the Late Date Application or modification. Any such Decision by the Secretary General shall be duly motivated."

Further to internal discussion, the FEI realised that the proposal made to the BCA did not help much to change the existing situation whereby the FEI Secretary General kept having the last call. Consequently, the FEI had made a new proposal to the BCA, whereby: **(I)**

- Deadlines for date applications remain unchanged; and

¹ For information, the FEI Jumping Rules in its article 200.8 defined "higher level Events" as all Events except for those listed as CIMs in GRs Appendix E. Particularly, for Jumping the following were considered CIMs: CSI1* & CSI2*, CSIYH1* & CSIYH2* and CSI for Young Riders, Juniors, Children, Veterans, Amateur and U25 in Categories A and B.

- After deadline, new Event or modification may be included in the FEI Calendar only if:
 - a) the date was free;
 - b) the NFs/OCs (on the requested date) of the same category and/or star level agree to share their dates.

** force majeure date change requests can be considered.*

In particular, the new Article 112.7 of the FEI General Regulations proposed by the FEI to BCA was: **(I)**

"No Late Date Application and/or modification for higher level Events as defined in the relevant Rules and received after the deadline shall be accepted by the FEI, unless a NF and/or OC of another higher level event that may be deemed to be affected by the acceptance of such Late Date Application and/or modification is in agreement with such Late Date Application and/modification (as applicable). "

This proposal is currently under review. **(I)**

Following a discussion among participants at the Round Table, and after having clarified that ultimate responsible for making Calendar entries lies with the National Federations (thus not the organisers), the Round Table agreed that the current deadlines included in the GRs should remain unchanged and that the following principles should be used as guidelines for late date applications: **(A)**

- CSI3* Organisers/National Federations were permitted to provide their comments on CSI3* late additions to the Calendar which clash with their event if the venue is on the same continent.
- CSI5* will not be invited to provide their comments to late additions of CSI3* and vice versa;
- CSI4* will be provided the opportunity to give their comments for additions of CSI5* provided the clashing CSI5* takes place on the same continent and vice versa.

In addition, the USA NF asked the Jumping Technical Committee to consider that CSI5*-W in other continents could clash with FEI World Cup™ Western European League Events on the basis that North American athletes rarely get invitations to the Western European League Events. **(T)**

Finally, the EEF Regional Group made reference to a system that existed in other industries whose members self-regulate the Calendar and also counted with an independent body that managed it, as a potential solution to be looked at by the FEI. **(I)**

6.3. Blocking dates - Policy for prevention

The FEI Secretary General explained that according to Article 112.4 of the FEI General Regulations, only one date may be proposed for each Event. However, despite the rule, some organisers (through their National Federations) were misusing the system and not respecting the rules by providing several dates, knowing that they would not use all of them. **(I)**

Further, the FEI Secretary General explained that the current system did not impose any sanction (and/or cancellation fee). Also, the FEI Secretary General confirmed that everyone needed a reliable and fair Calendar. **(I)**

After discussion, it was agreed that as a deterrent, the FEI should look at the possibility of implementing a non-refundable deposit (minimum amount yet to be defined; but enough to avoid a misuse of the system) when a Calendar request was made; such deposit to be deducted from the organising dues after the event took place. If the event did not take place the FEI would retain the deposit. **(A)**

7. Series

7.1. FEI-Named Series & 7.2. FEI Approved Series

The FEI Deputy Legal Director gave a presentation on the FEI-Named Series and FEI Approved Series. **(I)**

FEI-Named Series were series whose property belong to the FEI, which had the right to exploit commercially as per the FEI General Regulations; being in the discipline of Jumping the following: **(I)**

- Longines FEI Jumping Nations Cup™
- Longines FEI Jumping World Cup™
- FEI Jumping Youth Nations Cup™
- FEI Jumping Ponies' Trophy
- FEI Jumping Children's Classic
- FEI World Jumping Challenge

FEI Approved Series were series organised by third party promoters; being in the discipline of Jumping the following: **(I)**

- Baltica Future Stars Tour
- Baltica Riders Tour
- Bonheiden Tour
- Cavaliada Tour
- European Youngster Cup U25 Jumping
- Global Champions League
- Longines Global Champions Tour & Super Grand Prix
- Masters Grand Slam Indoor of Show Jumping
- EEM Speed Challenge
- Masters League
- Riders Tour
- Rolex Grand Slam of Show Jumping
- FEI Group VII Series with Finals
- JumpingClash Team Challenge™
- Horse Sport Ireland Jumping Challenge
- Sunshine Tour Series – Grand Prix Final
- Sunshine Tour Series – Young Horse Finals

Finally, the FEI Deputy Legal Director gave a general explanation on the functioning of the FEI Policy for Approval of Series (which could be found on the FEI website and can be found [here](#)). Due to the Anti-Trust/Competition legislation, the FEI, as world governing body for FEI Disciplines, could not prevent third party promoters creating their own equestrian Series, subject to the approval process established by the FEI (in total respect of the applicable legal framework). **(I)**

8. Longines FEI Jumping Nations Cup™

The Longines FEI Jumping Nations Cup™ dominated discussions on the second day and generated an animated and very positive debate. **(I)**

8.1. Identity of the Series

The FEI Jumping Director introduced the topic by explaining that this Series was the oldest (established in 1909) and most prestigious team competition in the discipline, where national pride dominated the athletes and teams. The FEI Jumping Director also explained the fierce competition that this Series was facing nowadays due to the significant development of the discipline in the last 30 years. **(I)**

The FEI Commercial Director then took the floor and provided some facts around the Series. In 2019, the Series has 12 qualifiers world-wide leading to a Final. In 2018, Longines came on board as title partner; 15 nations competed at the Final in Barcelona (ESP) and there was a total of 34 million broadcast viewership. Related to this broadcast figure the FEI Commercial Director confirmed that the media value for international broadcast promotion for each organiser of the Series had been calculated to be between 1 and 2 million Euros. Further, the FEI Commercial Director made reference to the promotional “#Be Proud” campaign launched in 2019 and finished by explaining the current Series format. **(I)**

8.2. How to strengthen the Series – 8.3. Structure of the Series – 8.4. – 8.5. Prize Money

Following the introduction made in point 8.1, the topic of how the FEI could strengthen the Series was raised. **(I)**

To stimulate the debate, open questions were put to the participants based on challenges initially identified by the FEI, namely: **(I)**

- Control over the Series:
 - o Who shall be responsible for the allocation of a CSIO within a country?
 - o Who shall be responsible for setting the date of the CSIO?
- Structure and Format of the Series:
 - o Teams and qualifiers;
 - o Format of the Competitions and number of rounds;
 - o Name of the Nations Cup.

A productive and vivid debate then took place. Points 8.2, 8.3, 8.4 and 8.5 of the agenda were tackled at once, and so are compiled together in this Executive Summary. **(I)**

The following ideas from different participants were raised and discussed: **(I)**

- **Identity of the Series**
 - o This Series was the most amazing Named Series the FEI had; as such, it was supported by all people involved, from athletes to owners, organisers, chefs

d'équipe, etc.; for this reason participants wanted to see it as the most important FEI-Named Series;

- The feeling of representing your country was unique and incomparable; only the Longines FEI Jumping Nations Cup™ offered athletes and teams such exclusive emotion;
 - Nowadays, the Series was not prominent sporting-wise and consequently it was not the first option for athletes to compete in. Indeed, the participation of athletes seemed to be a problem in Europe but not in other regions; certainly not in North America where competing on a Team is highly valued and North America would actually like to see more team competitions, especially at the 4 /3* development level;
 - The Series must be so attractive that all athletes, owners, chefs d'équipe and other involved stakeholders want to participate;
 - There was confusion around the term "Nations Cup" which was not only used to define the Series (FEI Nations Cup™ Series) but it was also a specific type of competition for teams representing nations as defined in Article 264 of the FEI Jumping Rules. Consequently, countries could organise "Nations Cup" competitions that were not part of the FEI Nations Cup™ Series making it confusing for the general public to understand and challenging to promote the Series and generate more reach. Despite this confusion about the "Nations Cup" denomination, overall the name "Nations Cup" term was distinctive and did not need to be changed. The FEI Deputy Legal Director clarified that "FEI Nations Cup" is a registered trademark and the FEI would respect Anti-Trust/Competition legislation and principles when considering the use of the term "Nations Cup" for the Series and other competitions;
- **Structure of the Series**
- Its current format was confusing and it was not understood by national and international media and by general public. The fact of having teams winning Qualifiers but not obtaining qualifying points was certainly confusing for third parties and non-connoisseur of the Series;
 - Some Qualifiers were strong but the Series as a whole was not;
 - The existence of three important CSIOs not being part of the Series (namely Aachen (GER), Spruce Meadows (CAN) and Rome (ITA)) did weaken the Series; the reason being that FEI has no control over the allocation of CSIOs in the countries, contrary to the FEI World Cup™ over which the FEI has full control, National Federations were responsible for the allocation;
 - An option to strengthen the Series could be decreasing the number of Qualifiers and increasing the quality of the Qualifiers;
 - Division 2 must not be forgotten by the FEI. Likewise, there were regions in the world with no Nations Cup Qualifier.

- **Format of the Competitions**

- There was consensus about the current format of the competitions: two rounds plus a jump-off and a team of four athletes; so there was no appetite for change.
- However, it was also acknowledged that this was not the preferable format for broadcast purposes as it is too long. From a broadcast point of view, one round and a jump-off, similar to the format of the final, would be preferred. The 1st round could be used to determine the starting order of the second round or already be a pre-qualifier within only a selected number of teams advancing to the final round.

- **Prize Money**

- There was no consensus if an increase in prize money was a solution to strengthening the Series. There was no consensus either about increasing the money in the Grand Prix or in the Nations Cup to compensate individual performance rather than team efforts; this solution seemed not to promote team spirit/performance and might jeopardise the welfare of the horse.

Based on the above ideas the following points were agreed to be considered further by the FEI **(A)**:

- **Identity of the Series**

- There was consensus not to modify the name "Nations Cup". Instead, the FEI could look into:
 - The global terminology to make the branding of the Series less confusing; and
 - Protect and limit the use of "Nations Cup" only for the FEI Series; other terminology to be used for team competitions at CSIOs outside the Series.
- The FEI to establish a short and long term strategy to bring stability to the Series and avoid continuous changes in the rules.

- **Structure of the Series**

- Strengthen the link among all Qualifiers and the Final. Overall the Series must tell a fascinating sporting story and be easy to understand for the general public;
- The FEI to have full control over the allocation of the Qualifiers and dates (subject to the applicable Anti-Trust/Competition legislation), with the full collaboration of all National Federations concerned whose role was vital for strengthening of the Series;
- The FEI to consider allowing National Federations to organise a second lower level CSIO in a Calendar year to allow athletes to gain experience and to promote team competitions;

- The Nations Cup competitions not to be always scheduled on Sundays;
 - The FEI to look into the link between Division 2 and Division 1 in Europe. In this sense, the FEI to wait until the current revision of Division 2 by the European Equestrian Federation was finalised;
 - The FEI to look into the possibility of organising Qualifiers in other regions of the World, e.g. South America and/or Asia. In the case of South America, consider the idea of combining the qualification places for North and South America for a total of e.g. 4 places for the Final.
- **Format of the Competitions**
- To consider the following format for Europe Division 1: 8 Teams, 6 Qualifiers and 4 results count.
 - Keep the possibility for organisers of Division 1 to invite nations from other continents (maximum 10 teams).
 - Maintain in Division 1 the first and second round but limit the number of teams (only 6/8 teams) that qualify for the second round.
- **Prize Money**
- In order to increase the incentive for athletes and teams to participate in the Series, look into the possibility of increasing the return on investment for them, e.g. increasing the bonus for the individual performance at the Qualifiers to 100'000 CHF;
 - Financial support for athletes and teams could also be provided by National Federations via, for example but not only, transportation fee, entry fees, sponsorship or annual bonus for best performances.

In addition, it was also discussed:

- FEI to increase free broadcast coverage on FEI TV when possible. It was explained that putting content behind the paywall on FEITV was mainly due to broadcast agreements in place with national broadcasters and where possible the FEI aimed to put the content for free on FEITV or other digital channels such as Facebook live and YouTube

9. FEI Jumping World Cup™

9.1. Structure of the Series

The FEI Jumping Director gave an introduction on the structure of the FEI Jumping World Cup™ highlighting that this Series, with 41 years of history, had been a fantastic promotional tool for equestrian sport worldwide. Indeed it was considered as a prestigious Series, strong and consolidated over the years whose name speaks for itself. Its concept and structure were attractive, well understood by stakeholders, media and fans; consequently, athletes felt a great incentive to compete in their own League. **(I)**

The FEI Commercial Director stressed the tremendous growth that the Series had experienced over the last years; to the point that the broadcast reach was increasing i, despite the general decrease in the sport market as mentioned in point 3. **(I)**

In 2019, the Series had 13 Leagues worldwide with 6 Sub-Leagues; with Longines being the title partner of the Western European League, North American League, China League and the Final. **(I)**

9.2. How to strengthen the Series

The FEI Commercial Director asked participants the question about how the Series could be strengthened. **(I)**

The following ideas were proposed: **(A)**

- To schedule the Final closer to the end of the Series to maximise attendance of top athletes and horses;
- To improve the communication between the different Leagues and organisers. This to be not only the responsibility of the FEI but also of the National Federations and of the organisers themselves.
- To increase the quality of shows. In relation to this, to challenge organisers to deliver better shows;
- To check that that the minimum requirements, such as height of the competitions, are met in all Leagues;
- To look into the quality of horses and athletes competing in some qualifiers in a number of Leagues;
- To improve the connection between the Leagues and the Final. Likewise, to restore and strengthen the connection between the Qualifiers and the Final;
- To look into the fact that some qualified athletes faced difficulties to attend the Final for financial and quarantine reasons.

Finally, the POL NF asked the Jumping Technical Committee to consider the creation of a Central European Indoor Sub-League for the better preparation of qualifying athletes to the Final. **(T)**

9.3. Commitment to take part in the Longines FEI Jumping World Cup™ Final

To the question raised about the commitment of qualified athletes to take part in the Longines FEI Jumping World Cup™ Final, participants felt that it was not appropriate for the FEI to make it legally mandatory. **(A)**

At the same time, it was agreed that athletes qualified for the Final must ultimately compete, unless Force Majeure prevented them from doing it. Likewise, participants agreed that the best athletes were expected/wanted to compete at the Final (if qualified, obviously). **(A)**

Furthermore, the following ideas were given to ensure the participation of qualified athletes in the Final: **(I)**

- To organise the Final earlier in the year;

- In Olympic and World Championship years, to geographically allocate the Final in easily accessible countries;
- To review the Rules relating to substitution to allow for a full quota at the Final;
- The Chefs d'Equipe, when scheduling the seasons, to select athletes that had the best horses and clearly have the ambition to compete at the Final, if qualified.

Additionally, the Jumping Technical Committee was asked to look into the possibility of allowing non-European athletes to qualify in the Western European League by allocating them a spot (exact number yet to be confirmed). Likewise, to look into the possibility of allocating one spot for Youth in the qualifiers. **(T)**

10. Format of FEI Jumping Championships

The FEI Jumping Director gave a presentation on the format of World and European Championships. The FEI Jumping Director highlighted the similarities and differences (very few) of both formats. **(I)**

Without opening the door to discuss (again) the reasons for the change of the format of World Championships some years ago, the conclusion of the discussion around the current format of World and European Championships was to have exactly the same format for both World and continental Championships (i.e. to reduce the few differences between them). **(A)**

Although no consensus was reached, some participants asked the Jumping Technical Committee to look into the possibility of reducing from two to one the drop scores allowed at Youth Championships. **(T)**

11. Payment of Prize Money

The FEI Jumping Director introduced this topic. **(I)**

Due to the fact that: 1) there were only few cases of unpaid prize money by organisers, and; 2) the existing legal provisions in the FEI General Regulations and the FEI Jumping Rules, it was agreed that the FEI should not introduce financial constraints on Organisers; consequently, no further actions were required to be taken. **(A)**

The FEI Secretary General clarified that when these cases arose the FEI did not allow the Organiser/National Federation to re-enter the event in the schedule until the full amounts were paid. **(I)**

12. How to attract young officials into the sport

The Moderator introduced the topic and provided to the participants an age analysis of both Jumping Judges and Stewards divided by continents. This information was complemented with the number of Jumping Judges and Stewards that had neither attended a refresher seminar since 1 January 2015 nor had not officiated at all since 1 January 2015: **(I)**

- Jumping Judges:
 - o Total (globally, not including retired Judges): 864
 - o Judges who had acquired their current Judge level before 1 Jan 2015, but had not attended a refresher seminar since 1 Jan 2015: 282 (32, 64%)

- Judges that have not attended a refresher seminar as well as had not officiated at all since 1 Jan 2015: 142 (16, 44%)
- Jumping Stewards:
 - Total (globally): 1523
 - Stewards who had acquired their current Judge level before 1 Jan 2015, but had not attended a refresher seminar since 1 Jan 2015: 564 (37, 03%)
 - Stewards that have not attended a refresher seminar as well as had not officiated at all since 1 Jan 2015: 322 (21, 14%)

The Moderator also explained that this topic involves 2 different aspects: young Officials and new Officials. **(I)**

Following this introduction a debate was opened and the following points were discussed and agreed: **(A)**

- National Federations need to improve their education system;
- To scout for talent;
- Minimum requirements might be considered for National Federations;
- While experience was important, it also need to be balanced against the opportunities for younger and new Officials to gain such experience;
- Both the FEI entry level and the FEI Education system were too simple (easy) and requirements were not sufficiently stringent. The requirements need to be in line with the responsibility and difficulty of the Jumping Officials' role, particularly in developing countries;
- More officiating opportunities to be given to Course Designers.

13. Any Other Business (AOB)

Due to the little time remaining not all topics included in AOB could be covered. **(I)**

The following points were briefly discussed and are summarised below. **(I)**

13.1. Horse Welfare in Developing Countries

- The introduction of minimum requirements will help to improve the welfare of horses; **(I)** and
- The transport of horses outside Europe needs to be looked into. **(I)**

13.2. Tours

Point not discussed.

13.3. Longines FEI Ranking

- U25 Ranking: the athletes were grateful for this new ranking list which helped the U25 athletes. **(I)**
- Some participants asked to consider a proposal for AAA level for Classes over 600'000 \$ be considered. **(I)**

13.4. (Online) Invitation System

- The new (online) invitation system would help to ensure fair application of the invitation system. For the time being the invitation rule was included in the draft schedule. If the organisers did not apply the rule, National Federations and athletes were invited to contact the FEI Jumping Director to ensure a fair application of the system; **(I)**
- The new online invitation system (which was completely innovative from the one previously presented to the FEI community) took on the proposals received from the athletes. The new model would give all athletes and NFs enough time to choose and set preferences for the event(s) and thereby ensure that invitations were sent and utilised for CSI3* and CSI2*. Unfortunately, the online invitation system would not be ready as soon as initially planned as the technical developers had to create a totally new system; **(I)**
- Only when the new system was in place would the FEI be in a position to look at updating the ranking calculation and invitation systems. **(I)**

In addition there was a request for some participants for the Jumping Committee to look at the cost of entry Fees for CSI2* in North America. Particularly it was suggested that a sliding scale could be looked at based on the number of entries received.

CLOSING

The President closed the Round Table by showing his appreciation and gratitude to all participants for the positive and high level dialogue, and on certain matters, consensus. The common goal of the Round Table was to work for the betterment of the sport, to unite the international Jumping Community and make the Jumping discipline even stronger.