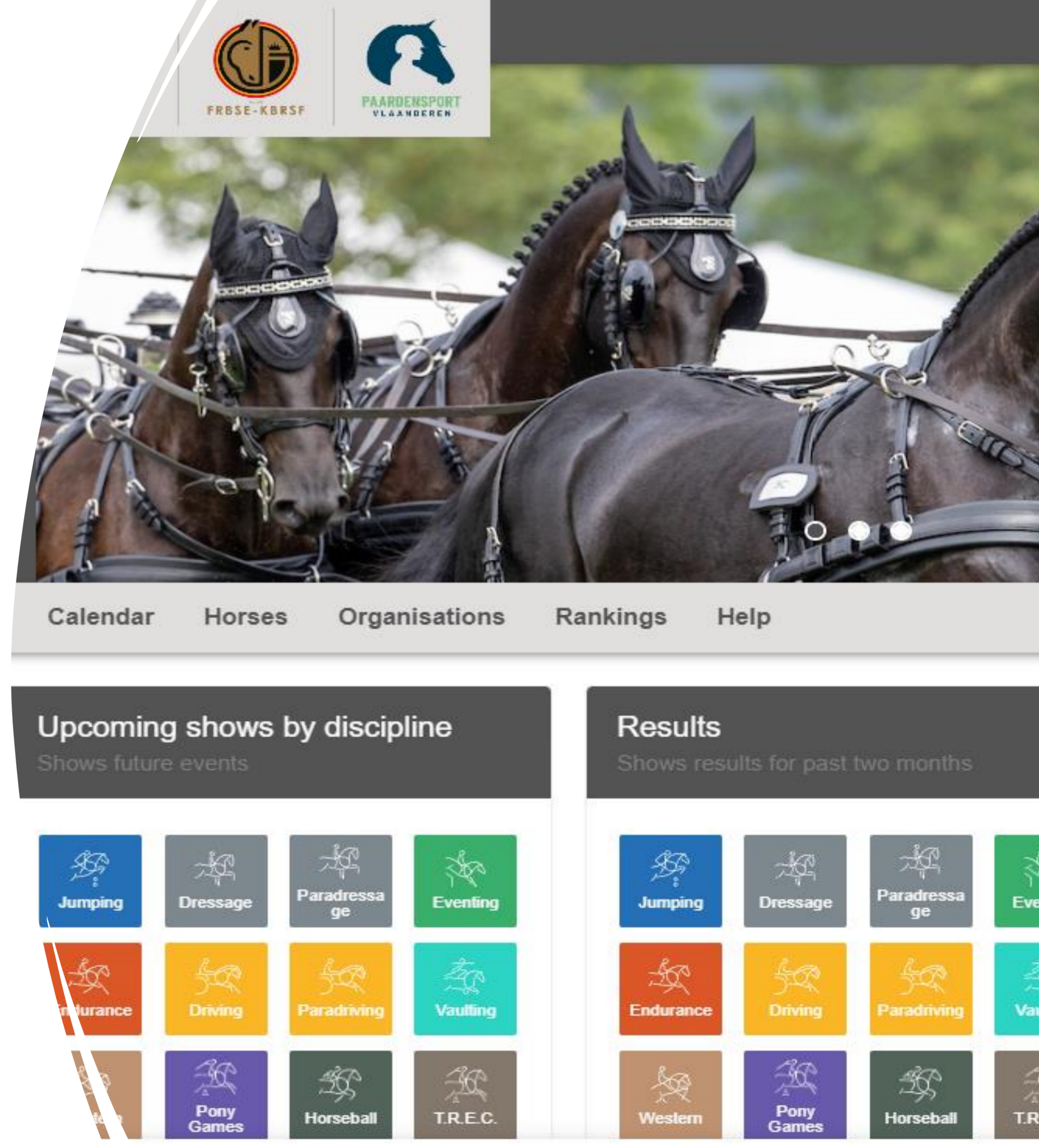


AFTER DIGITAL TRANSFORMATION IN EQUESTRIAN SPORTS

Session 5 – Tech and
IT solutions for
Equestrian Sports

Tatjana & Martin Kiilo
Equiforum Belgium 24
21 February 2024

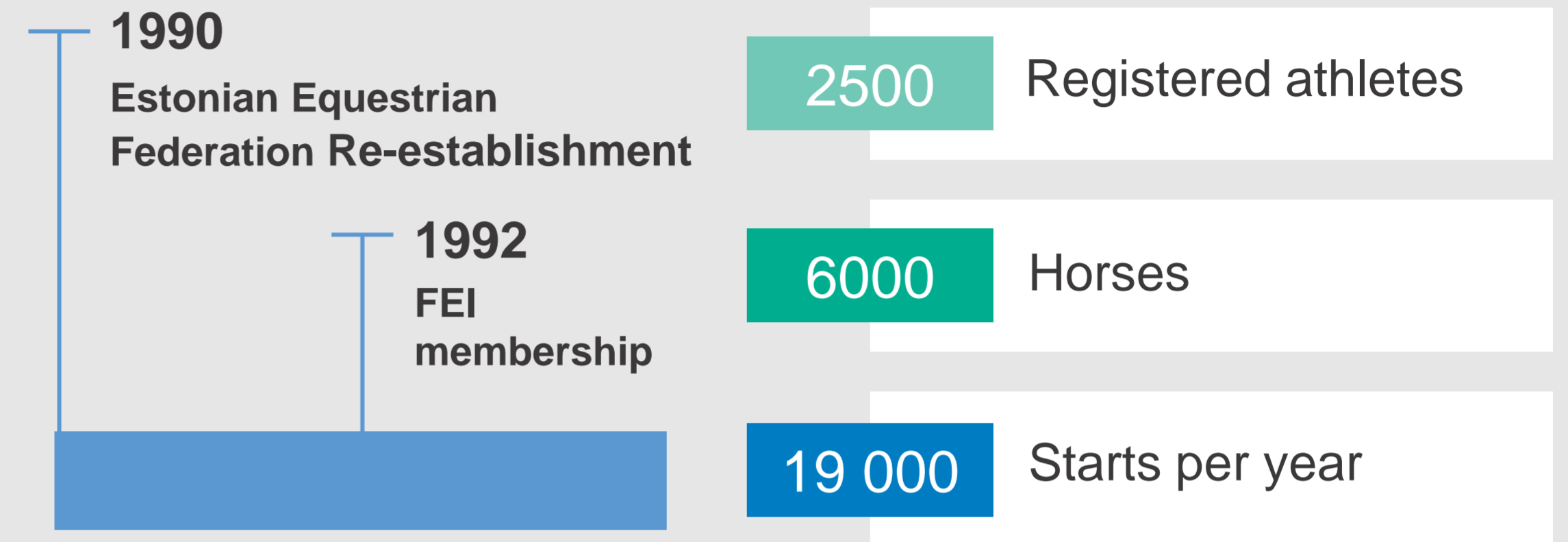


ESTONIA

- 1,35M people
- 99% of services are online
- Estonians' proven trust towards e-solutions



100 years of equestrian sports history in Estonia








Digital services already have a definite position in equestrian sports' governance

WHAT WILL A POST-DIGITAL ERA IN EQUESTRIAN SPORTS LOOK LIKE?

Data, statistics, surveys, studies and other sources for ongoing monitoring of targets.

Eesti spordiregister

CHALLENGES 10-15 YEARS AGO

 Competitions	 Entry	 Data
<ul style="list-style-type: none">• Encouraging equestrians to compete at official events• Making competition possibilities visible and accessible for all	<ul style="list-style-type: none">• Increasing e-entry availability for all clubs and equestrian enthusiasts• Making the process of an entry easy, smooth and transparent	<ul style="list-style-type: none">• Making equestrian data accessible and open• Reducing data exchange and data management costs
 Digitalization		 Administration
<ul style="list-style-type: none">• Maximizing the use of digital services• Eliminating time-consuming offline procedures• Minimizing paperwork and inefficiencies		<ul style="list-style-type: none">• Reducing administrative costs for events' organizers• Making e-solutions part of sports administration and governance

2013/4 - THE LAUNCH OF RATSANET

(Equestrian Sports database and entry system)

IMMEDIATE EFFECTS: 1 - 2 YEARS

30% increase of **shows** in the official national calendar

50% increase of **athletes** with a valid early licence

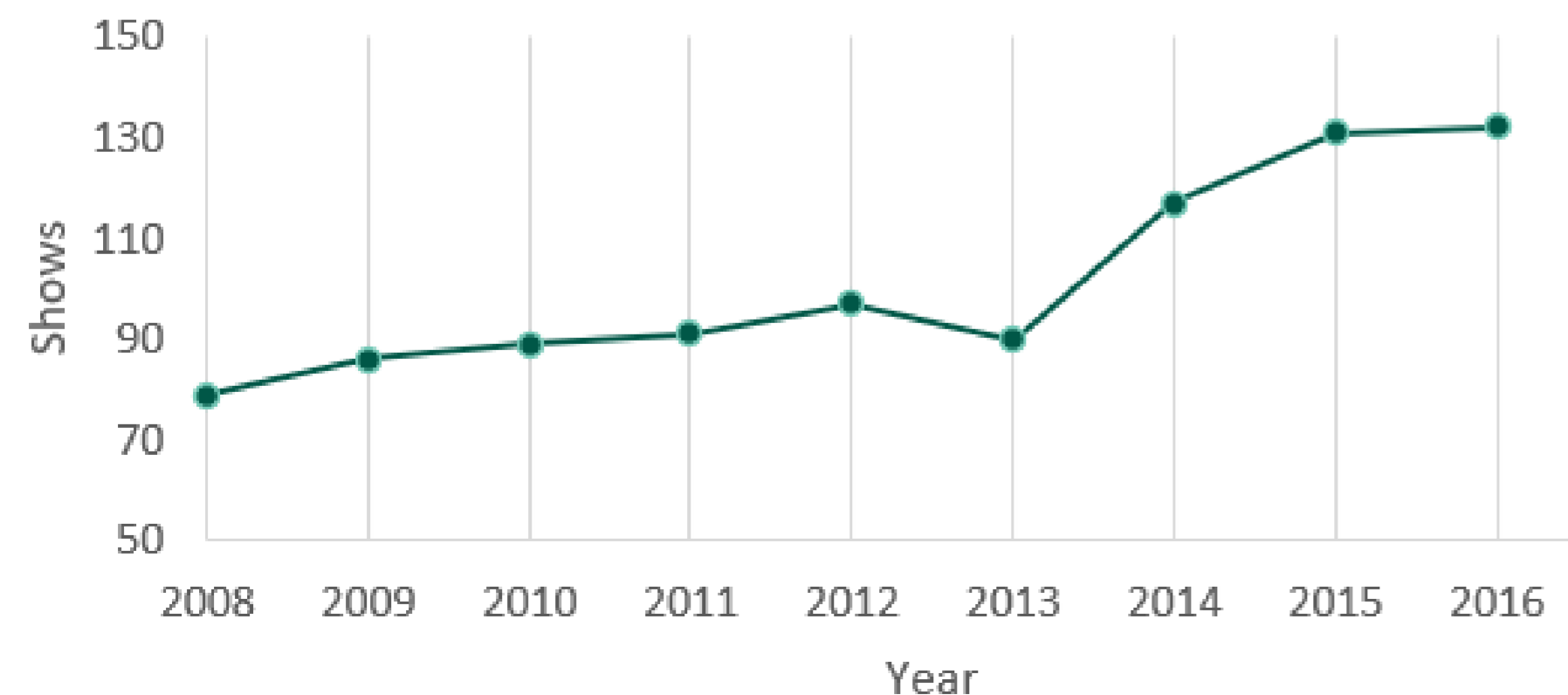
50% increase of **horses** with a valid early licence

LONG TERM EFFECTS: 5 - 10 YEARS

2x **active athletes** and **horses** in equestrian sports

19k **starts** per year (14 starts per 1000 people)

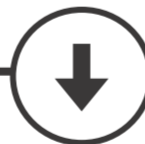
*This increase is comparable to the participation in official sports in other **Nordic** countries, although is still below the **Central European** countries*



This kind of growth has become possible **without** the increase of administrative costs.

BENEFITS OF DIGITALIZING SERVICES IN EQUESTRIAN SPORTS

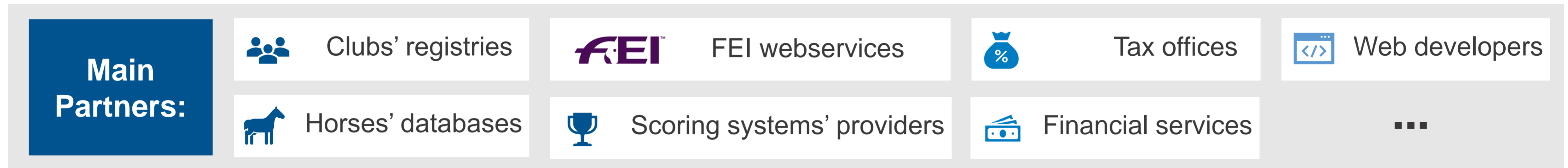
One-stop-shop for events, entries and results:	Digitalized services	Traditional methods
Athlete makes an entry to a show + pays entry fees	3-5 min	2-3x higher time cost
Checking the eligibility of the horse/rider to compete	+ 0 min	+ several min per entry
Secretariat importing entries to a scoring system + exporting results	1 min	up to 100x higher time cost



Total working time saved: **20-25 years annually**
(in a country with a similar sized horse industry as Belgium)

BENEFITS OF DIGITALIZING EQUESTRIAN SPORTS DATA SHARING

————— Data-exchange services – once-only principle in managing data —————



————— Data-exchange services in equestrian sports are **invisible**, but crucial to save **time and resources** —————

There can be **millions of transactions** per year, in a country with a similar sized horse industry as Belgium.



This level of data exchange will be impossible in non-digital form and without data-exchange services

MAKE DATA WORK FOR YOU



- Rankings
- Handicap levels, qualifications
- Statistics

STEPHEN MOWBRAY

Photo: Stephen Mowbray

NEXT CHALLENGES

Personalization

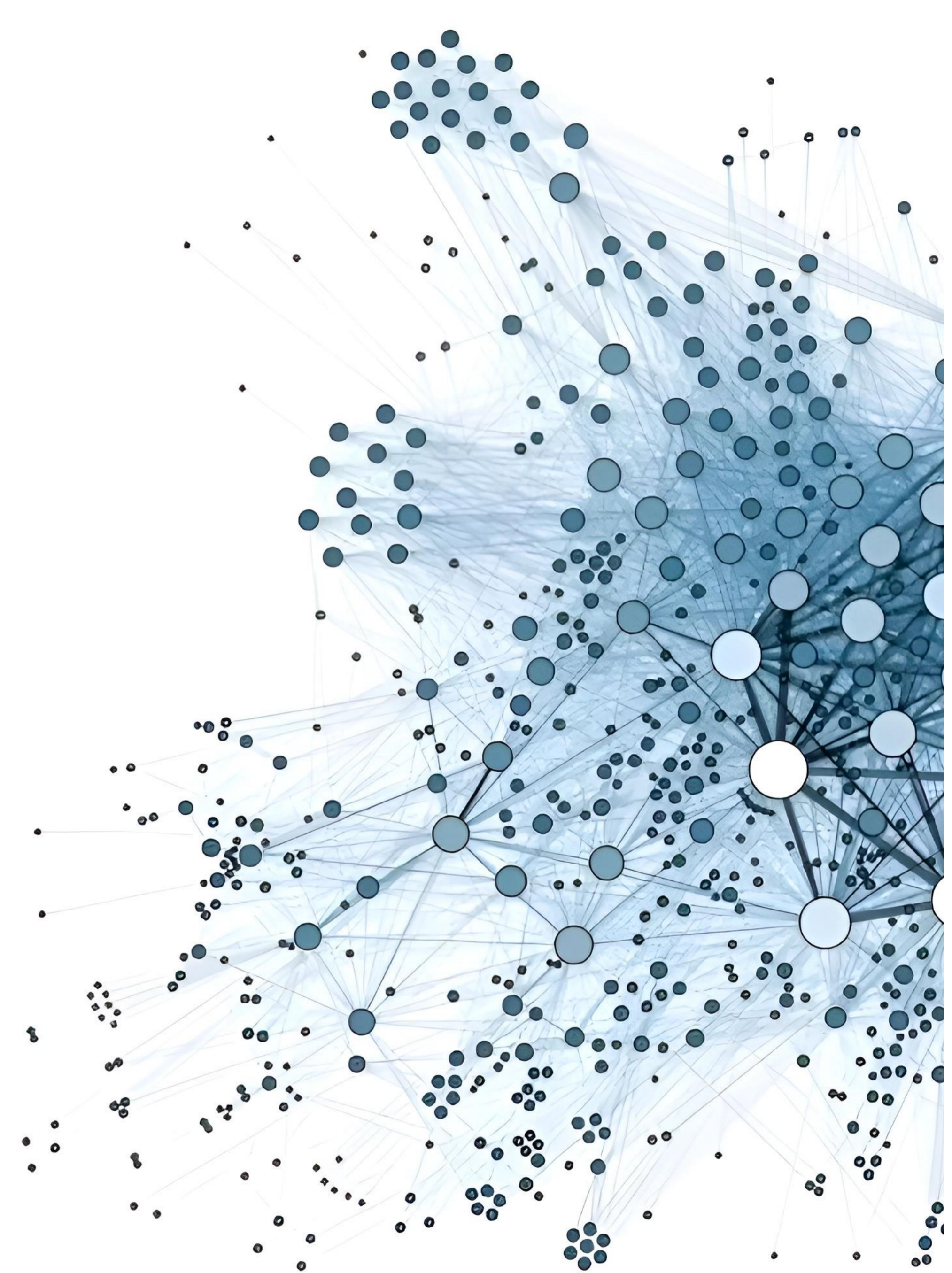
- Higher degree of automation
- Adjustment to a person's needs

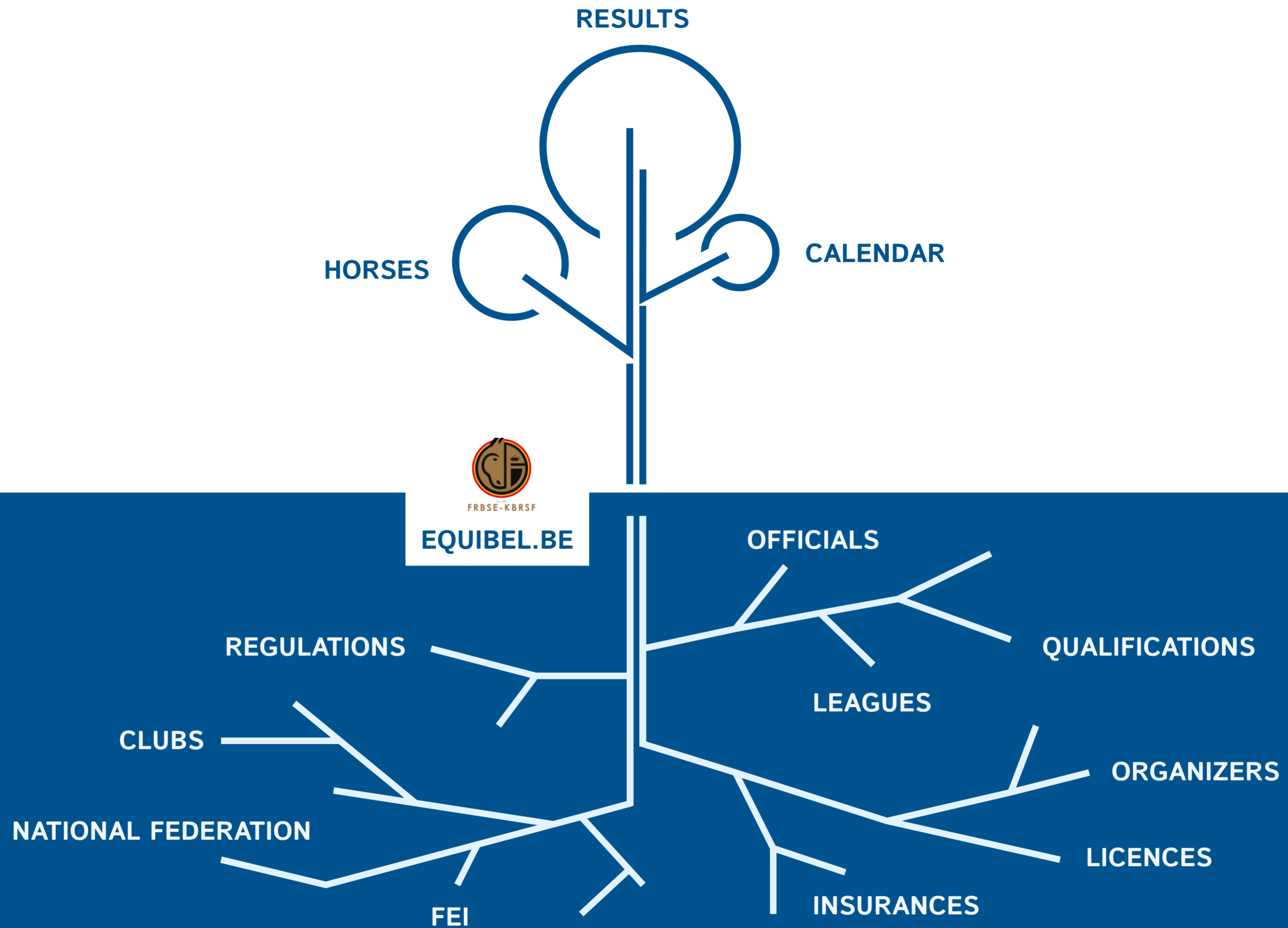
Proactiveness

- Anticipating the needs of the user
- Proactively offering a service
- Encouraging a behavior (when appropriate)

Transparency

- Trackable administrative decisions based on open and transparent data
- Ex. rankings, qualifications etc.





- 1** Digital first / digital by default – stay connected
- 2** Once-only – make data exchange seamless
- 3** Focus on **collaboration** in design
- 4** Remove inefficiencies, **eliminate redundant** steps
- 5** Opt for **evolution**, not a big bang

„The future we might be hesitant about today, but soon, we will not picture our life without it“

Erika Piirmets (2024) What's next, Estonia?



THANK YOU!

