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Camille Eslan, Céline Vial, Sandrine Costa

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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



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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

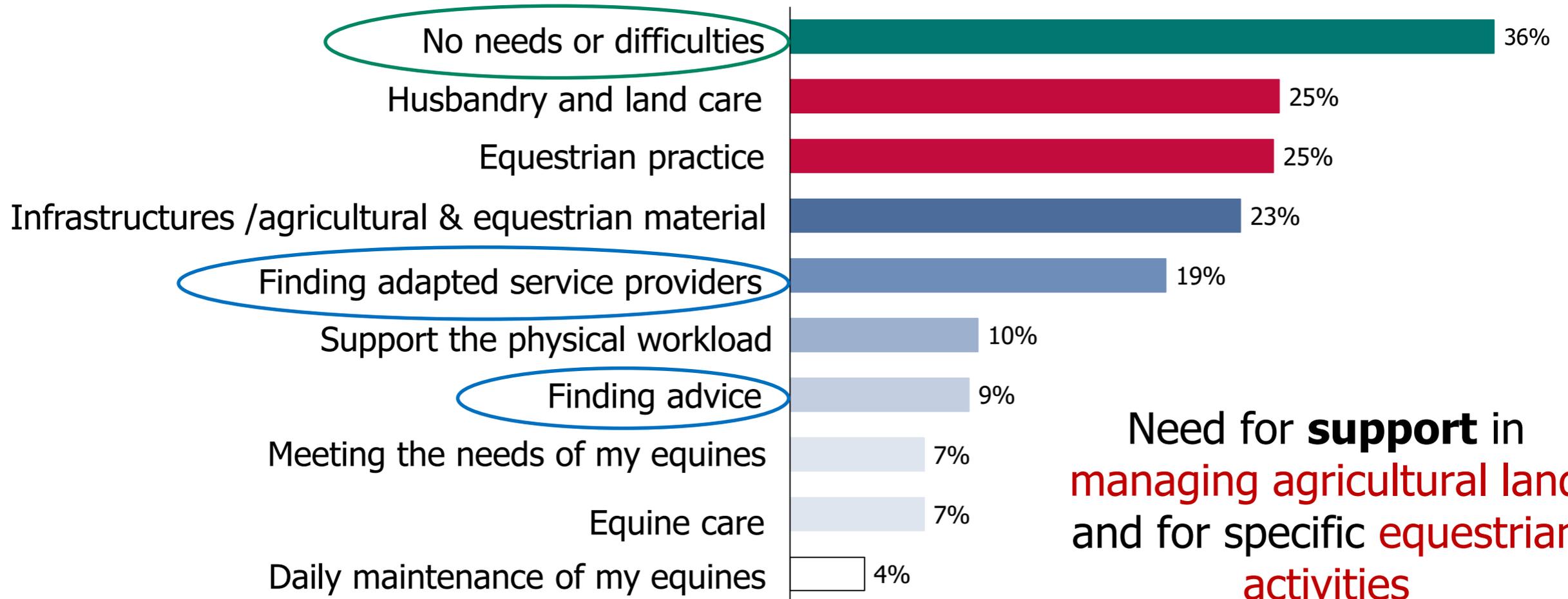
Ethical: good living conditions & wellbeing for equines

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



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Self-organized seen by professionals

«Random riders»

«Unstable & irregular customers»

Outdoor and leisure riders

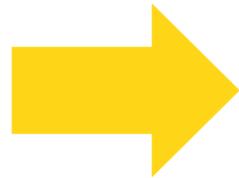
Some may be regular customers,
practicing sporting activities or
competing



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:

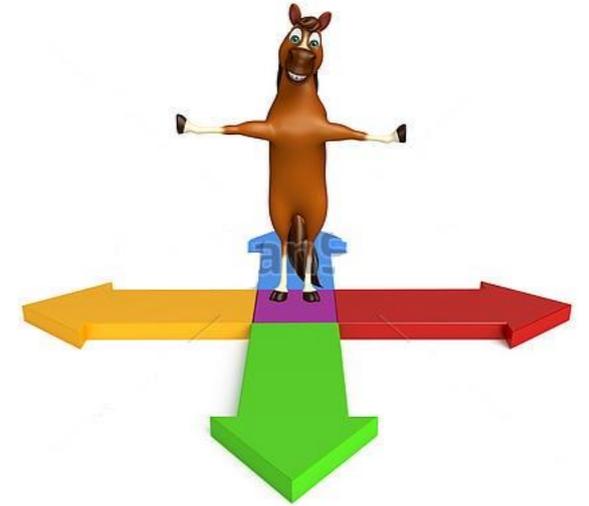
- initial motivations
- the values sought
- resource constraints

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