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Assunto: FW: Impact of Covid-19 pandemic on 2020 Longines EEF Series
Anexos: EEF Letter to LES Organizers_17April2020.pdf; EEF Press Release_postponement of the launch of Longines EEF Series to 2....pdf

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Dear Organizers of the Longines EEF Series

Dear National Federations of the Longines EEF Series

On behalf of the EEF President Theo Ploegmakers and the EEF Board Member Eleonora Ottaviani I am sending you the attached letter with regards to the impact of the Covid-19 pandemic on the 2020 Longines EEF Series. The related press release will be sent out at 10am.

As always, we remain available for any questions you may have.
 Please take care and stay safe.

With best wishes

Carina

Carina Mayer
 Secretary General



Zaventem, 17 April 2020

Message to Longines EEF Series Organisers from EEF President re Covid-19

Dear Organisers,

The ongoing Covid-19 pandemic has reached a global extent and is affecting henceforth our daily lives. The measures that have been widely taken by governments to slow down contagion in order to protect our sanitary systems and ultimately save lives have a massive impact on our social and economic realities.

Assembly ban and ban of travel have especially brought to their knees the players in the sector of cultural and sports events. As for the international equestrian sport, a glance at the FEI Calendar shows the multitude of cancelled shows. Being aware of the consequences for all involved stakeholders, notably human and equine athletes, officials, owners, breeders, federations, sponsors, suppliers and of course organizers, the equestrian community is unified in looking for best crisis management.

We want to assure all of you that the EEF has closely collaborated with its member NFs, the FEI and other recognized groups such as IJRC (International Jumping Riders Club) and EO (Equestrian Organizers) and participated in the ongoing discussions assisting to "damage control" and a common approach to solving calendar problems whilst trying to save some live sports events by rescheduling and suchlike. The EEF is thus part of the FEI Calendar Task Force.

These are difficult and uncertain times for us all and the Longines EEF Series has sadly not remained untroubled by the Covid-19 pandemic. Despite all efforts, we find ourselves confronted with the reality that many of the Longines EEF Series 2020 shows and, hence, also the whole Series cannot take place as originally planned. Together with our Series partner Longines we therefore have concluded that the launch of the Longines EEF Series has to be rescheduled to 2021.

Please be assured, that we remain fully committed to our concept of launching a concept embracing the entire European equestrian community with a team competition involving the whole European territory and intriguing a new generation of organizers and officials. The organizers of the Longines EEF Series 2020 shall also be in the line-up for 2021. We are conscious of the fact that the postponement of the Tokyo 2020 Olympic and Paralympic Games and the necessity to find new dates in 2021 adds to the level of concern of our whole Equestrian community. We remain though confident that we will live the start of the Longines EEF Series at its fullest in 2021



and EEF, Longines and Alcor Consulting (as its road manager) will work for its merited premiere and positioning.

Please find herewith enclosed the relative press release which will be sent out shortly. Beatrice and Valentina Ottaviani of Alcor Consulting remain at your disposal for any related question.

On behalf of the EEF we do thank you for your dedication and your determination and do wish you all the best in these challenging times. You, the Organizers, provide the stage for our wonderful sport, which we are all looking forward to experience the soonest possible again live and along with other fans engaged – hopefully without any social distance.

Stay safe.

Theo J W A Ploegmakers
EEF President

Eleonora Ottaviani
EEF Board Member



Brussels, (BEL) | April 2020

EEF Press Release – the launch of the Longines EEF Series to be postponed to 2021

Brussels, 17 April 2020 – Under the current circumstances and the impact of Covid-19 the launch of the newly designed Longines EEF Series that was planned for May 2020, has to be postponed to 2021.

The concept of the EEF Series, which was for the first time presented to the EEF member federations at the occasion of the EEF General Assembly in June 2019, had immediately enjoyed a wide interest due to its intended development potentialities. The competition has in prospect several teams competing in eight regionally organized qualifiers, two semi-finals and a final and aims at promoting the next generation of riders, officials and sporting professionals from the continent.

The Covid-19 situation has evolved rapidly. Over the past weeks, together with the parties involved, extensive consideration has been given to whether the Series shall be launched as originally planned or whether it could maybe be held later during 2020. In regard to the current restrictions affecting the live sports events across Europe and the globe, the EEF Board and the Series' partner Longines have concluded to postpone the launch of the Series to 2021. The show line-up for 2021 shall remain the same as originally planned in 2020.

Theo Ploegmakers, EEF President: "In the last couple of months, the COVID-19 pandemic has led European governments to impose necessary measures restricting international events and transportation to protect human health and safety, which must always come first. These measures have affected heavily the European sports scene, including equestrian sports in particular, where show organizers were forced to cancel events at all levels. In recent weeks, it has become apparent that the Longines EEF Series could not be launched in 2020 as planned. The EEF and our partner Longines have thus come to the regretful, but necessary, conclusion to move the launch of the Longines EEF Series to 2021, when the pandemic will have hopefully ended. We would like to thank our partners, riders, NFs and stakeholders in Europe for their understanding and loyalty, and to thank especially the organizers who have worked incredibly hard to make the Longines EEF Series a success. We count on them for next year."

About the European Equestrian Federation (EEF)

The EEF was formed in 2009 to address equestrian sport matters of European interest and to increase the influence of the European NFs within the FEI. In 2018, the FEI Groups I & II were merged into the EEF Regional Group, which currently includes and represents 37 European NFs.

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