



European
Equestrian
Business
Association e.V.



**Welcome to the 1st general members
assembly of EEBA!**

March 18th 2022



Kartell- hinweise

ONE PASSION, ONE VOICE!

Wir weisen Sie auf das **europäische und nationale Kartellrecht** sowie auf die **Kartellrechtsinformationen der EEBA** (Teil des Mitgliedsvertrags) hin, die es verbieten, wettbewerbsrelevante Themen zu erörtern. Dazu gehören:

- Informationen oder Vereinbarungen über Preise, Preisstrategien, Gewinnspannen usw.
- Der Austausch anderer sensibler Unternehmensdaten im Rahmen von Verbandstreffen
- Informationen über Liefer- und Zahlungsbedingungen aus Verträgen mit Dritten
- Angebote von Dritten, Aufteilung von Märkten oder Bezugsquellen jeglicher Art
- Absprachen über Boykotte und Liefer- oder/und Bezugsbeschränkungen gegenüber bestimmten Unternehmen.

Ein solches Vorgehen kann mit hohen Geldstrafen geahndet werden, die der Verband und seine Mitglieder zu tragen haben. Daher führt jeder Verstoß gegen die oben genannte Regelung zum Ausschluss des betreffenden Teilnehmers von dieser Veranstaltung. Sollte der Verstoß gegen diese Regeln trotz mehrfacher Ermahnung fortgesetzt werden, wird die gesamte Veranstaltung mit sofortiger Wirkung abgebrochen.



Antitrust information

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We draw your attention to **European and national antitrust law** as well as the **Antitrust Information of EEBA** (part of the membership contract), which prohibits discussing competition-relevant topics such as

- Information or agreements on prices, pricing strategies, margins, etc.
- exchanging other sensitive company data in the context of association meetings
- Information on delivery and payment conditions from contracts with third parties
- Offers from third parties, sharing of markets or sources of supply of any kind
- Agreements on boycotts and supply or/and purchase restrictions against certain companies.

Such action can be punished with heavy fines, which the association and its members have to bear. Therefore, any violation of the above mentioned regulation will lead to an exclusion of the respective participant from this meeting. If the violation of these rules continues despite several warnings, the whole meeting will be terminated with immediate effect.



Agenda

ONE PASSION, ONE VOICE!

- **Welcome**
- **Warmup** - Latest market insights
- **What has happened since the foundation?**
 - office & team
 - status quo memberships
 - website & social media
 - press & communication
- **Financial plan for 2022**
 - presentation
 - approval (by voting)
- **Planned activities**
 - event participations
 - working groups
 - identified topics
 - kickoffs & How-to-do
 - network meetings
 - other



Latest market insights

ONE PASSION, ONE VOICE!

„Sport participation and sports consumption spotlighted by the Covid 19 pandemic“

by Federal Ministry for Economic Affairs and Climate Protection (BMWK)

In 2020

- sport activities: overall reduction, also for equestrian sports
- sport related consumption: **-22%**

Equestrian sports:

- nearly **no reduction** of total consumption volume
- but - **91 %** in expenditure on training & courses (not as high in any other sport).
- ranking 4th among the top 10 sports with the highest spending on active sports (total consumer spending of € 3.7 billion) since 2017
- highest per capita expenditure of all the sports (€ 1,540)
- practiced by 3% of the total population (about 3,192 millions).
- approximately 20-22% are a member of FN

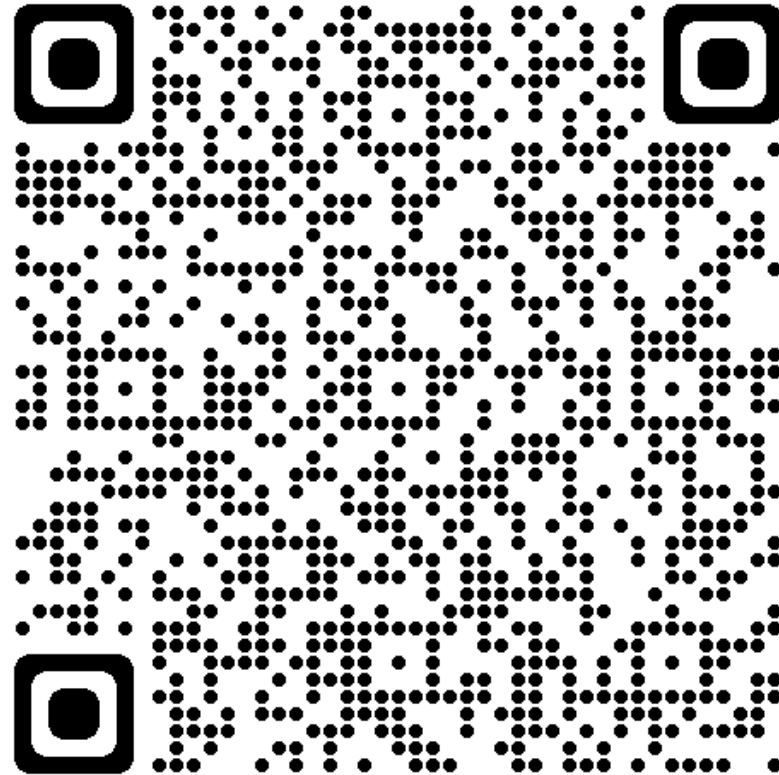
➤ **Less people spending way more money**



**Latest market
insights**

ONE PASSION, ONE VOICE!

**„Sport participation and sports consumption
spotlighted by the Covid 19 pandemic“**





Latest market insights

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Poll:

1. How did Covid 19 effect your business in the past two years (compared to 2019)? / Welche Auswirkungen hatte Covid 19 in den vergangenen zwei Jahren auf Ihre Geschäfte (im Vergleich zu 2019)?

[Weitere Details](#)

- significant growth / deutliches... 4
- slight growth / leichtes Wachs... 14
- stagnation / Stagnation 4
- slight decline / leichter Rückg... 1
- significant decline / deutlicher... 5





Status quo – office & team

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Office:

- Subtenants at the USG headquarter in 63633 Birstein
- generously sized, could also be used for working group meetings
- About 80 km / 1 h car drive from Frankfurt international airport

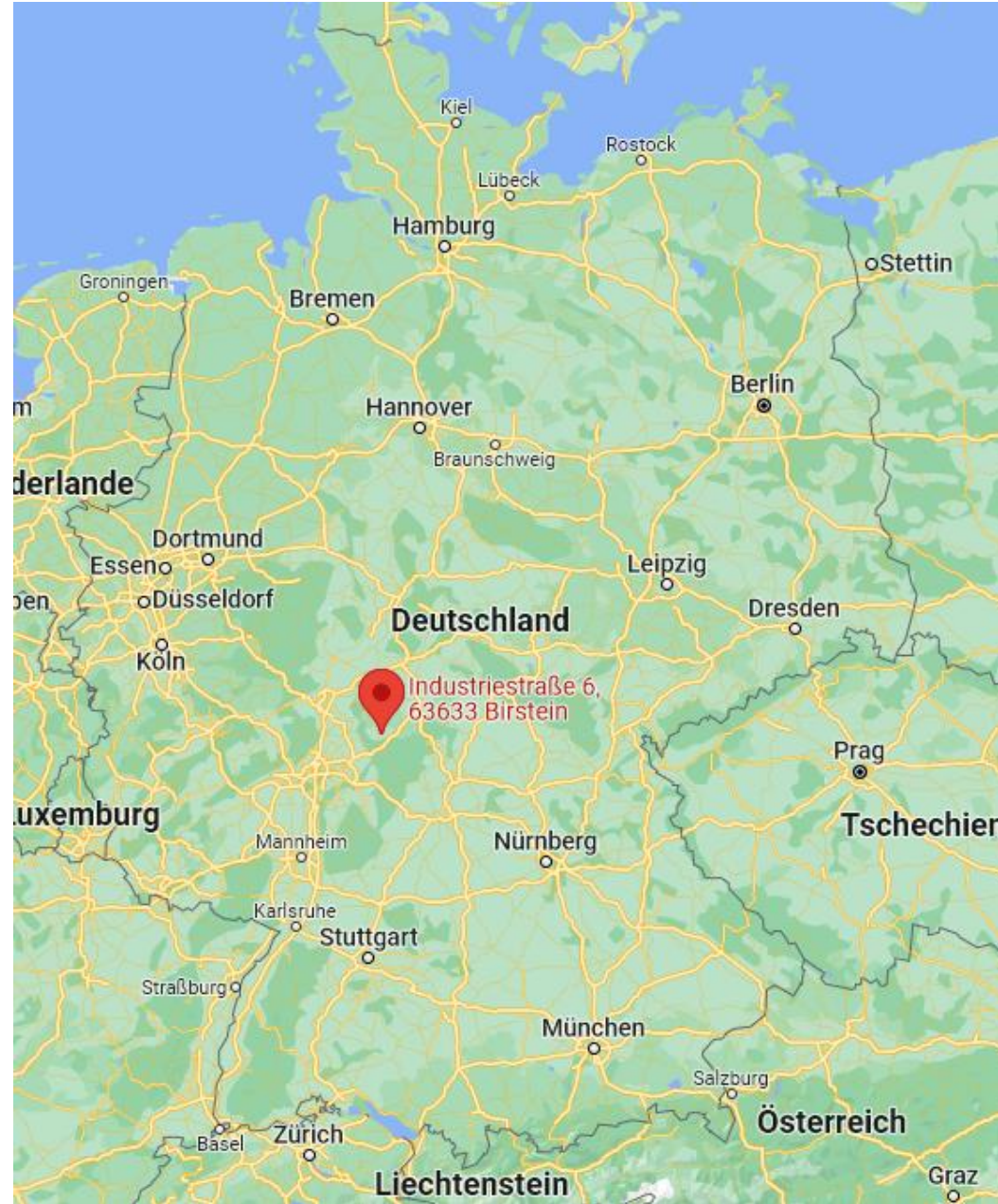
Team:

- Anna Lena Grytz, CEO
 - Predominantly working remote from Düsseldorf
- Lene Traxel, was Trainee, now Office Manager (since Feb. 22)



Status quo – office & team

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Status quo – office & team

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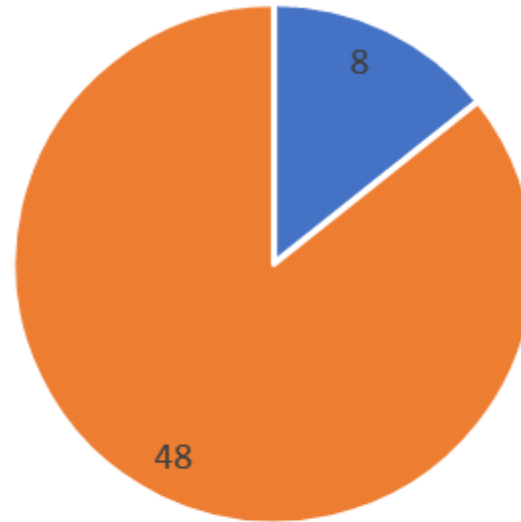




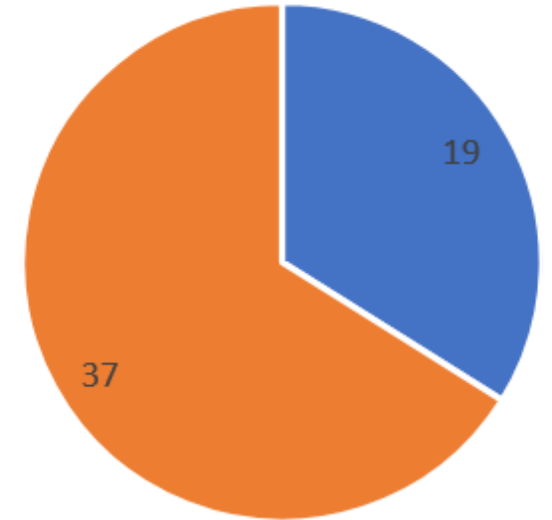
Status quo - memberships

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56 members (fully registered)



■ private persons ■ companies



■ europe ■ germany

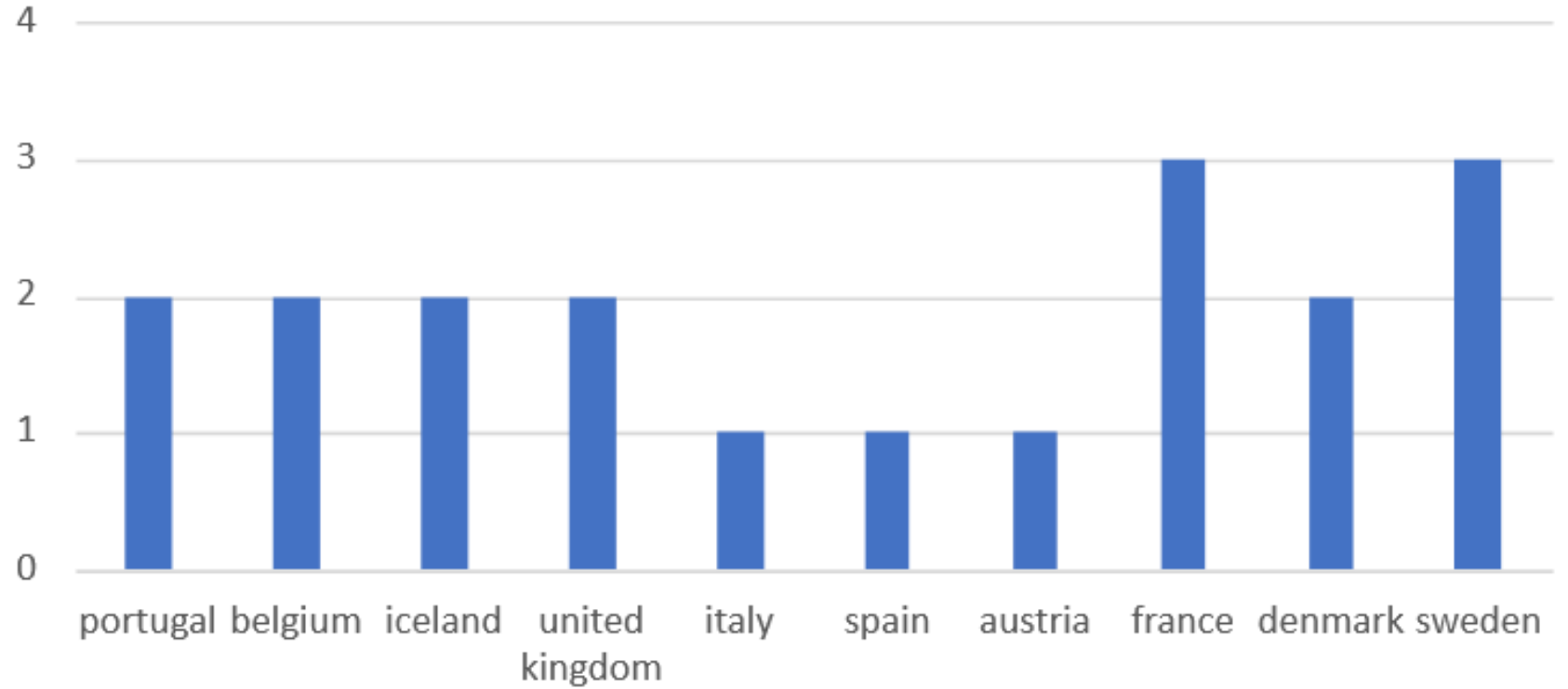
+ Recently 39 more prospective members



Status quo - memberships

ONE PASSION, ONE VOICE!

by countries:

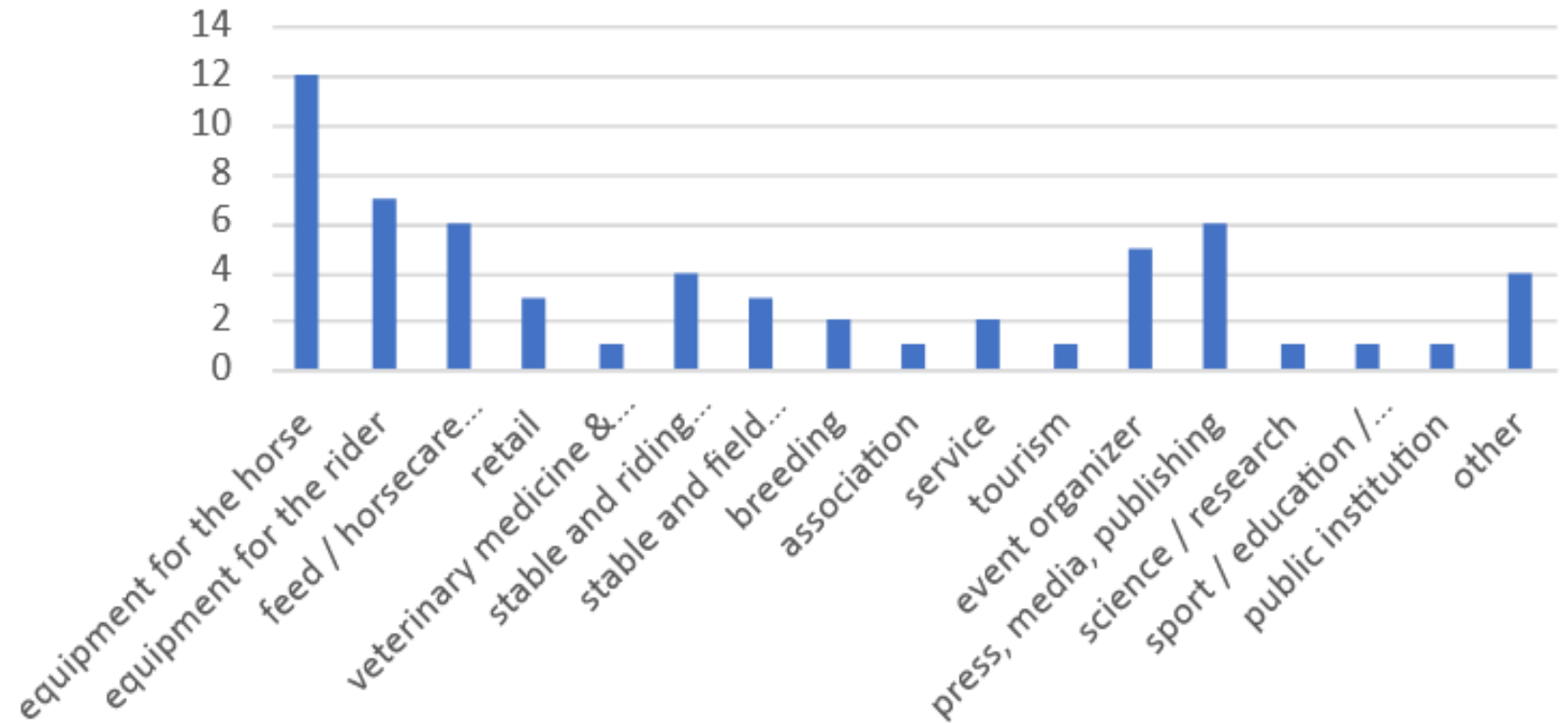




Status quo - memberships

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by segments:
(multiple entries possible)





Status quo – social media

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Follower:

LinkedIn:	322 follower
Facebook:	202 follower
Instagram:	197 follower

Coverage of top postings:

LinkedIn:	1,057 persons
Facebook:	1,639 persons
Instagram:	681 persons





Status quo – social media

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Top 3 postings

European Equestrian Business Association e.V.
322 Followerinnen
2 Monate · 🌐

We could not be prouder to call the multiple Olympian, World Champion, European Champion and German Eventing Champion Ingrid Klimke our President!

Here is about why she is supporting the EEBA:

"As an international athlete, I have been closely associated with many companies for a long time and know the importance of good networks and long-standing partnerships. In order to ensure that the horse industry in Europe will be well positioned in the future, I consider it fundamental to bundle competences, know-how and experience across borders", explains Ingrid Klimke. "If we manage to think more holistically and speak with one voice, we will be able to jointly maintain our position as world market leader and trailblazer in terms of quality, ethics, animal welfare and sustainability in the decades to come. The formation of the EEBA fills a void for our industry, and I'm thrilled to be able to help guide the association as president."

picture: AGENTUR datenreiter / Lutz Kaiser

#europeanequestrianbusiness #onepassiononevoice #eeba #horseindustry #ausliebezumpferd #ingridklimke #reitezudeinerfreude

Übersetzung anzeigen



LinkedIn: **1057**

European Equestrian Business Association e.V.
15. Feb. · 🌐

In Europe, an estimated 896,000 people earn their living in the horse industry!

Are your love for horses and your passion for your profession inseparable? Then become a member of a strong network that gives the economic factor horse in Europe a common voice! Benefit from a growing network and more intensive cooperation between the different branches of the industry, support the development of European quality criteria and advocate for a sustainable further development of the entire sector.

Click here to become a member:
https://eeb-a.eu/en/registrierung_en

Do you have any questions in advance? Please contact us at contact@eeb-a.eu.

#europeanequestrianbusiness #onepassiononevoice #ausliebezumpferd #horselove #horseindustry #futurehorse #futurehorserider



Facebook: **1639**

Foto

europeanequestrianbusiness

Insights ansehen Beitrag bewerben

Gefällt **trustmonique** und **85 weiteren** Personen

europeanequestrianbusiness After Ingrid Klimke has been formally elected the first president of EEBA at September 2nd we took the chance to meet her at @chio_aachen today and provide her with the EEBA membership ribbon. Thank you so much @ingridklimke for sharing our vision and supporting our mission: ONE

Instagram: **681**



Status quo – website

ONE PASSION, ONE VOICE!

www.eeb-a.eu

Views since release of website (December 21): 2,533

Besides providing general information about our vision and goals we would primarily like to offer **added value** to the members in the login-area.

To do this, it is important to understand **which content is interesting and helpful** for you? We will present some elements in the following and also send a query by email afterwards.

The current concept can therefore be adapted and expanded at any time and according to our needs.



Status quo – website

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job advertisements of our members

Kaufmann/-frau für Büromanagement / Büroassistentz (m/w/d) in Teil- oder Vollzeit

Ihre Aufgabenbereiche Allgemeine Büroorganisation und Telefonbetreuung Kommunikation mit Mitarbeiter*innen, Kunden*innen und Geschäftspartner*innen Stammdatenpflege und Dokumentenmanagement Unterstützung bei Angebots- und Auftragserstellung Terminkoordination und Reiseorganisation Das bringen Sie mit Abgeschlossene kaufmännische Berufsausbildung ...

Volontär Print & Online - Fachzeitschriften Pferdezucht und Haltung (m/w/d) - Dauer: 2 Jahre

Ihre Aufgaben: Erlernen der redaktionellen Betreuung wie organisatorischen Abwicklung unserer Fachmedien Profi-Magazin Pferdebetrieb und Arbeitskreis Pferd Recherche, Führen von Interviews, Wahrnehmen externer redaktioneller Termine, Texten, Redigieren, Fotografieren, Bildauswahl Unterstützung bei ...

Mitarbeiter Versand / Kommissionierung

Aufgaben: Verpacken und Versenden von Ware Kommissionierung Durchführen der Endkontrolle vor Versand allgemeine Lagertätigkeiten mit Wareneingang / Warenausgang Anforderung: Leistungsbereitschaft / Engagement Teamfähigkeit kundenorientierte Arbeitsweise Verständnis von Arbeitsprozessen in der ...

Mitarbeiter (m/w/d) für unsere Produktionsstätte

Im Idealfall sind Sie gelernte/-r Verfahrenstechnologe/in in der Mühlen- und Getreidewirtschaft. Das Aufgabengebiet Annahme der Rohwaren Kontrolle der Rohwaren Verarbeitung der verschiedenen Getreidesorten vom Flockieren bis zum Absacken Bedienung der ...

Dosierer (m/w/d) für unsere Produktionsstätte

Wir suchen zum nächst möglichen Zeitpunkt Dosierer (m/w/d) für unsere Produktionsstätte in Rinteln Im Idealfall sind Sie gelernte/-r Verfahrenstechnologe/in in der Mühlen- und Getreidewirtschaft. Das Aufgabengebiet Annahme der Rohwaren Kontrolle ...

Ausbildungsplatz als Verfahrenstechnologe/ -technologin (m/w/d) in der Mühlen- und Getreidewirtschaft

Zum 01.08.2020 bieten wir für unsere Betriebsstätten in Rinteln einen Ausbildungsplatz als Verfahrenstechnologe/-technologin (m/w/d) in der Mühlen- und Futtermittelwirtschaft Was macht man da aus sich? Werde Futtermittel-Experte. Deine Ausbildung ...



Status quo – website

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news of the members



Gebissberatung heute: Von Wanderschuhen und High Heels

March 11, 2022

PFERDESPORT Journal, Ausgabe 02/2022 Während eine korrekte Anpassung bei Sätteln mittlerweile von immer mehr Pferdehaltern in Anspruch genommen wird, steckt die Gebissanpassung in den Kinderschuhen. Im Bewusstsein vieler Reiter ist [...]

read



Best Retailer Germany and TOP Retailer Europe 2022 - The winners are...

February 17, 2022

Der neue Reitsport BRANCHE Retailer Award Germany/Europe 2022 powered by spoga horse ist entschieden. Für die nächste Auflage 2023 sind letzte Sponsoren-Plätze zu vergeben. Seien Sie dabei, hier lesen Sie mehr!

read



Der lange Weg zum guten Heu

January 20, 2022

St. Georg 1/2022 Der lange Weg zum guten Heu Wenn die Gräser blühen, ist es Zeit zu mähen, um nährstoffreiches Heu zu gewinnen. Säen, mähen, trocknen, pressen - fertig! Im [...]

read



Status quo – Website

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press monitor

animal welfare & health

digital

equestrian federations

equestrian products

europa

general informations

germany

management

marketing

others

research

social media

sport

studies & reports

supplychain

sustainability

transportation & logistics

sport

- **Turniersportstatistik 2021: Turniere und Starts wieder im Aufwärtstrend (10.03.22)**

Neu

Es geht wieder aufwärts mit dem Turniersport. Nach dem drastischen Einbruch im ersten Corona-Jahr ist die Anzahl an Turnieren, Prüfungen und Starts wieder deutlich angestiegen, auch wenn die Zahlen noch spürbar von denen der Vor-Corona-Zeit entfernt sind. Vor allem haben noch nicht alle Turnierteilnehmer den Weg zurück in den Sport gefunden.

- **FEI removes all international equestrian events in Russia and Belarus (28.02.22)**

The FEI Executive Board met today to unanimously condemn the invasion of Ukraine by Russian military forces and agree on the ramifications to equestrian sport in Russia and Belarus.

- **Appeasement ist vorbei (27.02.22)**

Wer bisher an Sport und Menschenrechte dachte, hatte wenig Gehör. Russlands Krieg verändert das. Die Lehre ist klar: Es braucht neue Grundsätze.



Status quo – Website

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[home](#) [the association](#) [field of activity](#) [press](#) [membership](#) [contact](#) [log-in](#)

European Equestrian Business Association e.V.

welcome!

quick access:

- [latest news](#)
- [EEBA in the press](#)
- [news of the members](#)
- [press monitor](#)
- [members](#)
- [appointments](#)
- [studies and market data](#)
- [working groups](#)
- [downloads](#)



Status quo – website

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the members

- ALL
- A
- B
- C
- D
- E
- F
- G
- H
- I
- J
- K
- L
- M
- N
- O
- P
- Q
- R
- S
- T
- U
- V
- W
- X
- Y
- Z





Status quo – Website

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studies and current research

Deloitte Studie (2022): Climate Sentiment

Case Report: First reported case of fragile foal syndrome type 1 in the Thoroughbred (December 2021)

Sportwirtschaft: Fakten und Zahlen (2021)

Studie WOLF PREDATION ON HORSES: A WORLDWIDE OVERVIEW WOLVES AND FREE RANGING HORSES IN IBERIA PROTECTED AREAS IN GERMANY (Autumn 2021)

Ipsos study (August 2021): What worries the world?

The Human Aspect of Horse Care: How the COVID-19 Pandemic Impacted the Wellbeing of Equestrian Industry Stakeholders

Effect of transportation and social isolation on facial expressions of healthy horses (June 2021)

bvik-Studie (2021): B2B-Marketing-Budgets 2021

Bitkom-Studie (2021): Klimaeffekte der Digitalisierung













A comparative study of breed differences in the anatomical configuration of the equine vertebral column (May 2021)



Status quo – Website

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market data and statistics

-  Österreichischer Pferdesportverband - 20 Jahre im statistischen Überblick (2021)
-  Eesti Ratsaspordi Liit arengukava (2021)
-  Årsrapporter- & beretninger (2020)
-  Finland Ryttarförbund Tilastoliite (2020)
-  Statistiche Cavalli (2020)
-  Statistiche Tesseramento (2020)
-  ΣΤΑΤΙΣΤΙΚΑ ΣΤΟΙΧΕΙΑ (2020)
-  Kerncijfers KNHS (2020)
-  KNHS Jaarsverslag (2020)
-  Equestrian Market Analysis (2019)
-  Zahlen und Fakten aus Pferdesport und Pferdezucht (2019)
-  National Equestrian Survey (2019)



How to support

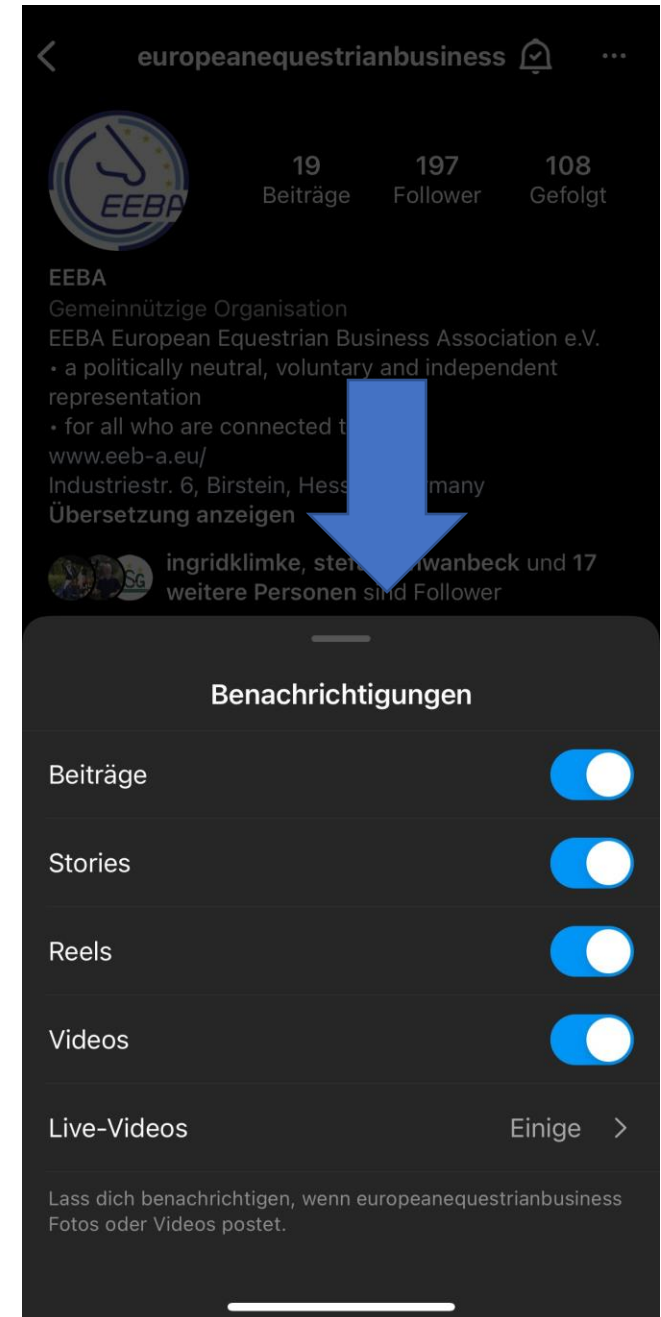
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For supporting EEBA's

- organic growth
- increased reach
- better search results

Please:

- *Follow / Subscribe*
- *Like, comment, share and/or save posts*
- *Tag an add to your favourites*
- *If you don't see our posts, **allow notifications***
- *Upload logo to your website*
- *Link website on your website*





Status quo – PR and communication

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- Press release to all major european publications on the **occasion of the foundation** in September
 - **Monthly coverage** in Reitsport BRANCHE (bi-lingual)
 - „why we support EEBA“: combination of introduction of a specific member and explanation of our vision & goals
 - To come: updates about activities, working group results, event participations
 - **Further media partners** to be identified for different targets groups, type of content and regions
 - Planned : **updates on social** media about working groups, members` highlights, latest market data, EEBA events
- ***Please share your press releases and updates with us!***



Status quo – PR and communication

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- Development of **regular communication** channel with major institutions, associations, stakeholders ongoing
- **Connections to politics** need to be built.
 - *Possibly form an extra working group of members who can make a special contribution to this (email poll)?*
- On a **midterm view**, we will need **external support for PR and content** management as especially the later is very time consuming. We have already noticed, that an overall coverage for our press monitor from all regions / languages is not feasible with the current personnel capacities.
 - *Is regular Press monitor content valuable to you? Should it be adapted or reduced in favour of other tasks (Email poll)?*



Membership fees

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Natural persons / personal membership

240,-€ / year

Science and research (in public hands)

240,-€ / year

Commercial enterprises, legal persons & registered associations

Up to 80.000 € annual turnover:

120 € / year

80.000 - 150.000 € annual turnover:

240 € / year

150.000 - 250.000 € annual turnover:

360 € / year

250.000 - 500.000 € annual turnover:

600 € / year

500.000 - 1.000.000 € annual turnover:

720 € / year

1.000.000 - 2.500.000 € annual turnover:

960 € / year

2.500.000 - 5.000.000 € annual turnover:

1,200 € / year

5.000.000 - 7.500.000 € annual turnover:

1,800 € / year

Over 7.500.000 € annual turnover:

2,400 € / year

Sustaining membership without active voting rights

regular fee of own choice



Financial plan for 2022

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Assumptions for financial plan 2022:

- 180 members (now: 56)
 - Average fee of € 800
 - No revenue from quality labels for first year
 - 2 heads of staff
-
- ✓ Overall revenue: € 165,000
 - ✓ Overall costs: € 162,450
 - Overall result: € + 2,550

Evaluation of possible public founding for special projects and activities ongoing.



Financial plan for 2022

Overall costs of € 162,450:

Wages	€ 117,800
Office rent	€ 4,700
Insurance	€ 300
Travel and advertising	€ 16,800
Repairs/maintenance	€ 1,200
Other costs	€ 21,650

We strive for a „black zero“ result for year 1!



Activities '22 - events

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Presenting EEBA with stands at

- **EQUITANA, Essen (April 22)**
 - 2 co-exhibitors (Spoga and Malgré Tout Media)
 - **Get-together on Sunday, 10th April, from 5.30 pm**
 - 5 nominees for innovation award!
 - Free access for each member, ticket special for staff
 - Programme highlight: clinic with our president
Ingrid Klimke on Monday night!
- **spoga horse, Cologne (July 22)**
- Further to be evaluated

Personal presence at major events

- *Please let us know in case EEBA might become your co-exhibitor at any event*



Activities '22 - working groups

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The following **topics** have already been identified by members :

- **Public perception** and image of equestrian sport including attraction of **future customers**
- **Market research** and data availability for business planning
- **Animal welfare**
- **Sustainability** in different sections, for example textiles, equipment, reduce of plastics, surfaces
- How to meet the latest and upcoming **EU requirements** (supply chain act, plastic reduction act and more)
- **Horse events** – how to meet public expectations in the future
- Task force for EEBA's own **PR**

➤ *You are welcome to address your priorities to our team!*



Activities '22 - working groups

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For starting the working groups:

- We need members who are willing to **submit and support**
- **Main focus** of the workgroup needs to be determined
- We will invite **non-members** to first kick-offs as well (suggestions welcome) in order to increase the number of supporters
- Office will coordinate dates, agendas and invitations upon your requirements
- Every working group should elect a **speaker** as a main contact with the office. Speakers will be published on the website for external contacts as well
- Working group meetings can be held virtually or physically, depending on where members are located
- We will provide **updates** on all groups in the **intranet**



Activities '22 - quality

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Improvement of product quality, development of reliable quality seals as well as related consumer information is one of our priorities.

For the start, the following **topics** have been identified:

- safety equipment
- forage/hay
- feed
- flooring/surfaces

Further topics are under discussion and will also arise from the exchange in the working groups.

- ***Please address your priorities to our team!***
- ***A poll about participation in working groups will be sent by email.***



Activities '22 - other

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- Regular short **surveys** on top issues that concern our industry or can help to better understand its needs
 - **Newsletters** about survey results, top articles from the press monitor or industry news
 - **Network meetings** on the occasion of public events/competitions or members' events
 - **Regional/national meetings** depending on amount of members
 - **workshops** / sessions for sharing knowledge, f.e. social media
- *Let us know in case you would like to share your own events with your fellow-members. We are happy to support with arrangements!*



Thank you very much for your attention and hope to see you soon!

Get-together: Sunday, 10th April

Stand 6-D17

5.30 pm

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