

# Taking to the road ahead

Roly Owers MRCVS

World Horse Welfare

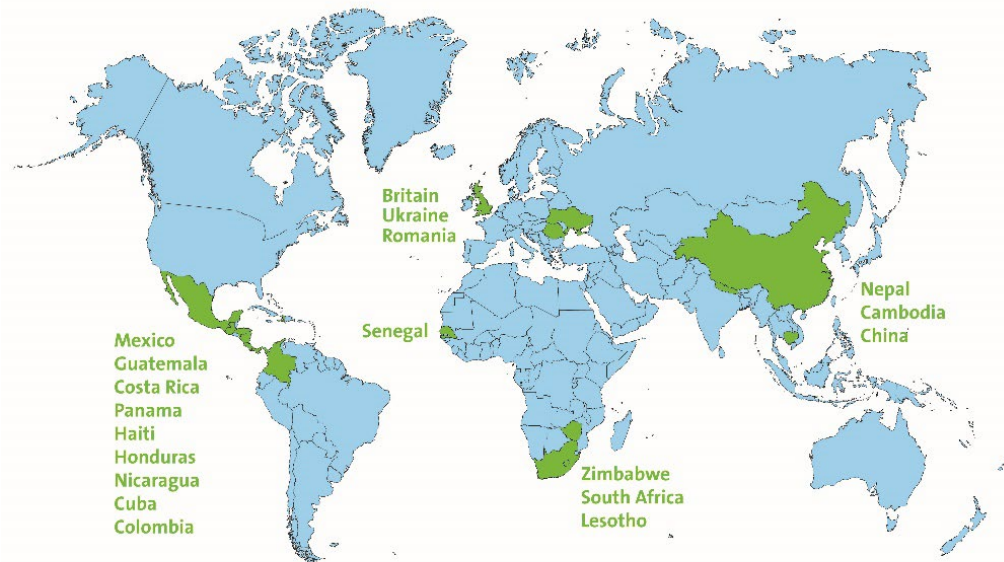




# World Horse Welfare

Founded in 1927

*We work to improve welfare by strengthening the horse-human relationship*



# What we do



Care



Research



Education

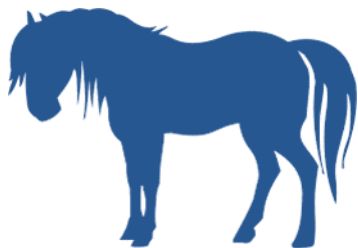


Influence



# Helping equines across all roles

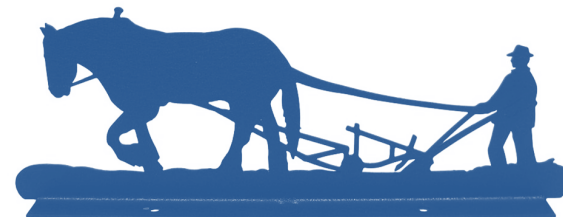
Horses in need



Sport and Leisure horses



Equines used in work and production



# Influencing policy worldwide



World Organisation  
for Animal Health  
Founded as OIE



UNITED NATIONS



AFRICAN UNION







# Supporting responsible horse sport

- Welfare advisor to sport regulators
  - International Equestrian Federation (FEI)
    - Code of Conduct for Welfare of Horse
  - International Horse Sport Confederation (IHSC)
  - British Horseracing Authority (BHA)
  - Informally to other national federations
- Associate Member of British Equestrian





The biggest threat  
to equestrianism  
in the western  
world;  
social licence to  
operate?



# Supporting horse sport through research

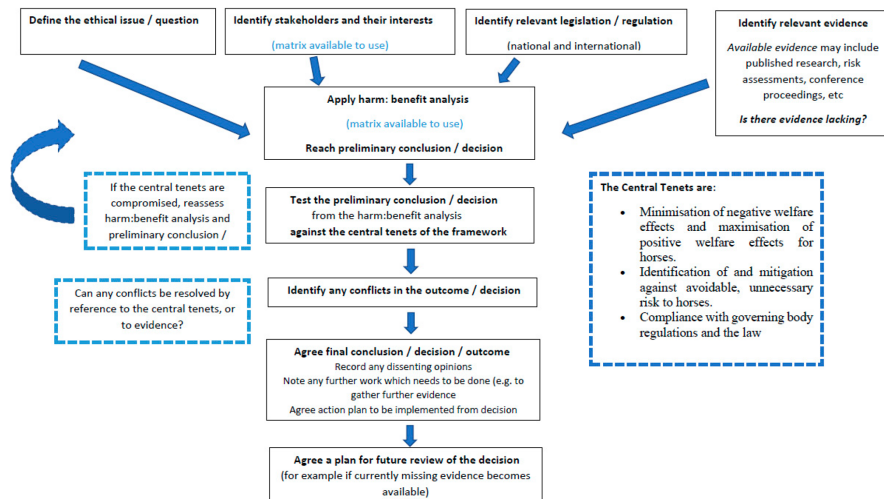
Research Article

## Ethical Justifications for the Use of Animals in Competitive Sport

Madeleine L.H. Campbell 

Received 15 Aug 2022, Accepted 24 May 2023, Published online: 28 Jul 2023

Footing Science: FEI Sport Horse Arena and Track Surfaces Report Download



# You are invited: 24th January 2024



*World Horse Welfare is your ally in working towards a strong future for equestrian sport*





# EQUINE ETHICS & WELLBEING COMMISSION



*“Equestrian sport and the FEI’s activities are more than ever under public scrutiny and through the Commission we want to embrace that scrutiny to drive change and shine the spotlight on our number one stakeholder – the horse.” – Ingmar de Vos, FEI President*



# The Commission has set out our path



**2. Be Trusted**  
The FEI will embed equine welfare within its structure and ways of working to demonstrate its commitment to prioritising equine welfare in both policy and practice.

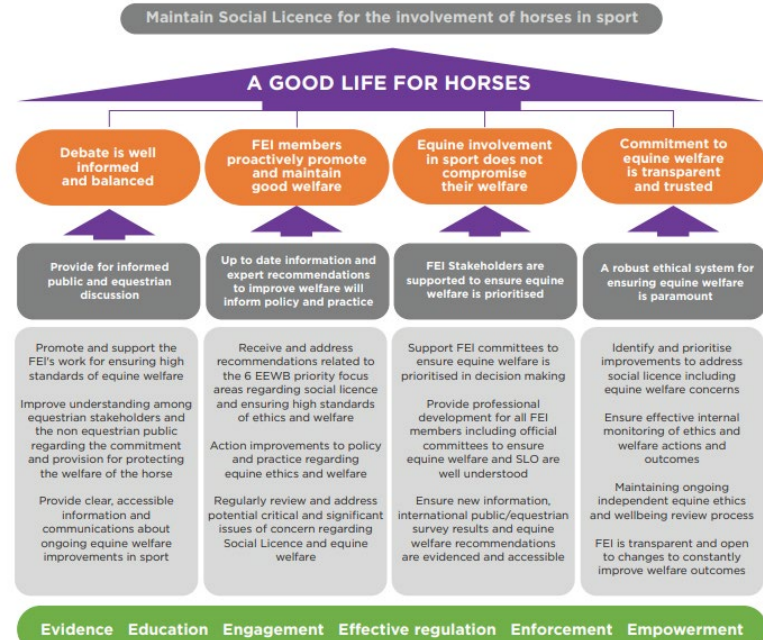
**Recommendation 6**  
Create a permanent internal FEI Equine Ethics and Wellbeing 'body/office' to advocate specifically for the welfare interests of horses in sport, providing a 'voice for the horse' and supporting the FEI in ensuring welfare is paramount.

**Recommendation 7**  
Develop and implement a robust FEI internal decision-making process to ensure that equine welfare and ethics are genuinely prioritised in the development of FEI policy and in practice.

**Recommendation 8**  
Adopt a transparent and evidence-based approach for assessing the impact on horse welfare of new and existing items of tack and equipment in training and competition. Prioritise individual equine welfare in relation to the regulation of new and existing tack and equipment, being prepared to de-regulate tack because of risks to equine welfare.



## EEWB Strategic Approach



The 'Good Life' Strategic Approach to maintain and strengthen Social Licence to Operate (including Objectives, Underpinning Enablers and suggested Core Actions)

# Two core objectives

1. To establish an enforceable expectation that all horses involved in sport are given a 'Good Life'.
2. To strengthen horse sport's social licence to operate.





*Start now*





integrity

principles

value

moral

honesty

**ETHICS**

honor

right

choice

fairness



# EEWC 30 recommendations – a programme of action



*External scrutiny is a fundamental pillar of maintaining public trust.*





# British Equestrian puts welfare top of the agenda with new advisory body



About the EEF EEF Newsroom **Development** Sustainability Events

Development  
Equestrian Young Leaders  
Europe  
Social License

## Social Licence

Recently the discussion about the need for the equestrian sport to have a "Social License" is becoming more relevant and intense and will also be in the center of the discussions about our sport in 2022.







# 1. We will be judged by our values

We will be judged by whether we truly put the welfare of the horse ahead of any competitive or commercial considerations.

This is the FEI's Code of Conduct for the Welfare of the Horse.





## The Precautionary Principle







**2. We will be judged by how much we show we care**





### **3. We are one herd – and impact each other**





WorldHorseWelfare

# Find out more by joining us

[events@worldhorsewelfare.org](mailto:events@worldhorsewelfare.org)



**MAINTAINING PUBLIC ACCEPTANCE OF EQUESTRIANISM:  
WHAT CAN WE LEARN FROM OTHER INDUSTRIES?**

**WEDNESDAY 24<sup>TH</sup> JANUARY 2024, 1200–1600 GMT**

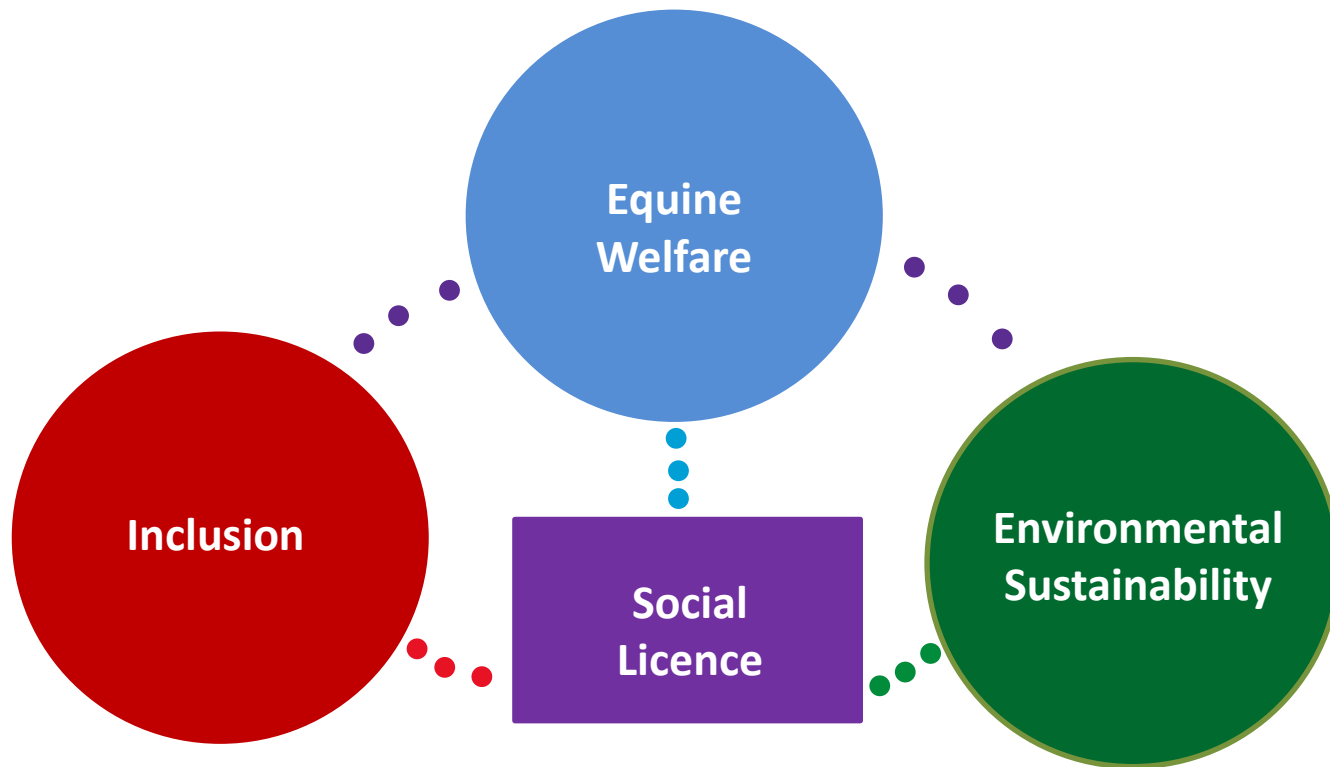


**WorldHorseWelfare**

[www.worldhorsewelfare.org](http://www.worldhorsewelfare.org)  
Registered charity no. 206658 and SC038384







# Start here

# 30

## Recommendations

### 7.1 *Be a Leader*



The FEI will play a critical role in advancing equine welfare globally by setting an example that others aspire towards.

#### **Recommendation 1**

Develop and share a future-focused '**Good Life for Horses**' vision ([See Figure 2](#)) including a strategy for safeguarding equine wellbeing and ensuring the future involvement of horses in sport (see [Figure 5](#))

#### **Recommendation 2**

Publicly commit to defining, promoting and ensuring a **Good Life** for horses as the fundamental tenet of the FEI Equine Wellbeing Strategy (see [Figures 3](#) and [4](#)).





# Foundations of social licence

Transparency is 'no longer optional' if an industry wishes to maintain its social licence.





**THANK YOU**  
**@rolyowers**  
**@horsecharity**

