Communication between horses, equestrians and society

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An important part of the society

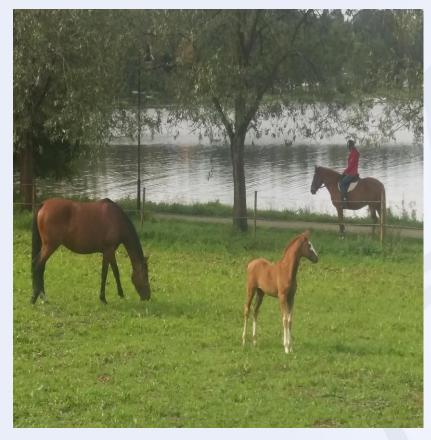


Communication is a key element in establishing and developing an equine trade –positive environment in the society.

Sharing value



Public affairs



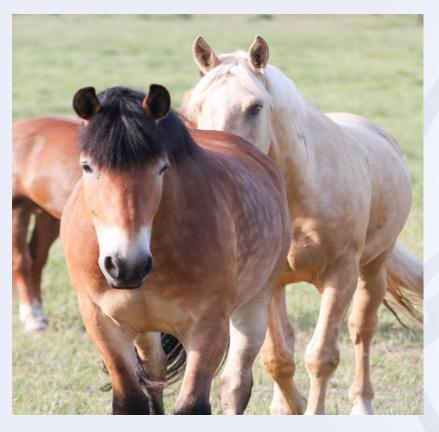
Influencing

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 spesific.
- 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

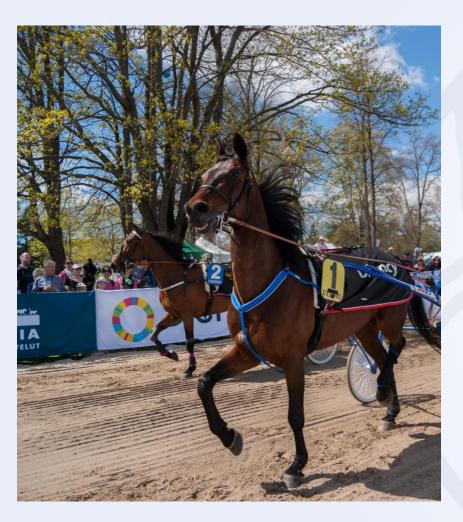
Networks



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

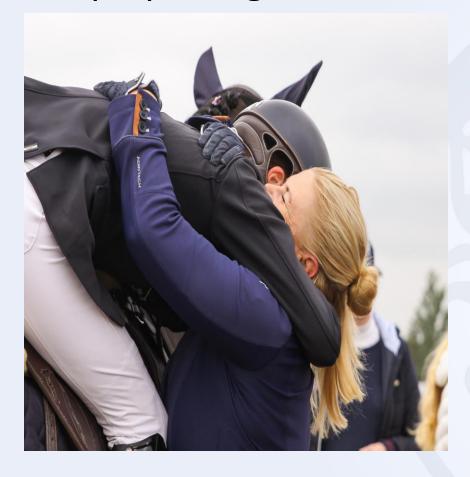


Quality of operation

- 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!



Find unity

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.



You, me, us, together.

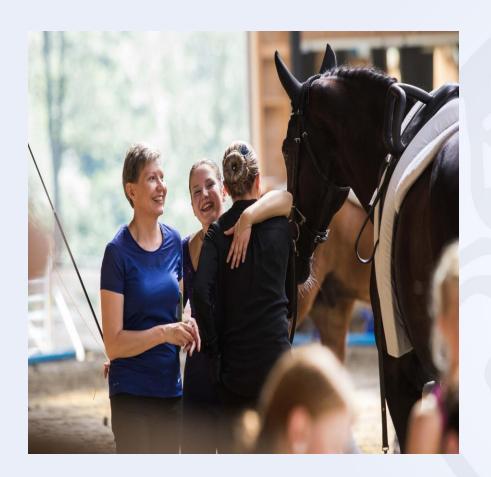


Invitation to join

Propably the most important group of all are the people whos 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.

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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