



**EUROPEAN EQUESTRIAN FEDERATION VZW**

**ANNUAL REPORT 2021/22**  
Board of Directors

**11 August 2022**

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## **(1) GENERAL**

### **BOARD OF DIRECTORS.**

The current Board of Directors includes:

- Theo Ploegmakers (NED) President
- George Dimaras (GRE) 1<sup>st</sup> Vice-President
- Ulf Helgstrand (DEN) 2<sup>nd</sup> Vice-President
- Simone Perillo (ITA) Board Member
- Soenke Lauterbach (GER) Board Member
- Quentin Simonet (FRA) Board Member
- Eleonora Ottaviani (IJRC) Athlete-representative
- Nayla Stoessel (SUI) Board Member

The past year has been fairly busy for the EEF Board. New initiatives, the situation as a result of Covid and of course the developments in Ukraine have played an important role in this. The Board has held 10 meetings over the past year. Of these, 9 were held as video conferences and 1 in-person meeting was organized. The President and the Vice-President of the EEF have represented the EEF in the FEI Board.

Unfortunately, the position of the EEF in the FEI is not strong even when we represent 75% of the global sport and are as such the biggest financial contributor to the FEI. With only two (2) votes out of the eighteen (18) representatives in the FEI Board, no position in the FEI Executive Board and having only 28% of the votes in the FEI GA, it is not easy to achieve the best results for the EEF members.

However, we should also note that there is not always consensus within the EEF as to what is the best solution/result. As an example, the discussion about three (3) or four (4) in a team showed a split in opinion and is still open. Therefore as a Board we have in many situations asked the opinion of the members before having taken a standpoint in the FEI. This is an important element for the EEF Board when they have to make a decision or formulate an opinion to the FEI.

The situation in the first six months was still affected by the pandemic. Events had to be rescheduled or cancelled and travelling was difficult or sometimes not possible at all.

#### **• LONGINES EEF SERIES.**

In the second half, the situation returned to normal. For the EEF this was a big relieve as we now could have a complete Longines EEF Series for the first time.

Whereas last year the competition could only take place in a limited edition, this year there were organized two (2) qualifiers in all the four regions, with the semi-finals taking place in Deauville and Budapest and the Final again in Warsaw.

In order to optimize the series a special meeting between organizers, coaches, NFs and other stakeholders was organized in late August 2022. The purpose of this meeting was to explain the

goals of this competition, what is expected from organizers and why it is good for the development of riders and teams to compete with stronger nations.

- **LONGINES**

The sponsor contract between the EEF and Longines expired on 31 December 2021. During the discussions about a new contract Longines indicated that they no longer wanted an extension of the contract in its current form.

Due to a change in their sponsorship policy they are no longer willing to support anything else than top sport. Therefore, the existing contract between the EEF and Longines has been terminated but in the same time Longines has upgraded the contract for the Longines EEF Series with a same amount.

- **UKRAINE**

It was a shock to everyone when we were confronted with the invasion of Russia in the Ukraine. After a few days of confusion, a movement slowly but surely started to organize help to the Equestrian community in the Ukraine. Through good communication from our development manager with local companies, cooperation with the Ukrainian Equestrian Federation and by sourcing as many products as possible from local producers, the EEF has been, and still is active in offering help where necessary. We have also offered, when possible, to provide support with the rebuilding of the Equestrian structure in Ukraine

- **YOUNG LEADERS PROGRAM**

At the end of 2021, the EEF received the message that the requested EU grant for the roll-out of the Young Leaders Program had been approved. This Young Leaders Program, which has been set up in collaboration with the Swedish and Dutch Federations, will be started in three countries, namely Norway, Bulgaria and Hungary. The management of this project is carried out by the SG of the EEF.

As soon as the legal grant agreement has been signed with the EU, the following work packages will be initiated by the SG:

**Phase I, Preparation.**

The Preparation Diagnosis phase will be crucial in building a strong consortium and guiding and organizing the project over time. In addition, it will include the analysis of the Dutch and Swedish EYLE and Good Practices and existing educational material. This phase consists of the following work packages (WPs):

*WP1: Project Management and Coordination:*

- Cooperation agreement;
- Yearly Work Plan;
- Communication plan;
- Quality Assurance;

*WP2: Development of the EYLE Intervention (course material in 4 languages and realizing the digital platform and e-learning):*

- Production of education material for EYLE in 4 European languages;

- Development of the e-learning modules and workshops for coaches and participants. (Coach Manuals, Volunteer development program, coach development program, learning passport, toolkit, badges).

## **Phase II, Implementation**

The Implementation phase builds on the information derived from phase I. In this phase we will conduct the national pilots. First, in Norway, Bulgaria and Hungary. In year 3 we will extend the number of pilot countries to 6.

*WP3: National Young Leaders Pilots:*

- Analysis of the EYLE for the connected countries. (Needs analysis and specific demands in each country. To adapt the EYLE to the national needs and requirements)
- National recruitment and communication plan;
- Recruitment and education of volunteers;
- Recruitment and education of national coaches;
- Implementation of an 8-year long program.

*WP5: Evaluation of the national pilots*

The evaluation of all national pilots will focus on three important areas: (1) feasibility of the Young Leaders intervention, (2) (perceived) effects; and (3) satisfaction by children, parents, coaches and management of riding schools.

## **Phase III, Dissemination**

The primary aim of this phase is to create a dissemination plan for the future use and expansion of the program in partner countries and other European countries.

*WP4: Dissemination*

- Dissemination campaign;
- Development EYLE-platform and website;
- Press releases;
- Newsletters;
- Social media;
- E-learning.

## **Phase IV, Monitoring & Evaluation**

Throughout the pilot the coaches and volunteers will be monitored and the program will be evaluated. After the positive evaluation, the distribution will start to support other countries with the program.

*WP5: monitoring and evaluation:*

- Evaluation plan;
- Literature review;
- Data collection;
- Research report (legacy and future impact);
- Research report (project and process);
- Reflection activities;

- Discussion groups.
- Distribution to other Brotherhood countries

- **THE EEF ROUND TABLE**

During the year, starting already in early 2021, the EEF has organized the EEF Jumping Round Table. The reason to start this Round Table is the concern that we as the EEF have with regards to the change in the general environment around sports, and the Equestrian sport in particular, and thus the need to improve the Equestrian sport in Europe. We need a sport that is acceptable for society (Social License) and sustainable for the future.

In April 2022 the final report was handed over to the FEI. Some weeks later it was sent to all our members. In August 2022, during the World Championships in Herning Denmark, there has been a meeting between the participants of the RT and the FEI, to explain the proposals as made in the report, has taken place.

When writing the report the outcome from the meeting is not known but in practice the FEI has already implemented some of the recommendations made.

- **DEVELOPMENT**

With the appointment of a sport development manager in March 2022 the EEF has given a further interpretation to one of its priorities, namely the further development of sport in Europe. Due to the situation in the Ukraine the sport development manager has spent much of his time to coordinate the help that the EEF is giving to the Ukrainian equestrian community. One of the most important elements in this horse feed distribution is the fact that we use food from a local producer. In this way we also support local production which will be important for the time after the war is over.

The development manager is working closely with NFs in Europe and is also supporting them to submit projects to the Solidarity Department of the FEI.

The efforts were in the following directions;

- Establishment and start of EEF Evolution Team competitions events in jumping and dressage. In 2022 there will be 6 pilot events, three in each discipline
- Visits of EEF NFs. The goal was to set a good cooperation of the NFs with the local sport authorities and established of national development plan.
- Consultation of the EEF NFs in their process of application with projects for FEI Solidarity. 14 projects from 9 EEF NFs are received, and this is the highest number ever.
- Based on results on the conducted in March survey, a series of meeting of the NFs different OCs were organised to establish their needs and together of the EEF technical committees to set a plans for providing support via Brotherhood and other programs

- **COMMUNICATION**

The appointment of a communication manager has been very successful. Not only was there a very professional reporting about the Longines EEF Series but also the communication between the EEF and the members has been improved. This was one of the priorities set by the EEF. Reporting about the actions of the Board, Newsletters, initiatives such as the RT are communicated with our members.

Also the web site was upgraded/renewed and is now a modern looking tool with all relevant information about the EEF and its products.

Communication is especially important to also inform the outside world about the activities of the EEF. This is again important when we talk to potential sponsors about supporting the EEF or one of its products.

It is therefore that communication is brought together with the commercial activities in the commercial Department responsible for communication, sponsoring and all PR activities of the EEF.

- **EEF-FEI MEETING.**

After the FEI GA in Antwerp, where the EEF felt not sufficiently heard, a meeting between the EEF Board and the FEI Executive Board has been organized. This meeting was outside the normal representation by the President and Vice-President of the EEF on the FEI Board and it is the intention to have this meeting twice a year to discuss general matters in order to avoid as much as possible misunderstandings in the future.

A first meeting was held in the middle of March 2022. A second meeting will take place in October 2022 during the FEI Nations Cup Final in Barcelona.

- **EUROPEAN CHAMPIONSHIPS**

The FEI Board has agreed to a Due Diligence by the EEF into a possible transfer of the management of the FEI European Championships to the EEF. This research is part of the EEF strategy as presented and approved at the EEF GA in Vienna 2021.

Hidde Frankena, member of the strategy working group, will lead this DD

It is the intention to start this research in September/October 2022 and it should be finished towards the end of 2022. The costs related to this research, budgeted at 25.000 Euro, are included in the budget for the following financial year.

- **REINING.**

After the FEI had to conclude that it was not possible to reach an agreement with the NHRA on a new contract about the way Reining was divided between the two organizations and in which horse welfare was regulated according to FEI standards, the FEI decided to stop with this discipline as part of the FEI. In Antwerp 2021 during the FEI GA, this decision was ratified by the General Assembly.

The EEF was asked by several Federations if it was possible to continue in Europe with this discipline but after careful considerations the EEF board has come to the conclusion that this is not a feasible option.

However, some European Federations are investigating whether it is possible to organize an "Open European Championship Reining".

This action is led by the Italian Federation.. Other countries have already show interest in this initiative. .

- **FEI NATIONS CUP DIVISION 1**

It is with great disappointment that the EEF must conclude that so far the FEI has not been able to develop a long term proposal to the organizers of Division 1 for the years to come and for Longines to stay interested. For the season 2022-2023 organizers have accepted to continue with improved financial rewards. .

As a result of the lack of a long term plan for the division I the organizer of La Baule, one of the most important and prestigious organizations in the NC series, has decided in 2021, like Rome did previously, to leave the series.

The future of the NC Series and of Division 1 in particular is of great importance for the EEF and its member NFs that are part of Division 1, but also to the Longines EEF Series as the winner from the Series will be promoted to the Division 1. The two series are connected not only as far as promotion/relegation are concerned, but also from a sport and NF perspective in Europe.

The FEI will start soon with discussions about a concept for the Nations Cup in the future. The EEF, some members and other stakeholders will be invited to participate in the discussion.

- **SOCIAL LICENSE**

Recently the discussion about the need for sport, and especially the equestrian sport, to have a “social license “ is becoming more relevant and intense and will be in the center of the discussions in the years to come. Social license consists out of three elements, namely:

- Horse welfare (physical and mental)
- Sustainability
- The (positive) social impact of horses in society.

The FEI has started a project “ Social license to Operate “ which will mainly concentrate on Horse Welfare and Ethics. The EEF is represented in this project.

However, the EEF board is of the opinion that discussion about Horse welfare cannot without discussing sustainability. Especially climate change and its effect on our sport are among the most pressing issues of our time.

Also sport plays an important role as part of the solution and Equestrian sport is no exception. Sport provides a key social platform that can reach and influence millions to raise awareness, promote a positive culture and champion action.

It is therefore that the EEF has started a working group to address this issue. Under the guidance of two external experts and the cooperation of several NFs this working group has started with concentration on three target groups: Youth involvement, Longines EEF Series Events and the carbon footprint of sport horses. A cooperation with the university of Wageningen has been set up to provide the EEF/NFs with a tool to calculate the footprint in the different countries.

We have provided for a budget for this working group but as we will use more scientific support we will have to find additional financial resources.



## 2 ) EEF – EU COMMITTEE

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During the year the EEF Board received the message from the Chair of the EU Committee that he was, for personal reasons, no longer able to fulfil his role as Chair of this group in the way he thought was necessary. The work, especially with regards to the contacts with the EU in Brussels is becoming more and more important but also time consuming.

It is therefore that we had to organize a special election for a new Chair. It will be important for the EEF that the EU functions and relations in Brussels will be one of the focus points for the new Chair. Especially now our development department will also need support from the EU about transport development programs etc.

*We thank Ronan Murphy for all the work he has done for the EEF in his function as chair of the Committee.*

### **Equine passport**

The EEF involvement regarding the equine passport was put on hold as there was not enough management/support for this project at that moment. The activities of the working group were thus put on hold. The new Chair will have to see if this project can be revived as it would be important for the transport of the horses through Europe to have such a passport which will save a lot of time and paperwork.

### **Brexit**

One of the priorities for the new Chair will be to look for ways to ease the transport situation to and from the UK as those are as a result of Brexit very problematic. Transport from horses to and from the UK is demanding a lot of time and paperwork and thus cost for riders. We had the problems around the Championships in Hartpury. Riders sometimes had to stay for 7 days in the UK before able to leave due to restrictions in slots through the Euro tunnel and a shortage in veterinarian capacity.

## ( 3 ) INCOME STATEMENT 2021/22

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For the years to come the EEF will achieve a positive result. However, this depends on several issues such as a higher membership fee and some extra sponsorship income.

With regard to the booking year 2023-2024 it is subject to change fundamentally because any takeover of the management of the European Championships in 2024 would mean that the organization will probably have to be completely adjusted. Since the size of this "new" organization is not known, we have assumed a "normal" year 2024-2025 in this budget.

As soon as the due diligence investigation has been completed and it has been determined whether this acquisition is feasible, an adjusted budget will be made and submitted to the EEF General Assembly for approval.

## OPERATING INCOME

The total income for 2022-2023 is showing an increase in relation to the forecast of 2021-2022.

This is the result of:

- Increase in membership fees (50% of the proposed increase)
- A full Longines EEF Series sponsor income
- A full year support received for our development department
- Expected sponsor income for the EEF Evolution League

### • Membership fees.

The membership fee will increase in 2022/23 by 58.500 Euro and in 2023/24 with another 77.800 Euro. This increase in the budget is a must for the EEF if the EEF wants to continue its activities as planned. The strategic working group has prepared a proposal that we expect is acceptable for all our members as it is based on the principle that the strongest shoulders will carry the heaviest weight.( in this case pay the most membership fees) . But it is without doubt that the EEF members will have to contribute more as we as EEF organization cannot increase our services based on sponsoring alone.

Commercial Income:

### • Sponsoring Longines.

The sponsorship contract of Longines with the EEF as an organization has not been prolonged. The reason for this termination was that sponsoring the EEF as an organization did no longer fit in the strategy of Longines.

However Longines has agreed that the sponsorship contract for the Longines EEF Series will be increased with the same amount as the contract Longines had with the EEF organization before.

### • EEF Evolution League.

The EEF has launched a new competition in the context of sports development for teams of countries that are currently unable to participate in the Longines EEF Series. A sponsor will be sought for this competition.

Other income

### • Development.

As we started our activities with the employment of a sport development manager we have received funding from FEI Solidarity to support our Brotherhood development program and other development initiatives.

### • Erasmus.

Due to the time needed to finalize the financial and legal documents with the EU we now expect that we can start with the introduction of the Young Leaders Program in Norway, Hungary and Bulgaria in the last quarter of 2022.

This project will be carried out with the support of the Swedish and Dutch Federation and will be evaluated by the University of Wageningen. We will receive a sum of € 400.000 from ERASMUS as financial support of this project for three years.

In the budget we have split the income over three years and the same for the charges involved.

General

- **Riders Masters Cup.**

As expected, the situation with EEM has ended in the bankruptcy of EEM. All outstanding invoices have therefore been written off in the balance sheet.

## CHARGES

Services and other goods:

- **Accounting.**

The cost for accounting will not increase despite an increase in activities. We intend not to continue with Deloitte as our accounting partner as the EEF. It is clear that we are a too small organization for them.

We have switched to a smaller office, specialized with organizations such as the EEF. We expect that the cost involved will be equal or less what we paid before.

- **Legal.**

As our activities are growing we expect that more legal help will be needed.

- **Presidents Office.**

The increase of the cost is to cover the extra cost as a result of the growing workload and the increase in cost in general.

Commercial Charges :

- **Longines EEF Series**

Here we have included for a full year the prize money for the Longines EEF Series and the cost for the management and logistics of the Series. The management cost are based on a three year contract with Alcor. The contract is ending on 30 December 2022. We have to inform Alcor three months prior to the expiration of the contract if the EEF will extend the contract.

- **EEF Evolution League**

This new concept has been started in June 2022 and will have additional competitions in August and September 2022.

The planning is that in the spring of 2023 this will become a series for the disciplines of dressage and jumping.

It is clear that we only can start this competition when we are successful in the search for a sponsor of this project.

#### Staff Charges

- **Salaries.**

In this amount is a full year salary for the new Sport Development manager included.

#### Communication

- **Freelance writers**

The cost for communication will increase due to a full year employment of our communication manager. Also we will have more activities which could involve external editors.

#### Projects

The EEF has started three important projects. Total cost in 2022-2023 are estimated to be ca 110.000 Euro.

- **European Championships.**

In the 2021 EEF General Assembly in Vienna the strategy of the EEF was approved. One of the most important items was a possible take over the management of the European Championships from the FEI.

The FEI has approved that discussions between the EEF and FEI can start to investigate the feasibility of this project. The cost in the budget are estimations for travel etc. A special project group will be created, with external experts where necessary, to carry out a due diligence with the FEI.

- **Sustainability.**

Last year we set up a working group to investigate, as part of the Social License project, issues such as climate change and its impact on sport, the effect of the Equestrian sport on the environment, the so-called "carbon footprint" of sport horses.

We work together with the University of Wageningen to create a calculation method for National Federations to calculate in their respective countries the carbon footprint.

In the second year we will set up a service to support federations how and where it will be possible to reduce the footprint, based on the calculations.

Another important action of this group is to coordinate with the Young Leaders Program to have sustainability as part of the education program.

We also will look into what possibilities there are where the EEF can contribute to the environment with the Longines EEF Series.

- **Sport development**

The development department is planning several projects, as you can read in the Working Group report, to support education on national level for officials. Further will we increase our help for federations and where needed special attention will be given to the Ukraine.

- **Travel cost**

We see an increase in the travel cost as a result of more activities.

#### **( 4 ) DRESSAGE WORKING GROUP.**

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##### **PREAMBLE**

The EEF Dressage Working Group is a Working Group of the European Equestrian Federation with responsibility for handling Dressage matters relevant to the EEF. The Working Group focuses on active engagement, liaison and interaction with the European dressage community, and relevant organisations including the IDRC and the FEI.

The current working group membership includes:

- Ulf Helgstrand (DEN) Chairman
- Klaus Roeser (IDRC)
- Miguel Jorda (ESP)
- Kyra Kyrklund (FIN)
- Semih Ersoy (TUR)
- Mariette Withages (IDOC)
- Monique Peutz (NED)

The Working Group has met three times by videoconference throughout the year and there have been three main issues for the EEF Dressage Working Group during the year:

- Olympic Games
- Development
- FEI Rule revision

##### **Olympic Games**

The qualifications for the OG has been discussed. The proposal of one slot per Group and the rest from World Championships were discussed and it was concluded that focusing on only one event takes excitement out of others like the European Championships. However, we found the Nations Cup too under-developed to be a qualifier. Qualifying two years before is too long, especially for small countries. A lot can happen. The format in Tokyo was in general accepted with a few recommendations:

- We need one day of rest between the vet check and the day of first competition
- A majority of the members recommend three members on the teams
- In general, we were against the short Grand Prix no matter what event
- The length of the break before the last Group in the team competition is not acceptable and should be dropped.
- Background music to Grand Prix Special should be provided by the OC only.

## Development

Since our Development Manager Teodor Sheytanov joined the EEF a lot has happened, for example the creation of the EEF Evolution League in Dressage. It is a team competition that offers possibilities for “small” countries to be able to make a team since it can be composed of different age groups (pony, children, junior, young rider/senior). The concept is similar to the Generation Games that we have been working on. The Evolution League will take place at FEI events and this year there will be three events. In 2022 they are planned as single events but for 2023 we will have six regional qualifiers and a final if a sponsor can be found. In order to improve the events we also have to look at the education of officials and are planning seminars to educate the scribes.

## FEI Rule Revision

2022 has been the year of full rule revision for Dressage and the Working Group has discussed these at length. All EEF recommendations related to Dressage will be published in due time for the FEI GA.

This report has the intention to look forward after we have learned from the past.

Ulf Helgstrand  
Chair of the EEF Dressage Working Group

## ( 5 ) EEF PARA – EQUESTRIAN DRESSAGE WORKING GROUP

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### PREAMBLE

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The EEF Para-Equestrian Dressage Working Group is a Working Group of the European Equestrian Federation with responsibility for handling Para-Equestrian Dressage matters relevant to the EEF. The Working Group focuses on active engagement, liaison and interaction with the European Para-Equestrian Dressage community and relevant organisations including the stakeholder clubs and the FEI. The Working Group has met two times by videoconference throughout the year.

The current working group membership includes:

- Anne d'Ieteren (BEL) Chairwoman
- Helena Ager (SWE)
- Marianna Grammatikaki (GRE)
- Tore Sannum (NOR)
- Luigi Ferdinando Acerbi (ITA)
- Nicole den Dulk (NED)
- Georgina Sharples (GBR)
- Eva-Maria Bachinger (AUT)
- Triona Connors (IRL)

In the two meetings the following subjects were discussed:

1. FEI Rules Revision & Paris 2024

## 2. FEI Para Dressage Forum: propositions

Brief summary of the conclusions/recommendations of the FEI Para-Equestrian Working Group:

- Entry deadlines for Paris shall stay the same as for Tokyo
- MER for Paris has already been approved to be 64%, no change possible for Paris but for later Paralympics
- Substitution timelines shall stay the same as for Tokyo and medical/veterinary certificates will still be required
- No change to the current competition format will be proposed but it will be tried to shorten the overall number of days to avoid too many rest-days in between (ie for horses not competing in the team test)
- The OC shall provide all music for the Team test to music, athletes shall only be allowed to bring their own music for the freestyle
- eDressage shall be used for the Paris PGs
- NFs have to lobby their NPCs for additional accreditations for support personnel

We were speaking about the name of the tests to be ridden and we didn't agree with the FEI to rename these tests into Grand Prix & Grand Prix Special because it would create confusion with Dressage and the different exercises in those tests. In Para Dressage the name of the Team Test was clear and the Individual Test also. The Working Group rejects the idea to change the name of the test and recommends instead to change the tests themselves. When some people are looking at the able-bodied Dressage and after that the Para-Dressage at the Games and the tests will be called Grand Prix, Grand Prix Special etc for both disciplines then the spectators will be disappointed to see the difference of level. The Para-Equestrian community has been working hard over the last years to be recognized as top sport and it would be a pity to lose that progress.

All Members of the Group were in agreement with the above propositions.

Anne d'Ieteren

Chair of the EEF Para-Equestrian Dressage Working Group

## **( 6 ) EEF JUMPING WORKING GROUP**

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### PREAMBLE

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The EEF Jumping Working Group is a Working Group of the European Equestrian Federation with responsibility for handling Jumping matters relevant to the EEF. The Working Group focuses on active promoting the sport, also in development, in Europe and is doing this in active engagement, liaison and interaction with the FEI. The Working Group is also responsible for communication and exchange of information with EEF member NFs. The Working Group has met nine times by videoconference throughout the year.

The current Working Group membership includes:

- George Dimaras (GRE) Chair
- Dorottya Strobl (HUN)
- Edouard Couperie (FRA)
- Eleonora Ottoviani (IJRC) Athlete representative

- Otto Becker (GER)
- Henrik Ankarcrona (SWE)
- Kaja Koczurowska Wawrzekiewicz (POL)

After three years, the EEF WG Jumping was partially restructured during its July 2022 online meeting (see below) with the replacement of Quentin Simonet (FRA) by Edouard Couperie (FRA), Chef d' Equipe France for young teams, and of Lukasz Jankowski (POL) by Kaja Koczurowska Wawrzekiewicz (POL), Organizer of CSIO Sopot.

Since the EEF GA 2021, all of the WG's meetings, communications and activities have been conducted remotely and electronically. During this period the WG has had four (4) online meetings and numerous e-mail and telephone communications, which comprise the following (in summary):

1. Sep 30 – Oct 26, 2021 - **Longines EEF Series - ANNEX I amendment** – approval of amended Rules for Longines EEF Series 2022 and submission to EEF Board
2. Nov 8, 2021 – online meeting with agenda :
  - **Paris 2024 - Olympic qualification system and Olympic competition format**  
and submission of WG proposals to EEF Board for approval ahead of FEI GA Antwerp 2021
3. Jan 24, 2022 – online meeting with sole item of agenda :
  - **FEI Questionnaire Paris 2024**  
and submission of WG proposals to EEF Board on Feb 1, 2022 for recommendation to EEF Member NFs
4. March 22, 2022 – representation of EEF in the **“FEI consultation process for Paris 2024 OG & PG Regulations”** meeting on March 22, 2022 – presentation of and argumentation in support of the WG's Questionnaire positions
5. April 1, 2022 – Deliberation on **“OG Paris2024\_Jumping Course Designer”**
6. April 6-14, 2022 – deliberation on **“Rules of EEFDS Jumping”** (later EEEF Evolution League) – submission of WG's recommendation to EEF Board and EEF Development Manager
7. May 24, 2022 – deliberation on **“YOUTH EQUESTRIAN GAMES AACHEN 2022 - CONTINENTAL TEAM CHEF D'EQUIPE APPOINTMENT”** and recommendation to EEF Board
8. June 6, 2022 – online meeting with sole item of agenda:
  - **“Discussion on alleged FEI proposal to Division I OCs (and in response to their relevant demands) to change the NC competition format for 2023 to one round**



**with one jump off, which is to be presented for approval to the upcoming FEI Board meeting on June 21-22, 2022”**

ahead of EEF Board meeting dated June 7, 2022 – submission of WG’s recommendation to the EEF Board and to the FEI

9. July 6, 2022 – online meeting with agenda :
- **Restructure of WG Jumping** (see introduction)
  - **Calendar 2023** (sharing with EEF Member NFs on July 15, 2022 of recommended tentative Calendar 2023 for Europe)
  - **Longines EEF Series 2023 events and dates**
  - **LES meeting**

Special acknowledgment and gratitude to the outgoing members Mr. Lukasz Jankowski (POL) and Mr. Quentin Simonet (FRA) for their invaluable input and support during their term.

Thank you and appreciation to the members of the EEF WG Jumping, Mr. Henrik Ankarcrona (SWE), Mr. Otto Becker (GER), Mrs. Eleonora Ottaviani (IJRC), Ms. Dorottya Strobl (HUN), Mr. Edouard Couperie (FRA), Mrs. Kaja Koczurowska Wawrzkievicz (POL) for their valuable contributions and ongoing commitment and availability.

George Dimaras  
Chair of the EEF Jumping Working Group

## **( 7 ) EEF EVENTING WORKING GROUP**

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### PREAMBLE

The EEF Eventing Working Group is a Working Group of the European Equestrian Federation with responsibility for handling Eventing matters relevant to the EEF. The Working Group focuses on active engagement, liaison and interaction with the FEI and other stakeholder organizations. They are responsible for the communication and exchange of information with EEF member NFs.

The current Working Group membership includes :

- Mike Etherington-Smith (GBR) Chair
- David Lee (IRL)
- Philine Ganders-Meyer (GER)
- Lars Christensen (SWE)
- Pedro Rey (ESP)
- Michel Asseray (FRA)
- Giovanni Masci (ITA)
- Alex Iavorovski (ROU)
- Merel Blom (NED)

The Eventing Working Group has had three meetings this year with on-going discussions on several topics.

In terms of ‘business as usual’ we have considered and shared our thoughts on the proposed changes to the 2023 FEI Rules for Eventing, in agreement with many of the proposed changes, concerned about some, and mixed views on others. The discussions have been constructive and open with good healthy debate and as one would expect, consensus could not be reached on some.

We have also discussed the Olympic Games, specifically the rules around participation and qualification, and fed back to the FEI via the EEF Board. The most important part of our discussions have focused on eventing’s place in the Olympic Games, what issues we have to be mindful of, and what we can all do to help ensure continued participation without sacrificing the sport. This is an on-going discussion but it is agreed that it requires a proactive approach to the subject with affirmative action.

Recently we have been begun discussing the development of eventing in Europe, what this could look like, and what needs to be done to support and encourage athletes and NFs to try to grow the sport in their particular country. These discussions are on-going but the EWG is determined to play its part to support the initiative with Lars Christenson kindly offering to join the EEF Sport Development Group on behalf of the EWG.

Additionally, discussions have been or are taking place on the following subjects:

- the shape of the sport going forward
- the future of 5\* events and where they sit in the bigger picture of an ever evolving sport
- the economic challenges being faced by OCs and athletes and what, if anything can be done to make things easier without compromising standards
- how to attract new officials in to the sport
- how to keep volunteers in the sport and attract new ones

There are regular discussions with FEI Eventing Committee members on topical subjects which help inform our meetings and one of the really good points about the EWG is the perspective that each member brings to the table and the atmosphere of mutual respect.

On a personal note I would like to thank the members of the Working Group for their input, contribution, and time commitment.

Mike Etherington-Smith  
Chair of the EEF Eventing Working Group

## **( 8 ) STRATEGIC PLANNING WORKING GROUP**

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### **PREAMBLE**

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The EEF Strategic Planning Working Group is a Working Group of the European Equestrian Federation with responsibility for the development of a short- and long-term strategy of the EEF. A short and long-term strategy is very important for the EEF as a growing organisation. To develop the strategy the Working Group focuses on active engagement, liaison and interaction with the FEI and other stakeholder organizations. The Working Group has met four times by videoconference throughout the year.

The current Working Group membership includes :

- Soenke Lauterbach Chair

- Theo Ploegmakers (NED)
- Nayla Stössel (SUI)
- Hidde Frankena (NED)
- Ulf Brömster (SWE)
- Avalon Everett (IRL)
- Carina Mayer (EEF)

During the 2021 EEF GA the EEF Strategic Plan 2022 – 2026 was approved by EEF members. Subsequently the EEF Strategic Planning Working Group (SPWG) had finished its tasks and members were “freed” from their duty.

However, the SPWG continues to work in some areas of special interest to achieve the strategic objective laid down in our Strategic Plan. Some new members were appointed to the group bringing in new sets of experience and qualifications.

In 2022 the SPWG focusses on two areas:

1. Take over management of CHEU from FEI: A feasibility study has been planned and will be conducted during autumn 2022 with the support of the FEI. The goal is to allow for a sustainable and well-informed decision at the EEF and FEI general Assemblies whether or not EEF should take over the management of CHEU as of 2027.
2. Weighted voting system in EEF: the WG studied different models in several International Federations and developed a proposal that can be applied in the EEF. This proposal is currently being discussed within the EEF Board which will decide if it will be put forward to the EEF GA for discussion and decision.

Supposedly there will be reports on both items during the EEF GA 2022 in Warsaw.

Soenke Lauterbach  
Chair of the EEF Strategic Planning Working Group

## **(9) COMMUNICATION WORKING GROUP**

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Preamble:

The EEF Communication Working Group is a Working Group of the European Equestrian Federation with responsibility for handling all communication matters relevant to the EEF. They are responsible for the communication and exchange of information with EEF member NFs in all aspects. The Working Group “EEF communication” has been founded upon request of the EEF members who have asked for better and more communication within the EEF organization (internal communication) and versus its stakeholders (external communication). The Working Group has met every two weeks throughout the year.

The current Working Group membership includes:

- Nayla Stoessel (SUI) Chair
- Carina Mayer (EEF)
- Alice Ward (EEF)

Mission: Communication shall be aligned with the EEF's strategic planning. It therefore shall support and facilitate the dialogue amongst the EEF's members and stakeholders, support in the process of opinion-making and ultimately be perceived as "the voice of the European Equestrian Sport".

#### Current Assignment

1. Managing and implementing the communicational concept (responsibilities, tasks, approval processes, road map) and taking up editorial plan and execution.
2. Support and enhance the promotion of the Longines EEF Series and similar sports products out of the EEF organization.
3. Enhance the quantity and quality of both internal, and external communications in line with the EEF strategic plan (Lead, Develop, Promote)

### Status report

#### Communication concept

Following the 2021 review, a communications manager (Alice Ward) was hired in February 2022 to assist in the dedicated communications work for the EEF. Working group meets regularly on an online basis (normally on a 2-week rhythm or as needed).

A new EEF website was launched in February 2022 and has been highly successful. The page has been viewed by 6.3K users within the first six months. We are able to monitor the most viewed pages; Longines EEF Series reports generated the most page views, with the top visitors coming from Portugal, the USA, Germany, Ireland and France. The majority of users are visiting the website following an organic search, and we will utilize this data to focus on search engine results in 2023 (Google adwords and similar tools to improve the EEFs visibility in search engines).

With continuous content shared on our major social media channel, Facebook, the EEF Facebook page has gained 792,1% in reach, has experienced a 146,7% increase of page visits and has won 95,4% new page likes (comparison Jan-Jul 2022 towards Jan-Jul 2021).

This year saw the outbreak of war in Ukraine and the increased resource allowed the EEF to respond quickly and efficiently to the crisis with clear messaging from the EEF President and follow-up reporting to assist the newly formed Ukrainian Equestrian Federation Charity Foundation (UEF-CF). With the war on-going, the communications department will continue to work with the UEF-CF and utilize our databases to share their messaging when appropriate.

#### EEF community

The building and managing of the EEF community and thus an intensified communication amongst the member NFs about the individual organizational origins and current challenges or success stories has been decided. As of July 2022, a newsletter series entitled "EEF member focus" has been launched. The first two NFs to be presented were Greece and Poland. Not only the story of the NF is summarized, but also a personal interview with the NF's president is integrated into the newsletter.

#### Longines EEF Series

This year a complete Longines EEF Series ("LES") has been successfully delivered across 8 regional qualifiers, 2 semi-finals and the Final. The Series has benefitted from increased communication and social media planning, working again with external journalists to generate the reports (Susi Cottice/Luca Paparelli) and in-house resource to manage social media. The number

of page views / Facebook interaction has increased by over 197% and the MailChimp database has been doubled.

Moreover, the agreement with clipmyhorse.tv (hereafter “CMH”) as EEF media partner has been renewed so that all LES events have been livestreamed over the CMH- and the EEF-website. For the LES 2022 (n.b. the final is yet to take place), close to 60’000 views by over 13’000 viewers have been reported. This means an increase of 45% in views and 69% viewers compared to the season 21 (reduced number of events due to Covid pandemic) so far. The streaming has reached more than 380 countries until today. CMH were on-site at both semi-final’s and final to generate video content for use on social media which is noted as a valuable and necessary content tool to better explain the series and the stories within the series (all of the videos published on the EEF YouTube channel).

For the 2023 season, a more targeted media strategy will be adopted to increase the visibility of the Series and create focus on the over-riding storytelling around rider/horse development and not only the pure event result. The use of the on-site reporters will be reviewed in order to better collate these stories alongside stronger collaboration with OCs existing press teams to access local media.

#### Promotion of Equestrianism and the importance of social license

In alignment with the EEF’s strategic plan, the promotion of Equestrianism in Europe with special consideration for the topic of Social License has been prominent in the communications work this year. Specific messaging from the EEF President has fronted this campaign, while the formation of the Sustainability Working Group and Sport Horse Welfare Foundation partnership have both generated positive external media coverage and highlighted the EEF’s commitment to improving the image and understanding of equine sport for the wider society.

Nayla Stössel  
Chair of the EEF Communication Working Group

## **( 10 ) EEF DEVELOPMENT WORKING GROUP**

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### PREAMBLE

The EEF Development Working Group is a Working Group of the European Equestrian Federation with responsibility for the development of the sport, together with the members of the EEF, called Brotherhood.

Brotherhood focuses on actively promoting and developing the sport where requested from members in Europe and is doing this through active engagement, liaison and interaction with the FEI, where appropriate. The Working Group is also responsible for communication and exchange of information with EEF members about development activities. Following the appointment of the EEF Development Manager Teodor Sheytanov in March 2022 the Working Group will be assembled with new members for the year 2022/23.

### **EEF Evolution League**

In March 2022 we started a series of meetings with potential organizers of the EEF Development Series. The initial concept was presented by a working group chaired by Alan Andabaka of the BEC. The EEF is planning to start series with team competitions in the disciplines jumping and dressage in Central-Eastern Europe.

The planned sport events for jumping in 2022 are:

- Bojurishte, BUL 10-12.06.2022, CSI 1\*, CSI Ch
- Lipica, SLO 26-28.08.2022, CSI 2\*, CSI Ch
- Bucurest, ROU 02-04.09.2022, CSI 1\*, CSI Ch

The first show in Bozhurishte, held in June 2022, was successful.

After the competition an introductory seminar for national judges and stewards was organized with 11 participants.

The planned sport events for dressage in 2022 are:

- Tsaratsovo (BUL), 08-11.09.2022
- Zakrzow, (POL), 27-30.10.2022

### **EEF Evolution Dressage League Education**

Important part of the development is the support of the dressage officials in their pathway. In connection with EEF - Evolution League seminars for National Dressage Official will be organized..

### **FEI Solidarity**

The EEF Development Department had regular meetings with the FEI Solidarity staff. In April 2022 we had an in-person meeting in Lausanne to set the framework for the future cooperation.

We also discussed with the FEI the implementation of the EEF Officials academy and how it will be connected with the FEI officials education system.

In the program to support countries to develop the Equine Sport further the following NF's were visited

**Cyprus NF 28-30 April**

**Malta NF 1-3 June**

### **Ukraine**

We have started regular meetings with UKR NF/CF and FEI about the ongoing situation.

The aid of the EEF is concentrated providing food for the horses in the Ukraine.

So far we as EEF, in cooperation with the FNRS in the Netherlands, have provided support for Central Ukraine – the first feed delivery in Dnepropetrovsk and later the hay from Germany was distributed in North-East – Kharkiv, Sumy, Chernihiv; and Central – Kiev and Zaporizhzhia.

### **Development plan for 2022-2023**

We plan to start with several specialised courses where we see that there is a need for.

Possible courses could be :

- 1) EEF Officials Academy
- 2) Stable Management Program
- 3) Support program for Ukrainian Athletes. (This program will be carried out in cooperation with the FEI solidarity department.)

Quentin Simonet  
Chair of the EEF Development Working Group

## **( 11 ) EEF SUSTAINABILITY WORKING GROUP.**

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### **PREAMBLE**

The EEF Sustainability Working Group is a working Group of the European Equestrian Federation with responsibility creating a sustainable policy relevant to the EEF. The Working group focuses on the development of tools for the EEF members and to support EEF members in their actions reducing where possible the “carbon-footprint of the equestrian sport in the respective countries.

The Working Group held 5 working sessions between March and June 2022.

The EEF working group, composed of two external experts on sustainable development, representatives of the National Equestrian Federations from Italy, Sweden and Slovakia, the CEO of CHIO Aachen, the EEF President, EEF General Secretary and EEF Communications Manager, was tasked with developing a concise environmental review based on understanding the relevant environmental and social impacts and opportunities associated with equestrian sport in Europe and beyond.

In July, the first working session on the carbon footprint of the professional horse and the corresponding pilot study took place. EEF will work on this subject together with the national equestrian federations from Sweden and Greece and in cooperation with Wageningen University.

### **Background.**

- **Why we have to act?**

The UN Intergovernmental Panel on Climate Change (IPCC) report, published in 2022, indicates that global warming is accelerating faster than anticipated. Climate change is affecting every aspect of human life, and sport is no exception. Sport is both a contributor to global warming and a victim of it. Collaboration across sectors and society is crucial in dealing with climate change. Sport, in turn, is in a unique position to play an important role in raising awareness of climate change through the millions of people involved.

- **What has been done?**

As a first step, the working group (1) reviewed sustainable practices in global sport, (2) articulated an environmental aspiration, (3) identified priorities for climate action in alignment with EEF strategy framework, (4) developed a portfolio of impactful environmental and social initiatives. The initiatives were specified and assessed along a range of parameters, including alignment with the UN Sport for Climate Action Framework. The result was summarized in the EEF Climate Action Review and presented to the EEF board in June 2022.

- **What will be done next?**

EEF will focus on the delivery of the foundational initiatives and aspire to set targets in line with the UN Sport for Climate Action framework (50% emissions reduction by 2030, net zero by 2040). The following initiatives have been prioritized for implementation starting in 2022:

- Reduce the environmental impact of EEF products by incorporating sustainability requirements and emission reduction targets into contract documents and engaging with organizers. Timeline: August 2022 – December 2022.
- Create a tool to enable EEF members to understand the Carbon Footprint of professional sport horses and develop actions based on the insights. Timeline: July 2022 – December 2022.
- Embed sustainability within the Equestrian Young Leaders Europe (EYLE) program. Timeline: September 2022 – March 2023.

We aim to start telling our story, sharing our experiences and creating a platform to promote a sustainable culture in close cooperation with national equestrian federations and like-minded partners.

Nadia Kolodchenko  
Chair of the EEF Sustainability Working Group