



# Alltech FEI World Equestrian Games™ 2014 in Normandy: what does this mean for the economic, social and environmental impact on the local area?

This study was conducted by the French Institute for Horse and Riding (Ifce), the National Institute of Agronomic Research (Inra) and the Sport Economics and Law Centre (CDES) of Limoges, as part of a research partnership with the GIP Normandie 2014 and the local authorities of Normandy

**Céline VIAL** - IFCE, INRA Montpellier, UMR MOISA – vialc@supagro.inra.fr  
**Fabien CLIPET** – INRA Montpellier, UMR MOISA, CDES de Limoges  
**Cyrielle PEPE** – INRA Montpellier, UMR MOISA  
**Eric BARGET** – CDES de Limoges

## Objective: studying the short-term impact of the Games on the Normandy area

**A robust and thorough methodology** which aims at avoiding the usual errors and limitations of impact studies to give a more realistic picture

- ❑ Elaboration by scientists and experts of impact studies and of the horse industry  
 -> Tests on small and medium size equestrian events before the Games
- ❑ Collection and analysis of multiple data sources  
 -> Study of the organizational budget, field data collection and interviews in excess of 2,300 informants
- ❑ Accurate estimates of the population numbers of the different categories
- ❑ Combinations of quantitative and qualitative analysis

## Alltech FEI World Equestrian Games™ 2014 in Normandy

- ❑ August 23 to September 7, 2014
- ❑ 7th edition of the largest equestrian competition in the world (held every 4 years)
- ❑ 8 sports and 2 demonstration disciplines
- ❑ Several sites in Normandy
- ❑ Organizational Budget: 82 million euros
- ❑ 64 countries represented by 1,060 participants
- ❑ Nearly 314,000 spectators
- ❑ A Territorial Project associated with the event

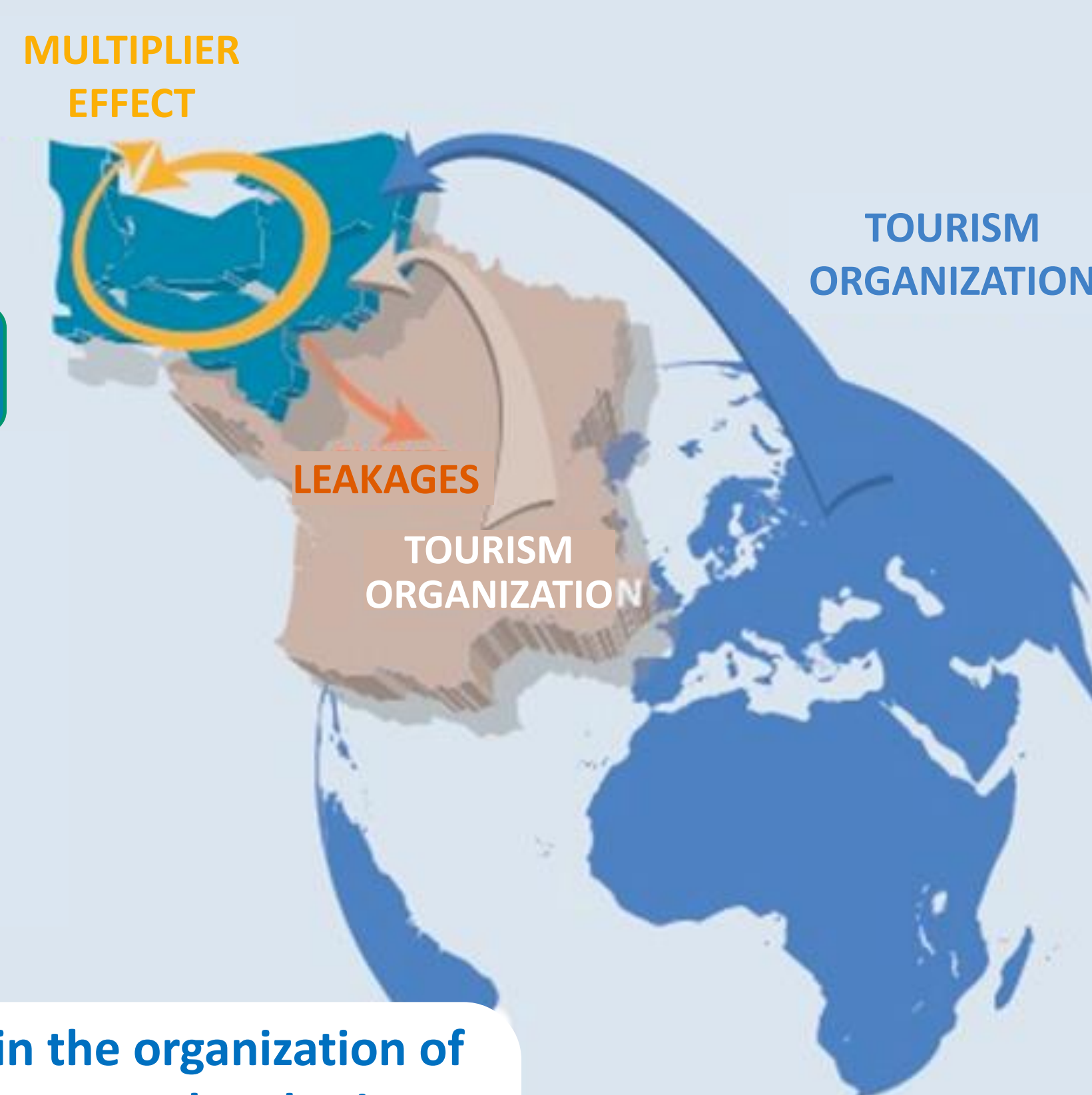
## TOTAL ECONOMIC IMPACT

**102 million euros**

Economic impact of the event for the Normandy area (direct, indirect et induce effets)

Methodology based on a rehabilitation of the base theory and on Wilson type multipliers

One Euro injected in the organization of the event (by governmental and private partners) corresponds to a creation of 1.25 Euros of added value in the Normandy area



## SOCIAL UTILITY

<b>Monetary value of social utility</b>	<b>44.7 million euros</b>
Use value (for spectators)	31.2 million euros
Non-use value (for local inhabitants)	13.5 million euros

### Reasons for the social value of the Games:

- ❑ Pleasure to attend
- ❑ Economic and tourism benefits
- ❑ Media exposure, bringing awareness and attraction to the local area
- ❑ Development of the horse industry
- ❑ (Few negative aspects mentioned: organizational problems and nuisances for local inhabitants)

## ENVIRONNEMENTAL IMPACTS

Posts	Results
Governance, partnerships and raising awareness	Actions implemented by the organizers: Promotion of local partnerships, Creation of working groups, EquuRES Labeling of 5 stables, Stand and visits around sustainable development, Space dedicated to working horses, Sustainable development and innovation projects, Communication on available transport means...
Resource consumption and emissions	<ul style="list-style-type: none"> <li>- 231,405 m<sup>3</sup> of water</li> <li>- 398,288 kWh of electricity</li> <li>- 787,727,107 km traveled -&gt; 100,526,576 tonnes (t) of CO<sub>2</sub></li> <li>- 100 t of straw, 22 t of hay and 135 t of chips</li> <li>- 2,038,970 meals consumed in Normandy</li> <li>- 1,062,338 nights spent in Normandy</li> <li>- 534 t of manure and 278 t of waste</li> <li>- no impact on sewage treatment plants and on air quality</li> <li>- 7% of Norman inhabitants bothered by some nuisances</li> </ul>
Natural environment and biodiversity	<ul style="list-style-type: none"> <li>- 87% of the surface used (427 hectares) in sensitive areas (wetlands, Natura 2000 areas, classified site, floodplains)</li> </ul>

## Conclusion

- ❑ The most complete impact study of a sporting event conducted to date -> inputs for academic research
- ❑ Some limits linked to the methodologies (always perfectible) and to data sources (actors statements) used
- ❑ A tool for decision making, optimization of impacts and equestrian event promotion
- ❑ Outlook: study of the long-term impacts of the Games and the Territorial Project on the equine sector or other sectors such as tourism