



FEI[™]

EVENTING



























Eventing Forum and NSO Seminar

20-22 January
2023



Welcome!

108 participants
from 24 NFs

 ARG: 1	 AUS: 4	 AUT: 3	 BEL: 1	 CAN: 2	 CZE: 1
 DEN: 1	 ESP: 5	 FIN: 2	 FRA: 19	 GBR: 17	 GER: 4
 HKG: 1	 IRL: 5	 ITA: 5	 JPN: 3	 NED: 2	 NZL: 4
 POL: 4	 POR: 1	 SUI: 4	 SWE: 5	 THA: 1	 USA: 7

*2022: 141 participants
from 37 NFs*



Eventing Future

- David O'Connor, FEI Chair Eventing Committee, USEF
Chief of Sport, FEI CD



Social License:

“The future of Horse sports rest with the public” Julie Fiedler AUS

A social license is basically the public acceptance of your activity: the public seeks assurance that an organisation is taking Horse welfare seriously, in perception and practice (credibility) building long term relationships (trust) as the pathway to ongoing consent (license) for the activity to continue.

Extracts from Equine Ethics and Wellbeing Interim Report - GA Presentation Nov 2022



What is ‘Social Licence to Operate’? (*a brief review prior to Roly Owers’ presentation*)

An unwritten social contract between the public and an industry or community

Many industries - and sports - seeking to protect and strengthen their social licence

Issues in sport include sustainability, integrity, safety, doping, etc.

Equestrian sport is unique – more vulnerable to negative public opinion - because it involves use of an animal (*a beloved animal at that*)



The risk of loss of social licence applies to all sports which use animals

All equestrian sports increasingly coming under the spotlight (endurance, reining, dressage and show-jumping, etc.)

Society does not distinguish between different equestrian sports

Society does not recognise a difference between FEI and non-FEI regulated sports

In some cases the public don't distinguish between species (all animals used in sport or entertainment)

The public will prioritise emotion over evidence in deciding to grant social licence or not.



The Commission members – ‘Critical Friends’

External



Nat Waran (Chair)



Kathalijne Visser



Camie Heleski



Jessica Stark



Madeleine Campbell

Internal



Cayetano Martínez de Irujo



Ken Lalo



Theo Ploegmakers



Cesar Hirsch



Sabrina Ibáñez




Why now? Society cares more – rising concerns about use of Horses in sport

Society's views on using horses in sport must be acknowledged, says charity boss

More

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The winning animal picture in the 2014 FEI Stability World Photo Contest. P. 0102

Journal of Veterinary Behavior
 Volume 36, March-April 2020, Pages 40-47

Equine Research

An investigation into equestrian spur use in the United Kingdom

Oliver Lennon, Victoria Lewis, A. M. Lucy Dumbell, Hilde Brown

REUTERS

Sports

PETA calls on IOC president to remove equestrian events from Games




Photo: Horse and Hound magazine

Opinion

Equestrian sports have an animal cruelty problem – dressage should be banned from the Olympics

In my experience, the most distressed horses are always those who come from the horse racing industry



PETA steps up call for equestrian events to be banned from Olympics as FEI probes German video footage



New rules on horse nosebands needed to prevent distress, say researchers

Study found horses' heart rates increased and they struggled to chew when nosebands were over-tightened, leading to calls for stricter regulations on use






Why now? We know more — increase in research and knowledge about equine welfare

Review > Animals (Basel). 2022 May 5;12(9):1186. doi: 10.3390/ani12091186.

Champing at the Bit for Improvements: A Review of Equine Welfare in Equestrian Sports in the United Kingdom

Tim Q Holmes ¹, Ashleigh F Brown ²

Affiliations + expand

PMID: 35565612 PMCID: PMC9100173 DOI: 10.3390/ani12091186

Free PMC article

> Animals (Basel). 2021 Nov 12;11(11):3228. doi: 10.3390/ani11113228.

How Happy Are Equine Athletes? Stakeholder Perceptions of Equine Welfare Issues Associated with Equestrian Sport

Tarzin Furtado ¹, Liane Preshaw ², Jo Hockenhuil ³, Jennifer Wathan ⁴, Janet Douglas ⁵, Sue Horseman ⁶, Rebecca Smith ⁷, Danica Pollard ⁸, Gina Finchbeck ¹, Jan Rogers ², Carol Hall ⁹

Affiliations + expand

PMID: 34827960 PMCID: PMC8614509 DOI: 10.3390/ani11113228

Free PMC article

Abstract

The international governing body for equestrian sports, the Fédération Equestre Internationale (FEI), states that the welfare of the horse must be paramount and never subsordinated to competition.

Open Access Review

Thoroughbred Racehorse Welfare through the Lens of 'Social License to Operate'—With an Emphasis on a U.S. Perspective

by Carrie Henkel ^{1,2}, C. Jill Stone ^{1,3}, John Pardo ^{1,4}, Michael L. Petersen ^{5,6}

Colleen Strick ^{7,8}, Corinne Wilkins ⁹ and James W. Bell ^{10,11}

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⁸ Author to whom correspondence should be addressed.

Sustainability 2022, 12(5), 1708. <https://doi.org/10.3390/su12051708>

Received: 13 December 2021; Revised: 14 February 2022; Accepted: 16 February 2022; Published: 28 February 2022

(This article belongs to the Special Issue Sustainability in the Equine Industry)

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Citation Export

Abstract

This review addresses the question of whether Thoroughbred horse racing is sustainable in the context of current social values, especially stakeholder frameworks. Based on Social License to Operate (SLO), providers can win a race through which to view a horse racehorse welfare. To multiple surveys of the general public, the horse racing public, and university students, the general topic of concern regarding Thoroughbred racing often considerable concern about stakeholder alignment. Individuals are invited to track authors, comment on the ratings of the article with who use the authors' communication activities.

> Animals (Basel). 2021 Jun 9;11(6):1725. doi: 10.3390/ani11061725.

An Ethical Framework for the Use of Horses in Competitive Sport: Theory and Function

Madeleine L.H Campbell ¹

Affiliations + expand

PMID: 34207809 PMCID: PMC8230307 DOI: 10.3390/ani11061725

Free PMC article

Abstract

PREVIEWS: Ethical concern about equestrian sport is reflected in publications by regulatory authorities, 5 of 100 titles, and the lay press; and in government debate and social media. However, attempts by regulators and stakeholders to address ethical issues in equine sport have been discipline specific and

Review > Animals (Basel). 2022 Aug 5;12(15):1987. doi: 10.3390/ani12151987.

Social Licence to Operate: What Can Equestrian Sports Learn from Other Industries?

Janet Douglas ¹, Roly Owers ¹, Madeleine L.H Campbell ²

Affiliations + expand

PMID: 35953977 PMCID: PMC9367437 DOI: 10.3390/ani12151987

Free PMC article

Abstract

The concept of 'social licence to operate' (SLO) is relevant to all animal-use activities. An SLO is an intangible, implicit agreement between the public and an industry/group. Its existence allows that industry/group to pursue its activities with minimal formalised restrictions because such activities have widespread societal approval. In contrast, the imposition of legal restrictions—or even an outright ban—reflect qualified or lack of public support for an activity. This review discusses current threats to equestrianism's SLO and suggests actions that those across the equine sector need to take to justify the continuation of the SLO. The most important of these is earning the trust of all stakeholders, including the public. Trust requires transparency of operations, establishment and communication of



Why us? – a tipping point

‘....professional equestrian bodies have stressed that modern pentathlon has nothing to do with us. But to the general public, horse sport is one amorphous mass – **the Saint Boy crisis has everything to do with us.**’

P. Cuckson, Modern Pentathlon: Nothing, Yet Everything, to Do With Us, Horse Sport (August 2021)



• Social Licence – What do we know?

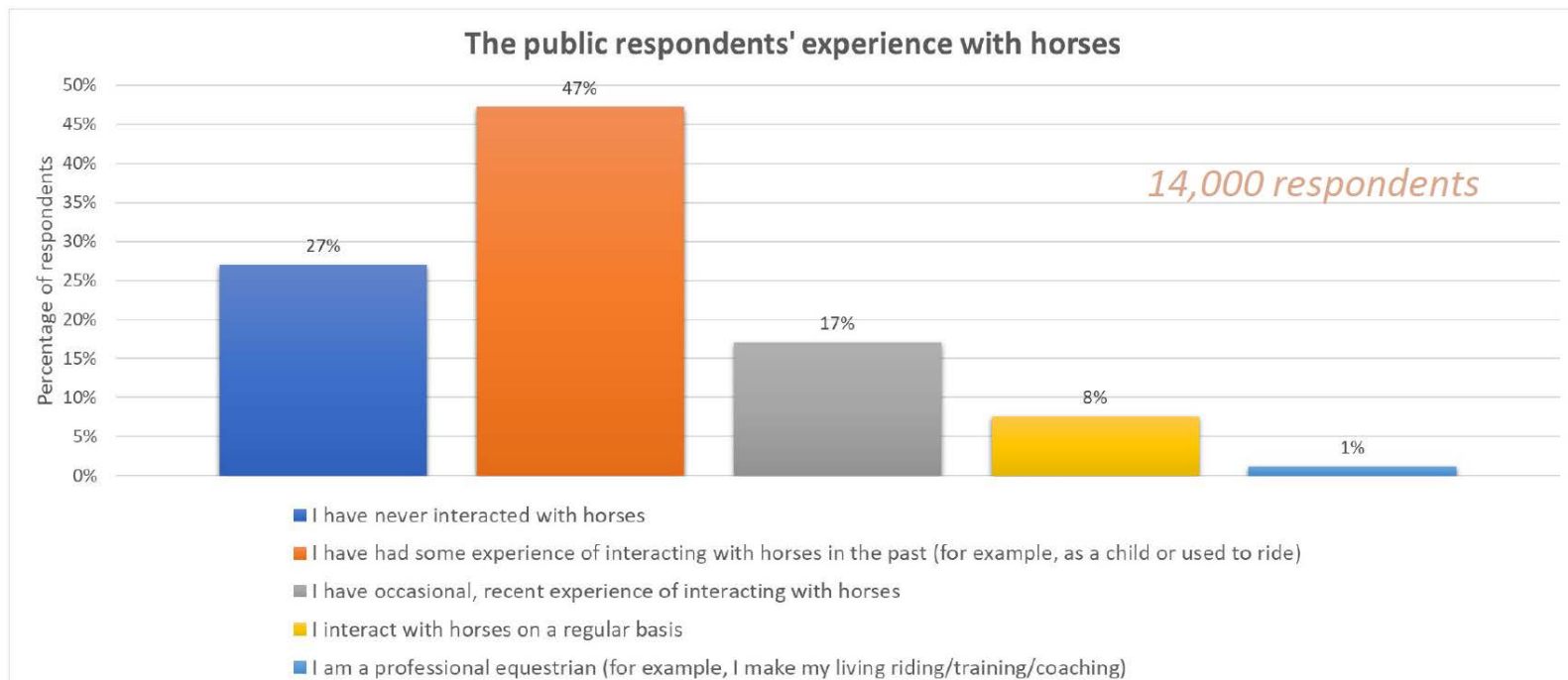
Two Surveys to understand the viewpoints of public and equestrians inside and outside the FEI

- Survey among Equestrian community (almost 28,000 respondents)
From 116 countries; 2698 from US (2nd most)
- Survey among Public (over 14,000 respondents)
Strategically polled ~1000 people from each of 14 countries (1005 responses from US)





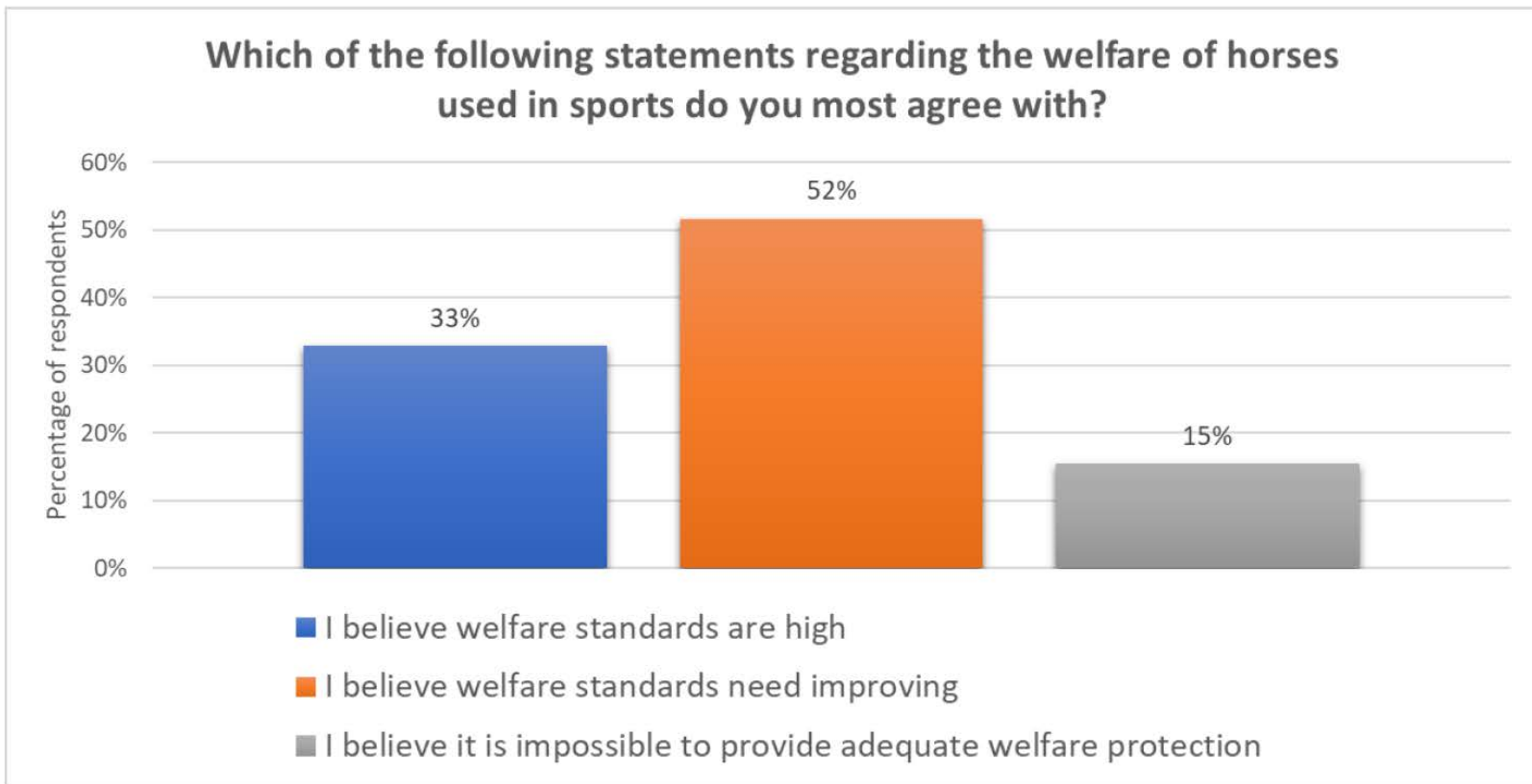
The public respondents – *who are they?*





Is the Iceberg melting?

Public Perception





Introduction to the proposed FEI Equine Ethics and Wellbeing Strategy

Strategic Objectives:

- To ensure that horses used in sport experience positive welfare throughout their working lives
- To guide FEI regulations, policies and practices, and inform wider-reaching advocacy and influence
- Through (1) and (2) to ensure continued social acceptance of the involvement of horses in sport

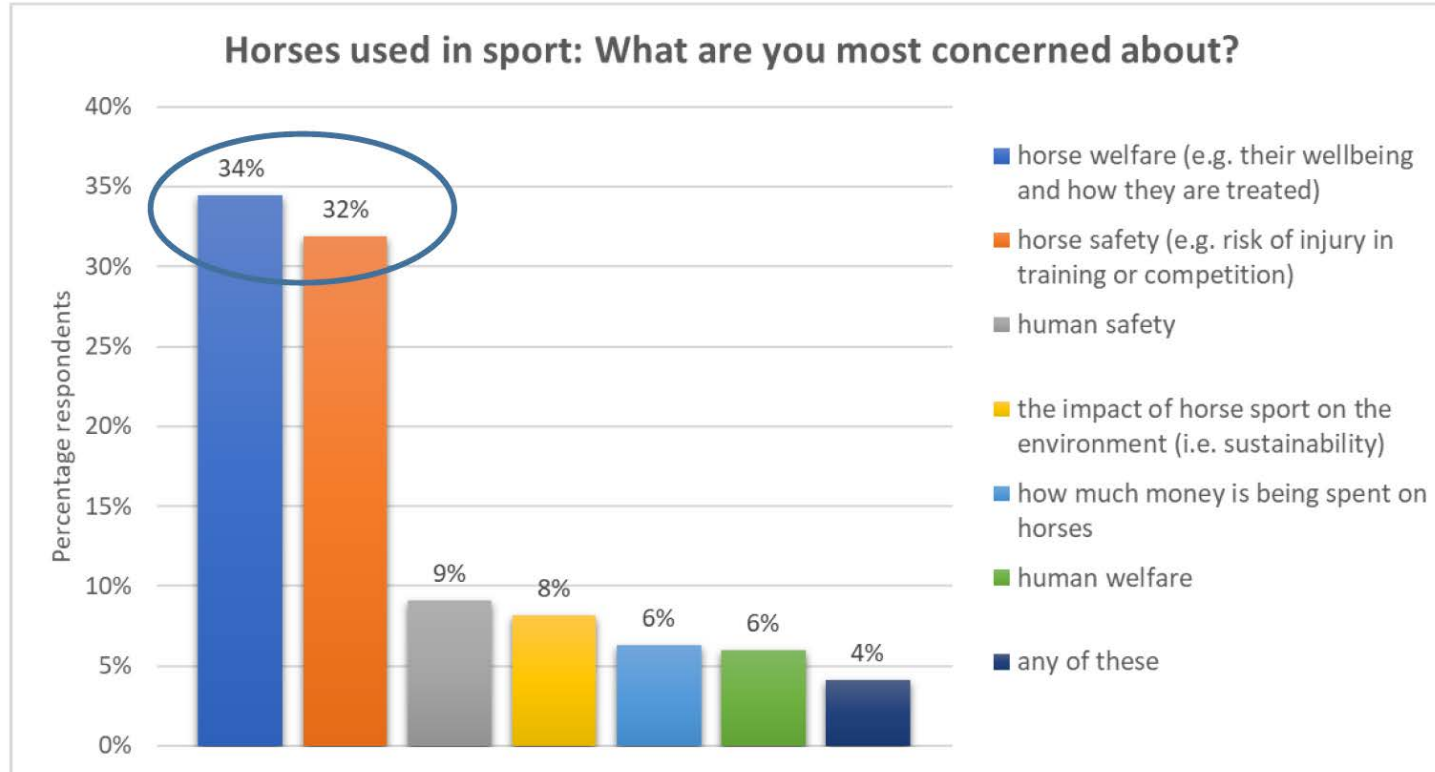


Proposed underpinning principles (The FEI Equestrian Charter)

- Appreciation that horses are sentient creatures
- Recognition that horses should have agency
- Agreement that horse welfare is of the highest priority
- Agreement that policy and practice that influences equine welfare should be based on the best available evidence
- Understanding that continued use of horses in sport relies upon maintaining society's confidence and support
- Commitment to continued professional development in relation to equine welfare needs
- Endorsement of a zero tolerance for any activity which compromises equine welfare or brings the reputation/integrity of equestrian sport into question.



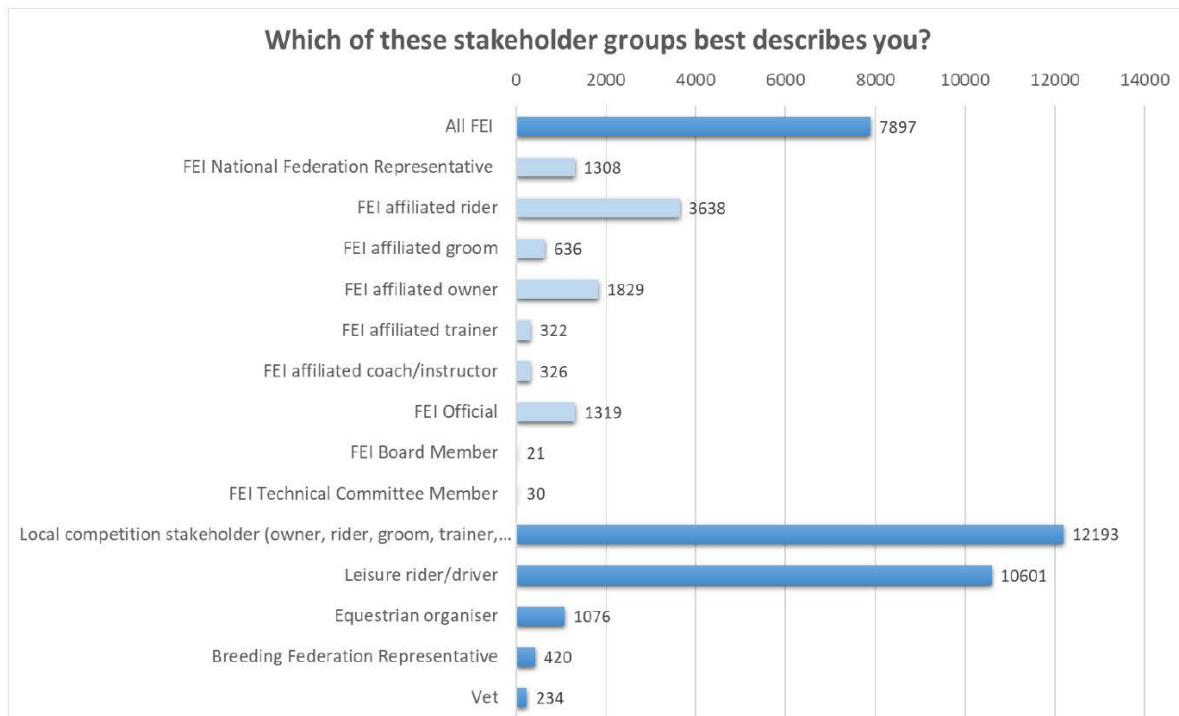
What are the main concerns of the public:





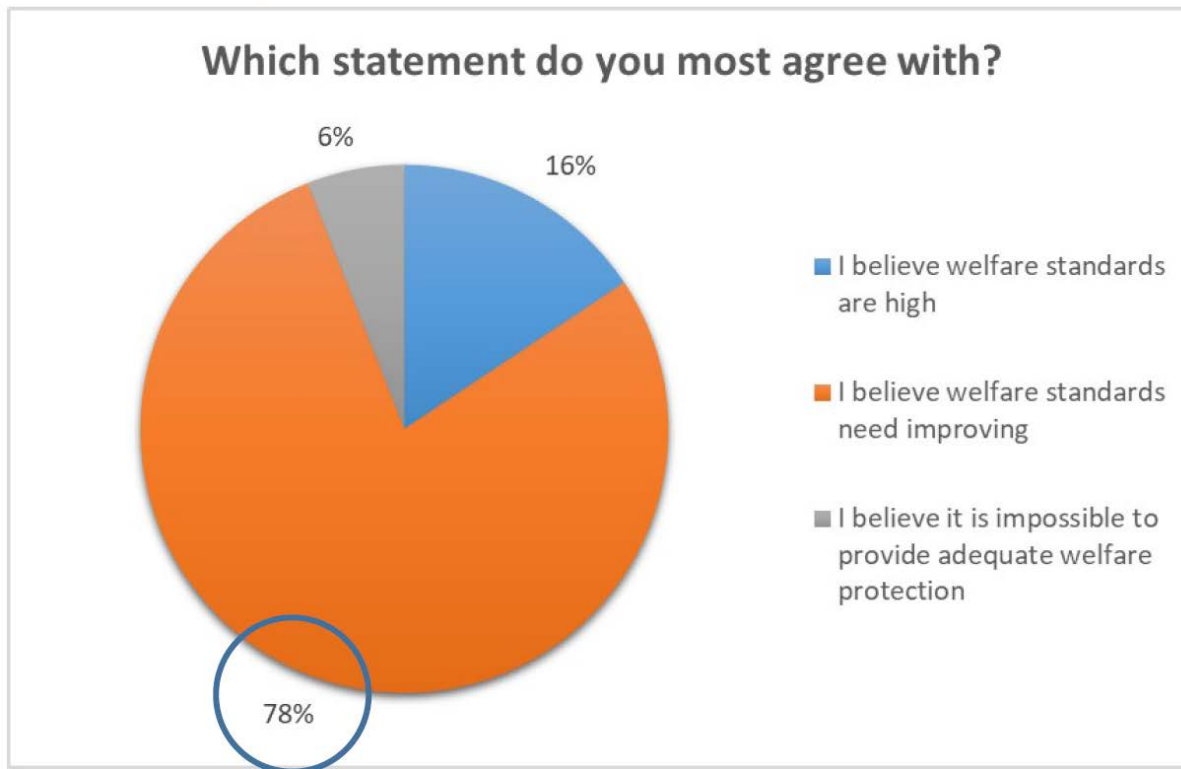
The equestrian survey respondents – *who are they?*

27,710
respondents





Equestrian Stakeholders feel welfare need improving





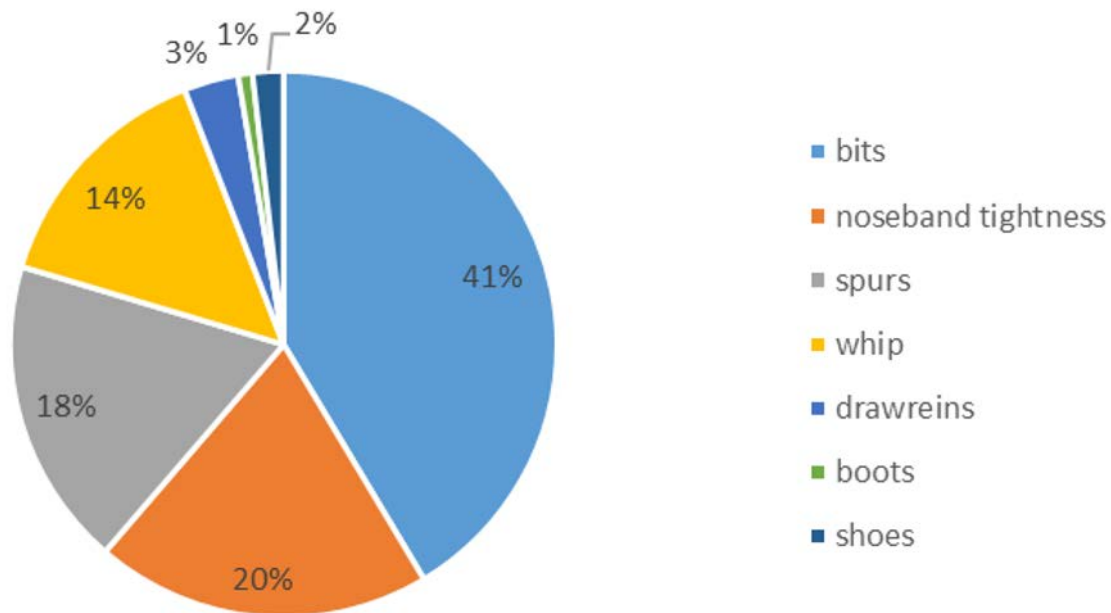
What are Equestrian Stakeholders concern about:





Use of research evidence

Concerns Tack and equipment



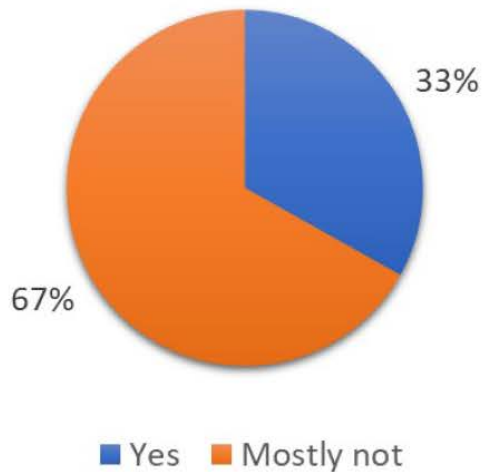


What did you tell us? – 6 priority focus areas

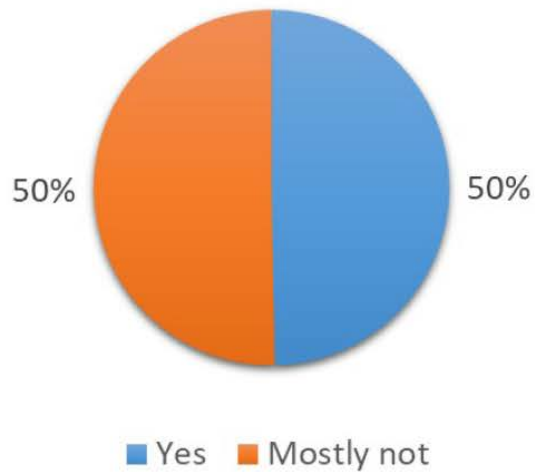




Public: Do you believe horses enjoy being used in sport?



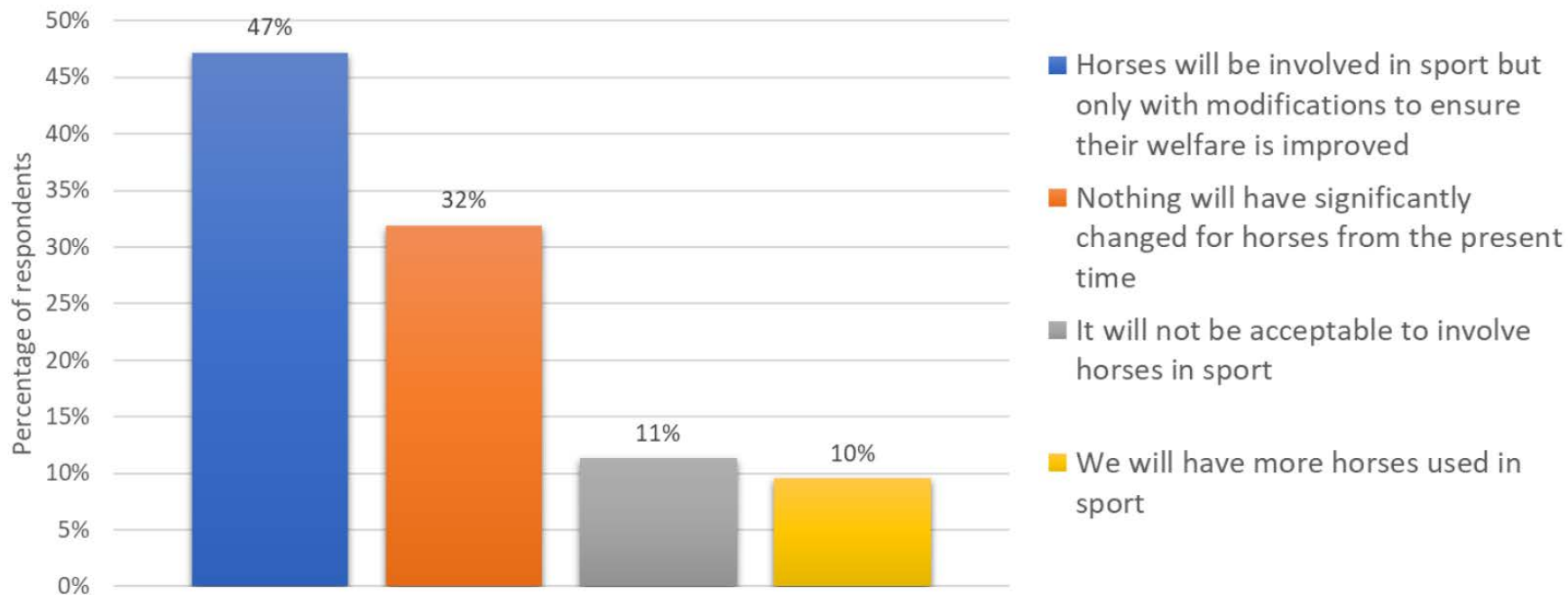
Equestrians: Do you believe horses enjoy being used in sport?





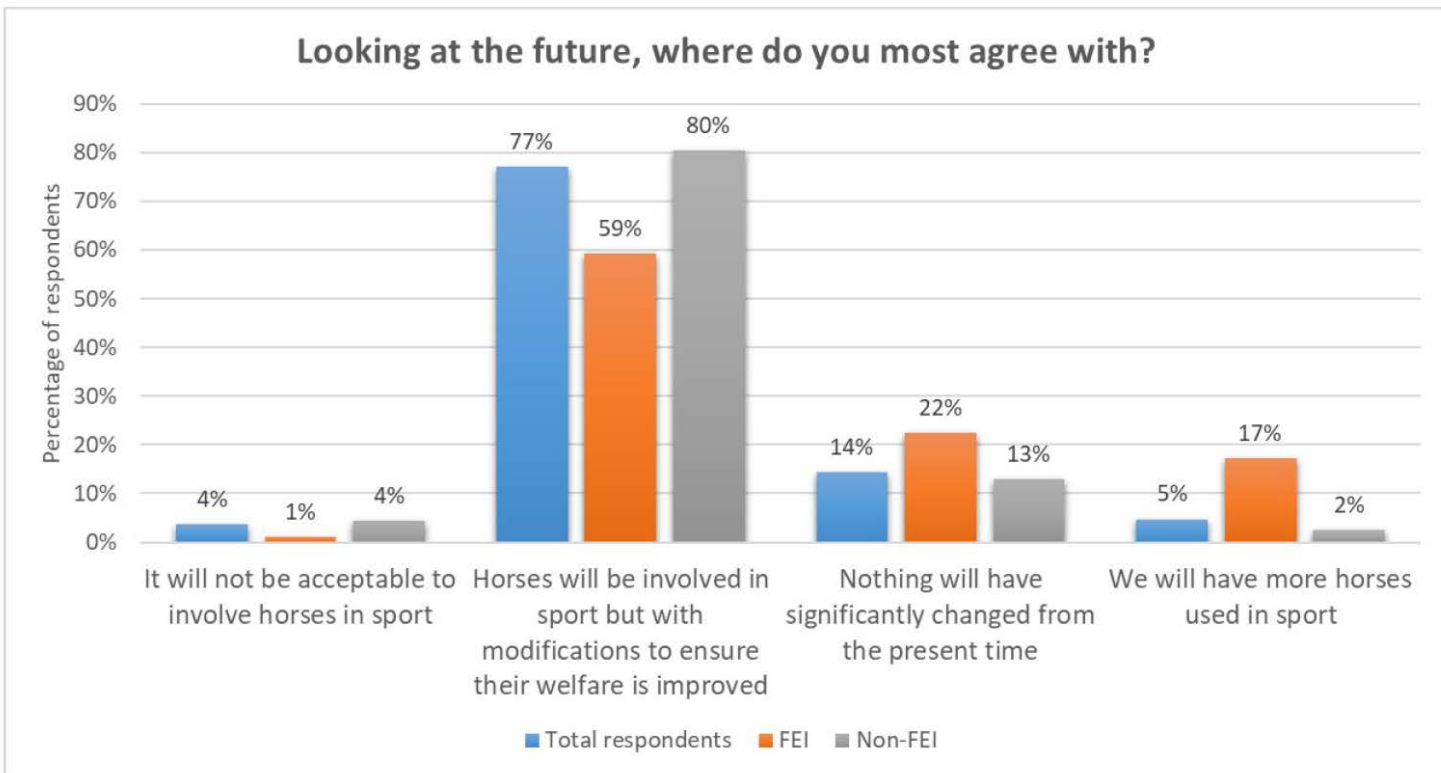
How do the public feel about the future of the involvement of Horses in sport?

Looking into the future, what is most likely?



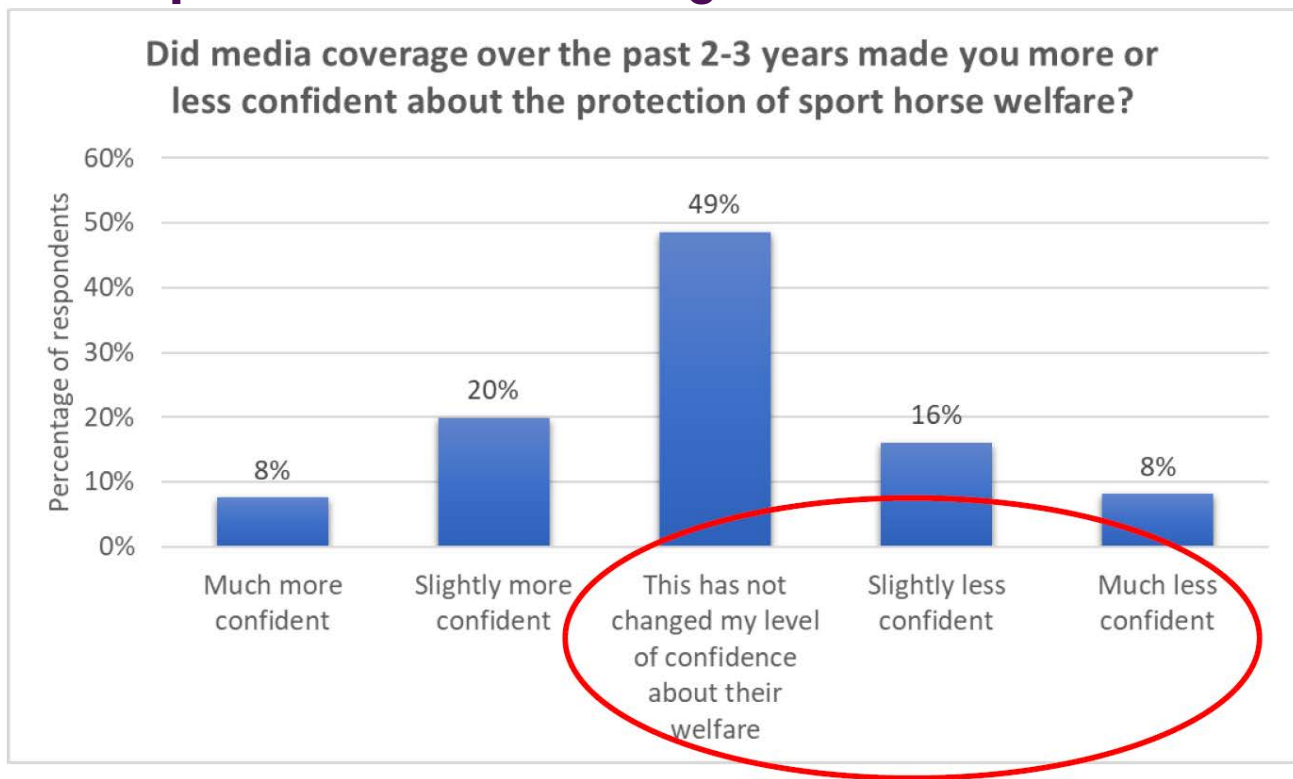


What about the Equestrian Stakeholders?



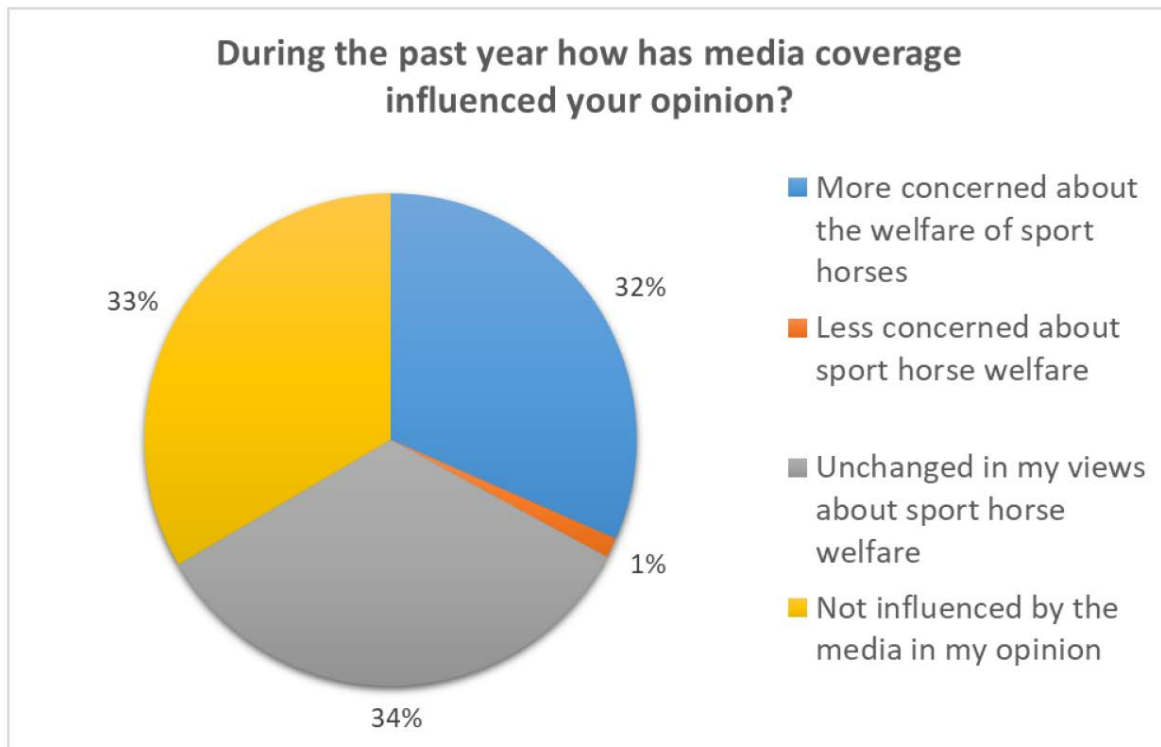


Impact on Media Coverage on Public



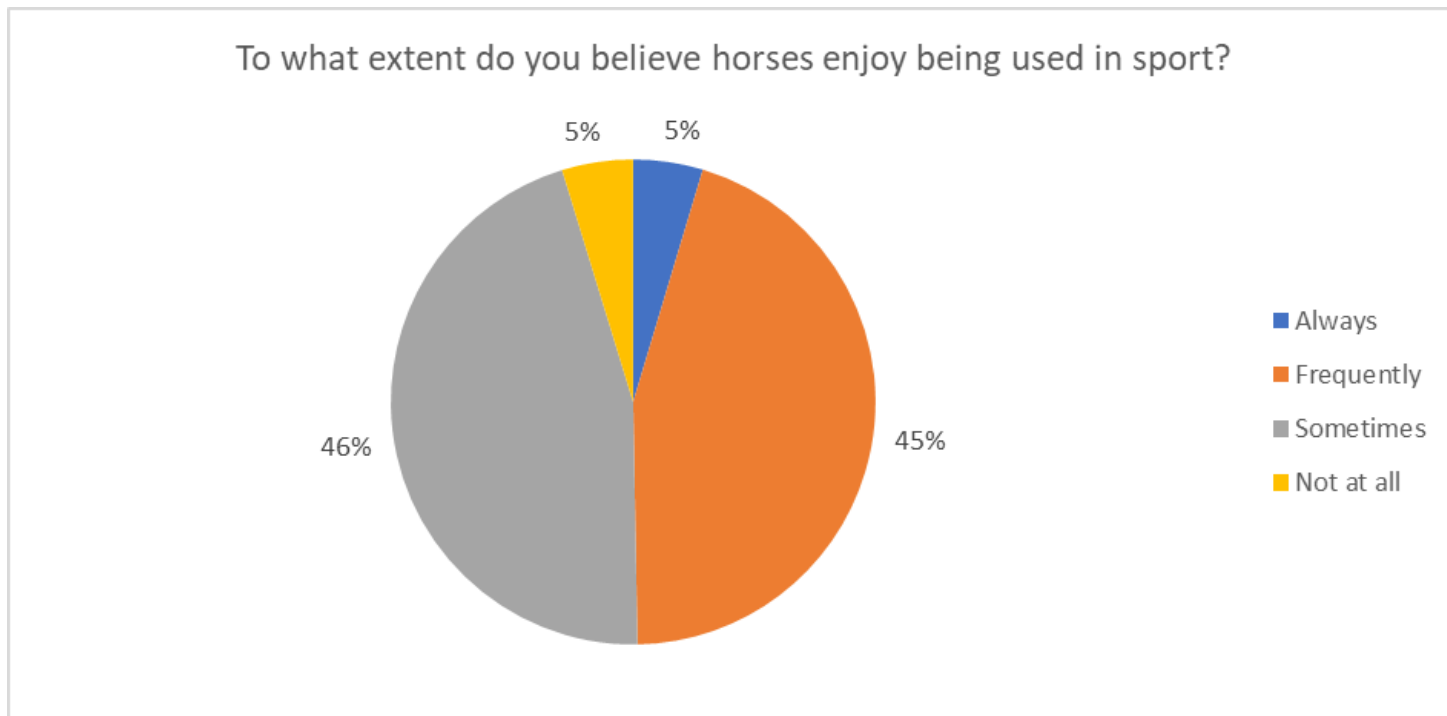


Impact on Media Coverage on Equestrian Stakeholders



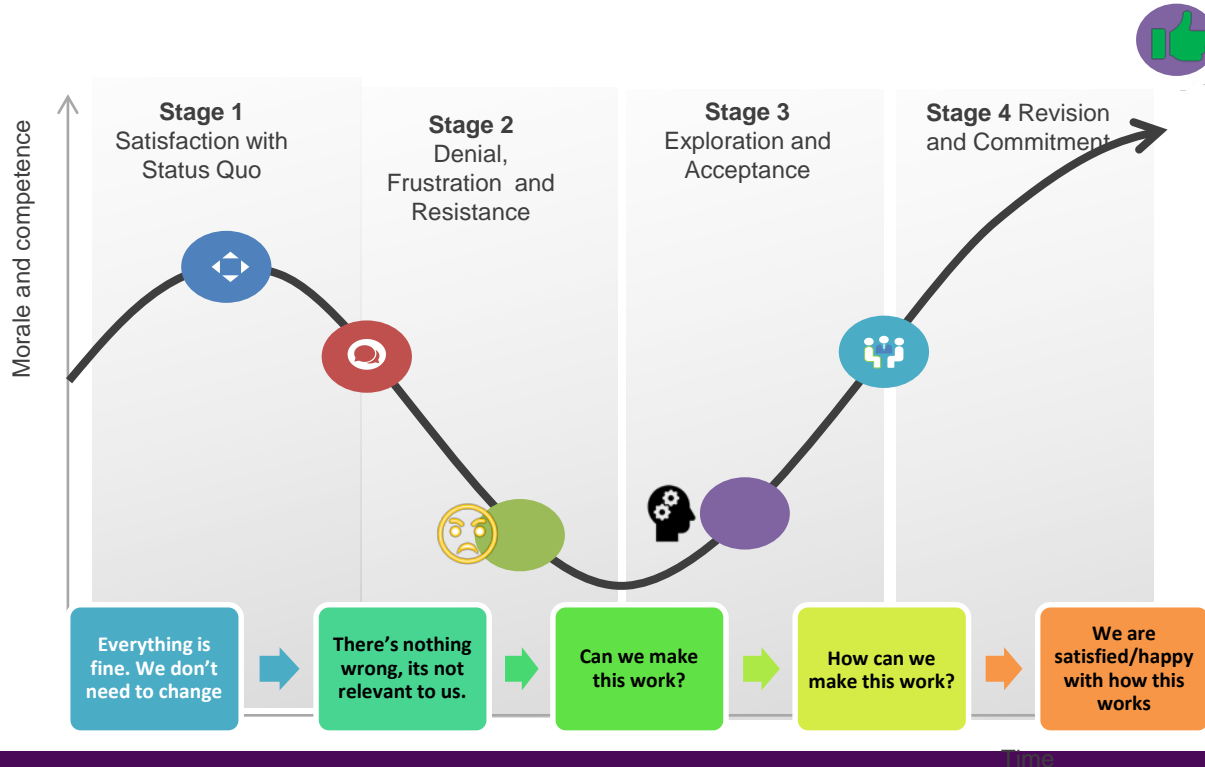


Changes are needed ...





Changes related to SLO



Ethics and Wellbeing Commission

Gather Relevant SLO Information

Adoption and Integration
Ownership

Communicate to support Understanding

Recommend Direction of Change

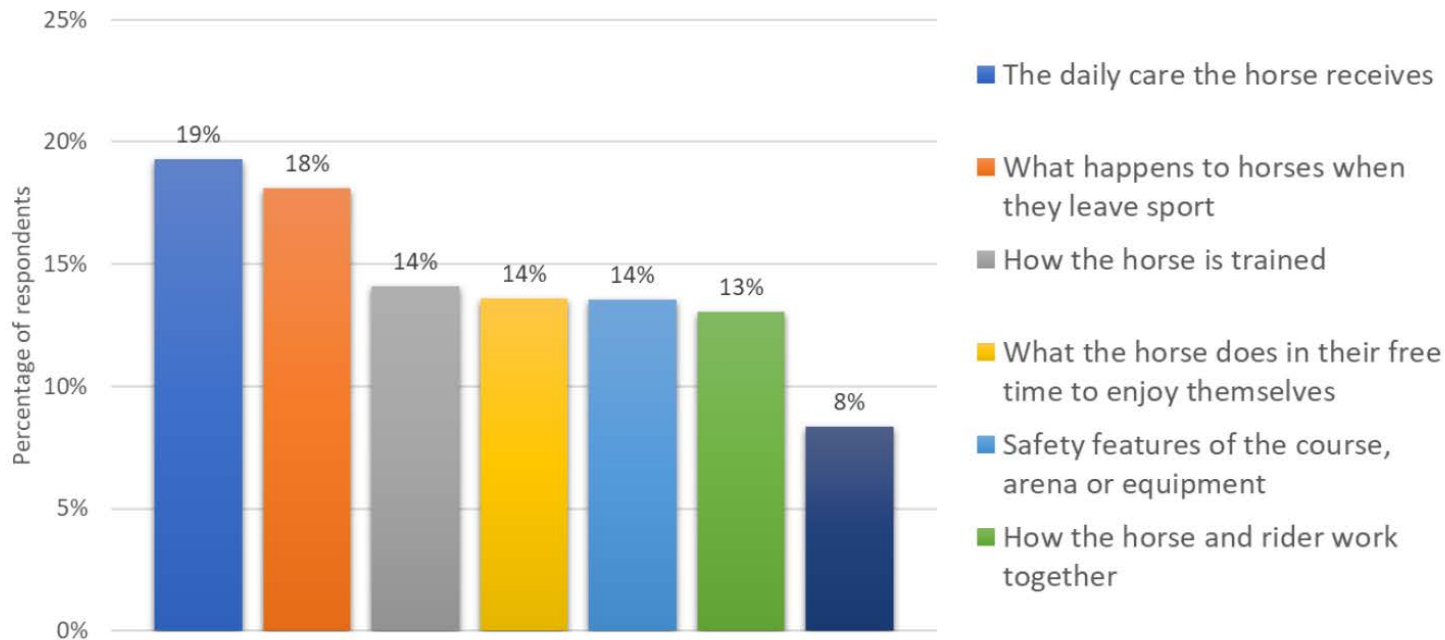
Provide Support and Advice

Monitor and Review Progress



What can help improve Social License? – Public

What would you like to see or hear more about to improve your confidence in horse welfare?





Everyone involved in equestrian sports needs to:

*Not only optimise
and prioritise
equine welfare
because it is the
'right thing to do',
but also to be seen
to be doing so.*

*Understand their
responsibility – and
the impact of their
actions/words and
use of images*

*Ensure that they
actively engage
with and address
concerns related to
Social Licence*



FEI
EVENTING Forum and NSO Seminar
JARDY-VERSAILLES, FRANCE
20-22 JANUARY 2023

Media Training Promoting the Sport