

SUOMEN RATSASTAJAINLIITTO R.Y.  
FINLANDS RYTTARFÖRBUND R.F.

# Communication between horses, equestrians and society

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10.6.2021

# An important part of the society



Communication is a key element in establishing and developing an equine trade –positive environment in the society.

Sharing value



## Public affairs



Influencing

Three levels of communication:

1. Local
2. Institution
3. Society



# Principles of good communication



- Insiders and specialists have a different level of information: more or/and more specific.
- Broadened emphasis of empathy regarding different stakeholder groups.

## Ethics



# View your own with objectivity

## Defensive vs. constructive



## Include not exclude

- Moving from subjectivity to objectivity
- Allow development
- Courage to discuss difficult topics
- You are welcome to join



# Stakeholders



Exchange of information

- Identifying the stakeholder groups in general and the key stakeholder group or groups for the cause.
- Establish a communication system.
- Talking about matters of great importance to the people and institutions involved.
- Respect



# Networks



Active communities

- To build a network, communication must be open, respectful and constructive.
- Several, active networks between different operators and connections between different networks.
- Different causes call for different actions. Choose the right network to start the action.



# Different level- different impact



- Federations operate on a governance level.
- Regulations, rules and legislation provide the license to operate.
- Location: local action has more impact on local level.
- Timeline: impact of the action is quicker on a local level.





# Local community

## Events



## Everyday action and operations

- Local action in itself is an important form of influencing.
- The most visible action in the community.
- Happening near you, a personal experience.
- Operators and spectators



# Public image

## Quality of action



## Quality of operation

- Visibility: especially on the local level the quality of actions matter the most.
- Operations must be conducted in a responsible and sustainable manner.
- Walk the talk



# Keep up the good work!



Communication is all about continuity, recognizing and finding unity, maintaining the connection and regularity.

It is both formal and informal.

It is about agile and versatile teamwork.

You are not alone in this one.

Find unity



# You, me, us, together.



Probably the most important group of all are the people whose hearts have not yet been touched by a horse.

To allow this to happen, we need to be subtle, discreet, open and constructive in all communication.

## Invitation to join



# The future



Equine trade being stronger, even more a part of society, building it, sharing value with it.

Active, positive and respectful communication for a shared future.

Together



# Thank you!

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