



HAL
open science

Equestrian practitioners: essential services to support self-organization

Camille Eslan, Céline Vial, Sandrine Costa

► To cite this version:

Camille Eslan, Céline Vial, Sandrine Costa. Equestrian practitioners: essential services to support self-organization. 74th Annual Meeting of the European Federation of Animal Science (EAAP), European Federation of Animal Science (EAAP); World Association for Animal production (WAAP); Interbull, Aug 2023, Lyon, France. pp.454, 10.3920/978-90-8686-936-7 . hal-04206498

HAL Id: hal-04206498

<https://hal.inrae.fr/hal-04206498>

Submitted on 13 Sep 2023

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

Equestrian practitioners: essential services to support self-organization

Camille ESLAN - FFE
Céline VIAL - IFCE
Sandrine COSTA – INRAE



Equestrian context in France

3rd sport in France and 1st women's sport
≈690 000 federation (FFE) memberships

Organized around professional centers

Classic offer orientated towards Olympic disciplines

Around 1 million horses in France with
30% kept in self-organization



Increasing



© FFE

What is self-organization in sport ?



Definition:

To not delegate to others what you can do or learn how to do yourself

Issues:

Growing phenomena: 68% of sport practitioners

Institutional detachment

Lack of trust with professionals

Risks concerning security or welfare

Equestrian self-organized users' definition

Riders, owners or guardians of equines who self-organize to manage their equine independently of any professional equestrian structure

- Grouped together or not
- Individuals or families
- Keeping horses for no economic gain



© Mélanie Guillamot

Research aim

This research aims to:

- Characterize self-organized equestrian users
- Analyze the factors leading to self-organization
- Identify needs of self-organized users
- Propose an adapted service offering



A mixed methodology

« Self-organized users »

Deep qualitative survey (2020)

30 respondents, various profiles
France
Organisations and motivations
Thematic content analysis

Online quantitative survey (2021)

660 respondents
France
Organizational drivers and values
Statistic analysis with R software

Professionals

Qualitative survey (2020)

16 respondents (riding centers, livery yards, service providers)
France
Relations with self-organized users (representations, services offered)
Thematic content analysis



Results

Photo credit : M.Guillamot

Main motivations

Practice lover: dissatisfied with the activities offered by professional structures



Animal lover: want to experience their relationship with their equine daily



Resources: facilitators or obstacles to self-organization

Temporal: dedicated time for practice, animal care, husbandry

Material: land, infrastructure, financial aspects

Skills: Equestrian for practice, agricultural for husbandry, veterinarian



Important values

Ethical: good living conditions & wellbeing for equines



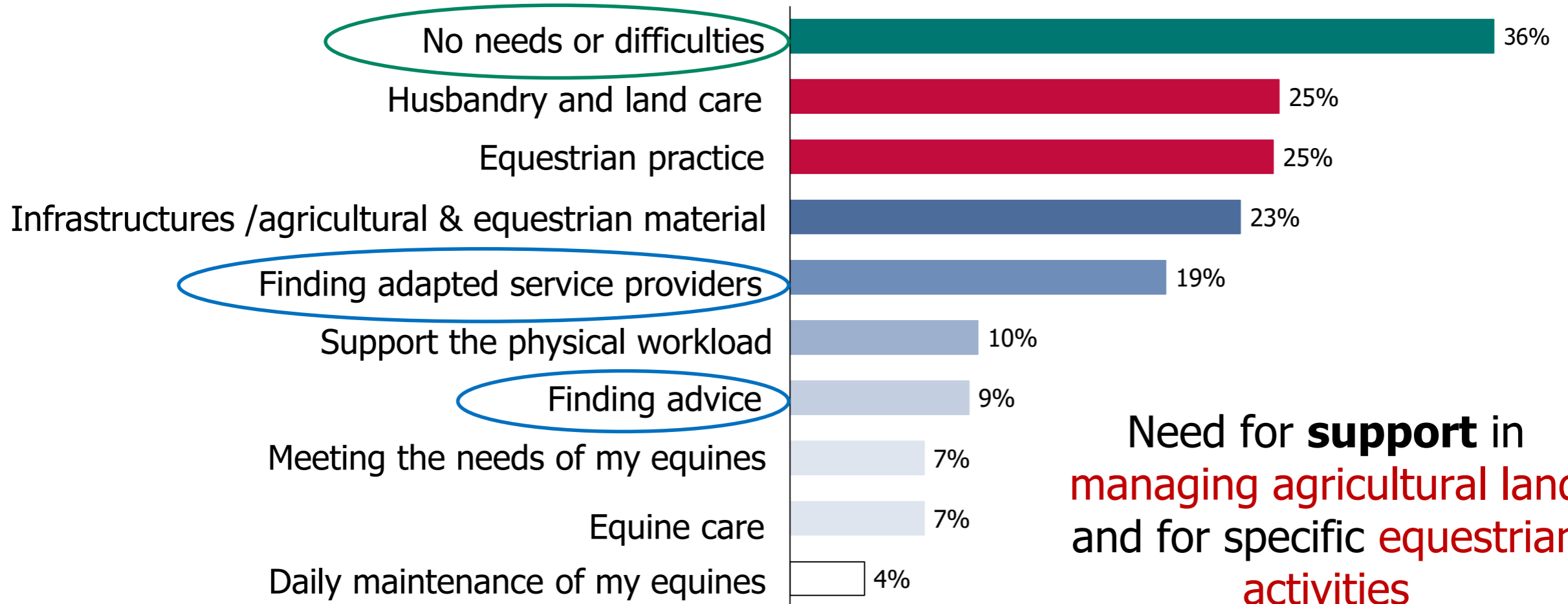
Error risk: fear of making mistakes



Transmission: wish to transmit and share knowledge with others



Needs and difficulties of self-organized users



Services and providers used

95% of self-organized users went through professional structures in the past (mean of 10 years)

35% currently use professional services:

- Basic care: vets, osteopaths, farriers & dentists
- Local farmers: an important support
- Little use of riding-related services

Few users turn to professionals for help

⇒ alone, family or other self-organized



© Mélanie Guillamot

Self-organized seen by professionals

«Random riders»

«Unstable & irregular customers»

Outdoor and leisure riders

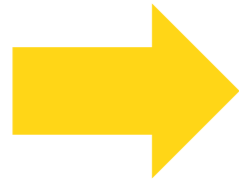
Some may be regular customers,
practicing sporting activities or
competing



Conclusion

Dissatisfaction of self-organized users towards the professional offer: living conditions for horses, activities

Specific, partly unsatisfied needs: agricultural services, equestrian activities, infrastructure...



Supporting self-organized users rather than reintegrating them
Communicating with appropriate tools

Proposing an adapted offer that considers:

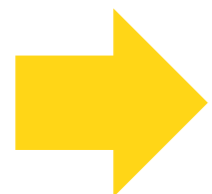
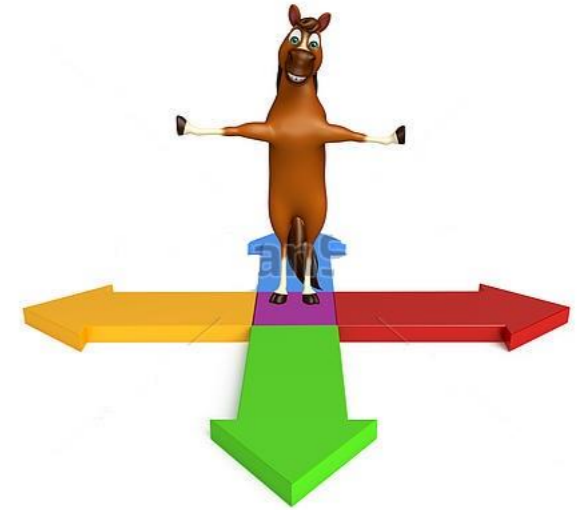
- initial motivations
- the values sought
- resource constraints

In the form of access to networks, training and services

Perspectives

Work still in progress:

- Promotion and dissemination of results (publications, tools, web conferences, ...)
- Production of key figures about self-organized users
- 2 two online surveys :
 - 1) Self-organized users & 2) Equestrian facility managers=> Test of services (content, price & frequency of use)



Development strategies for the service market intended self-organized users

Thank you for your attention

Céline VIAL – celine.vial@ifce.fr