Guide to Hosting a Young Equine Innovators Summit

A replication blueprint for organisations planning their own YEI-style summit

young equine innovators

Co-funded by the European Union

www.youngequineinnovators.eu

What is meant by a summit?

A summit is an event with a clear topic or issue. It includes best of examples, experiences and experts and practitioners. The content should aim for the highest quality in both what is offered and how it is presented to its guests.

A summit showcases new and trending knowledge and experiences and at the same time creates a venue for networking among quests and those presenting.

This guide aims to focus on how we learn from experience to help in rethinking how we do things and that way create improved knowledge to guide us creating and managing a successful summit.

This guide is a practical replication blueprint.

It captures how the Young Equine Innovators Summit was designed and delivered in Kildare (Ireland) in March 2026, and packages that design so other organisations across the EU can host their own version — locally, sustainably, and to a comparable standard.

It IS for:

Local authorities, equine sector bodies, HEIs, youth organisations, and event teams planning a young-equine-innovators-focused summit.

Every section is designed to be adapted, translated and reused under Creative Commons. Take what fits your country, sector and scale.

The YEI Summit at a glance

A three-day, carbon-neutral, hybrid event hosted by Kildare County Council at the National Equine Innovation Centre (NEIC) and other venues in March 2026.

young equine innovators

Our hosts

Comhairle Contae Chill Dara
Kildare County Council

Three target groups engaged:

· TG1 young people (16–30) · TG2 educators and mentors
· TG3 policymakers and sector bodies

Five programme strands:

1. Entrepreneurial Navigation Workshops

2. Toolkit Mastery Sessions

3. Youth-Led Innovation Labs

4. Final International Showcase Event

5. YEI Implementation 1-1 Clinics

Aligned to SDGs 9, 12 and 13. Sustainable venue, plant-based catering, hybrid delivery, carbon offsetting.

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The Kildare YEI Summit — a worked example

The March 2026 YEI Summit — March, Kildare, Ireland. What actually happened, day by day.

DAY 1 — TUESDAY 3 MARCH · Arrival + informal welcome meal at KCC Naas.

Low-key. Chance to settle in, meet the project team. No formal programme.

DAY 2 — WEDNESDAY 4 MARCH · "Turning Equine Passion into Innovation" at the National Stud & Gardens.

Opening remarks from Michael Timmons (KCC) and Kjartan Bollason (Hólar). Participant-led "Meet our Participants" session (5-min presentations each). Lessons from Sweden by Coompanion. Tour of the Stud + team-building exercise. Interactive workshop on sustainability with Áskell Heiðar Ásgeirsson (Hólar) and WorldPerfect consultancy. Networking dinner at Lily & Wild.

DAY 3 — THURSDAY 5 MARCH · "Equine Innovation — Pathways & Possibilities" at The Curragh Racecourse.

Ministers James Lawless and Martin Heydon. Keynote by Nina Carberry MEP. Four themed panels — Opportunities & Outlook (KPMG, HSI, Godolphin, HRI, Goffs), The Team Behind a Champion, Innovation & The Future of Careers (Equimetrics, Equinome, Equine MediRecord), Equine Tourism. Closing session on mentorship and placements.

DAY 4 — FRIDAY 6 MARCH · Wrap-up at Goffs bloodstock auction house. Facility tour. Deep evaluation and debrief. Departures.

Every day had a different theme, a different venue, and a different rhythm.

Young Equine Innovators Summit

DAY 01 Tuesday, March 3rd

Arrival & Welcome
- **Arrival & Check-in:** Osprey Hotel, Naas.

19:30 — Welcome Meal (Optional):
- An informal dinner at KCC in Naas for those available to settle in and meet the project team.

DAY 02 Wednesday, March 4th

Theme: Turning Equine Passion into Innovation
Venue: The National Stud & Gardens

09:00 - 09:30 — Opening Remarks
- Welcome to Kildare: ***Michael Timmons***, Kildare County Council.
- The YEI Vision: Kjartan Bollason, Hólar University.

09:30 - 11:15 — Meet our Participants

The Format: A who is who session where participants present their equine background and one specific challenge they want to fix in the equine sector.
All participants must prepare a 5 minutes presentation.
Facilitated by ***Orla Casey & Denise Callan*, Momentum**. How YEI resources can support participants

Refreshment Break

11:30 – 12:45 — Lessons from Sweden: Focus on Equine Trends and Futures
Presented by ***Companion Göteborg***
Identifying career paths and professional goals (YEI Guidebook).

12:45 – 13:45 — Networking Lunch
A facilitated buffet designed for young innovators to build connections with European project partners.

13:45 – 14:45 — Tour of the Stud and Team Building Exercise

14:45 - 15.30 — Equine Entrepreneurship: Opportunities and Tactics
Led by Michael Timmons (Kildare County Council). How to find your innovation idea and move from a concept to a real business plan

15:30 – 16. 30 — Spotlight on Sustainability - interactive workshop
Case Study: ***Áskell Heiðar Ásgeirsson (Hólar University)*** on sustainable event management for the Icelandic horse event, Landsmót.
Expert Advice: A presentation from WorldPerfect sustainability consultancy on future-proofing equine enterprises

16.30 — Closing & Briefing
A reflection on the day's work and a briefing for the Summit Event.
Return to hotel

19:30 — Networking Dinner | Venue: Lily & Wild at Naas Racecourse

Young Equine Innovators Summit

DAY 03 Thursday, March 5th

Theme: Equine Innovation Event - Pathways & Possibilities
Venue: The Curragh Racecourse

08:00 - 09:00 — Registration & Exhibition Networking
- ***Cllr Carmel Kelly***, Cathaoirleach Kildare County Council.
- ***Minister James Lawless***, Minister for Further and Higher Education, Research, Innovation and Science.
- ***Minister Martin Heydon***, Minister for Agriculture, Food and the Marine

Launch: Young Equine Innovator's Guide to a Career in the Equine Industry.
Keynote: Nina Carberry (MEP), former champion jockey, trainer, & breeder.

- ***Orla Casey***, YEI team and Momentum Innovate + Educate.
- ***Jacqui McNabb***, Head of Enterprise and Economic Development, Kildare County Council.

10:00 - 11:15 — Panel 1: Opportunities & Outlook
Leading figures discuss the scale, future direction, and economic growth of the Irish equine industry.
Panelists:
- ***Prof. William Hynes***, Managing Director, KPMG Future Analytics.
- ***Joe Osborne***, Director, Godolphin Flying Start.
- ***Denis Duggan, CEO***, Horse Sport Ireland.
- ***Carol Nolan***, Director of People and Industry Education, Horse Racing Ireland.
- ***Joey Cullen***, Marketing Director, Goffs.

11:15 – 12:15 — Panel 2: The Team Behind a Champion
Exploring diverse paths from veterinary surgery and equine nutrition to bloodstock breeding.
Panelists:
- ***Ross O Sullivan***, Leading National Hunt Trainer, Ross O' Sullivan Racing.
- ***Shane Foley***, Professional Jockey.
- ***Dr. Marcus Swail***, Equine Veterinary Surgeon, EquiVET Ireland.
- ***Nicole Grayer***, Equine Nutritionist, Connolly Red Mills.
- ***David O'Callaghan***, Thoroughbred breeder, Yeomanstown Stud.

12:15 – 13:30 — Networking Lunch
- Interaction with YEI team, universities, training providers, and equine employers in the exhibition area.

13:30 – 14:30 — Panel 3: Innovation & The Future of Careers
Pioneering leaders discuss how AI, genomics, and data analytics are reshaping the sector.
Panelists:
- ***Anne-Marie O'Brien***, CEO & Founder, Equimetrics.
- ***Dr. Kevin Corley***, Director & Founder, Veterinary Advances.
- ***Prof. Emmeline Hill***, Equine Genomics, University College Dublin & Co-Founder, Equinome.
- ***Wendy Conlon***, Equine Specialist, Teagasc.
- ***Pierce Dargan***, Former CEO & Founder, Equine MediRecord.
- ***Emelie Andersson***, Founder, Ridhjälpmedel.

Young Equine Innovators Summit

DAY 03 Thursday, March 5th cont.

14:30 – 15:30 — Panel 4: Equine Tourism – Showcasing Ireland
Insights into travel, hospitality, and international opportunities in equine heritage.
Panelists:
- ***Laura Magee***, CEO, Horse Country.
- ***Shauna Harrington***, Visitor Experience Coordinator, Kildangan Stud (Godolphin).
- ***Evan Arkwright***, Racing & Sponsorship Manager, Curragh Racecourse.
- ***John Osborne***, Director, Godolphin Flying Start.
- ***Aideen Morrin***, Co-Founder, Stories Ireland DMC.
- ***Dr. Ingibjörg Sigurðardóttir***, Assistant Professor, Holar University.

15:30 – 16:00 — Closing Session: Reflections & Support
Guidance on finding professional support, mentorship, and placement opportunities in the sector.

Speakers:
- ***Cathal Beale***, CEO, Irish National Stud & Gardens.
- ***Eileen Cullen***, Head of Innovation and Training, Kildare & Wicklow ETB.
- ***Alan Dunney***, Director of Planning, Enterprise, Economic Development, Kildare County Council.

TBC — Evening | Formal Dinner

DAY 04 Friday, March 6th

Theme: Wrap Up & Departure
Venue: Goffs

09:00 – 11:30 — Final Review & Departure
- Tour of facility
- Deep evaluation and debrief before departure.

Host Venues & Descriptions

The Irish National Stud	Home to the National Equine Innovation Centre, dedicated to growing equine entrepreneurs.	irishnationalstud.ie
The Curragh Racecourse	Ireland's premier racing venue and a global centre for thoroughbred excellence.	curragh.ie
Goffs	A world-leading bloodstock auction house and landmark in the thoroughbred industry.	goffs.com

This is a low carbon event. Please use this as a digital agenda & do not print.

The YEI Summit model at a glance

A Summit is a powerful and interactive learning event, a networking event and an implementation route.

Youth first

Young people present ideas, ask questions and test pathways.

Equine specific

Every session uses real equine careers, enterprises and settings.

Practical

Participants leave with actions, contacts and evidence.

Innovation focused

Ideas link to technology, sustainability, tourism, welfare and enterprise.

Hybrid and low carbon

Digital access, careful travel choices and low waste event design.

Reusable

Learning is captured so others can repeat and improve the model.

contents

01 Introduction

02 Planning the summit
- Sustainability
- Safety and Risk management – horse welfare
- Marketing strategies

03 Managing the summit
- Sustainability
- Your personal benefit from attending the summit
- Marketing during the summit
- How to end a summit

04 Wrapping-up the summit
- Final assessment of summit
- Legacy

05 Sources

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01

Introduction

What does hosting a summit mean?

Hosting includes three things: **Planning**, **Managing** and the **Wrapping-up**:

Planning

- Gathering the group of people responsible for choosing the topic of the Summit,
- Deciding on partners, guest speakers and experts attending. Planning also includes deciding on the target groups, who do we want to attend?
- Choosing the number of quests attending and the size and type of venue.
- Planning should also include marketing.

Who to invite — participants across three target groups

The target group balance is deliberate. Preserve it in replication.

TG1 — Young people (16–30)

The primary audience. Recruited via partner networks, equine colleges, riding schools, Pony Clubs, enterprise networks etc

TG2 — Youth trainers, educators and mentors — 32 in total

The multiplier layer. Recruited via sector-body training networks, HE equine programmes, VET adult-education networks.

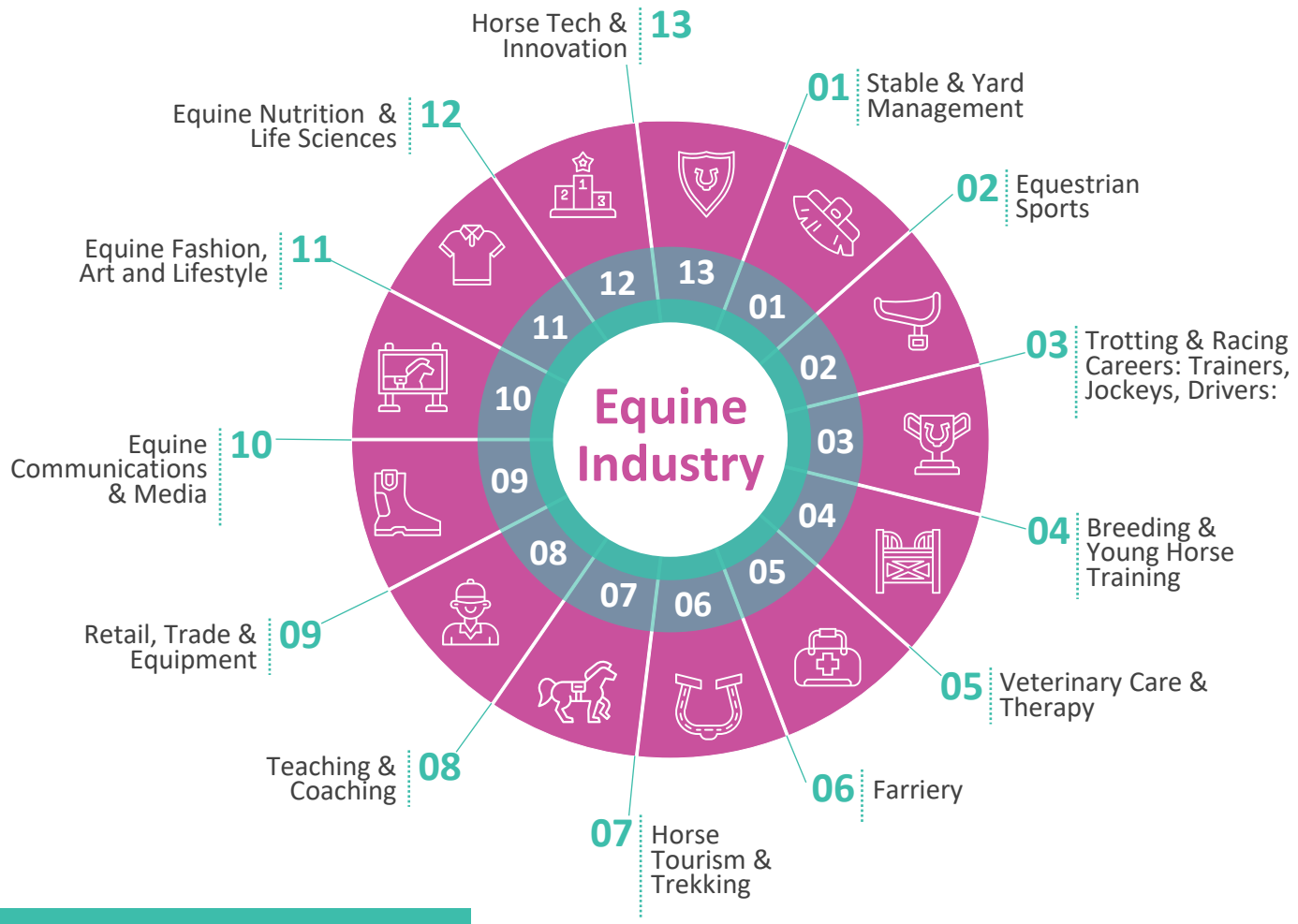
TG3 — Policymakers and sector body representatives — 18 in total

The influence layer. Recruited via ministries, equine federations, local authorities, equine industry bodies.

Register 200% of target to allow for last-minute drop-offs. Waitlist actively managed. Consent, GDPR and safeguarding forms captured at registration.

The range of topics for a summit for the equine industry

The equine sector is bigger than most people realise. It includes **everything related to horses** with a wide range of jobs and environments. If it touches the life of a horse or the people around them, it's part of this exciting sector.



As this diagram shows the potentials are manifold for a topic for hosting a Young Innovators Summit.

Venue selection — five criteria

The venue makes or breaks a YEI Summit. Five non-negotiables:

1. SUSTAINABILITY-CERTIFIED — ISO 20121 event sustainability, Green Key, or equivalent national accreditation. Renewable energy source declared.

2. EQUINE-APPROPRIATE — either co-located with an equine facility (for demonstrations) or with strong equine-sector credibility. NEIC in Kildare set the standard.

3. HYBRID-CAPABLE — reliable high-bandwidth internet, professional streaming AV, tested livestream infrastructure. Trial-run three weeks before the event.

4. ACCESSIBLE — step-free access, hearing loop, quiet rooms, dietary needs catering. WCAG 2.2 compliance in any digital signage.

5. WELL-CONNECTED — public transport access. Cycle parking. On-site accommodation or partnerships with certified accommodation within walking distance.

If a venue meets four of five, it's borderline. Fewer than four — walk away and keep looking.

Hybrid mechanics – including virtual attendees

Decide are you going to facilitate virtual attendees. The hybrid layer is a design choice. Done well, it widens reach and lowers carbon. Done badly, it feels like watching TV of an event you're not part of.

PLATFORM · Choose one, use it well.

Zoom Events, Hopin, Whova, or a professionally hosted YouTube + Slack combination. Test with 20+ concurrent users before the day.

VIRTUAL HOST · Named, present, not the physical MC.

A dedicated MC for virtual attendees — they welcome, moderate the chat, surface questions to the in-person panel, run the virtual Innovation Labs.

INTERACTION MECHANICS

• Live polls every session · Q&A submitted via chat, surfaced by the virtual host · Dedicated virtual Innovation Lab breakouts · Virtual mentor slots for the 1-1 Clinics

TECH REDUNDANCY · Two connections. Two cameras.

Primary and backup internet on separate providers. Wired connection for the main stream. Secondary camera and microphone on standby. Test all of it 72 hours before the event.

Roles and responsibilities matrix

Named individuals against named accountabilities. Confirmed and communicated 8 weeks before the event.

- OVERALL SUMMIT DIRECTOR · the host organisation's lead — one person, accountable for delivery.
- STRAND LEADS · one per strand (five in total). Each is responsible for programme content, facilitator briefing and strand-level evaluation.
- LOGISTICS LEAD · venue, catering, transport, accommodation, materials, signage.
- HYBRID / TECH LEAD · platform, streaming, virtual host coordination, tech redundancy.
- COMMUNICATIONS LEAD · pre-event marketing, live social coverage, post-event outputs and press.
- SUSTAINABILITY LEAD · applies FEI Sustainability Handbook framework. Tracks metrics: catering footprint, waste diversion, travel emissions, offset spend. Reports at wrap-up.

SAFEGUARDING LEAD · named safeguarding officer for participants under 18 or vulnerable adults. First-aid coverage confirmed.

Managing the summit

Managing
Setting up a environmental and quality management system.

This includes deciding on what indicators to choose to understand key issues of the summit, e.g. use energy, food, transport, food, waste, social impact and legacy (what kind of value will the summit bring to both guests and local area).

Ir also means managing the marketing (including social media) during the event.

What is the FEI — and why does its framework matter here?

The FEI (Fédération Équestre Internationale) is the international governing body for equestrian sport, based in Lausanne, Switzerland.

In 2014, and again more comprehensively in 2023, the FEI published a Sustainability Handbook for Event Organisers — a practical framework for delivering equine events that are environmentally, socially and economically responsible.

The framework is structured around three phases:

1. PRE-PLANNING — six sub-work areas: budget, carbon policy, legacy policy, energy policy, waste policy, local community engagement.

2. EVENT DELIVERY — how sustainability decisions are executed on-site: venue, transport, accommodation, catering, ticketing, office operations.

3. POST-EVENT — reuse, recycling, sorting, disposal, donating, and the final sustainability report.

Why we use it: the FEI Handbook is the internationally recognised standard for equine events. Aligning your YEI Summit to this framework signals credibility to sector bodies, sponsors and funders and gives you a proven structure to work with rather than starting from scratch.

Source: inside.fei.org — FEI Sustainability Handbook for Event Organisers, 2023 edition.

Quality management - the FEI standard in action

young equine innovators

FEI suggested list of planning initiatives which should also be followed through during the event:

1. Event schedule:
    1. Event schedule,
2. Office operations:
    1. Administration: Digital working,
    2. Staff and Volunteer clothing, accreditations
    3. Work stations,
    4. Energy saving
    5. Administration: Supplier and local community,
    6. Internal communication
3. Venue selection
    1. Accessibility to public transport
    2. Natural environment
    3. Water system
    4. Energy

Cont.

4. Venue selection
    1. Accessibility to public transport
    2. Natural environment
    3. Water system
    4. Energy
5. Transportation
    1. Transport and logistics
    2. Private car
    3. Car sharing
    4. Bicycle
6. Accommodation
    1. Hotel
7. Venue
    1. Parking
    2. Toilets
    3. Merchandise area
    4. Food & Beverage
    5. Around the arena
    6. Field of Play
    7. Back of house
8. Ticketing
    4. Ticketing

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p.16-29

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Quality management - the FEI standard in action

FEI example **event schedule** for what aspects to look at, what data to gather and who should be responsible during the event.

Planning
Event schedule

★ Low ★★ Medium ★★★ High ★★★★ Very High

Sub Work Area	Initiative	Supportive Action(s)	What To Measure And Record	Person/Team Responsible	UN SDG	Sustainability Impact
Event schedule	Devise a smart competition timing in accordance with the public transport timetable	Consult transportation department at the relevant levels to coordinate the event timing with public transport timetable	Does the competition schedule factor maximising local public transport use	Sport Manager	11	★★★
	Take into consideration traffic rush hours while planning the event	For example, feature competitions start one hour after the normal rush hour	Does the competition schedule make such/ similar considerations	Event Director	11	★★★
	For outdoor venues, structure the schedule of the event to maximise natural light and minimise the need for artificial lights	If live broadcast/production is applicable, involve host broadcaster in exploring such feasibilities	Percentage of overall competition time, where artificial lighting is used	Event Director, Venue Manager	7	★★★
	Set up a plan in case of bad weather (cover pathways with permeable structure, geotextile or gravel, prevent trampling of ground other than proper pathways, etc.)	Have a contingency plan in case of bad weather including additional machinery, and human resources considerations	Is there a bad weather contingency plan in place	Venue Manager	15	★
	If your local, or international event calendar allows, try to plan to host your event during milder climate months	Plan the event for when temperature is in 15 to 25 degrees Celsius range	Whether the temperature is taken into consideration during planning	Event Director	13	★

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p.15

Quality management - the FEI standard in action

FEI example **event delivery** – **sustainability coordination** for what aspects to look at, what data to gather and who should be responsible for the delivery during the event.

Event delivery
Communications

★ Low ★★ Medium ★★★ High ★★★★ Very High

Sub Work Area	Initiative	Supportive Action(s)	What To Measure And Record	Person/Team Responsible	UN SDG	Sustainability Impact
Sustainability coordination	The event's designated sustainability go-to person to be reachable, as a single point of contact during all event days, by all other team members/volunteers with sustainability efforts related responsibilities	Establish a WhatsApp group amongst the staff with sustainability measures implementation responsibilities; ensure a summary checklist (and related data collection points if applicable) for all initiatives at the event is available with each team member; each team entrusted with ensuring that their area of responsibility is regularly monitored, for e.g. pre-agreed schedule of waste sorting, etc. is adhered to	Whether a sustainability efforts coordination and monitoring system is put in place for event days	Event Director	12	★★
	Conduct a survey among spectators and participants on sustainability initiatives at the event (ensure GDPR compliance)	Share a short survey with spectators and participants, try to understand the efforts that resonated the most with them, if your efforts caused any effect to their understanding and feeling about sustainability, what other suggestions the spectators have for the event; specifically ask about the mode of transport and the rough number of round trip kilometres of their journey to the event; involve volunteers across the relevant areas of the venue to assist in this	Number of spectators and participants that responded to the survey	Marketing, Assigned Volunteer	17	★★

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p.36

Quality management - the FEI standard in action

FEI example **event delivery** – what aspects to look at, what data to gather and who should be responsible for the delivery during the event.

Event delivery
Communications

★ Low ★★ Medium ★★★ High ★★★★ Very High

Sub Work Area	Initiative	Supportive Action(s)	What To Measure And Record	Person/Team Responsible	UN SDG	Sustainability Impact
Spectator engagement	Display onsite the sustainability efforts that have been undertaken at the event, and make all stakeholders feel participative in a successful implementation	Create an online spectator manual with top 10 sustainability practices (consider using infographics); during the competition breaks display on the main screens messages about waste disposal, presence of water filling stations, if the athletes agree with the efforts at the events explore if they would be happy to provide supporting and encouraging comments during interviews/press conferences/in fan mix zones, etc.	Are sustainability efforts visually communicated at the venue during the event days	Communications	17	★★
	Where manually operated taps are installed in the venue facilities, invite spectators to participate in saving water	Display signs over manually operated taps/WCs, etc. to save water	If applicable, were water saving signs displayed at the relevant places	Communications	17	★★
	Establish play areas and organise activities for children on sporting as well as sustainability themes	Collaborate with local schools/municipal bodies to set up an educational tour for children, offer a certain number of spectator seats in feature competitions for school children, and under-privileged sections of the society	Is there an educational tour for young spectators from the local community	Event Director, Marketing	11	★★

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p.36

02

Sustainability of the Summit

From planning your summit — to designing it sustainably

You now know what a YEI Summit is, who to invite, how to choose a venue, how the hybrid layer works and who owns what.

The next section is about the design constraint that shapes every other decision — sustainability.

What you'll cover:

- Why sustainability sits at the centre of a YEI Summit and not at the edges.
- Applying the FEI Sustainability Handbook to a youth-focused equine event.
- Pre-planning decisions on venue, catering, travel, waste, energy and legacy.
- Measuring and reporting on the metrics that matter.

The key question: what would a young equine innovator expect from an event that claims to be sustainable?

Why Sustainability?

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The FEI organization (Fédération Équestre Internationale – the International Equine Federation) has in its handbooks from 2014 and 2023 set out a sustainability standard for event organisers, which the Equine Industry uses. In the handbook from 2023, there are numerous initiatives, which are of great value for anyone hosting a summit for young equine innovators. Here we will refer to some of these as part of what I needed for pre-planning and planning an event.

Sustainability: what and why

The traditional definition of Sustainability is 'meeting the needs of the present generation without compromising the ability for future generations to satisfy theirs'. In a day-to-day context for any activity, it could also simply mean **'resourcefulness'** and **'responsible action'** that protects and regenerates the social and environmental natural resources base.

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p. 4

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Why Sustainability?

Linking to the UN SDG´s (Sustainable Development Goals)

The FEI initiatives can be linked to 11 of the 17 UN SDG´s

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p. 10

Quality management - the FEI standard

young equine innovators

When starting the planning of a young equine innovators summit it is very important to start early and to involve as many as possible. This way you are more likely to be prepared to reduce the negative impact of your event of the environment and to increase its social and economic impact.

What to do

Staging a sustainable event means that you use resources in an efficient and responsible way. Every action you take and decisions you consider can contribute towards reducing the negative impact of your event on the environment, and render a positive social and economic impact.

Start early and involve everyone

To be as effective as possible, sustainability needs to be an ever-present thought from your very first Event conceptualisation meeting until after the conclusion of your event. At the very start, set-up an ambitious sustainability vision within the framework of what is possible.

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p. 5

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Quality management - the FEI standard

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In the planning phase it is very important to ask specific questions to help you create a real sustainable event. It is important to ask those questions of yourself, your managing team, suppliers, sponsors and any stakeholder relevant to your summit.

One of the first questions you should ask is who you should get to plan and manage the summit.

What to do

Ask these questions for every decision

Do we need this?

Is there a better way of doing this?

Discussing such questions with your team, suppliers, sponsors, and partners can lead to many responsible decisions, however big or small.

Prioritise resourcefulness and utility. The biggest impact is made when your sustainability goals and endeavours are promoted throughout your sourcing chain. For each procurement decision consider the following:

1. **What is required?**
2. **Where does it come from?**
3. **What is it made of?**
4. **What is it packaged in?**
5. **What will happen to it afterwards?**

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p. 6

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Quality management - the FEI standard

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FEI example for what aspects to look at, what data to gather and who should be responsible for the pre-planning of sub-work areas budget, carbon policy and legacy policy

FEI suggested list of pre-planning initiatives when conceptualizing your summit:

1. Budget,
2. Carbon policy,
3. Legacy policy,
4. Energy policy,
5. Waste policy and
6. local community

Pre-planning

Event conceptualisation

★ Low ★★ Medium ★★★ High ★★★★ Very High

Sub Work Area	Initiative	Supportive Action(s)	What To Measure And Record	Person/Team Responsible	UN SDG	Sustainability Impact
Budgeting	Plan budgets for sustainability measures that occur during the event planning and execution phase	Appoint a team-member as the sustainability go-to person, also responsible for the planning and use of budget related to sustainability initiatives	Is there a Sustainability go-to person in the event organising team, percentage of entire budget dedicated for sustainability	Finance	11	★★★★
Carbon policy	Try to make rough assumptions of your CO^2 equivalent emissions (e.g. with a Carbon Calculator) and offset the positive footprint after the event	Retain all the resource consumptions (electricity, flight details, heating fuel, transportation mileage). Use https://ghgprotocol.org/calculation-tools to calculate the footprint of the event; evaluate highly credible carbon offsets; Consider hiring a consultant for external expertise, discuss with the city authorities if they are able to assist, evaluate recruiting an environmental sciences (or similar) senior student as an intern - advertise in local and regional universitie	Estimated carbon Kgs of the entire event (from project kick-off to event closure); keep track for next year(s) comparison and for setting future targets	Designated Sustainability person	13	★★★
Legacy policy	If developing a new venue or refurbishing/ repurposing an existing venue/parts of an existing venue: Design to allow flexibility, multipurpose and continuous use	Consider building and project certifications such as LEED, BREEAM, etc. (during designing phase)	Whether a building or project certification is obtained	Event Director, Venue Manager	11	★★★
	Use, refurbish or develop existing buildings through modernisation	Engage planners, architects, city authorities at the first consideration	Whether there is a plan for all infrastructure to be as sustainable as possible	Venue Manager	11	★★★

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p.12

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Quality management - the FEI standard

young equine innovators

FEI suggested list of pre-planning initiatives when conceptualizing your summit:

1. Event schedule:
    1. Event schedule,
2. Office operations:
    1. Administration: Digital working,
    2. Staff and Volunteer clothing, accreditations
    3. Work stations,
    4. Energy saving
    5. Administration: Supplier and local community,
    6. Internal communication
3. Venue selection
    1. Accessibility to public transport
    2. Natural environment
    3. Water system
    4. Energy

Cont.

4. Venue selection
    1. Accessibility to public transport
    2. Natural environment
    3. Water system
    4. Energy
5. Transportation
    1. Transport and logistics
    2. Private car
    3. Car sharing
    4. Bicycle
6. Accommodation
    1. Hotel
7. Venue
    1. Parking
    2. Toilets
    3. Merchandise area
    4. Food & Beverage
    5. Around the arena
    6. Field of Play
    7. Back of house
8. Ticketing
    4. Ticketing

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From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p.16-29

Quality management - the FEI standard

young equine innovators

Planning
Event schedule

★ Low ★★ Medium ★★★ High ★★★★ Very High

Sub Work Area	Initiative	Supportive Action(s)	What To Measure And Record	Person/Team Responsible	UN SDG	Sustainability Impact
Event schedule	Devise a smart competition timing in accordance with the public transport timetable	Consult transportation department at the relevant levels to coordinate the event timing with public transport timetable	Does the competition schedule factor maximising local public transport use	Sport Manager	11	★★★
	Take into consideration traffic rush hours while planning the event	For example, feature competitions start one hour after the normal rush hour	Does the competition schedule make such/ similar considerations	Event Director	11	★★★
	For outdoor venues, structure the schedule of the event to maximise natural light and minimise the need for artificial lights	If live broadcast/production is applicable, involve host broadcaster in exploring such feasibilities	Percentage of overall competition time, where artificial lighting is used	Event Director, Venue Manager	7	★★★
	Set up a plan in case of bad weather (cover pathways with permeable structure, geotextile or gravel, prevent trampling of ground other than proper pathways, etc.)	Have a contingency plan in case of bad weather including additional machinery, and human resources considerations	Is there a bad weather contingency plan in place	Venue Manager	15	★
	If your local, or international event calendar allows, try to plan to host your event during milder climate months	Plan the event for when temperature is in 15 to 25 degrees Celsius range	Whether the temperature is taken into consideration during planning	Event Director	13	★

FEI example event schedule for what aspects to look at, what data to gather and who should be responsible for the planning of sub-work area.

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p.15

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Quality management - the FEI standard

young equine innovators

When planning the summit, you should keep in mind what you need to measure to know how your summit worked. Therefore, you need to choose indicators that give you insights and data into the planning, management and the wrapping up / post-event operation of the summit. These indicators should be in place from the very start – the planning stage. These measurement are then reported upon once you reach the final stage of summit management, i.e. the wrapup.

FEI suggested list of post-event operations (within each are several initiative):

1. Reuse and recycling
2. Sorting & disposal
3. Donating
4. Sustainability report

What you cannot measure, you cannot reduce!

The data required for a proper sustainability impact assessment is often difficult to gather and/or insufficiently contextualised.

It is crucial that solid data collection processes are established throughout the different aspects of an event's life to identify impact reduction priorities for the future.

To assist you with this, you will find that each initiative is linked to '**What To Measure And Record**' as well as a suggestion on '**Person/Team Responsible**' for implementation and data reporting.

For future update(s) to this handbook, in line with improvements in data collection processes at events, our goal will also be to make the requested data under 'What To Measure And Record' as scientifically aligned as possible, which can then be directly fed into carbon impact and assessment tools.

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p. 08

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Quality management - the FEI standard

young equine innovators

Post-event operations

Venue wrap-up

★ Low ★★ Medium ★★★ High ★★★★ Very High

Sub Work Area	Initiative	Supportive Action(s)	What To Measure And Record	Person/Team Responsible	UN SDG	Sustainability Impact
Reuse and Recycling	Collaborate with other local events to share decoration	Share/donate decoration material to maximise its life of use; in case of rented material, discuss with the respective supplier(s) about immediate potential use with one or more of the supplier'(s) clients	Volume and type of materials shared/given to other events/for other use	Venue Manager	12, 17	★★★
	Store for re-use of purchased material for future editions of the event to maximise use (jumping equipment, fencing, date-free banners, signage, tents, electronic material, etc.)	Identify such materials in advance and ensure quality material is procured with consideration of re-use; store well	Percentage of total purchased material (type and value) with a plan for reuse	Procurement, Venue Manager	12	★★★
	Ensure light bulbs are recycled (particularly relevant for temporary venues)	Collect all light bulbs not intended for continued use, and those that have not been planned for donation (if in well working condition), send for recycling along with other recycling material	Number of light bulbs sent for recycling	Venue Manager	12	★★
	Collect lanyards and accreditations for recycling/reuse	After the last competition of the event, ask volunteers at the venue exit to collect lanyards; additionally deploy boxes with a message to drop the lanyards where there are not enough volunteers/staff; communicate this via the show office to the grooms and athletes; retain lanyards for reuse if date independent, if not send for recycling along with accreditations	Percentage of all issued lanyards and accreditations collected at end of event	Accreditations team	12	★★★
	Collect disposed/broken tack equipment	Scan the stables for any discarded tack equipment; donate usable material to local riding centres, arrange for responsible disposal/recycling for unusable material	Whether discarded tack (if any) was disposed responsibly	Stable Manager	12	★★
	Compost flowers, hedges and other natural materials used for decoration as well as for jumps	For all such purchased natural materials (if these cannot be donated/shared with other events), explore possibilities for composting near the venue and then use by local vegetation/farming	Whether there is a plan for composting unusable natural material; record (in volume and type) of natural material composted	Venue Manager	12	★★

FEI example reuse & recycling for what aspects to look at, what data to gather and who should be responsible for the wrap-up of sub-work area.

FEI suggested list of post-event operations (within each are several initiative):

1. **Reuse and recycling**
2. Sorting & disposal
3. Donating
4. Sustainability report

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p. 37

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03

Managing the Summit

From designing sustainably — to running the day

Your sustainability framework is now locked into every planning decision. Venue, catering, travel policy and material choices are set.

The next section is about actually delivering the summit — on the ground, in real time.

What you'll cover:

- Choosing and briefing a host who can hold the room across three days.
- Applying the FEI framework to in-event operations.
- Personal evidence — helping attendees capture what they gain from being there.
- Social media and communication during the event.
- Showing value to those attending — and ending on a memorable note.

The key question: what happens on the ground when everyone arrives?

contents 03

- Managing the summit
  - Sustainability
    - Quality management - the FEI standard in action
    - Clearly communicating sustainability
    - Safety and risk management – horse welfare and professionalisation.
  - Your Personal Benefit from attending the summit
    - Your Personal Evidence Plan
  - Marketing and use of social media
    - Social media use during the event
    - Showing value to those attending
  - How to end a summit
    - Impactful end to your summit - Create a memory

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Example: Kildare's venue rotation and why site visits mattered

The multi-venue design was intentional. Each venue told a different equine-sector story and each site visit landed a lesson no slide could.

OSPREY HOTEL, NAAS · arrival + informal welcome

Chosen for proximity to the sector rather than luxury. Bedded participants in early, allowed informal networking before the formal programme began.

IRISH NATIONAL STUD & GARDENS · Day 2 — passion into innovation

Working stud farm. Tour + team-building. Attendees saw industry heritage and modern breeding practice in the same afternoon. irishnationalstud.ie.

THE CURRAGH RACECOURSE · Day 3 — innovation and careers

Ireland's premier racing venue, a global centre for thoroughbred excellence. The ministers' presence and the calibre of panels felt appropriate to the setting. curragh.ie.

GOFFS · Day 4 — closing at a world-leading bloodstock house

A landmark in the international thoroughbred industry. Facility tour + evaluation session. Sent attendees home having seen where equine value is made. goffs.com.

Each site visit anchored abstract sector points to a real place, real people, real practice.

Design your replication with venue variety in mind from day one.

Kildare's speaker line-up — the calibre that gave the summit its weight

Assembling a speaker programme this strong took nine months of outreach but it transformed the summit from a workshop into an event with real sector authority.

POLITICAL / POLICY: Minister James Lawless (Further & Higher Education, Research, Innovation & Science) · Minister Martin Heydon (Agriculture, Food & the Marine) · Cllr Carmel Kelly (Cathaoirleach KCC)

SECTOR LEADERSHIP: Denis Duggan (CEO Horse Sport Ireland) · Carol Nolan (Director, HRI) · Joey Cullen (Marketing Director, Goffs) · Joe Osborne (Director, Godolphin Flying Start) · Cathal Beale (CEO Irish National Stud).

YOUNG EQUINE INNOVATORS (the peer-model group): Anne-Marie O'Brien (CEO Equimetrics) · Prof. Emmeline Hill (Equinome co-founder) · Pierce Dargan (Equine MediRecord) · Emelie Andersson (Ridhjälpmedel, SE) · Dr. Marcus Swail (EquiVET Ireland).

INDEPENDENT AUTHORITY: Prof. William Hynes (KPMG Future Analytics) · Wendy Conlon (Teagasc Equine Specialist) · Dr. Ingibjörg Sigurðardóttir (Hólar).

The blend of policymakers, sector heads, young founders and independent experts is deliberate. Each layer speaks to a different attendee expectation.

Managing the summit

During the summit it is important to choose a specific event host, who engages and manages both the participants (speakers, companies showcasing their product, vendors etc.) and the guests. This is the summit facilitator. Role of the facilitator is to:

- Successfully manage according to the aims and goals of the summit
- Connect people, the guest attending
- Create and maintain networking during the event
- Collect experiences and data to help with achieving the sustainability goals of the summit

Marketing your summit — the 16-week countdown

A YEI Summit doesn't sell itself. The three target groups you need — young innovators, sector leaders, ecosystem partners — will only turn up if the marketing runs on a disciplined timeline.

T-16 WEEKS · Foundation

Website / landing page live with save-the-date. Registration form open. Sector-body outreach begins (Horse Sport Ireland, HRI, Teagasc, national federations, universities). Speaker outreach begins with a target list of 30 to land 15.

T-12 WEEKS · Launch

Public launch across LinkedIn, Instagram, Facebook. First press release to sector trade press (Horse & Hound, Irish Field, Chronicle of the Horse, sector-specific outlets in every partner country). Partner cross-promotion pack sent to all Erasmus+ partners.

T-8 WEEKS · Content build

Speaker announcements roll out weekly — one per week keeps the feed active. Behind-the-scenes content from the host team. First podcast episode featuring a confirmed speaker. Registration reminder to warm lists.

T-4 WEEKS · Push

Programme published in full. Paid social boost on the strongest three posts. Ministerial/patron announcement (if you can land one) — this is when you use it. Final push to the sector-body networks.

T-1 WEEK · Countdown

Daily countdown posts. Speaker takeovers on Instagram Stories. Venue reveal. Practical info sent to registered attendees.

Your channel mix — what belongs where

Different target groups live on different platforms. Match the message to the channel — one generic post across all four doesn't work.

LINKEDIN · Sector leaders and ecosystem partners (TG2, TG3)

Speaker announcements, policy angles, keynote quotes, event photos, thought-leadership from partners. Post 3x a week in the run-up. Use LinkedIn events and tag every confirmed speaker.

INSTAGRAM · Young innovators aged 20-35 (TG1)

Visuals first — venue, horses, hands-on shots. Reels of speaker highlights. Stories with countdowns, polls, Q&A. This is where the young equine innovator audience actually lives.

FACEBOOK · Regional sector network + older equine community

Events feature. Cross-post from LinkedIn/Instagram. Facebook Groups (regional pony clubs, breed societies, sector groups) are underrated for reach.

PODCAST + YOUTUBE · Depth content that lives beyond the summit

20-minute speaker interviews before the summit. Panel recordings after. Podcast content built pre-event becomes marketing material, then legacy content after. See Content Capture slide.

EMAIL · Registered attendees and warm sector lists

Practical info + programme updates for registered attendees. Speaker-of-the-week for warm lists. Never bought lists — sector-body and partner-owned lists only.

Media and PR — landing earned coverage

Paid social has a floor. Earned coverage — sector press, national media, radio — is what turns your summit into a sector event rather than a workshop.

SECTOR TRADE PRESS · the first outreach

Irish Field, Horse & Hound, Chronicle of the Horse, Horse International, and sector outlets in every partner country. These publications are always looking for young-innovator angles — an event that gives them a strong story will get coverage.

NATIONAL / REGIONAL PRESS · the political and regional angles

Land regional coverage in the host area (in Kildare's case: Kildare Nationalist, Leinster Leader, KFM radio). National coverage needs a bigger hook — a ministerial announcement, a landmark speaker, a research finding launched at the summit.

MINISTERIAL / POLICY LEVERAGE

A minister on the platform is a story. Announce their attendance three weeks out. Their office will push the coverage — use their comms team. Kildare landed Ministers Lawless and Heydon plus Nina Carberry MEP; each brought its own press interest.

SECTOR BODIES AS AMPLIFIERS

Horse Sport Ireland, Horse Racing Ireland, national federations — these bodies have direct channels to the sector. A share from HSI's LinkedIn beats a paid ad. Bring them in early enough that they have a stake in your summit's success.

Content capture at the summit — three days into twelve months of assets

The three days of the summit are your only chance to capture the raw material. Waste it and you have nothing to market with afterwards.

PROFESSIONAL PHOTOGRAPHY · non-negotiable

One photographer on-site for every full day. Brief them on: hero shots of speakers on stage, wide shots of the room, close-ups of attendees interacting, venue detail, hands-on moments. Photos are used for six months minimum after the event.

VIDEOGRAPHY · the highlights reel

A 90-second highlights reel for next year's marketing. 3-minute case study reel for funder reporting. Speaker soundbites (30-45 seconds each) — one per panel. Costs €1,500-€3,000. Justified by year-two registrations alone.

PODCAST RECORDINGS · where the depth lives

Set up a quiet corner as a podcast booth. Record 15-minute conversations with 6-8 speakers across the summit. These episodes drop over the following three months and keep the summit live long after the venue is empty.

LIVE SOCIAL · the hashtag and the wall

One official hashtag (Kildare used #YEISummit2026). One staff member — often a young equine innovator on placement — posting Reels, Stories, and quote cards in real time. A social wall in the venue amplifies attendee posts.

ATTENDEE-GENERATED CONTENT

Print the hashtag on lanyards, tent cards, and the programme. Reward the best three attendee posts (LinkedIn / Instagram) with a follow-up call with a speaker of their choice — a prize worth pursuing.

Post-event marketing — where the summit's value actually compounds

The three days are the smallest window. The next six months are where a well-marketed summit does most of its work — attendee case studies, funder evidence, next-year registrations.

WEEK 1 · Highlights reel + thank-you note

90-second highlights reel published across all channels within seven days. Thank-you email to every attendee with links to photos, key sessions, and the podcast series. Do this while the summit is still fresh.

WEEKS 2-6 · Podcast series drop

Release one recorded conversation per week. Cross-post on LinkedIn and the sector-body networks. Each episode is a fresh reason to talk about the summit and its speakers.

MONTH 2-3 · Attendee case studies

The strongest marketing for year two is proof from year one. Interview 3-5 attendees about what they did with what they learned — the business they built, the partnership they formed, the placement they landed. Publish as long-form pieces on the YEI Portal.

MONTH 3-6 · Funder-facing content and sector reporting

Case-study video, participant testimonials, quantitative impact report. Feeds into your Erasmus+ final reporting, next-year proposals, and sector-body updates.

MONTH 6-12 · Year-two teaser

First save-the-date for the next summit. Speaker of the previous year introduces the theme of the next. Compounding starts here.

Marketing and use of social media

Showing value to those attending

By asking participants for their reasons for attending we can help them focus on what they are interesting in learning from the summit. Guest can then reveal the value they hope to gain from attending. By choosing an activity to reveal those reasons and values you as the summit host can get a picture of what guests hope to bring from the summit.

An activity can include asking guests – either in an email before attending or as part of a survey at the summit – to identify their personal core values from a specific list. This keeps the guest focused on understanding their values and how they can guide them in their career or business decision in the equine industry.

Marketing and use of social media

Showing value to those attending

An activity - ask guests to identify their personal core values that they relate to their career or business in the equine industry:

From the list below, choose the five values that are most important to you. Tick your selections:

- ☐ Independence
- ☐ Creativity
- ☐ Helping Others
- ☐ Adventure
- ☐ Security
- ☐ Teamwork
- ☐ Leadership
- ☐ Freedom
- ☐ Financial Stability
- ☐ Achievement
- ☐ Challenge
- ☐ Work-Life Balance
- ☐ Fun
- ☐ Respect
- ☐ Passion
- ☐ Connection to Nature
- ☐ Recognition
- ☐ Learning
- ☐ Purpose
- ☐ Autonomy
- ☐ Compassion
- ☐ Integrity
- ☐ Resilience
- ☐ Sustainability
- ☐ Innovation
- ☐ Discipline
- ☐ Joy
- ☐ Trust
- ☐ Responsibility
- ☐ Excellence
- ☐ Tradition

How to end a summit

Impactful end to your summit - Create a memory

It is important to end a summit on a high note, i.e. to do something that reminds the guest why the attended and to bring out what they feel the learned from it. You can ask your guests or speakers to reflect on what they find most memorable. Sharing a personal anecdote is an effective way to bring people together, as people remember stories rather then a list of things that you as the planner of the summit hopes your guests have learned.

To get memorable and valuable insights you need to design these final event clearly. You can ask both your experiences speakers but also new guests to recommend 1 or 2 things to do – for their career or business – based on what has been the topic of the summit, Ask:

- What was the most memorable thing from this summit? Why is it so memorable?
- What do you take with you to apply to your career or business?

How to end a summit

Impactful end to your summit – ask for a reflection

What you gain from a summit is as different as that person is. By asking guests to reflect on specific things you can get a memorable discussion going that opens up new ideas and leaves your guests with the feeling that this summit has meant something specific to them. You can use the questions below to steer people to think about the summit from their own personal point of view and core values. This way you bring forth the value they see and connect their reflection to the content of your summit.

Reflection
What kind of life would feel meaningful or fulfilling to me?
How do I want to feel each day in the future — calm, excited, challenged, free?
Which of my top values do I want to live by in my daily life or work?
What motivates me to try, grow, or keep going — and how could that be part of my future?
Finish the sentence: “To me, success means…”

Clearly communicating sustainability

FEI example **internal communication** for what aspects to look at, what data to gather and who should be responsible during the event.

Planning
Office operations

★ Low ★★ Medium ★★★ High ★★★★ Very High

Sub Work Area	Initiative	Supportive Action(s)	What To Measure And Record	Person/Team Responsible	UN SDG	Sustainability Impact
Internal communication	Engage closely with the sustainability go-to person appointed from the organising team	This person to report directly to the Event Director/ President of the organising committee; discuss all internal communications related to sustainability messaging with this person	Was the sustainability go-to person involved in all aspects of communication	Event Director	8	★★
	Promote your sustainability planning amongst each member of the event organising team	Include dedicated sustainability agenda from the first meeting with periodic reviews and update, similar to any other work area	Whether periodic updates on the event's sustainability included in internal communications	Event Director	8	★★
	Educate team members as well as contractors to have considerations for the event's sustainability initiatives in their mind	For example on switching off systems and appliances when not in use, especially during non-show times; cleaning and waste management related team members/volunteers to be aware of water use and biodegradable cleaning agents; for all contracted work ask your suppliers/partners to include similar such trainings their processes, and learn from their best practice and sensitisation if something is already in place	Is a process in place for all team members and contracted services to ensure sensitisation on sustainability practices and initiatives at the event	Event Director, Communications/ Marketing	7, 13	★★

17 FEI SUSTAINABILITY HANDBOOK FOR EVENT ORGANISERS

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p.17

04

Wrapping-up the summit

Final assessment and legacy

Your Summit is over. The venue is empty. The real value of the summit is now decided by what you do next.

The next section is about capturing what happened — and turning three days into twelve months of impact.

What you'll cover:

- Final assessment — the indicators the FEI framework asked you to measure.
- Legacy — measurement, strategic aims, sustainability results.
- Post-event operations and reporting.
- Feeding your learning back into your network.

The key question: how do you turn a Summit event into 12 months of impact?

Final Assess of summit

When it comes to wrapping up the summit you need to keep in mind to do that in a certain way. The final assessment must partly be based on organised and measurable way and this you do by following the FEI post-event operation standard. Here the manager of the summit is responsible for gathering the data of what was measured. Here it is important to ask the following questions:

- What do the indicators initiatives according to the FEI standard tell you about the summit?
- Send out a short survey during the summit or after it to get input from guests on key issues from your indicators/initiatives
- Use this data to analyse how the summit want

At the same time it is also important to reflect on how the hosting went and how it can be improved upon. Here it is important for the managers and organisers of the summit to both reflect on their personal experience and to give their input on the data gathered.

Final Assess of summit

FEI example **Post-event operations – Venue wrap-up** for what aspects to look at, what data to gather and report on. Keep in mind who should be responsible for the wrap up.

Post-event operations

Venue wrap-up

★ Low ★★ Medium ★★★ High ★★★★ Very High

Sub Work Area	Initiative	Supportive Action(s)	What To Measure And Record	Person/Team Responsible	UN SDG	Sustainability Impact
Reuse and Recycling	Collaborate with other local events to share decoration	Share/donate decoration material to maximise its life of use; in case of rented material, discuss with the respective supplier(s) about immediate potential use with one or more of the supplier'(s) clients	Volume and type of materials shared/given to other events/for other use	Venue Manager	12, 17	★★★
	Store for re-use of purchased material for future editions of the event to maximise use (jumping equipment, fencing, date-free banners, signage, tents, electronic material, etc.)	Identify such materials in advance and ensure quality material is procured with consideration of re-use; store well	Percentage of total purchased material (type and value) with a plan for reuse	Procurement, Venue Manager	12	★★★
	Ensure light bulbs are recycled (particularly relevant for temporary venues)	Collect all light bulbs not intended for continued use, and those that have not been planned for donation (if in well working condition), send for recycling along with other recycling material	Number of light bulbs sent for recycling	Venue Manager	12	★★
	Collect lanyards and accreditations for recycling/reuse	After the last competition of the event, ask volunteers at the venue exit to collect lanyards; additionally deploy boxes with a message to drop the lanyards where there are not enough volunteers/staff; communicate this via the show office to the grooms and athletes; retain lanyards for reuse if date independent, if not send for recycling along with accreditations	Percentage of all issued lanyards and accreditations collected at end of event	Accreditations team	12	★★★

From the FEI (Fédération Équestre Internationale) Sustainability Handbook for Event Organisers – 2023, p.37

Legacy

When it comes to finding out what the legacy of the summit is, it is important to ask the managers, staff and the partners of the summit and the guests attending the following questions:

- What has the summit given to the field of horse-related issues and to the local area hosting the summit?
- How have local people and businesses benefitted from the summit?
- How have the guests benefitted?

Based on this you can then start to map out what the legacy of your summit is likely to be and how you can shape it for further summits. Legacy is both attending to the short-term benefits but also (and above all) to attend to the long-term benefits. To be able to map out and steer what your summit legacy will be you need to measure certain aspects and have exact strategic aims which then can produce sustainable results.

Legacy - measuring

Creating a sustainable summit can be seen as a way of creating a driver for regenerative change. To ensure that change it is necessary to manage and measure the many aspects or pillars of an event. This can be described as setting up a diagram of 3 pillars: impact, footprint and legacy.

Here we focus on the legacy pillars and draw examples from WorldPerfect, Denmark´s first sustainability agency. By looking at examples from both cultural and sport events an equine summit can gain insights into valuable lessons that can be applied to an equine summit.

Summary of Pillars, Strategic Goals, Themes, and Objectives

IMPACT

STRATEGIC AIM 1: ENGAGE OUR STAKEHOLDERS AND OBTAIN THEIR COMMITMENT TO RACING WITH PURPOSE.

PARTICIPATION

Obj 1.1 The Ocean Race and operational stakeholders' leadership and staff are engaged and committed to Racing with Purpose.

Obj 1.2 The Ocean Race and operational stakeholders' leadership and staff have relevant sustainability knowledge, competency and/or support.

Obj 1.3 All operational stakeholders have sustainable operating plans and adhere to The Ocean Race's sustainability requirements and guidance.

STRATEGIC AIM 2: MAXIMISE THE IMPACT OF THE OCEAN RACE AS A PURPOSE-BASED PLATFORM.

ADVOCACY, OUTREACH AND LEARNING

Obj 2.1 Raise awareness and positively influence beliefs held and action taken on sustainability and ocean issues by our target audiences.

OCEAN AND CLIMATE

Obj 2.2 Enhanced climate change commitments and action by stakeholders' as part of The Ocean Race platform.

OCEAN PROTECTION

Obj 2.3 Enhanced commitment and action by host nations towards 30% of the ocean as Marine Protected Areas by 2030.

Obj 2.4 Host Cities take action to ensure protection of the local marine environment.

Obj 2.5 Enhanced commitments and action by stakeholders on preventing single-use plastic and plastic pollution.

OCEAN RIGHTS

Obj 2.6 Advocate and accelerate action on development of an Universal Declaration of Ocean Rights.

FOOTPRINT

STRATEGIC AIM 3: PROTECT THE NATURAL ENVIRONMENT FROM RACE AND EVENT IMPACTS.

ENVIRONMENTAL STEWARDSHIP

Obj 3.1 Adhere to all relevant environmental regulations and protections, and take a restorative approach.

STRATEGIC AIM 4: ENSURE RESPONSIBLE RESOURCE USE & CIRCULARITY.

WATER

Obj 4.1 Responsible water use and management.

WASTE AND CIRCULARITY

Obj 4.2 Minimise total waste produced.

Obj 4.3 Minimise our plastic footprint.

Obj 4.4 Maximise resource recovery.

SOURCING

Obj 4.5 Minimise volume of materials used.

Obj 4.6 Source environmentally, socially responsible, and ethically-produced materials and food.

STRATEGIC AIM 5: MINIMISE GREENHOUSE GAS EMISSIONS AND BE CLIMATE POSITIVE.

ENERGY

Obj 5.1 Maximise energy conservation and efficiency.

Obj 5.2 Maximise renewable energy use.

TRANSPORT

Obj 5.3 Minimise travel and freight impacts.

CLIMATE POSITIVE

Obj 5.4 Minimise Race-related greenhouse gas emissions.

Obj 5.5 The Ocean Race 2022–23 is climate positive.

LEGACY

STRATEGIC AIM 6: ADVANCE KNOWLEDGE AND COLLECT DATA ON OCEAN HEALTH.

OCEAN SCIENCE

Obj 6.1 Optimise the impact and application of scientific data collected during the 2022–23 Race.

STRATEGIC AIM 7: CELEBRATE AND ENSURE INCLUSION AND DIVERSITY THROUGH SAILING AND OUR RACE.

INCLUSIVITY & DIVERSITY

Obj 7.1 Support and ensure inclusion and diversity within all elements of The Ocean Race.

STRATEGIC AIM 8: ACHIEVE INDUSTRY LEADERSHIP, INNOVATION AND POSITIVE LEGACY.

INDUSTRY LEADERSHIP

Obj 8.1 Be a catalyst for the development of innovative solutions to industry sustainability challenges.

Obj 8.2 Be the leading event in sports and sustainability by 2023.

STRATEGIC AIM 9: LEAVE A POSITIVE LEGACY IN THE COMMUNITY.

COMMUNITY LEGACY

Obj 9.1 Host city's government departments and programmes have an ongoing sustainability benefit from hosting The Ocean Race.

Obj 9.2 Individuals, communities and groups have enduring positive benefits from their participation in Racing with Purpose.

These objectives are for the 2019–2023 time period and primarily cover the 2022–23 Race. They will be updated for each new edition of the Race.

Improvement and targets are based off a 2018 baseline.

From WorldPerfect Presentation at the YEI Summit in Kildare County, Ireland. 4th March, 2026.

Legacy – strategic aims

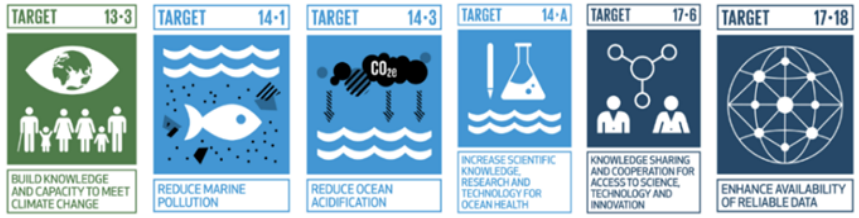
Depending on the size of a summit and how often it has been held, the legacy of an event can be connected to many different strategic aims. An oceanic event like the example below connects to gathering data on the status of the oceans, where as an equine summit should be connected to data for strategic policy and aim connected to land use, horse and human welfare. A summit that has wants to contribute to long-term health of the ecosystem on which equine industry is reliant on aims to connect to global, national and local strategic aims. Keep though in mind that this is a long-term goal and is not to be expected from a new summit, but is recommended for a summit that aims to be a long-lasting event.

LEGACY

Strategic Aim 6: Advance ocean science data collection and contribute to enhanced understanding of ocean change.

Ocean Science

Key Performance Question: *To what extent is The Ocean Race's science programme producing useful data and advancing environmental data transfer and ingestion into databases.*
These indicators will measure the success of our contributions to ocean observing systems and ocean science.



Objective 6.1 Optimise the impact and application of scientific data collected during the 2022-23 Race.

Ambition:	Action	KPI, Measurement and/or Reporting	Targets
For Danish ocean science research organisations[32] to use data collected during the 2022-23 Race and to engage with the Race's science programmes.[33]	Engage with Danish ocean science organisations to participate in The Ocean Race's science programme and use the collected data.	Number and focus of workshops, and their outcomes. Report on progress and outcomes.	Host at least one science-focussed workshop.
Include the UN Decade of Ocean Science for Sustainable Development in communications and engagement around ocean science and education.	Support and communicate the 'decade' through relevant channels and platforms.	Report on our contribution and participation in Ocean Decade programmes and Actions.	Contribute to an Ocean Decade programme via an 'Action'.

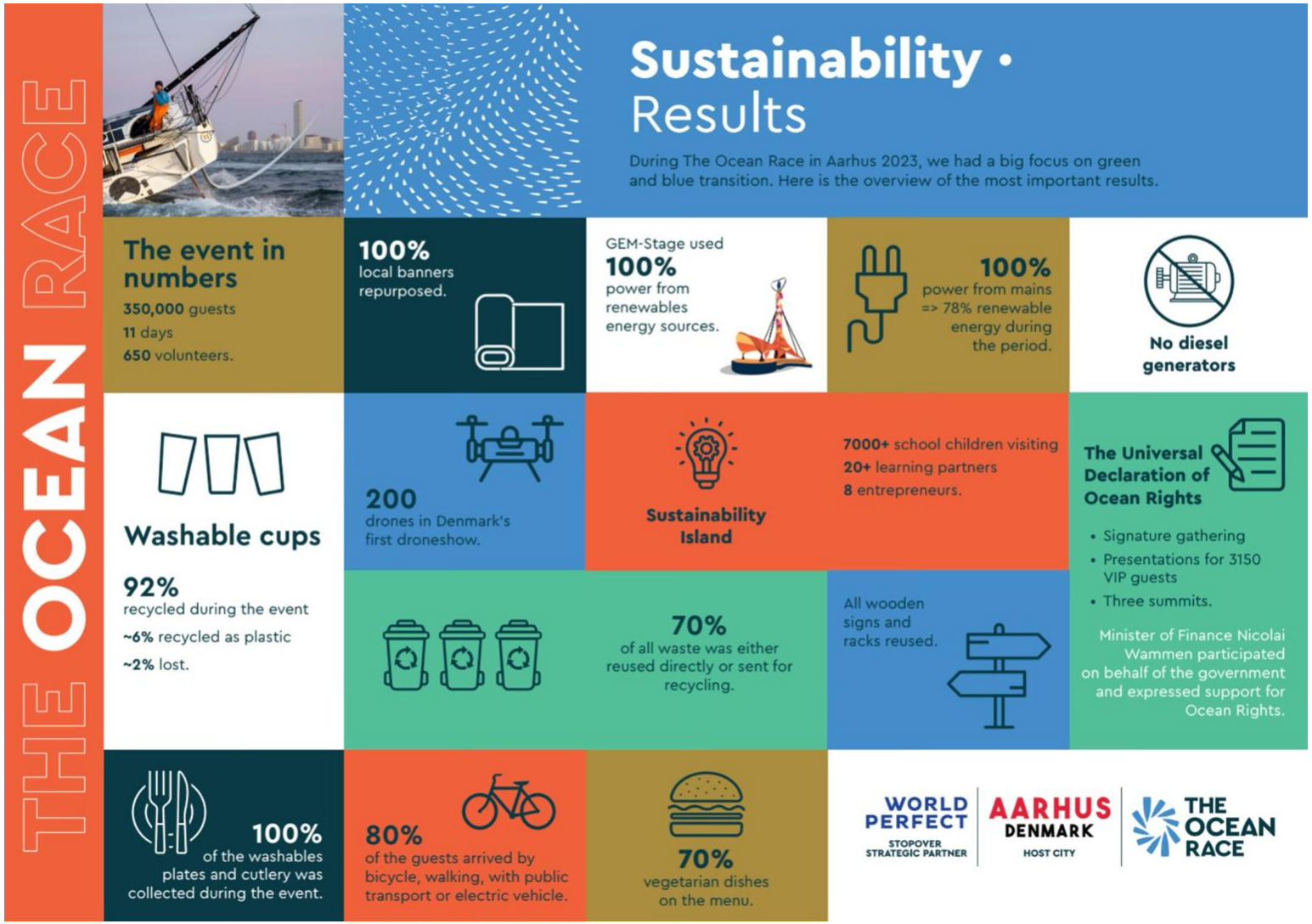
From WorldPerfect Presentation at the YEI Summit in Kildare County, Ireland. 4th March, 2026.

Legacy – sustainability results

Depending on the size of a summit and how often it has been held, the legacy sustainability results can be manifold. The more often a summit is held the more clearly a good sustainability management will show what the real and long-term results can be.

This can then help to focus on what are the most important short- and long-term benefits, both in global and local terms.

It can take time to see how effective the sustainability managment of a summit is and to see impactful results. Therefore it is very important to keep monitoring and measuring and to be innovative in analysing possible positive results.



From WorldPerfect Presentation at the YEI Summit in Kildare County, Ireland. 4th March, 2026.

Learnings from Kildare — what worked, what was hard

The March 2026 YEI Summit in Kildare tested every element of this guide in practice. Four insights the Kildare team wants every future host to know.

1. VARY THE EVENT ACROSS DAYS AND VENUES

Kildare ran across four venues over four days — Osprey Hotel Naas (arrival), National Stud & Gardens (Day 2), The Curragh Racecourse (Day 3), Goffs (Day 4). Each venue changed the energy and the conversations. A single-venue summit is much harder to sustain.

2. GUEST SPEAKERS AND SITE VISITS ARE GOLD

Kildare brought in Minister James Lawless, Minister Martin Heydon, Prof. William Hynes (KPMG), Denis Duggan (HSI CEO), Anne-Marie O'Brien (Equimetrics), Prof. Emmeline Hill (Equinome) and many more. Combined with the tour of the National Stud, this gave the summit gravitas that no PowerPoint programme could match.

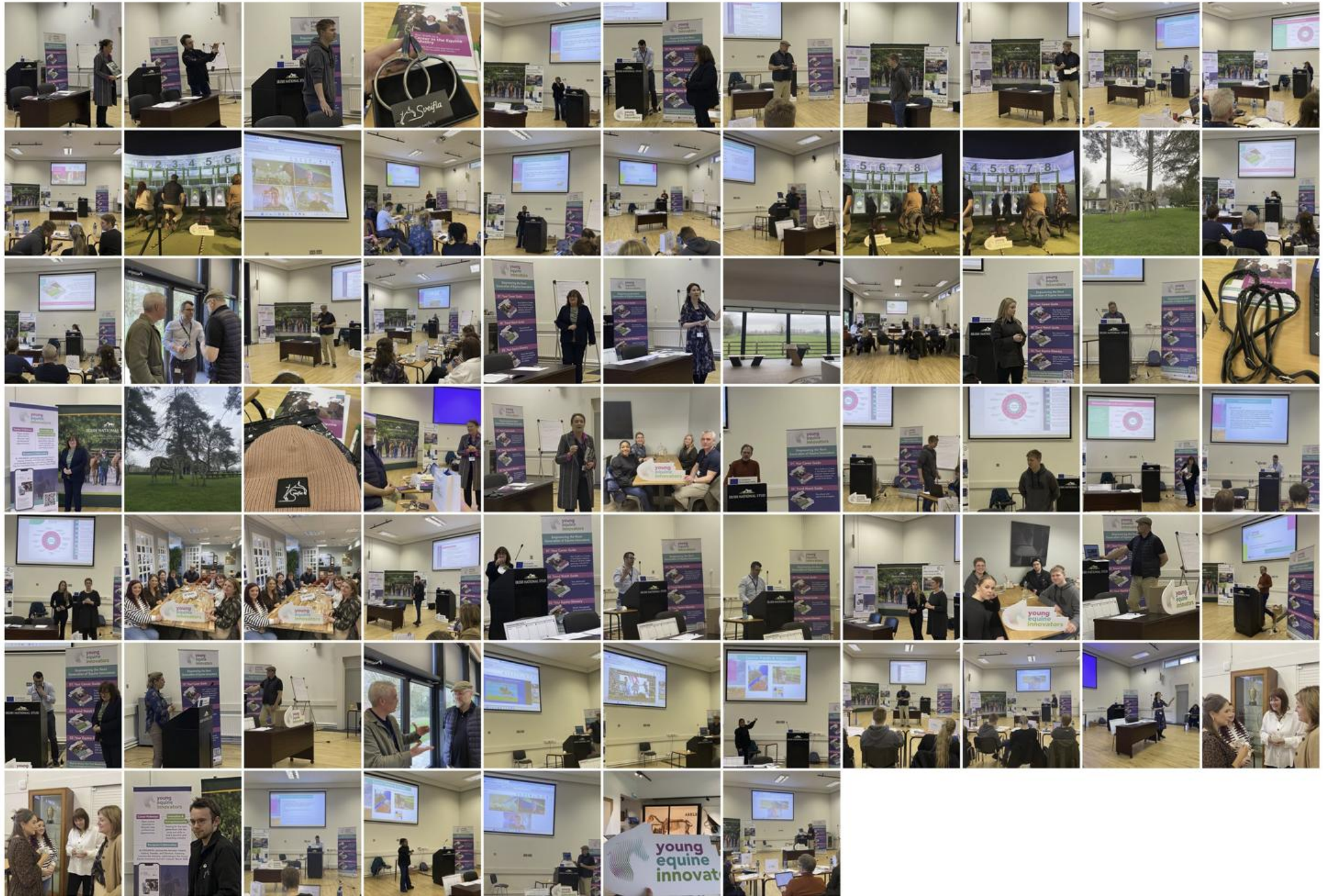
3. GROUP WORK PAYS OFF — BUT NEEDS A CLEAR FORMAT

The "Meet our Participants" format — every attendee gave a prepared presentation of their equine background and one specific sector challenge they wanted to fix. Structured group work with a clear brief beats open discussion every time.

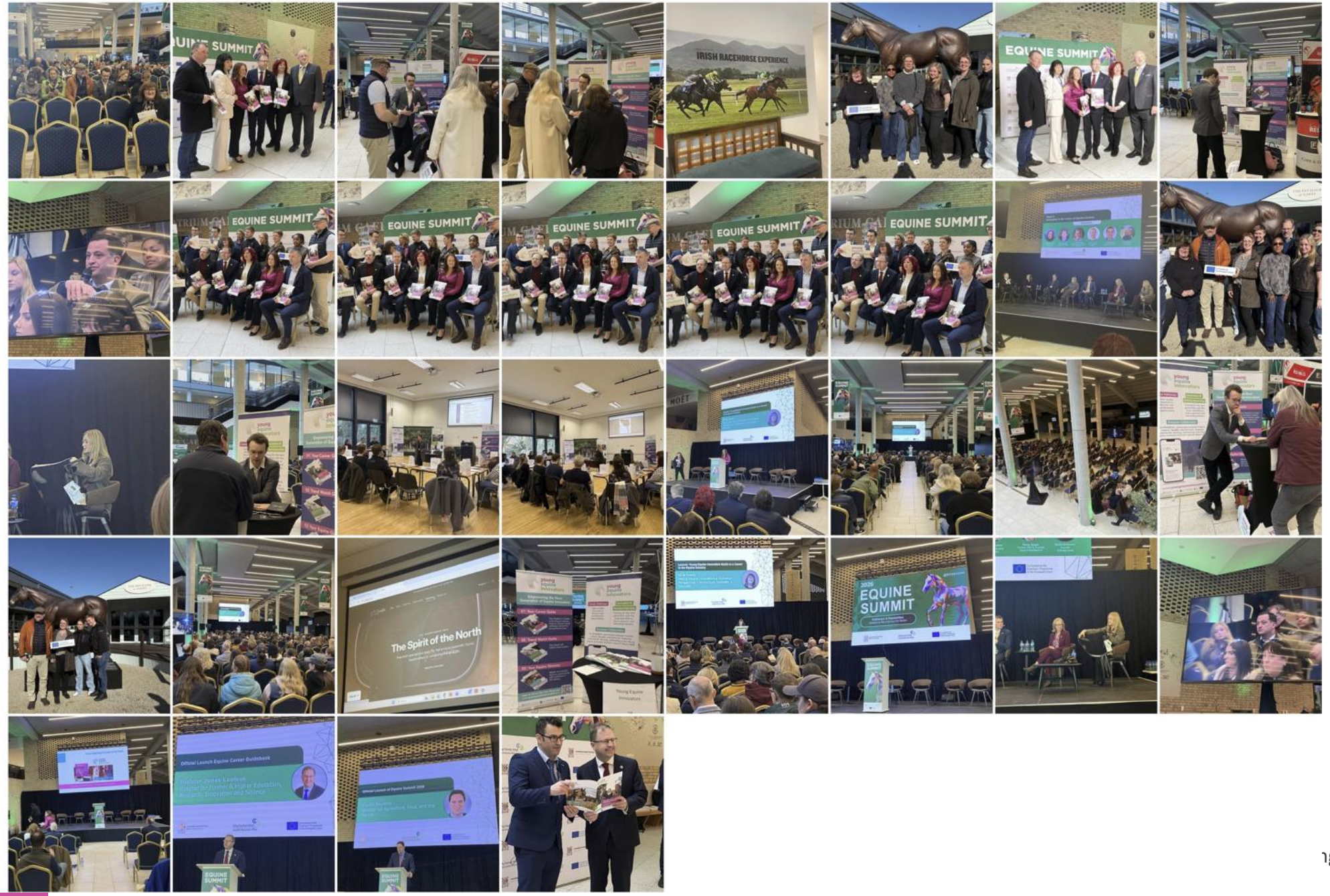
4. HYBRID IS VERY HARD — HARDER THAN YOU THINK

The hybrid layer was the single biggest execution challenge — technical complexity, virtual-attendee engagement, moving between venues each day. If you can't dedicate a full-time hybrid producer and tested tech at every venue, keep it in-person only or fully online.

YEI Summit - Day 1 at Irish National Stud & Gardens - 4 March 2026



YEI Summit - Day 2 at The Curragh + Highlights - 5 March 2026



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Sources

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Sources

Young Equine Innovators Erasmus+ Project Website - https://youngequineinnovators.eu/

Your Guide to a Career in the Equine Industry - https://youngequineinnovators.eu/young-equine-innovators-career-guidebook/

Trend Watch Guide. Exploring Emerging Trends in the Equine Industry: Empowering Youth Through Equine Insights - https://youngequineinnovators.eu/young-equine-innovators-trend-watch/

FEI Sustainability Handbook for Event Organisers. 2023 Fédération Équestre Internationale - https://inside.fei.org/system/files/FEI%20Sustainability%20Handbook%20-%20For%20Event%20Organisers_2023.pdf

YEI Module 5 - Going Digital. The digital layer around your equine business — customer journey, AI, systems, money, trust – https://youngequineinnovators.eu/yei-innovators-open-educational-resources/

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