

PRESS RELEASE

R-haltenswert launches the BeEQC participation app and examines perceptions of the World Championships in Aachen

Stuttgart, 6 August 2026

How is equestrian sport perceived by the wider community? Do spectators, equestrian professionals and selected experts identify the same positive developments and critical situations, or are there significant differences?

With its specially developed participation app **BeEQC**, R-haltenswert is launching the second part of its Aachen project. The application will be used publicly for the first time during the World Championships, but has been designed for long-term use at equestrian events at every level, from regional championships to major international events.

BeEQC is being developed as a multilingual platform so that it can also be used at international events and by participants from different countries in the future.

During the World Championships, BeEQC will enable observations from different perspectives to be recorded in a structured way and subsequently analysed separately.

In addition, R-haltenswert will conduct three surveys on the general perception of equestrian sport: before Aachen, during the World Championships and after the event.

The project will also examine the extent to which a major international event influences public trust in and perceptions of equestrian sport.

The aim is to gain a better understanding of which images and impressions reach the public, which sporting qualities are immediately visible and where equestrian sport may need to explain more clearly, look more closely or review existing structures.

Public acceptance of equestrian sport cannot be taken for granted. Its Social Licence must be earned anew every day.

Three different perspectives

BeEQC distinguishes between three participant groups:

- the wider community,
- equestrian professionals who provide their name and relevant qualification,
- selected experts approved by R-haltenswert.

The results will initially be analysed separately and then compared.

“We are interested not only in what happens during Aachen, but also in what different people see when they watch it,” explains Viktoria Auracher, founder of R-haltenswert. “It will be particularly revealing to see where perceptions coincide and where they diverge.”

If the community, equestrian professionals and experts perceive the same situations differently, the question arises as to whether knowledge is lacking or whether equestrian sport needs to communicate more transparently and explain itself more clearly.

If different groups consistently identify the same positive characteristics, this shows which sporting qualities are being conveyed visibly and credibly. If similar critical observations are repeated, however, the relevant areas should be examined more closely.

“Different perceptions create a responsibility to communicate. Shared critical perceptions create a responsibility to investigate,” says Auracher. “At the same time, shared positive perceptions also deserve attention.”

Observations on site and via broadcasts

Participants can indicate whether their observations were made on site or via livestream or television. A distinction is also made between the preparation or warm-up phase and the competition itself.

For a submission to be included in the analysis, at least three different horse-and-rider combinations must be recorded. This is intended to avoid concentrating on a single combination and to encourage participants to consider several observations.

The focus is on recurring perceptions and broader patterns. Individual horse-and-rider combinations will not be publicly singled out as part of the analysis.

BeEQC does not replace veterinary diagnoses or assessments by judges, stewards or other officials. The app is designed to make different perceptions visible in a structured way.

“We are not assessing the work of the judges,” Auracher emphasises. “We are recording what the public sees, and it is precisely this perception that helps determine whether equestrian sport continues to enjoy social acceptance.”

Three surveys around Aachen

Alongside the launch of BeEQC, the first general survey on perceptions of equestrian sport will begin on 6 August, before the start of the World Championships.

A second survey will follow during Aachen. After the event, a third survey will examine which impressions have remained and whether perceptions of the sport have changed.

The app and the surveys serve different purposes: BeEQC records specific observations during the sporting action, while the surveys examine the broader impact of the World Championships on the public image of equestrian sport.

Developed for different levels of equestrian sport

BeEQC is not designed exclusively for major international events. The system can, in principle, be used at a wide range of competitions, from a district championship or regional show to German Championships, World Championships or the Olympic Games.

The central question remains the same:

What do spectators, equestrian professionals and experts perceive? Where do their observations coincide? And where do differences emerge that should be explained or investigated more closely?

Aachen therefore marks the launch of a multilingual tool that can make perceptions of equestrian sport visible over the long term and across different levels of competition.

Binding rules for fair participation

Participation is subject to binding fairness and terms-of-use rules.

Observations must be expressed objectively. Personal attacks, insinuations or campaigns against individual participants are not permitted.

Throughout the year, R-haltenswert regularly receives videos and information from members of the community. These submissions are reviewed internally in order to understand observations, identify recurring questions and place potential topics in a professional context.

Material submitted to R-haltenswert is not published and is not used for the public portrayal of individual people or horse-and-rider combinations.

“This project is not directed against riders, judges, stewards, organisers or federations,” Auracher emphasises. “We want to understand how equestrian sport is perceived, which developments are convincing and where there may be a need for discussion or action.”

R-haltenswert expressly invites the German Equestrian Federation (FN), the Fédération Equestre Internationale (FEI) and the Aachen-Laurensberger Rennverein (ALRV) to support the further process from a professional perspective, raise questions, contribute their own viewpoints and work together to develop standards for fair and transparent observation.

BeEQC and the accompanying surveys form the second part of R-haltenswert’s Aachen project.

On 30 July, R-haltenswert and Fair zum Pferd | Dressur-Studien had already announced their joint supplementary coverage under the title **“The Horse. The Sport. The Future.”**

Further information on BeEQC, participation and the surveys will be published through R-haltenswert’s channels.

Project:

R-haltenswert Aachen 2026

Name of the app:

BeEQC

Launch of BeEQC and the first survey:

6 August 2026

Languages:

BeEQC is being developed as a multilingual platform

Participant groups:

Community, equestrian professionals and selected experts

Observation methods:

On site, via livestream or television

Minimum scope:

Three different horse-and-rider combinations

Survey periods:

Before, during and after the World Championships

Access BeEQC:

The web-based BeEQC participation app will be available directly through your browser from 6 August 2026:

www.be-egc.de

No download or installation is required. The first survey on perceptions of equestrian sport can also be accessed via this website.

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