

## Session 1 Future of FEI Nations Cup™ Jumping

### I – Comments from Stakeholders

After a short presentation outlining the history of the Nations Cup and identifying the strengths and challenges of the FEI Nations Cup™ series in the current global market-place, a number of questions were asked to engage the audience in the discussion. The following is a summary of the main comments from the stakeholders present:

- The tradition and uniqueness of the Nations Cup are part of the strength of the series and need to be preserved;
- Riders want to support the Nations Cup; there is a great deal of pride in representing one's country. Nations Cup competitions provide a strong learning potential for young riders, giving them access to top level sport;
- The Nations Cup competition should be the highlight of the event, held at prime time;
- Broadcasters need a clear story to tell and sponsors want to reach audiences in new ways; clarity on why qualifiers matter and where they lead is more important than the number of qualifiers itself;
- Brand identity and consistency are important but the format needs to be simple, make sense and project a sense of jeopardy to the audience;
- It must be the sport that drives sponsorship, not the other way around;
- The main goal is to have a product that works globally. Each region needs to identify and resolve the issues that hold them back, e.g. transport protocols in Asia and South America;
- North and South America could be merged into one qualifying region;
- The power of the brand should be used to elevate qualifiers to the level that will distinguish them in the marketplace;
- The name is important and consistency is needed: "Nations Cup of (country)", to reflect that each event is part of a bigger picture; and
- The cash bonuses offered for double clears at the Final could be redirected to providing bonuses for double clears at the qualifiers throughout the series.

### II –Conclusions

After a stimulating discussion, the following conclusions were reached:

- The FEI Nations Cup™ is the FEI's number one priority;
- The series should not be restricted to CSIO5\* events; 3\* and 4\* CSIOs are needed in regions where the sport is not yet at 5\* level and also to help develop younger talent;
- CSIOs that are not part of the series are also important for the sport;
- The Nations Cup competition should not be merged with the Grand Prix;
- The two round competition format should be maintained for Nations Cup competitions;
- Consideration should be given to increasing the number of Longines Ranking points in Nations Cup competitions as well as financial rewards (bonuses) for individual performances in the Nations Cup;
- The FEI Nations Cup™ Final should not be combined with the FEI World Equestrian Games (WEG) during WEG years; the series must have its own identity; and
- The FEI Nations Cup™ could potentially be used for Olympic qualification on a regional level but not globally.

**Panellists:**

**Nayla Stössel**, President, Longines CSIO Switzerland St. Gallen

**Daniela Garcia**, MEX NF, Chef d'équipe, organiser CSIO Coapexpan

**Rob Ehrens**, Chef d'équipe NED

**Steve Guerdat**, athlete, Olympic champion (attendance to be confirmed)

**Jack Huang**, FEI Regional Group VIII Chair

**David Sim**, Director, Group Broadcast & Strategy at CSM Sport & Entertainment

**Moderator:**

**Stephan Ellenbruch**, President, International Jumping Officials Club