



## **WBFSH Department Structure:**

While an overall structure of the departments is laid out, it is important to note that many projects and activities are not within the framework of one department alone but overlap with other departments. As such, collaboration between the departments must also exist. Furthermore, joint committee members should be enabled to participate and work on projects that are of interest to them, even if they do not fall into the specific scope of their department.

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### **DEPARTMENT OF THE PRESIDENT**

- Oversee the general management of the WBFSH & the coordination of the activities of the departments
- Public representation of the WBFSH
- Contact to Manager and the Board

### **GENERAL MANAGER**

Supportive function for various WBFSH initiatives and projects (Marketing, Traceability, State of the Industry Report, FEI-WBFSH Data Exchange, etc)

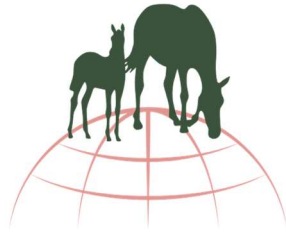
Tasks:

- Collaboration with all departments, overseeing WBFSH projects in general, as well as additional dedicated tasks, & contact to member studbooks
- Public Representation of the WBFSH, together with the President
- Daily correspondence with studbook members
- Representation of WBFSH in EHN
- Meetings (JM, EC, BM, etc) - Logistics, agenda, minutes
- WBFSH Rankings - Breeder, Studbook, Sire
- Member Reports (provide to Dept DEVELOPMENT to oversee State of the Industry Report)
- WBCYH - Quotas, Cooperation with OCs and WBFSH representation
- WBFSH Studbooks Jumping Global Champions Trophy
- Breeder Awards - Logistics (flights, hotels, transfers, breeder invitations and hosting of breeders) & Promotion
- Social Media, Promotional videos, webinars and interviews
- General Assembly (in collaboration with the host) agenda, participants, minutes
- Oversee membership applications processed by the office

### **WBFSH OFFICE**

Administrative tasks, member correspondence, press and PR

- GA (administration & registrations)
- Applications - overseen by Manager
- Annual member reports
- Website updates
- Newsletters, press & social media
- Events (assist with logistics & representation on trade stands)
- Meetings (logistics, minutes, etc)
- Promotional videos



**WBFSH**

WORLD BREEDING FEDERATION  
FOR SPORT HORSES

### **Dept of SCIENTIFIC RESEARCH: DWB**

Coordination of projects of scientific research

- Coordination of relevant scientific projects (CIGA, IBVs)
- Contact to EAAP

### **Dept DEVELOPMENT: NZHS & BHHS**

Targets the studbooks & breeders, carries out initiatives to aid industry development & provide member services

- Strategy for Member Collaboration & Governance
- Member Services
- State of the Industry - Annual Report
- Collaboration with Dept of Marketing & Sponsor Agent for strategy alignment

### **Dept MARKETING, PROMOTION, COMMUNICATIONS: AES & KWPN**

Marketing strategy, Development of marketing tools & execution of strategy

- Marketing Plan and Strategy
- Webinars & Video Interviews
- World Breeding News collaboration
- Promotion: Videos - website, rankings, GA, etc
- Sponsorship
- Collaboration with Dept of Development & Sponsor Agent for strategy alignment

### **Dept BREEDING: SBSF**

Initiatives for Breeding Development & Safeguarding the industry through use of GBP (Good Breeding Practice)

- Development of Good Breeding Practice Guidelines (GBP)
- Project for Traceability and transparency of ARTs used
- WHIRDEC (in collaboration with the IFCE)

### **Dept EXTERNAL COOPERATION: NF-GER**

Contact to relevant stakeholders in the industry, in collaboration with the manager

- Contact to FEI in collaboration to the manager (WBCYH Dressage, FEI-WBFSH Data Exchange, FEI-WBFSH Council)
- Contact to EHN in collaboration with the manager
- Contact to EU

### **Dept FINANCE: BWP**

Financial Affairs

- Budget
- Member Invoices
- Collaboration with other departments for initiatives for additional sources of income: revenue through projects, crowdfunding, sponsorships

*Vilhelmsborg, October 2024*