



EUROPEAN EQUESTRIAN FEDERATION

STRATEGIC PLAN

2017 to 2020
8.6.2016



THE EEF STRATEGIC PLAN

The EEF Strategic Plan will play an integral role in managing the EEF and achieving its goals over the next 7 years, organized in two working periods, the first from 2014 to 2016 and the second from the year 2017 to 2020.

It will be used extensively by the EEF Board and EEF Management Team. When necessary, it will be modified to reflect the ongoing development and needs of the European Equestrian Sport and EEF.



INTRODUCTION: THE EEF ORGANISATION

- STRATEGIC DRIVERS

- # LEAD (Goals and priority strategies, Partnerships, funding and capability)
- # PROMOTE (Goals and priority strategies Partnerships, funding and capability)
- # DEVELOP (Goals and priority strategies, Partnerships, funding and capability)

- EEF AS THE CONTINENTAL PARTNER OF FEI
- FINANCIAL ASSESSMENT
- TIMELINE OF THE STRATEGIC PLAN
- FINAL CONSIDERATIONS



INTRODUCTION

The purpose of this document is to outline the strategic direction of the European Equestrian Federation (EEF) for developing horse sport on the European continent.

The plan focuses on the goals and priorities to be pursued by the EEF Board. It follows the vision of the wider European equestrian sport and the fundamental principles outlined in the EEF Statutes.

The EEF Strategic Plan primarily addresses the members of the European Equestrian Federation in order to ensure that the EEF's direction is clearly articulated and understood. It shall serve as reference and source of inspiration for the long-term planning of its members. In addition, it explains the future path to other external stakeholders, such as European organising committees, sponsors or other partners, to foster their engagement.

Consequently, the plan gives an overview of the subjects dealt with in European equestrian sport.

This Strategic Plan only highlights what is considered to be a strategic priority. Therefore the plan does not represent exhaustive reflection of all the EEF's roles and duties. Please also note that listings and enumerations in this document do not indicate any order of priority, but rather represent a random.



THE EEF ORGANISATION

The mission of the EEF is to maximise the potential and development of equestrianism throughout the continent: Working together with FEI and all member bodies as a modern and progressive organisation.

EEF's responsibility is not limited to LEADING, to regulating traditional equestrian disciplines; our vision extends to PROMOTING the values and contributions of equestrianism, encouraging and PROVIDING EDUCATION based on a foundation of fair, safe competition and the welfare of its human and equine athletes by working together with all independent member bodies for the DEVELOPMENT of the sport, throughout Europe.

The equestrian sport is a global network of organisations brought together through their commitment to provide sporting opportunities for riders and horses in all equestrian disciplines.

The European Equestrian Federation (EEF) was founded in February 2010 with the main goal to democratically develop and promote equestrian sport in Europe in close cooperation with its National Federations, the FEI and the representative stakeholders organisations. Other prominent goals are to support National Federations to upgrade the level of equestrian sport across Europe and to improve communication between all parties involved in equestrian sport.

The European Equestrian Federation represents the interests of European horse sport within the FEI in close cooperation with the other continental organisations. It also liaises with the European Union and other decision-making bodies on matters of concern to the horse community.



STRATEGIC DRIVERS

In order to be clear, simple and achievable, the proposed EEF Strategic Plan 2014 to 2020 is based on the three main values of the organisation:

LEAD
PROMOTE
DEVELOP

To support and implement these strategic drivers, the EEF has identified the following key performance areas:

- Management Plan
- Marketing Plan
- Operational Plan (events, development and communications)
- Financial Plan



LEAD

the European equestrian sport with competence and be recognised for such by its members, FEI, the European authorities, national governments and other sport and trade organisations.



GOALS AND PRIORITY OBJECTIVES

Goals: The main goal of the strategic driver 'LEAD' is to be recognised as being competent for the leadership of the sport in the continent.

Priority Objectives

- 1) Lead the partnership with Equestrian National Federations to represent their interest as one strong voice and to get support for the implementation of the EEF Strategic Plan;
- 2) Maintain a productive and strong relationship with the FEI, other continental organisations, European Union Institutions and other relevant organisations;
- 3) Lead the development of technical competences for better European Equestrian Sport;
- 4) Establish an efficient up to date communication system between EEF and it's National Federations and other organisations;
- 5) Produce the necessary EEF regulations to complement the Statutes for the implementation of a new governance policy if required.



PARTNERSHIPS, FUNDING AND CAPABILITY

Partnerships

FEI

Continental Equestrian Organisations

European Union

Funding

Membership fees

European authorities

Headquarters' city and country

Corporate sponsors



PROMOTE

the values and contribution of horse sport to society; encourage and provide education based on fair, safe competitions and on the welfare of ist equine and human athletes.



GOALS AND PRIORITY OBJECTIVES

Goals: EEF is the competent body for equestrian sport in Europe

Priority Objectives

- 1) Promote European horse culture by preserving the EEF brand values, animal welfare, fair play and ethical behavior.
- 2) Promote and establish regular EEF Ranking systems for all disciplines and categories;
- 3) Establish and maintain successful partnerships, marketing and commercial programmes for the benefit of EEF and its members;
- 4) Be involved in the definition of the format and in the bidding and allocation process of European Championships in all disciplines and categories in partnership with the FEI.
- 5) Successfully implement new EEF products, e.g.
 - EEF Generation Games
 - EEF International Riders Trophy



PARTNERSHIPS, FUNDING AND CAPABILITY

Partnerships

FEI

European Broadcasting Union and national televisions

Corporate companies/agencies

European national media

Universities and schools

Cities and regions

Funding

Sponsorships programmes

Licensing programmes



DEVELOP

the sport, work together with all independent member bodies throughout Europe.



GOALS AND PRIORITY OBJECTIVES

Goals: Implement projects to benefit the European National Federations, particularly with the Brotherhood programme.

Priority Objectives

- 1) Run the EEF Brotherhood Programme for the National Federations;
- 2) Create specific EEF Development Plans for each discipline and categories;
- 3) Identify educational needs of each National Equestrian Federation in management, for Athletes, Officials, Organisers, volunteers and others.
- 4) Create a regular recognition system of EEF members' work, award the best development projects of National Federations and disciplines.



PARTNERSHIPS, FUNDING AND CAPABILITY

Partnerships

FEI

National Federations

European Union

Corporate Companies

Funding

Membership fees

Corporate Sponsors



EEF AS THE CONTINENTAL PARTNER OF FEI

The EEF is and always should be a strategic partner of FEI to promote, develop and manage the Equestrian Sport across the European continent.

The confidence of FEI in EEF is built through regular and continued efforts between the two institutions. A culture of permanent cooperation and friendship will be the best way to guarantee the growth of equestrian sport.

Goal: EEF to replace Regional Groups I and II in the FEI Bureau as of FEI GA 2017.



TIMELINE OF THE STRATEGIC PLAN

