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Celebrating 90 years of helping horses

Equestrian sport and the concept of a social license

Presentation to the 2017 FEI General Assembly
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#BurghleyPony



Overview



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1. Introduce World Horse Welfare
2. Social license – why and what
3. Four actions to consider taking
4. An exciting announcement...

World Horse Welfare



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- Leading equine charity for 90 years
- Covers full spectrum of equine world
- Works across 4 continents
- 120 employees - €10m turnover
- Education, campaigns and hands-on care
- Policy engagement
- Sport horse welfare – advisor to regulators – e.g. FEI





Fédération
Equestre
Internationale



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World
Organisation
for Animal
Health



Fundada en 1964



អង្គការ ថែទាំ ឱសសប្រយោជន៍ ទៅកម្ពុជា
Cambodia Pony Welfare Organization

Changing views



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- Public views evolving on use of horses in sport or work
- Partnership or exploitation?
- *'Use but not abuse' vs 'Use is abuse'*
- Lack of understanding of ethos of horse sport
- Horses belong in fields!

This is NOT the view of World Horse Welfare!

The Cruelty Of Equestrian Sports
By Alexander Nevzorov
EQUIPMENT
... equestrian sport by nature
sport. Yes, any sport
... sport? ... by pain and beating. So
Among all sportsmen there are no more than
real sadists, and others just do not
As you know

If I love animals, how can I love horse racing? It requires denial ...

Protests over horse 'cruelty' as equestrian fans threaten to boycott 2012 Olympics



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Why a social license?

Helps put focus on:

- Make right ethical choices for horses (not new...)
- Changing attitudes of society

“It is no longer just us, the horse people, who decide what is right and wrong. The pressure from society on the treatment of horses is increasing.”

– Hanfried Haring, EEF President

What is a social license?



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- Unwritten, non-legally binding contract
- Society 'gives' right to operate
- About building trust that we behave ethically
- We ALL have responsibility to cultivate social licence

LEVEL OF SOCIAL LICENCE	SYMPTOMS/INDICATORS
WITHHELD / WITHDRAWN	Shutdowns, blockades, boycotts, violence / sabotage, legal challenges
ACCEPTANCE / TOLERANCE	Lingering/recurring issues & threats, presence of outside NGOs, watchful monitoring
APPROVAL / SUPPORT	Company seen as good neighbour, pride in collaborative achievements
PSYCHOLOGICAL IDENTIFICATION	Political support, co-management of projects, united front against critics



A social license in horse sport?



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Why horse-racing in Australia needs a social licence to operate

November 2, 2017 7.04pm GMT

Firm foundations in horse sport



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- Welfare Code of Conduct:

“All those involved in international equestrian sport must adhere to the FEI Code of Conduct ... and acknowledge and accept that at all times the welfare of the horse must be paramount ... and never be subordinated to competitive or commercial influences.”

- Enforcement of rules and standards on field of play – and off of it
- Responsibility from birth to death – and in training yards

Rules can and should evolve



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Tight nosebands outlawed by national federation

Location and angle of measurement of tightness of the noseband



Cavesson



Cavesson with flash



Drop



Micklem



Mexican

Action 1: do not ignore!



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- If we ignore public opinion, future of equestrian sport **AT RISK**
- Lessons from Australian greyhound racing and National Hunt racing

Jumps racing faces axe in Australia

Jumps racing may be scrapped in Australia following three equine deaths at the famous Warrnambool three-day carnival in Victoria's Western District last week.



Horse Racing
Sport »



Greyhound racing banned by Australian state after 'barbaric cruelty'





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Action 2: be proactive

- Respond to public opinion
- Actively engage with public concerns
- Demonstrate and communicate welfare provisions
- Seek independent view on whether rules protect welfare (German Federation, British Dressage)
- Be honest, transparent – and move swiftly to stamp out **ANYTHING** that harms the welfare of the horse

Zero tolerance required



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- Acts of abuse have lasting impact on reputation
- The horse is the **chief stakeholder** in the social license to operate

Australian jockey Caboche suspended for punching horse

9 November 2017 | Australia



Davy Russell punching his horse was a serious blow to racing's image

Action 3: highlight relevance of the sector



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Articulate relevance of horse sport and wider horse sector

Europe: Jobs, Growth and Investment

- 7 million equidae
- €100 billion+ per annum to economy
- 2.6 million hectares of land
- Key rural employer
 - Second largest rural employer in some Member States
 - At least 180,000 jobs in France



Action 4: highlight horse-human partnership



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- Continue to highlight uniqueness of horse-human partnership in sport
- Demonstrate our respect for horses



17 September

World Horse Day



Seeking to engage everyone



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- Hope you will support the campaign
- Seeking to engage all Federations down to local riding clubs
- Website with toolkit to be available
- Aim to include racing, polo, universities, other NGOs and others involved with horses







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Thank you

@rolyowers

www.worldhorsewelfare.org

